



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

|  |   |  |            |                            |   |                                  |   |            |   |
|--|---|--|------------|----------------------------|---|----------------------------------|---|------------|---|
| Course Title                                     |   | E-Commerce   |            |                            |   |                                  |   |            |   |
| Course Code                                      |   | DTS251   |            | Course 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 (Banking and Insurance)**

|    |  |
|----|--|
| 1  | To have basic economics knowledge.   |
| 2  | Having basic law and banking law knowledge in a sufficient level for intermediate members of business life.                        |
| 3  | To have knowledge on the accounting system and organization.   |
| 4  | To know basic finance and banking information.   |
| 5  | To know registering of daily fiscal issues.  |
| 6  | To know financial analysis techniques that is required by business.  |
| 7  | Having knowledge about job safety, employees' health, enviromental protection and quality conscious.                               |
| 8  | To have business management knowledge.   |
| 9  | Having knowledge of organizational structures of banks.  |
| 10 | To have basic information about internal, external and public audits in banks.   |
| 11 | To have knowledge over human resources.  |
| 12 | Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences. |
| 13 | Ability to plan a career in their own profession.  |

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

|    |    |
|----|----|
|    | L5 |
| P8 | 1  |

