



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		E-Commerce							
Course Code		İYP120		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	74 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Understanding and applications of new business in e-market structure.							
Course Content		The technical development of the internet, the effects of changes taking place in the context of the new economy concept, administrative, technical, legal and financial infrastructure of electronic commerce							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Case Study, Individual Study					
Name of Lecturer(s)		İns. Hakkı BABALIK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Ders anlatımı ve slaytlar (Not: Slaytlar paylaşılmayabilir not tutmak esastır)
2	Şule Özmen, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları
3	İlker Ülfer, OPENCART ile E-Ticaret, Dikeyksen
4	2- Anıl Altaş, e-Ticaret Satışta Tsunami Etkisi, MediaCat

Week	Weekly Detailed Course Contents	
1	Theoretical	Internet: Development and Basic Concepts
2	Theoretical	Internet: Development and Basic Concepts
3	Theoretical	New Economy Concept, Features and Effects
4	Theoretical	Electronic Commerce Concept, Scope and Prevalence
5	Theoretical	Advantages of Electronic Commerce
6	Theoretical	E-Commerce Tools: Internet, Telephone, Television, EFT, EDI
7	Theoretical	Types of electronic commerce, e-government, Consumer-to-Consumer E-Commerce
8	Theoretical	Midterm Exam
9	Theoretical	E-Trade: Business to Business
10	Theoretical	E-Trade: Business to consumer
11	Theoretical	Electronic Commerce Payment Systems and Security
12	Theoretical	E-signature, Electronic Commerce Payment Systems and Security
13	Theoretical	E-Trade: Financing
14	Theoretical	E-Commerce practices
15	Theoretical	An overview

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	5	2	0	10
Laboratory	14	0	1	14
Midterm Examination	1	10	1	11
Final Examination	1	10	1	11
Total Workload (Hours)				74
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

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Programme Outcomes (Marketing)

1	Ability to use the theoretical information in the application
2	A process in order to meet the requirements of managing skills
3	Ability to work in interdisciplinary teams, including
4	Define and solve problems in professional practice
5	Professional ethics and responsibility
6	The ability to learn about sector problems
7	To understand the legal regulations and practices
8	Effective communication skills
9	Knowledge and use professional tools and techniques with other communication technology tools Ability
10	Career planning processes and practices
11	Vocational and entrepreneurial skills for self-reliance
12	Cultural and social responsibilities, understanding, adoption and application skills
13	Awareness of the necessity of lifelong learning and its ability to perform
14	To follow national and international contemporary issues
15	Ataturk's principles and be sensitive to the Revolution, to use the Turkish language correctly, have the ability to understand unfamiliar terms on the basis of official correspondence and make space

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

	L1
P1	5

