AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	E-Business						
Course Code	LOJ251		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to give basic information about electronic commerce. At the end of this course, it is aimed that the participants will have the necessary knowledge to take initiatives related to electronic commerce, to follow and manage the processes of starting electronic commerce.						
Course Content	Definition/Types/ Historical Development of Electronic Commerce/ Definition of Internet/ Introduction to Internet Marketing/ Internet Marketing Research/ Internet Banking/ Internet Payment Systems/ Surveillance and Control of Salespeople						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Demonstration, Discussion, Case Study				
Name of Lecturer(s)	Ins. Ali ERDİNÇ						

Assessment Methods and Criteria

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

Recommended or Required Reading

1	E-Ticaret:Şule ÖZMEN, İstanbul Bilgi Üniv. Yay., 2006

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction and Basic Concepts
2	Theoretical	Effects of Electronic Commerce
3	Theoretical	Tools of Electronic Commerce I
4	Theoretical	Tools of Electronic Commerce II
5	Theoretical	Tools of Electronic Commerce III
6	Theoretical	Tools of Electronic Commerce IV
7	Theoretical	Payment Systems in E-Commerce
8	Theoretical	Security in Payment Systems in E-Commerce
9	Theoretical	E-Business and Transformation
10	Theoretical	E-Business and Information Systems
11	Theoretical	E-Commerce and Marketing I
12	Theoretical	E-Commerce and Marketing II
13	Theoretical	E-Commerce Applications
14	Theoretical	E- Commerce and Law

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	0	21	21
Reading	1	0	20	20
Midterm Examination	1	1	1	2
Final Examination	1	3	1	4
			Total Workload (Hours)	75
			[Total Workload (Hours) / 25*] = **ECTS**	3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Gain knowledge about e-trade activities
2	Executing e-trade activities

3	Be aware of the problems in e-trade
4	Applications such as customer relations, sales chain, supply chain management through e-commerce
5	Recognize and understand the value added of e-commerce in brand management

Programme Outcomes *(Logistics)*

1	Understanding of the basics needed for the mobility of production and consumption ware
2	Give storage and inventory management decisions
3	To decide about types of transportation and handling equipment to be used to decide
4	Logistics information systems take advantage of the process of realization of activities
5	Be the judge national and international legislation regulating the field of logistics
6	Administration, management and marketing topic about give an idea
7	To be sensitive to the requirements of professional ethics
8	Provide an idea about the the national and international transport policies
9	To have written and spoken communication skills
10	Living in society and to understand the world

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

	L1	L2
P4	4	4
P6	3	3