AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		E-Commerce					
Course Code		DTS251		Couse Level		Short Cycle (Associate's Degree)	
ECTS Credit	2	Workload	56 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course enables the student to make electronic commerce applications intended.					
Course Content		To plan and execute electronic commerce activities.					
Work Placement		N/A					
Planned Learning Activities and Teaching Methods		Explanation (Presentation)					
Name of Lecturer(s)		Ins. Mehmet DUYAR					

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İnternet Ortamında Pazarlama, R. Aksoy, Seçkin Yayıncılık, Ankara, 2006.
2	E-Ticaretin Temelleri, D. Olcay, Pusula Yayıncılık, İstanbul, 2010.

Week	Weekly Detailed Course Contents	
1	Theoretical	Basic Concepts about Electronic Commerce
2	Theoretical	Electronic Trade Legislation
3	Theoretical	Electronic Trade Legislation
4	Theoretical	Electronic Contracts
5	Theoretical	Electronic signature
6	Theoretical	Electronic Commerce Tools
7	Theoretical	Electronic Commerce Practices
8	Theoretical	Electronic Commerce Methods
9	Theoretical	Electronic Commerce Methods
10	Theoretical	Electronic Commerce Methods
11	Theoretical	Electronic Commerce Methods
12	Theoretical	Electronic Commerce Methods
13	Theoretical	Electronic Commerce Methods
14	Theoretical	Electronic Commerce Methods

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	6	1	7
Final Examination	1	6	1	7
			Total Workload (Hours)	56
		[Total Workload (Hours) / 25*] = **ECTS**		2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Plan electronic commerce activities
2	To carry out electronic commerce activities
3	Explain the concept of security in e-commerce
4	To be able to explain e-marketing concept and electronic commerce concept

5	E-Ticaret ile ilgili hukuksal düzenlemeleri açıklayabilmek

Programme Outcomes *(Fashion Design)*

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
13	To have knowledge about substance use and addiction problem and prevention methods.

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	2	2	2	2	2
P2	3	3	3	3	3
P3	4	4	4	4	4
P4	3	3	3	3	3
P5	4	4	4	4	4
P6	4	4	3	3	3
P7	1	1	1	1	1
P8	5	5	4	4	4
P9	3	3	3	3	3
P10	2	2	3	3	3
P11	1	1	2	2	2