



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Electronic Trade							
Course Code		LBT239		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		To ensure the establishment of a commercial understanding in accordance with the developments in trade and technology, to introduce the concepts of e-commerce and e-marketing with today's applications.							
Course Content		Introduction and Basic Concepts, Knowledge Economy and Electronic Commerce, Tools of Electronic Commerce, Infrastructure and Security, Payment Systems in Electronic Commerce, Electronic Commerce and Marketing, Electronic Commerce and Law							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Ümit NARİNCE							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Mehmet MARANGOZ, İnternette Pazarlama, Beta Basım Yayım Dağıtım, 2014.
2	https://yokdersleri.yok.gov.tr/#ders
3	Lecture notes

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction and Basic Concepts
2	Theoretical	Effects of Electronic Commerce
3	Theoretical	Knowledge Economy and Electronic Commerce
4	Theoretical	Tools of Electronic Commerce
5	Theoretical	Infrastructure of Electronic Commerce
6	Theoretical	Security in Electronic Commerce
7	Theoretical	Payment Systems in Electronic Commerce
8	Theoretical	Payment Systems in Electronic Commerce
9	Theoretical	E-Business and E-Transformation
10	Theoretical	Electronic Commerce and Marketing
11	Theoretical	Electronic Commerce and Logistics
12	Theoretical	Electronic Business and Information Systems
13	Theoretical	Electronic Commerce and Taxation
14	Theoretical	Electronic Commerce and Application
15	Theoretical	Electronic Commerce and Law
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	2	0	2
Individual Work	1	4	0	4
Practice Examination	1	7	1	8



Quiz	1	7	1	8
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Explain the concept and models of electronic commerce.
2	Knows 4P in electronic commerce.
3	Interpret electronic commerce applications within the scope of marketing.
4	Interpret the developments in marketing.
5	Learns the legislative council in electronic commerce.

Programme Outcomes (Organic Agriculture)

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

	L1	L2	L3	L4	L5
P1	4	4	4	4	4
P3	5	5	5	5	5
P6	4	4	4	4	4
P10					5
P11	4	4	4	4	4

