



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Digital Economy							
Course Code		İKT359		Couse Level		First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Assessing the conditions for making services more efficient by utilizing the advantages of the new economy in information technology in the public and private sectors							
Course Content		Understanding the concept of the new economy Understanding the concept of the e-government Understanding e-commerce and other contemporary concepts Understanding e-health e-logistics comprehension What is e-tourism							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual 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	Şule Özmen, E-ticaret, İstanbul Bilgi Üniversitesi Yayını, 2009
2	Ahmet Yeşil, E-ticaret, Kum Saati Yayını, 2008

Week	Weekly Detailed Course Contents	
1	Theoretical	E-commerce, e-government, new economy
2	Theoretical	E-service, e-marketing
3	Theoretical	Types and advantages of e-commerce
4	Theoretical	E-commerce and E-conversion Process
5	Theoretical	E-business models
6	Theoretical	Electronic marketing
7	Theoretical	Conversion to e-business
8	Intermediate Exam	Midterm Exam
9	Theoretical	New Economy
10	Theoretical	Internet and Globalization
11	Theoretical	E-commerce and e-transactions
12	Theoretical	Internet access
13	Theoretical	Virtual and physical accessibility
14	Theoretical	E-commerce, e-applications
15	Theoretical	General Assesment
16	Final Exam	Final Exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70



Individual Work	4	2	5	28
Midterm Examination	1	10	1	11
Final Examination	1	15	1	16
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = <b>ECTS</b>				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Distinction between old and new economy
2	The interaction among E-government, e-logistics, e-tourism concepts
3	How the economic growth in the new economy would be realized
4	Differences between electronic commerce and classical commerce
5	Learn the legal framework of electronic commerce.

### Programme Outcomes (Economics)

1	To be able to understand and interpret the concepts, theories and methods of basic economics
2	To be able to apply mathematical, statistical and econometric analysis tools to economic problems
3	To be able to interpret the structure and characteristics of the markets in the economy by understanding the current economic events
4	To be able to define the role of innovation, creativity and technology concepts in the dynamic global economy.
5	To be able to prepare projects and to gain creativity skills
6	To be able to analyze macro and micro economic activities.
7	To be able to adapt the philosophy of lifelong learning

### 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	5	4	5	4	3
P2	4	4	5	3	3
P3	3	5	5	4	3
P4	4	3	5	5	4
P5	5	4	5	3	4
P6	4	5	4	3	4
P7	3	3	3	3	4

