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 *(Public Relations and Publicity)*

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and eveluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowlegde related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L3
P1	5	
P2	5	4
P3	5	5
P4	5	4
P5	5	5
P6	5	5
P7	5	5
P8	5	5
P9	5	5
P10		5
P11		5