



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		E Sales Retailing							
Course Code		PSY209		Course 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 enable students to comprehend Electronic Commerce Applications at the rate that can be used in business life.							
Course Content		Historical Development of Electronic Commerce, Basic Concepts of Internet and Electronic Commerce, Marketing and Advertising over the Internet, Electronic Commerce Applications, Financial Investment Instruments.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)									

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	İşletmeler İçin Çözümler E-Ticaret, Brenda Kienan
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Week	Weekly Detailed Course Contents	
1	Theoretical	.
2	Theoretical	.
3	Theoretical	.
4	Theoretical	.
5	Theoretical	.
6	Theoretical	.
7	Theoretical	.
8	Intermediate Exam	.
9	Intermediate Exam	.
10	Theoretical	.
11	Theoretical	.
12	Theoretical	.
13	Theoretical	.
14	Theoretical	.
15	Theoretical	.
16	Final Exam	.

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	3	56
Midterm Examination	1	5	7	12
Final Examination	1	5	2	7
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	
2	



3	
4	
5	

**Programme Outcomes (Retail Sale and Store Management)**

1	To have sufficient knowledge about retailing and store management.
2	Having the ability to communicate effectively with the customer.
3	To be able to identify and solve problems in retailing.
4	Learning about store management and store atmosphere.
5	Analyzing and interpreting consumer behaviors.
6	To have professional ethics and responsibility consciousness.
7	Having information about personal sales techniques.
8	Getting enough information about store design and settlement.
9	Awareness of the necessity of life-long learning; Social media, technology retailing and electronic retailing.
10	Ability to work effectively as a team, gain self-confidence to take responsibility.

**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	5	4	5	4	5
P2	3	4	3	3	5
P3	4	3	4	5	5
P4	5	3	4	4	3
P5	4	4	3	5	3
P6	5	4	4	3	4
P7	4	5	5	4	5
P8	5	4	4	5	4
P9	4	5	3	4	5
P10	3	4	4	5	3

