AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	E-Commerce						
Course Code	ISL321		Couse Level	First Cycle (Bachelor's Degree)			
ECTS Credit	5	Workload	125 (Hours)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to provide an understanding of issues involving the Internet and electronic commerce, such as technological directions, the nature of Internet marketing and the strategies, structures and processes used in this new business environment. The emergence of the digital economy will be examined and the economic and social impacts of electronic commerce will be explored.						
Course Content	fast-spreading developments surrounding electronic commerce, shaping e-commerce business strategies and organizational structures, effects of e-commerce on all sectors and markets, history of e-commerce, mistakes made ??in e-commerce in the first application, current use of e-commerce.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods		Explanation (Presentation)					
Name of Lecturer(s)							

Prerequisites & Co-requisities

ECTS Requisite	55

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Erbaşlar, G., Dokur, Ş. (2012) Elektronik Ticaret Nobel Yayınevi

Week	Weekly Detailed Course Contents	
1	Theoretical	The New Economy, E-business, E-commerce, Internet and globalization. First-Mover Advantages. E-Business Hype: Myths and Realities
2	Theoretical	General Web Site Features
3	Theoretical	Basic phases of initiating an e-commerce site
4	Theoretical	Transforming business to e-business
5	Theoretical	E-Business Models
6	Theoretical	Electronic Service Quality & E-Recovery Quality (E-SQ, and E-RecS-QUAL)
7	Theoretical	Digital Marketing
8	Intermediate Exam	Midterm Exams
9	Theoretical	Customer Relationship Management,E-CRM, Social CRM
10	Theoretical	Web Analytics, Concepts of Data, Information and Knowledge.
11	Theoretical	Internet marketing, on line media, online advertising, WOMM, advergaming
12	Theoretical	Data warehousing and Data Mining
13	Theoretical	Online Ödeme Sistemleri

14	Theoretical	Online Security Systems
15	Theoretical	Logistics in E-commerce
16	Final Exam	Final Exams
17	Final Exam	Final Exams

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	3	70
Midterm Examination	1	25	1	26
Final Examination	1	28	1	29
			Total Workload (Hours)	125
			[Total Workload (Hours) / 25*] = **ECTS**	5

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Upon successful completion of this course students will recall most important e-commerce business and revenue models;
2	Summarize the impact of Internet and e-commerce on various industries
3	Discuss consumer behavior in the online medium
4	Develop an e-commerce business plan
5	Interpret the current developments in the contemporary methods and technologies of business administration, especially in the local, national and international dimensions of business administration and information technologies.

Programme Outcomes *(International Relations)*

1	Students understand, evaluate and implement the basic concept and theories of the discipline of International Relations.
2	Students examine and follow up the political and social developments in the world. They understand and interpret current issues in the field of International Relations.
3	Students evaluate and explain international relations from an historical and legal perspective.
4	Students gain a general vision of international relations and political science. In that respect, they examine and analyze Turkey's place in world politics, its relationship with its neighbors and the world.
5	Students comprehend local, regional and national developments and establish links between them and global developments.
6	Students comprehend development processes, structures and functions of international political institutions and international / intergovernmental / regional organizations.
7	Students conduct research on academic and vocational subjects and interpret numerical and statistical data.
8	Students use basic computer programs and information technologies.
9	Students think analytical and critical and produce solutions within cases and problems.
10	Students follow up scientific studies on International Relations, published in Turkish and foreign languages and prepare and present articles, papers, theses and reports.
11	Students are open-minded and respectful for others' thoughts and acts. They become socialized well in a social environment. They can express their opinions and thoughts easily.
12	Students take various tasks as team leader or as a member within the teamwork and are inclined to both teams work and individual work.
13	Students gain professional knowledge and theoretical background, required by the public sector and the private sector.

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

	L1	L2	L3	L4
P1	4	3	4	4
P2	4	4	5	4
P3	4	4	5	5
P4	4	4	4	3
P5	5	4	5	2
P6	5	5	5	5
P7	5	5	5	4
P8	5	5	5	3
P9	4	5	5	5

P10	4	5	5	5
P11	5	5	5	2
P12	4	4	3	2
P13	4	5	4	5