



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		E-Business							
Course Code		İŞLE516		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The main objective of this course is to introduce the world of rapidly developing new opportunities for trade and environment, electronic commerce, definition, scope, types, tools, electronic commerce, the advantages and disadvantages, problems and solutions in e-commerce, electronic commerce and electronic media Sunday to explain such issues as information security opportunities for development and implementation of appropriate strategies to analyze and affix knowledge and skills.							
Course Content		What is the explanation of the concept of electronic commerce, scope, types, tools, advantages and disadvantages of electronic commerce, e-commerce solutions to the problems encountered, such as information security, electronic commerce will be discussed.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation)					
Name of Lecturer(s)		Lec. Esma DURUKAL							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	ÖZMEN, Ş., Ağ Ekonomisinde Yeni Ticaret Yolu E-Ticaret, İstanbul Bilgi Üniversitesi Yayınları, Geliştirilmiş 3. Baskı, İstanbul, 2009.
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Week	Weekly Detailed Course Contents	
1	Theoretical	The subject of the course, purpose of the course, the explanation of the concepts of Network Economics and Electronic Commerce
2	Theoretical	E-Commerce History and Development
3	Theoretical	E-Commerce Transactions
4	Theoretical	E-Commerce Application Forms
5	Theoretical	Parties to E-Commerce
6	Theoretical	The Concept of Value in E-Commerce
7	Theoretical	Midterm Exams
8	Theoretical	Midterm Exams
9	Theoretical	Effects of E-Commerce
10	Theoretical	Electronic Commerce Payment Systems
11	Theoretical	Security in Electronic Commerce
12	Theoretical	Relationship with content providers and e-commerce
13	Theoretical	E-commerce processes, infrastructure and sample e-commerce site construction, business plan preparation
14	Practice	Project presentations

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	30	1	31
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5

*25 hour workload is accepted as 1 ECTS



Learning Outcomes

1	Direction of development of trade and new trade environments around the world learns
2	Recognize electronic commerce applications in the world and in Turkey
3	Commerce applications in a virtual environment can grasp,
4	Electronic markets and gain ability to analyze information,
5	Electronic markets trading tools and methods to be applied to design
6	Electronic markets trading tools and methods applied to develop practical knowledge and skills

Programme Outcomes (*Business Administration Master's Without Thesis*)

1	To equip the students from different academic backgrounds with the theoretical and practical information in the fundamental fields of business (i.e. Production management, marketing, accounting and finance, management and organization, and quantitative me
2	Be able to make financial analysis in micro and macro level and develop skills in the analysis of the primary and secondary markets; evaluation of the financial structure of the firms and interpretation of accounting reports and financial statements.
3	Be able to use mathematical, statistical and econometric models in the field of business develop skills for interpreting quantitative data, using data in the decision making process and be able to use statistical forecasting methods
4	To have knowledge about the management techniques, be able to assume responsibility in dealing with unforeseeable and complex problems as an individual and group member and develop leadership and communication skills.
5	Be able to understand principles of marketing, marketing research, market share estimation, market segmentation, market positioning, target markets, marketing mix and the place of marketing department in a business organization, the concept of international

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	4	5	2	3	2	5
P2	3	3	3	2	3	4
P3	5	5	5	4	5	3
P4	3	4	4	3	4	2
P5	2	3	3	5	3	3

