UNIVERSITAS INDONESIA
FACULTY OF ECONOMICS AND BUSINESS
DEPARTMENT OF ACCOUNTING
UNDERGRADUATE PROGRAM

SYLLABUS
Bisnis Digital
(Digital Business)
ECAU 607209
EVEN SEMESTER 2021/2022

No.	Lecturer	E-mail
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Subject Code	ECAU 607209
Subject Title	Digital Business
Credit Value	2
Pre-requisite/ Co-requisite/ Exclusion	Business Analytics
Role and Purposes	The course contributes to the achievement of Bachelor of Economics in Accounting learning goals by enabling students to apply technical competence in accounting related field (LG7) which is able to explain how information technology contributes to data analysis, decision making and business.
Subject Learning Outcomes	Upon completion of the subject, student will have: Technical Competence in a. Accounting and Related field: be able explain how information technology contributes to data analysis, decision making and business.
Subject Synopsis/ Indicative Syllabus	

Week #	Topic	LO	References
1	Industrial Revolution 4.0, Disruptive Technology and Digital Economy	a	TUR: CH 1

	Learning Method : Lecturing		
2	Information System, IT Architecture, Data Governance & Cloud Computing Learning Method : Lecturing, Class Discussion, Pop Quiz	a	TUR: Ch 2 Case: Airline
3	Networks, Collaborative Technology, and Internet of Things Learning Method : Lecturing, Class Discussion, Pop Quiz	a	TUR: Ch 4 Case: Smart City
4	Cybersecurity and Risk Management Technology Learning Method : Lecturing, Pop Quiz	a	TUR: Ch 5
5	Search and Recommendation Technology: Artificial Intelligence	a	TUR: Ch 6 Case: Chat Bot
6	Mid Term Exam		
7	Web 2.0 and Social Technology Learning Method : Lecturing, Quiz Briefing for Fintech Assignment Business Model Canvas	a	TUR: Ch 7
8	Mobile Commerce Technology Learning Method : Lecturing, Quiz	a	TUR: Ch 8
9	Contemporary issues: Blockchain Link to Blockchain articles: https://univindonesia-my.sharepoint.com/:f:/g/personal/yusufkh_office_ui_ac_id/EnRsJIFzVfpHt9IV1m846QcBbi7dFIqSmcbMIM7gC5D4jw	a	Group Presentation, reviewing Blockchain Paper.
10	Ethical Issues, Sustainability, and Current Regulation Learning Method: Lecturing, Quiz	a	TUR: Ch 14
11	Comprehensive case: Fintech Link to Fintech Articles https://univindonesia-my.sharepoint.com/:f:/g/personal/yusufkh_office_ui_ac_id/Ekxw-p19h_hAuQh_0hAUkiYBc_nVmJQ61Dnaqm7I33gGqw?e=dsaBJt	a	Group Presentation - Fintech Company Review using Business Model Canvas.
12	Final Exam		

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Teaching/Learning Methodology	This course will use various teaching/learning approach, including collaborative learning/case-based learning for session 2-10, and self-paced study on **Applied Data Science with Python** on https://cognitiveclass.ai Students is required to collect 4 badges and completed 3 courses on Applied Data Science with Python learning paths on https://cognitiveclass.ai. Students then required to send/upload the link for digital certificate to assignment on emas2.ui.ac.id and/or lecturer email. The midterm exam and final exam will have one question regarding Applied Data Science With Python, with assumption that student already finished: Python for Data Science. For the final exam, all four badges and three courses must be completed by all students **Detailed Instruction for Self paced study on Applied Data Science with Python:** Self paced study will conducted through online courses on https://cognitiveclass.ai, digital certificate will be verified by lecturer through valid link submitted by student, screen capture or print out to pdf is not acceptable. Student also required to register to https://credly.com/ using official student email from Universitas Indonesia. The URL for showing badges from http://cognitveclass.ai on https://credly.com/ must set up by the student on credly user's Public URL on the account public profile menu (Setting -> Profile -> Credly URL). Name must be updated with the same name as registered in http://academic.ui.ac.id. The link than must be submitted to lecturer, and then your achievment can be scored for your **Self paced study on Applied Data Science with Python** assessment. At the https://cognitiveclass.ai. student must complete "**Applied Data Science with Python" learning path** "https://cognitiveclass.ai/learn/data-science-with-python" to complete three courses and get 3 certificates, and for the badges, if you completed 3 courses you will have 4 badges. Cognitiveclass.ai will give three certificates, each certificate will be given unique link to be verified by lecturers. The badges will be presented to the lecturer by submiting student public URL from youracclaim.com, make sure that you have claim the badges from cognitiveai.class progress page of each courses, after you have finished and passed each courses. In "Applied Data Science with Python" learning path there are 3 courses: 1. Python for Data Science (will be part of the mid term exam material) 2. Data Analysis with Python (will be part of the final term exam material) 3. Data Visualization with Python (will be part of the final term exam material)

If your pass the passing grade of the courses, you will get one certificate for each courses, so in total you will have 3 digital certificate.

You will get 75 points (25 points each) of 100 the Lab Score if you successfully finished and passed the passing grade of the course for all of the courses below:

1. Python for Data Science
2. Data Analysis with Python
3. Data Visualization with Python

In order the points to be accounted for you must submit 3 (three) unique URL of the certificate to the lecturer, for example as below, each link will show different certificate for 3 different courses :

1. https://courses.cognitiveclass.ai/certificates/061e22af95af47f4b8fe8dfc51a9b1d5
2. https://courses.cognitiveclass.ai/certificates/629dc8bf19cf4e749cd138de70deedb6
3. https://courses.cognitiveclass.ai/certificates/d40de519ed8b4327be6cd933f256500a

To get another 10 points, you have to submit your public url from youracclaim.com, url that shows all 4 (four) badges you have collected from https://cognitiveclass.ai.

The URL will have a format like https://credly.com/users/username_sso_ui/badges, if the username_sso_ui not in this case your name is no longer available you can choose another name, but you need to update your profile picture and full name in https://youracclaim.com.

All Certificates' URL and youracclaim URL will be submitted at the end of the semester.

For example https://www.youracclaim.com/users/yusufkh/badges, will redirect your browser to show the page which display badges collection not from cognitiveclass.ai but another insitution as well, but for this subject you only required to have youracclaim page be able to display 4 badges from (1) Learning Path "Applied Data Science with Python" and others (3) from three courses that formed the Applied Data Science with Python learning path. In order to be able to claim another 15 points. You public youracclaim url must show all of the four badges from Applied Data Science with Python learning path. Example:

https://credly.com/users/yusufkh/badges

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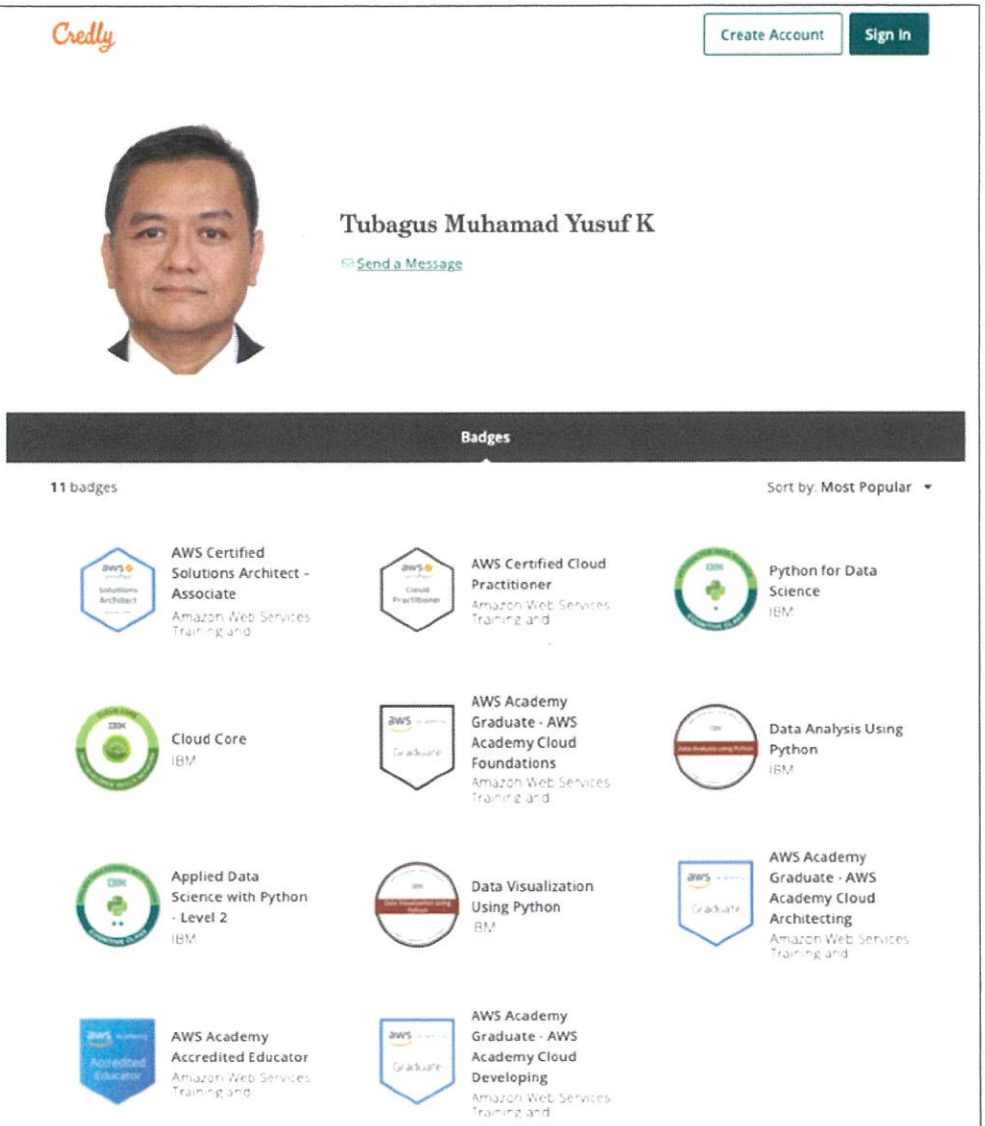

Assessment Method in Alignment with Intended Learning Outcomes

Assessment	% weight	Intended Learning Outcomes to be assessed
		a
Group	**20%**	
Group Presentation (Comprehensive Case Study)	7.5%	√
Group Discussion and presentation	12.5%	√
Individual	**80%**	
Mid Exam (closed book)	30 %	50%
Final Exam (closed book)	30 %	50%

	Self study on Applied Data Science With Python (http://cognitiveclass.ai)	10 %	√
	Individual Assignment	10%	√

Student Study Effort Expected

Class Contacts	
Lectures	7.5 Hours
Group Discussion	10 Hours
Presentation & Class Discussion	7.5 Hours
Sub Total	**25Hours**
Other student study effort	
Self paced study on Applied Data Science with Python	23 Hours
Preparation for discussion	25 Hours
Independent Study	25 Hours
Total	**98 Hours**

Reading List and References

Required Readings:

1. Turban E. Collard P, Wood G. (2018). Information Technology for Management: on Demand Strategies for Performance, Growth and Sustainability 11th Edition. Wiley (TUR)
2. Complimentary reading are easily found in the internet.

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