

Course Code	TKIT163225	
Course Name	Economics and Bussiness of Information	
Course Instructors	Muhammad Nur Rizal; Lukito Edi Nugroho	
Course Type	Selected Elective	
Course Classification	Engineering Topics	
Credit / Contact Hour per Week	2 / 100 minutes per Week	
Course Description	This course learns about information as the main thruster of the new economic order in globalization era. There are new arrangements that are formed because of the massive use of such information. Information has become a commodity that has economic value and open new business opportunities, especially with the development of information and communication technology.	
Prerequisites Courses	Information System (TKIT163107)	
Covered Student Outcome	Modern Tools Utilization (e) Knowledge of Contemporary Issues (f) Engineering Awareness and Society (j)	
Learning Outcome		
		Study Program Student Outcome
No	Learning Outcome	SO (a) – SO (k)
1.	Students are able to explain about the development of information and communication technology (ICT) and its effect on the dissemination and penetration of information globally	Knowledge of Contemporary Issues
2.	Students are able to apply business development tools	Modern Tools Utilization
3.	Students are able to explain the characteristics and behaviour of network-based economy	Knowledge of Contemporary Issues
4.	Students are able to explain the concept of innovation and its application in ICT-based business	Engineering Awareness and Society
5	Students are able to prepare examples of business opportunities that utilize information and identify business opportunities in the projects they work on	Modern Tools Utilization
Topic	<ol style="list-style-type: none"> 1. The history and development of ICT 2. Digital convergence 3. Flatteners that change the global order 4. Network-based economy (network economy) 5. Concepts and types of innovation 6. E-commerce: technology, services, and products 7. Innovative business development cases 8. ICT-based business models 9. Business start-up concept 10. ICT-based business development project 	
Direct Asessment	Direct Asessment Plan	Measured Learning Outcome
	Mid-term exam	LO1, LO3
	Final Exam	LO1, LO3
	Business development project	LO2, LO5
Indirect Assesment	Questionnaire (EDOM)	

References	<p>[1] Choi, S.Y., Stahl, D.O., and Whinston, A.B. The Economics of Electronic Commerce. Macmillan Technical Publishing, 1997.</p> <p>[2] Shapiro, C. and Varian, H.R. Information Rules: A Strategic Guide to the Networked Economy. Harvard Business Press, 1999</p> <p>[3] Macauley, M.K. The Value of Information: A Background Paper on Measuring the Contribution of Space-Derived Earth Science Data to National Resource Management. Resource for the Future, May 2005</p>