



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

**SYLLABUS**  
**Bisnis Digital dan Inteligensi Bisnis**  
**(Digital Business and Business Intelligence)**  
**ECAU607208**  
**ODD SEMESTER 2019/2020**

No.	Lecturer	E-mail
1	- Teguh Iman Maulana S.E., M.Sc.	teguh.im@ui.ac.id
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	- Dr. Ari Pratiwi	ap2506@yahoo.com

Subject Code	ECAU607208			
Subject Title	Digital Business and Business Intelligence			
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

	2	Information System, IT Architecture, Data Governance & Cloud Computing	a	TUR: Ch 2									
	3	Networks, Collaborative Technology, and Internet of Things	a	TUR: Ch 4									
	4	Cybersecurity and Risk Management Technology	a	TUR: Ch 5									
	5	Search and Recommendation Technology: Artificial Intelligence	a	TUR: Ch 6									
	6	Mid Term Exam											
	7	Web 2.0 and Social Technology	a	TUR: Ch 7									
	8	Mobile Commerce Technology	a	TUR: Ch 8									
	9	Contemporary issues: Blockchain	a										
	10	Ethical Issues, Sustainability, and Current Regulation	a	TUR: Ch 14									
	11	Comprehensive case: Fintech	a										
	12	Final Exam											
Teaching/Learning Methodology	<p>This course will use various teaching/learning approach, including collaborative learning/case-based learning for session 2-10, and self-paced study on <b>Applied Data Science with Python</b> on <a href="https://cognitiveclass.ai">https://cognitiveclass.ai</a></p> <p>Students is required to collect 2 badges and completed 3 courses on Applied Data Science with Python learning paths on <a href="https://cognitiveclass.ai">https://cognitiveclass.ai</a>. Students then required to send/upload the link and/or digital certificate to assignment on <a href="https://emas.ui.ac.id">emas.ui.ac.id</a> and/or lecturer email.</p> <p>The midterm exam and final exam will have one question regarding Applied Data Science With Python, with assumption that one badge: Python for Data Science have been collected by all students before the midterm exam and for the final exam, all two badges and three courses have been completed by all students</p>												
Assessment Method in Alignment with Intended Learning Outcomes	<table border="1"> <thead> <tr> <th>Assessment</th> <th>% weight</th> <th>Intended Learning Outcomes to be assessed</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>a</td> </tr> <tr> <td><b>Group</b></td> <td><b>20%</b></td> <td></td> </tr> </tbody> </table>				Assessment	% weight	Intended Learning Outcomes to be assessed			a	<b>Group</b>	<b>20%</b>	
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		a											
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	Group Presentation (Comprehensive Case Study)	7.5%	√																														
	Group Discussion and presentation	12.5%	√																														
	<b>Individual</b>	<b>80%</b>																															
	Mid Exam (closed book)	30 %	50%																														
	Final Exam (closed book)	30 %	50%																														
	Self study on Applied Data Science With Python ( <a href="http://cognitiveclass.ai">http://cognitiveclass.ai</a> )	10 %	√																														
	Individual Assignment	10%	√																														
Student Study Effort Expected	<table border="1"> <tr> <td colspan="2"><b>Class Contacts</b></td> <td></td> </tr> <tr> <td>Lectures</td> <td></td> <td>7.5 Hours</td> </tr> <tr> <td>Group Discussion</td> <td></td> <td>10 Hours</td> </tr> <tr> <td>Presentation &amp; Class Discussion</td> <td></td> <td>7.5 Hours</td> </tr> <tr> <td><b>Sub Total</b></td> <td></td> <td><b>25Hours</b></td> </tr> <tr> <td colspan="2"><b>Other student study effort</b></td> <td></td> </tr> <tr> <td>Self paced study on Applied Data Science with Python</td> <td></td> <td>23 Hours</td> </tr> <tr> <td>Preparation for discussion</td> <td></td> <td>25 Hours</td> </tr> <tr> <td>Independent Study</td> <td></td> <td>25 Hours</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td><b>98 Hours</b></td> </tr> </table>			<b>Class Contacts</b>			Lectures		7.5 Hours	Group Discussion		10 Hours	Presentation & Class Discussion		7.5 Hours	<b>Sub Total</b>		<b>25Hours</b>	<b>Other student study effort</b>			Self paced study on Applied Data Science with Python		23 Hours	Preparation for discussion		25 Hours	Independent Study		25 Hours	<b>Total</b>		<b>98 Hours</b>
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Reading List and References	<p>Required Readings:</p> <ol style="list-style-type: none"> <li>1. Turban E. Collard P, Wood G. (2018). Information Technology for Management: on Demand Strategies for Performance, Growth and Sustainability 11<sup>th</sup> Edition. Wiley (TUR)</li> </ol> <p>Complimentary reading are easily found in the internet.</p>																																