AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title		E-Commerce Practises					
Course Code		EFN576		Couse Level		Second Cycle (Master's Degree)	
ECTS Credit	5	Workload	125 *(Hours)*	Theory	3	Practice 0	Laboratory 0
Objectives of the Course		To provide operational technical information in E-commerce activities, as well as to apply and execute online transactions with legal, ethical and social aspects.					
Course Content		Environment for developing e-commerce applications. E-Commerce application types. Identify and diagnose e-commerce applications. Feasibility of E-Commerce. E-Commerce needs analysis. High level of detailed and technical design and interpretation. E-Business models. Internet marketing. Online financial action. Taxation over the Internet. Legal, ethical and social aspects. Test and application: JavaScript, JScript, DHTML, CSS, ASP, XML.					
Work Placement		N/A					
Planned Learning Activities and Teaching Methods			Explanation (Presentation), Discussion, Case Study				
Name of Lecturer(s)							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Turban, E. and King, D. Electronic Commerce: A Managerial Perspective. 2006, Pearson Education
2	Multisite Commerce: Proven Principles for Overcoming the Business, Organizational, and Technical Challenges, 1/e, by Mirlas, IBM Press

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to E-commerce
2	Theoretical	E-commerce practices
3	Theoretical	Types of E-commerce practices
4	Theoretical	Identifying and diagnosing E-commerce practices
5	Theoretical	Feasibility of E-commerce
6	Theoretical	E-commerce requirement analysis
7	Theoretical	High level, detailed and technical design and interpretation
8	Intermediate Exam	Midterm
9	Theoretical	E-Business models
10	Theoretical	Internet marketing
11	Theoretical	Online financial movement and taxation over the Internet
12	Theoretical	Legal, ethical and social aspects
13	Theoretical	E-Commerce Techniques: JavaScript, JScript
14	Theoretical	E-Commerce Techniques: DHTML, CSS
15	Theoretical	E-Commerce Techniques: ASP, XML
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Individual Work	7	2	2	28
Midterm Examination	1	10	1	11

Final Examination	1	15	1	16
			Total Workload (Hours)	125
		[Total Workload (Hours) / 25*] = **ECTS**		5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to define the current e-commerce environment
2	To be able to review the subject and terminology within the operational and management decisions.
3	To be able to apply techniques that can use JavaScript, JScript, DHTML, CSS, ASP, XML documents
4	To understand the presentation of transform and presentation languages
5	Understanding the added value of e-commerce in brand management

Programme Outcomes *(Economics and Finance Interdisciplinary Master)*

1	To be able to use the basic concepts in the field of economics and finance correctly
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics and finance
3	To be able to analyze economical and financial events theoretically and empirically
4	To be able to evaluate any economical and financial problem in accordance with scientific principles
5	To be able to prepare solutions for an economical or financial problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications
7	To be able to prioritize scientific methods and ethical principles in economics and finance while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics and finance
9	To be able to create value for economics and finance profession as a professional identity

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