



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Electronic Trade							
Course Code		MVU262		Couese Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Eliminating the lack of information about Internet applications, to explain the concepts related to marketing applications carried out over the Internet.							
Course Content		Definition / Types of Electronic Commerce / Historical Development / Definition of the Internet / Introduction to Internet Marketing / Internet Marketing Research / Internet Banking / Internet Payment Systems / Surveillance and Control of Salespersons							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	Lecture Notes
2	Electronic Commerce - Gary P. Schneider

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to e-commerce
2	Theoretical	Internet infrastructure: Internet and WWW technology
3	Theoretical	Sales on the Web: Creating profit models and web identity
4	Theoretical	Marketing on the web
5	Theoretical	Activities in the industrial market: increase in productivity and reduction of costs
6	Theoretical	Activities in the industrial market: increase in productivity and reduction of costs
7	Theoretical	Creating social networks
8	Intermediate Exam	Midterm Examination
9	Theoretical	E-commerce environment: Legal, ethical and tax rules
10	Theoretical	Web database hardware and software
11	Theoretical	E-commerce software
12	Theoretical	E-commerce equipment
13	Theoretical	Paying system
14	Theoretical	General evaluation
15	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	15	0	2	30
Reading	5	0	1	5
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS



**Learning Outcomes**

1	To gain general knowledge about electronic commerce and applications
2	Defining electronic marketing concept
3	Defining the concept of digital marketing
4	Learning the integration of social networks and marketing
5	Defining the concept of mobile marketing

**Programme Outcomes (Accounting and Tax Practices)**

1	Being an individual who is respectful to his own values, fits ethical rules, investigates and examines environment, events, and takes lessons.
2	To have theoretical knowledge and to manage the process which will contribute to the solution of the various problems that may arise during the professional activity and to obtain the expected practical results in practice.
3	To have theoretical knowledge supported by textbooks with current information, application tools and other resources, and to be able to discuss using any kind of information related to this field.
4	Be able to apply and evaluate all the techniques that the accounting profession should have.
5	Ability to plan, implement and evaluate all activities (such as financial statements and financial statements, keeping accounts in a computer environment, etc.) performed in the business and finance world, accounting bureaus and tax-related institutions.
6	In the sector or institutions that it supports during its activities; to be able to interpret and evaluate data using the knowledge and skills gained in the field, to be able to recognize and analyze problems, and to be able to develop evidence-based solutions.
7	Ability to gain personality traits showing planning and decision making skills.
8	To be able to comprehend the importance of the developments of the business and financial world and the knowledge that they have in this direction, to be able to develop the concepts of creativity and creative thinking, to be able to realize the effects of professional activities in the applied fields.
9	To be able to evaluate and interpret the knowledge and skills gained in the professional field.
10	Be able to develop personality traits that develop environmental awareness, respect for differences, and adapt to different situations and social roles.
11	To be able to use communication techniques properly while maintaining human relations.
12	To be able to use information and communication technologies together with the computer software required by the professional field
13	To be able to inform related persons and institutions about the issues related to the field during the professional work, to be able to transmit suggestions of solutions to problems and problems in writing and orally.
14	To have sufficient consciousness about the universality of social rights, social justice, protection of quality culture and cultural values and environmental protection, occupational health and safety issues.

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1
P14	3

