



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Application of E-Trade							
Course Code		BFN524		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To provide operational know-how of e-Trade operations, applications with online transactions with legal ethical and social issues, and implementations.							
Course Content		A context for developing e-Trade applications. Types of e-Trade applications. Identifying and describing an e-Trade applications. E- Trade feasibility. E-Trade requirement analysis. High-level, detailed and technical design and construction. E-business models. Internet marketing. Online monetary transactions. Internet taxation. Legal, ethical and social issues. Testing and implementation: 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)		Prof. Hüseyin YILMAZ							

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, ISBN- 10: 0137148879 ISBN-13: 9780137148875

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to eCommerce
2	Theoretical	E-Commerce Applications
3	Theoretical	Types of e-Commerce applications
4	Theoretical	Identifying and describing an e-Commerce applications
5	Theoretical	E-Commerce feasibility
6	Theoretical	E-Commerce requirement analysis
7	Theoretical	Important e-Commerce issues, High-level, detailed and technical design and construction
8	Intermediate Exam	Mid-term Exam
9	Theoretical	E-business models
10	Theoretical	Internet Marketing
11	Theoretical	Online Monetary Transactions & Internet Taxation
12	Theoretical	Legal, Ethical and Social Issues, Testing and Implementation Issues
13	Theoretical	e-Commerce Technologies : JavaScript, JScript
14	Theoretical	e-Commerce Technologies : DHTML, CSS
15	Theoretical	e-Commerce Technologies : 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 describe contemporary e-Commerce environment
2	To be able to review concepts and terminology together with processes and management decisions involved
3	To be able to apply techniques of using of JavaScript, JScript, DHTML, CSS, ASP, XML documents to external resources
4	To be able to demonstrate an understanding of transforming and presentation languages
5	Understands the added value of e-commerce in brand management.

Programme Outcomes (Economics - Finance and Banking Interdisciplinary Master's Without Thesis)

1	To be able to use correctly the basic concepts in the field of economics, finance and banking
2	To be able to comprehend philosophical, social, historical and psychological principles influencing economics, finance and banking
3	To be able to analyze economical, financial and bank-related events theoretically and empirically
4	To be able to evaluate any economical, financial or banking-related problem in accordance with scientific principles
5	To be able to prepare solutions for an economical, financial or banking-related problem cooperatively in accordance with principles and criteria
6	To be able to follow contemporary implementations, and national and international academic publications in economics, finance and banking
7	To be able to prioritize scientific methods and ethical principles in economics, finance and banking while considering and implementing field specific professional issues
8	To be willing to do scientific research in the field of economics, finance and banking
9	To be able to create value for economics-finance and banking profession as an occupational 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	4	5	4	4	5
P2	3	4	3	3	3
P3	5	5	4	4	4
P4	4	3	4	3	5
P5	5	4	3	4	4
P6	3	3	4	5	5
P7	4	4	3	5	4
P8	3	3	4	3	3
P9	4	4	3	4	4

