

Module Name	Agro e-commerce
Module Level, if applicable	Intermediate
Code if Applicable	0420205620
Subtitle, if applicable	-
Courses, if applicable	0420205620 (Agro e-commerce)
Semester(s) in which the module is taught	6
Person responsible for the module	Dr. Ir. Wahono, MT Padhina Pangestika, SP., MP.
Lecturer	Dr. Ir. Wahono, MT Padhina Pangestika, SP., MP.
Language	Indonesian
Relation to curriculum	Compulsory Courses for undergraduate program in Department of Agrotechnology, Faculty of Agriculture and Animal Science.
Type of teaching, contact hours	Type of teaching: Face to face, Presentation, Practical, Project Based Learning Contact hours : 2 hours x 16 weeks = 32 hours
Workload	<ul style="list-style-type: none"> • Lecture : 2 sks x 50 minutes x 16 weeks • Project : 2 sks x 60 minutes x 16 weeks • Independent Learning : 2 sks x 60 minutes x 16 weeks • Lab Work : 1 sks x 170 minutes x 16 weeks
Credit points	SKS 3 SCH x (1.5) = 4.5 ECTS
Requirements according to the examination regulations	<ol style="list-style-type: none"> 1. Registered in this course 2. Minimum 80% attendance in this course
Recommended prerequisites	No prerequisites
Module Objectives (Intended learning outcomes)	<p>On successful completion in this course, student should be able to:</p> <ol style="list-style-type: none"> 1. Foundational Understanding 2. Descriptive Agro E-Commerce 3. Critical Thinking in Agro e-commerce 4. Application in Reallife
Module Content	The module content for the course : Definition and basic concepts of Agro e-commerce, Comparison between traditional markets and e-commerce, Potential and benefits of Agro e-commerce in the agricultural industry,
Study and examination requirements and forms of examination	<p>Cognitive: Midterm exam, Final exam, Quizzes, Assignments</p> <p>Affective: Assessed from the element /variables achievement, namely (a) Contributions (attendance, active, role, initiative, and language), (b) Being on time, (c) Effort.</p>
Media employed	Classical teaching tools with white board and power point presentation, Various business models in Agro e-commerce (e.g., marketplace, farm-to-table, subscription services), Case studies of successful business models in Agro e-commerce context, Strategic planning process in Agro e-commerce, Target market identification and market segmentation in Agro e-commerce, Digital marketing strategies for Agro e-commerce (e.g., SEO, social media, content), Technological innovations in Agro e-commerce logistics, Discussion and evaluation of Agro e-commerce prospects.
Recommended Literature	- Molla, A., & Licker, P. S. (2015). eCommerce adoption in developing countries: a literature

	<p>review. <i>Information Technology for Development</i>, 21(2), 101-123.</p> <ul style="list-style-type: none"> - Wambugu, S. K. (2014). An Assessment of the Factors Influencing e-Commerce Adoption among Small and Medium Enterprises (SMEs) in Nairobi County, Kenya. <i>International Journal of Computer Applications</i>, 90(3), 17-23. - Onjala, J. O., & Molla, A. (2014). E-commerce adoption and SMEs: a review of literature. In <i>IFIP International Conference on Electronic Government</i> (pp. 124-134). Springer, Berlin, Heidelberg. - Dlodlo, N., & Mhlanga, S. (2013). E-commerce adoption factors in developing countries: a case study of Zimbabwe. <i>The Electronic Journal of Information Systems in Developing Countries</i>, 55(1), 1-15. - Ouma, G., & Odhiambo, N. M. (2012). Factors affecting e-commerce adoption in small and medium enterprises: a review of the literature. <i>Journal of Internet Banking and Commerce</i>, 17(2), 1-19. - Choudhury, S. (2020). Agricultural e-commerce: Opportunities and challenges. <i>International Journal of Scientific & Technology Research</i>, 9(2), 1226-1230. - Gupta, R., & Sharma, A. (2019). A study of e-commerce in agriculture sector. <i>International Journal of Engineering and Management Research</i>, 9(3), 78-84. - Wamba, S. F., Queiroz, M. M., & Trinchera, L. (2018). Research directions for the business models discipline in the context of digital transformation. <i>Electronic Markets</i>, 28(1), 7-13. - Smith, A. N., Fischer, E., & Yongjian, C. (2020). The customer experience in digital environments: A review of theoretical frameworks and their application in marketing practice. <i>Journal of Consumer Behaviour</i>, 19(2), 267-284. - Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital marketing: Strategy, implementation and practice</i>. Pearson UK.
Date of Last Amendment	23 rd August 2022