



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Electronic Commerce							
Course Code		İŞT252		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The ability of the learner to identify E-Commerce customers according to the product's product and sales strategies; to make marketing / sales strategies by creating databases on the internet according to customer characteristics, to enable the company to make E-Sales according to sales strategies and policies and customer specifications, to make updates about the sales department on web page according to business, market and technological developments.							
Course Content		Create e-commerce customers, create databases on the Internet and help create marketing / sales strategies, create databases on the Internet and help create marketing / sales strategies, make E-Sales, and get updates on the sales page on the Web page.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)		Ins. Tuğba KAVLU							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	E-ticaret, Gazanfer Erbaşlar- Şükrü Dokur
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Week	Weekly Detailed Course Contents	
1	Theoretical	Identify e-commerce customers
2	Theoretical	Identify e-commerce customers
3	Theoretical	Identify e-commerce customers
4	Theoretical	Create databases on the internet and help create marketing / sales strategies
5	Theoretical	Create databases on the internet and help create marketing / sales strategies
6	Theoretical	Create databases on the internet and help create marketing / sales strategies
7	Theoretical	Create databases on the internet and help create marketing / sales strategies
8	Theoretical	Create databases on the internet and help create marketing / sales strategies
9	Intermediate Exam	midterm
10	Theoretical	E-Selling
11	Theoretical	E-Selling
12	Theoretical	Having updates on the sales page on the web page
13	Theoretical	Having updates on the sales page on the web page
14	Theoretical	Having updates on the sales page on the web page
15	Theoretical	Having updates on the sales page on the web page
16	Final Exam	Final Examination

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28



Assignment	10	0	1	10
Midterm Examination	1	5	1	6
Final Examination	1	5	1	6
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = <b>ECTS</b>				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Explain the relationship between electronic commerce and internet.
2	Explain the concept of security in e-commerce.
3	Explain the relationship between e-commerce and information systems.
4	E-commerce organizing activities
5	E-commerce practice its activities

### Programme Outcomes (Office Management and Executive Assistantship)

1	The ability of using information and communication tools and the other vocational tools and techniques.
2	The ability of planning and applying vocational process.
3	The ability of communicating in foreign language.
4	The ability of vocational self-confidence.
5	The ability of entrepreneurship.
6	The ability of using theoretical field information at the practice.
7	The ability of managing a process that provides the needs.
8	The ability of working in groups including interdisciplinary.
9	The ability of defining problems and solving them in vocational practice.
10	The awareness of vocational ethic and responsibility.
11	The awareness of necessity of life-long learning and the ability to make come true this.
12	The ability of having information about sectoral problems.
13	The ability of understanding vocational legal regulation and applying.
14	The ability of having an effective communication.
15	Social, cultural and social responsibilities of the grip, and the ability to apply to adopt.

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

	L1	L2	L3	L4	L5
P6	4	4	4		
P15				4	4

