

## E-COMMERCE

|      |   |   |
|------|---|---|
| 1    | Course Title:   | E-COMMERCE  |
| 2    | Course Code:  | IIZ4215   |
| 3    | Type of Course:   | Compulsory  |
| 4    | Level of Course:  | First Cycle   |
| 5    | Year of Study:  | 4   |
| 6    | Semester:   | 7   |
| 7    | ECTS Credits Allocated:                                 | 3.00  |
| 8    | Theoretical (hour/week):                                | 3.00  |
| 9    | Practice (hour/week):                                   | 0.00  |
| 10   | Laboratory (hour/week):                                 | 0   |
| 11   | Prerequisites:  | None  |
| 12   | Language:   | Turkish   |
| 13   | Mode of Delivery:                                       | Face to face  |
| 14   | Course Coordinator:                                     | Dr. Öğr. Üyesi FİLİZ EREN BÖLÜKTEPE   |
| 15   | Course Lecturers:                                       | Dr. Öğr. Üyesi F. Eren BÖLÜKTEPE  |
| 16   | Contact information of the Course Coordinator:          | Dr. Öğr. Üyesi F. Eren BÖLÜKTEPE<br>İnegöl İşletme Fakültesi<br>İşletme Bölümü<br>224 294 26 95<br>eboluktepe@uludag.edu.tr   |
| 17   | Website:  |   |
| 18   | Objective of the Course:                                | develop eCommerce applications. E-Commerce application types. E-Commerce applications to identify and diagnose. E-Commerce's feasibility. E-Commerce needs analysis. technical design and review. E-business models. Marketing over the Internet. Legal, ethical and social aspects. Test and applications: JavaScript, JScript, DHTML, CSS, ASP and XML. |
| 19   | Contribution of the Course to Professional Development: | Establish an e-commerce model in businesses.  |
| 20   | Learning Outcomes:                                      |   |
|      | 1   | To obtain information about the virtual environment.  |
|      | 2   | Defines the current e-commerce environment  |
|      | 3   | Know the Types of E-Commerce  |
|      | 4   | JavaScript, JScript, DHTML, CSS, ASP  |
|      | 5   | Virtual environments have knowledge about the trade.  |
|      | 6   |   |
|      | 7   |   |
|      | 8   |   |
|      | 9   |   |
|      | 10  |   |
| 21   | Course Content:   |   |
|      | <b>Course Content:</b>                                  |   |
| Week | Theoretical   | Practice  |
| 1    | Electronic commerce Overview                            |   |
| 2    | E-commerce types  |   |

|    |  |  |
|----|--|--|
| 3  | E-Commerce Applications                            |  |
| 4  | E-Commerce Applications                            |  |
| 5  | E-Commerce Applications                            |  |
| 6  | E-Commerce Applications                            |  |
| 7  | E-Commerce Applications                            |  |
| 8  | E-Commerce Applications                            |  |
| 9  | Discussion of Current Issues Related to E-Commerce |  |
| 10 | Marketing via the Internet                         |  |
| 11 | Marketing via the Internet                         |  |
| 12 | Legal, ethical and social aspects                  |  |
| 13 | Legal, ethical and social aspects                  |  |
| 14 | Final Exam   |  |

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| 22 | Textbooks, References and/or Other Materials: | CLINTON, William J.<br>"Global Elektronik Ticaret", ALFA Yayınevi, İstanbul, Şubat 2000 |
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|----|-----------|--|
| 23 | Assesment |  |
|----|-----------|--|

| TERM LEARNING ACTIVITIES | NUMBER | WEIGHT |
|--------------------------|--------|--------|
| Midterm Exam             | 1      | 40.00  |
| Quiz                     | 0      | 0.00   |

| Activites  | Number | Duration (hour) | Total Work Load (hour) |
|--|--------|-----------------|------------------------|
| Theoretical  | 14     | 3.00            | 42.00                  |
| Contribution of Term (Year) Learning Activities to | 40.00  |                 |                        |
| Practicals/Labs                                    | 0      | 0.00            | 0.00                   |
| Self study and preparation                         | 60.00  | 1.00            | 14.00                  |
| Contribution of Final Exam to Success Grade        | 60.00  |                 |                        |
| Homeworks  | 0      | 0.00            | 0.00                   |
| Projects   | 0      | 0.00            | 0.00                   |
| Measurement and Evaluation Techniques Used in the  | 0      | 0.00            | 0.00                   |
| Field Studies                                      | 0      | 0.00            | 0.00                   |

|                           |                        |       |       |        |
|---------------------------|------------------------|-------|-------|--------|
| 24                        | ECTS / WORK LOAD TABLE | 1     | 20.00 | 20.00  |
| Midterm Exams             |                        |       |       |        |
| Others                    | 0                      | 0.00  | 0.00  |        |
| Final Exams               | 1                      | 20.00 | 20.00 |        |
| Total Work Load           |                        |       |       | 116.00 |
| Total work load/ 30 hr    |                        |       |       | 3.20   |
| ECTS Credit of the Course |                        |       |       | 3.00   |

| 25  | CONTRIBUTION OF LEARNING OUTCOMES TO PROGRAMME QUALIFICATIONS |     |     |     |     |     |     |     |     |      |      |      |      |      |      |      |
|-----|---|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|
|     | PQ1   | PQ2 | PQ3 | PQ4 | PQ5 | PQ6 | PQ7 | PQ8 | PQ9 | PQ10 | PQ11 | PQ12 | PQ13 | PQ14 | PQ15 | PQ16 |
| ÖK1 | 2   | 0   | 1   | 2   | 3   | 0   | 3   | 0   | 3   | 4    | 2    | 0    | 0    | 0    | 0    | 0    |
| ÖK2 | 1   | 3   | 3   | 1   | 2   | 2   | 2   | 3   | 2   | 2    | 3    | 0    | 0    | 0    | 0    | 0    |
| ÖK3 | 2   | 1   | 2   | 3   | 2   | 2   | 0   | 3   | 3   | 2    | 2    | 0    | 0    | 0    | 0    | 0    |
| ÖK4 | 1   | 3   | 3   | 3   | 2   | 3   | 3   | 2   | 2   | 2    | 4    | 0    | 0    | 0    | 0    | 0    |

|  |            |   |   |       |   |   |          |   |   |        |   |   |             |   |   |   |
|--|------------|---|---|-------|---|---|----------|---|---|--------|---|---|-------------|---|---|---|
| ÖK5  | 2          | 3 | 0 | 0     | 4 | 3 | 3        | 2 | 2 | 2      | 3 | 0 | 0           | 0 | 0 | 0 |
| LO: Learning Objectives   PQ: Program Qualifications |            |   |   |       |   |   |          |   |   |        |   |   |             |   |   |   |
| Contrib<br>ution<br>Level:                           | 1 very low |   |   | 2 low |   |   | 3 Medium |   |   | 4 High |   |   | 5 Very High |   |   |   |