**Course TITLE:** Internet Economy, Social Media and Knowledge Creation for Asia
**Instructor:** Olivia Fachrunnisa / Ardian Adhiatma
**Title/Position :** Dr. / Dr.
**Institution :** Universitas Islam Sultan Agung



## Course Overview:

This course discusses the role of Information and Communication Technology, along with social media network as one source of competitive advantage. The advance of ICT brings its impact in Digital Economy and also for knowledge creation. It explains the transition process from a knowledge based perspective, showing how knowledge creation and innovation toward the creation of competitive advantage for Asia region.

Hence, business unit is expected to have the capacity to manage their activity over the Internet, social media and knowledge possessed by its people. In addition, it is also expected to have the ability to manage knowledge originating from external sources especially from social media network. Ultimately, policies in the management of knowledge and digital economy activities must be structured by such organization to enhance its competitive advantage.

Using a learner-centred and case base approach, this course is aimed at preparing students to improve their understanding about internet economy, social media and knowledge creation by discussing:

1. How business respons the challenges of digitalization and Internet of Things
2. How business can maximize their knowledge production capacity from social media network
3. How business can calculate economics benefit of the Internet Economy
4. How business can develop their knowledge capital through some IT hard skill and soft skill.

By end of this course, students are asked to present their discussion about practices on knowledge management practices and business digitalization by one of company in Asia as a case study.

| Meeting | Topic |
|---------|-------|
| 1 | Internet Economy in Asia |
| 2 | Digitalization of Business |
| 3 | ICT Advantage: Roles and Benefit |
| 4 | Social Media Network: Roles and Benefit |
| 5 | Ethics in Internet Based Communication |
| 6 | Communication Skills in Internet Based Communication |
| 7 | Knowledge Management (Knowledge Exploration and Exploitation) |
| 8 | Social Media Advertising |
| 9 | E-Marketing Trend |
| 10 | Presentation of Student's Mini Project |
| 11 | Presentation of Student's Mini Project |
| 12 | Presentation of Student's Mini Project |

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**Grading:**

The requirements for this course include attendance at lectures and section meetings, class discussion, finish a mini project and final examinations. Completing the reading before class discussions will contribute to student's performance.

Weights will be as follows:

Attendance 20%
Class Discussion 20%
Mini Project 35%
Final test 25%