

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 in their project	Modern Tools Utilization										
3.	Students are able to explain the characteristics of a network-based economy	Knowledge of Contemporary Issues										
4.	Students are able to explain the concept of innovation	Engineering Awareness and Society										
5	Students are able to explain about infrastructure and products supporting information technology based business	Engineering Awareness and Society										
6	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	<table border="1"> <thead> <tr> <th>Direct Asessment Plan</th> <th>Measured Learning Outcome</th> </tr> </thead> <tbody> <tr> <td>Mid-term exam</td> <td>LO1, LO2, LO3</td> </tr> <tr> <td>Final Exam</td> <td>LO4, LO5, LO6</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>		Direct Asessment Plan	Measured Learning Outcome	Mid-term exam	LO1, LO2, LO3	Final Exam	LO4, LO5, LO6				
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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> <p>[4] Friedman, T. The World is Flat. Penguin Books, 2005</p> <p>[5] Kelly, K. New Rules for the New Economy: Twelve Dependable Principles for Thriving in a Turbulent World. Wired Magazine, 1997. http://www.wired.com/wired/archive/5.09/newrules_pr.html</p> <p>[6] The Living Internet. http://www.livinginternet.com/</p> <p>[7] Vise, D.A. The Google Story. PAN Books, 2005</p> <p>[8] The Business Plan Workbook. Freeware version 1.10. http://www.bplanresources.com</p> <p>[9] Amor, D. The E-Business (R)evolution. Hewlett-Packard Professional Books, 2000</p>
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