



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Application of E-Trade							
Course Code		MHY536		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The main focus of this course is to give an introduction to eCommerce and an overview about eCommerce information systems. The course intends to prepare attending students to meet challenges created by modern organizational structures and innovative business models eCommerce approaches follow. Students will be able to understand fundamental software technologies relevant for eCommerce, to describe, identify and classify eCommerce applications and systems and to identify and evaluate existing and emerging eCommerce business models.							
Course Content		Introduction to eCommerce (Terminology: eCommerce, eBusiness, eWorld, eCooperation, eGovernment, eProcurement, eMarketplace), mobile business (applications, services, technologies, Turkey related issues) Commercial opportunities on the Internet, Ecommerce Model (reference, transaction), Business structures (B2C, B2B, C2C) eCommerce from a business perspective (eCommerce Business Models, trends and directions), E-Collaboration and software technologies for enabling of eCommerce Concepts and technologies for B2C transactions, Concepts and technologies for B2B transactions, Legal aspects of eCommerce Security issues for eCommerce, Government procurement, E-Commerce Customization Tools E-Sourcing, E-Branding							
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	60

### Recommended or Required Reading

1	Trade 2013, Global Edition, Kenneth Laudon, Carol Guercio Traver
---	--

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to E-Commerce
2	Theoretical	E-Commerce Infrastructure: The Internet, Web and Mobile Platform (chapter2) and EC Development Project
3	Theoretical	Business Models for E-Commerce
4	Theoretical	E-Commerce Retailing and Services
5	Theoretical	E-Commerce Retailing and Services (Cont'd)
6	Theoretical	B2B E-Commerce
7	Theoretical	Building an E-Commerce Presence: Web Sites, Mobile Sites, and Apps
8	Intermediate Exam	Mid-term
9	Theoretical	E-Commerce Security & Payment Systems
10	Theoretical	E-Commerce Marketing (chapter 6), E-Commerce Advertising
11	Theoretical	E-Commerce Advertising(Cont'd), Ethics, Law and E-Commerce
12	Theoretical	Social Networks and Communities
13	Theoretical	The future of EC
14	Theoretical	The future of EC
15	Theoretical	Project Presentations
16	Final Exam	Final

### 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	Ability to understand fundamental concepts, alternative approaches for e-commerce that take into account management, operations, technology aspects in an integrative way
2	Ability to analyse and develop e-commerce ideas and required business plan
3	Ability to choose appropriate e-commerce technologies, underlying architecture, applications for organizations and new business ventures
4	Ability to effectively use techniques and tools to integrate management, operations, and technology aspects of e-commerce development
5	Ability to grasp importance of team work, motivation and mentoring

### Programme Outcomes (Public Finance and Tax Applications Masters)

1	To be able to learn the basic concepts in economic and public finance theories, and learn to correlate with basic economic problems and ratiocination
2	To be able to gain a basic knowledge of public finance, fiscal policy, government budgeting, tax theory and practice
3	To be able to comment and evaluate about public expenditure usages, public revenues and public borrowing
4	To be able to evaluate and analyze economic data with regard to fiscal policy usage
5	To be able to gain knowledge particularly in the areas of professional expertise in the public sector, public and private sector needs for the areas of economics, finance, law, accounting, tax, business knowledge
6	To be able to follow practical and theoretical innovations in the field of Finance, at a national and international level
7	To be able to offer and share alternative solutions in the field of public finance with awareness for lifelong learning and critical thinking
8	To be able to present opinions as to current issues in public finance, to enhance them as well as to use them in interpreting events
9	To able to share theoretical and practical knowledge in the field of public finance and translate them into teamwork activities

### 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	3	5	3	4
P2	2	4	5	3	4
P3	5	4	5	3	4
P4	5	4	4	5	5
P5	5	5	4	5	4
P6	4	5	4	4	3
P7	4	5	4	4	3
P8	4	4	4	4	5
P9	4	4	4	4	3

