



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		E-Commerce							
Course Code		IYO254		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	77 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Basic life cycle phases of e-commerce initiatives are examined. Students learn how to design and evaluate of the plan of a website. Since the draft stage, the creation of an e-business marketing and how to market the needed technologies and products in e-commerce development is presented as the main issues. Those are explained that what ethical and legal issues to be taken into consideration and how to ensure security and data integrity in a variety of methods and technologies.In addition, students learn administrative and organizational impact of e-commerce and the connection to be established between business and e-commerce technology by living.							
Course Content		E-commerce procedures and rules, recent methods and venture examples.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	OZMEN Sule, Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, Istanbul Bilgi University Press, Istanbul, 2009.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction of E-Trade
2	Theoretical	Technological Infrastructure: Internet and www
3	Theoretical	Sales on the Web: Revenue Models and Web Building Construction
4	Theoretical	Marketing on the Web
5	Theoretical	B2B Activities: Improving Efficiency and Reducing Prices
6	Theoretical	Social Networks, Mobile Trade and Online Bidding
7	Theoretical	Field of E-Trade: Legal, Ethical and Tax Topics
8	Theoretical	Web Server Hardware and Software
9	Intermediate Exam	Midterm
10	Theoretical	E-Trade Software
11	Theoretical	E-Trade Security
12	Theoretical	Payment Systems for E-Trade
13	Theoretical	Planning for E-Trade
14	Theoretical	Case Study
15	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	13	1	14
Final Examination	1	20	1	21
Total Workload (Hours)				77
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Students are able to understand the role of e-trade in terms of today's business environment
2	Students can explain the basic concepts of-business and e-trade.
3	Students can explain the process of introduction of an e-business applications.
4	Learns customer relationship management and supply chain management at e-commerce.
5	Understands the added value of e-commerce in brand management.

