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. Ögr. 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 İnegöl İşletme Fakültesi İşletme Bölümü 224 294 26 95 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	
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21	Course Content:	

Course Content:

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	

22	Textbooks, References and/or Other Materials:	CLINTON, William J. "Global Elektronik Ticaret", ALFA Yayınevi, İstanbul, Şubat 2000
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
Practicals/Labs	0	0.00	0.00
Self study and preperation	14	1.00	14.00
Homeworks	0	0.00	0.00
Projects	0	0.00	0.00
Field Studies	0	0.00	0.00
Midterm Exams	1	20.00	20.00
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

Contribution of Term (Year) Learning Activities to ... 40.00

Contribution of Final Exam to Success Grade 60.00

Measurement and Evaluation Techniques Used in the ... Online multiple-choice/ online written exam/ written exam

24 ECTS / WORK LOAD TABLE

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				
Contribution Level:	1 very low	2 low	3 Medium	4 High	5 Very High