



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		E-Commerce and E-Business							
Course Code		MIS512		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	7	Workload	181 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		To learn Internet as a new medium of marketing To learn basic and fundamental issues about e-business To learn current issues and topic on e-business To discuss major articles written about electronic commerce and learn trends and paradigms on e-business							
Course Content		E-commerce general topics, issues and concepts, e-commerce in developing countries, e-commerce and law, e-business, individual rights and legislation, e-commerce in the World, current trends on e-commerce							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion					
Name of Lecturer(s)									

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Sturgeon, Julie, (2012), Five Things You Must Know About E-Commerce Now, universitybusiness.com, 38-41
2	Williams, Stephen, (2012), Chinery Hesses Moment of Truth, New African, October, 74-75
3	Hernando, Isabel, (2003), Introduction To technology law: E-Commerce, Computer Law & Security Report, (19:5), 363-374
4	Stuart, David, (2012), Technological Threats to Privacy and Information Access, Online, October, 35-37
5	Çoban, Bilal, Devocioğlu, Sebahattin ve Karakaya, Emre, (2011), Spor Sektöründe E-Ticaret, Uluslararası İnsan Bilimleri Dergisi, (8:1), 1099-1120 Çoban, Bilal, Devocioğlu, Sebahattin ve Karakaya, Emre, (2011), Spor Sektöründe E-Ticaret, Uluslararası İnsan Bilimleri Dergisi, (8:1), 1099-1120
6	Tripathi, Kiran Mani, (2012), M-Commerce: A Recent Trend In Business and Management, Researchers World, (3:4), 24-28

Week	Weekly Detailed Course Contents	
1	Theoretical	Meeting, decide the groups and share the presentation subjects
2	Theoretical	E-commerce: Introduction/concepts/theories
3	Theoretical	E-commerce in developing countries
4	Theoretical	E-commerce and law
5	Theoretical	E-commerce and personel rights/problems
6	Theoretical	E-commerce in Turkey
7	Theoretical	Current trends in e-commerce
8	Theoretical	Group/Individual presentations
9	Intermediate Exam	Midterm Exam
10	Intermediate Exam	Midterm Exam
11	Theoretical	Group/Individual presentations
12	Theoretical	Group/Individual presentations
13	Intermediate Exam	Group/Individual presentations
14	Theoretical	Group/Individual presentations
15	Final Exam	Final Exam
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	16	0	3	48
Assignment	1	0	20	20



Individual Work	26	0	3	78
Quiz	2	0	5	10
Midterm Examination	1	0	10	10
Final Examination	1	0	15	15
Total Workload (Hours)				181
[Total Workload (Hours) / 25*] = ECTS				7
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Learn e-commerce concepts, introduction and theories
2	To know e-commerce on developing countries
3	To learn relationships between e-commerce and law
4	To learn basic rights, ecommerce and problems
5	To become knowledgeable on e-commerce in Turkey
6	To learn current trends and topics on e-commerce

Programme Outcomes (Management Information Systems Master)

1	Be aware of the different types of information technologies and systems using in business, have enough knowledge to design a suitable system
2	Analyse the needs for an information systems and have control over the processes at the analysis, design and implementation stages of the database that belongs to the system
3	Convey information about current trends and their own studies both verbally and visually ways.
4	Be able to follow current developments in modern business techniques and technologies, especially information technologies
5	Understand the interaction between his department and other relational departments, if necessary make a team, take responsibility and do the works with team.
6	Know the information technologies and systems using in different types of business, if necessary take the system responsibility.
7	Be aware of the social transformation especially in their own field and social, legal and moral responsibilities belongs to other work field.
8	Develop their knowledge to the level of expertise which they learn them in license level.
9	Carry out a work which requires an expertness in their field.
10	Construct and perform an academic work.

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	4	4		4	4
P2	4	5	5		5	
P3	4	5	5	4	5	4
P4	4	4	5	4	4	4
P5	4	4	5	4	4	4
P6	4	4	5	4	4	4
P7	5	4	5	4	4	4
P8	4	4	4	4	4	4
P9	4	4	4		4	4
P10	4	4	4	4	4	4

