

E- COMMERCE

1	Course Title:	E- COMMERCE
2	Course Code:	ISYS014
3	Type of Course:	Optional
4	Level of Course:	Short Cycle
5	Year of Study:	2
6	Semester:	3
7	ECTS Credits Allocated:	3.00
8	Theoretical (hour/week):	1.00
9	Practice (hour/week):	2.00
10	Laboratory (hour/week):	0
11	Prerequisites:	-----
12	Language:	Turkish
13	Mode of Delivery:	Face to face
14	Course Coordinator:	Öğr.Gör. GAZANFER ERBAŞLAR
15	Course Lecturers:	-----
16	Contact information of the Course Coordinator:	gerbaslar@uludag.edu.tr
17	Website:	
18	Objective of the Course:	This course is intended to make the students can buy and sell on the internet.
19	Contribution of the Course to Professional Development:	
20	Learning Outcomes:	
	1	Understand the basic concepts of electronic commerce.
	2	Understand the economic dimension of electronic commerce.
	3	Understand the relationship between electronic commerce and marketing
	4	He can understand the marketing process in electronic form.
	5	Understand the required information about the electronic environment to shop
	6	Understand the electronic sales planning.
	7	Understand approaches to electronic commerce.
	8	Understand and develop solutions to the problems of electronic sales management.
	9	Plan the activities of E-commerce
	10	Carry out the activities of E-commerce
21	Course Content:	
	Course Content:	
Week	Theoretical	Practice
1	Definition of Commerce electronic, aims and tools.	Make a presentation about the subject
2	Types of Commerce electronic, dimensions, changes brought.	Make a presentation about the subject
3	Points to note in commerce electronic.	Make a presentation about the subject

4	Payments types in commerce electronic.	Make a presentation about the subject
5	The parts of electronic commerce and commerce economic customers concept.	Make a presentation about the subject
6	Problems of customers protection and the situation in Turkey.	Make a presentation about the subject
7	Positive and negative effects of commerce electronic.	Make a presentation about the subject
8	Repeating courses and midterm exam	-----
9	Security Systems in commerce electronic.	Make a presentation about the subject
10	Legal regulations in commerce electronic.	Make a presentation about the subject
11	Document Layout and Accounting Procedures in commerce electronic.	Make a presentation about the subject
12	Types of encash systems in commerce electronic for sales and accounting process.	Make a presentation about the subject
13	Types of encash systems in commerce electronic for sales and accounting process.	Make a presentation about the subject
14	Examples of applications and e-commerce sites.	Make a presentation about the subject

22	Textbooks, References and/or Other Materials:	Gazanfer Erbaşlar, Şükrü Dokur;Electronic commerce, e-commerce, general information, Hukusal Regulations, Document Layout and Accounting Procedures. 2.genişletilmiş printing, nobel publications. April 2012. Ankara. 1.basım, Nobel Publications, January 2008, Ankara.
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Activites		Number	Duration (hour)	Total Work Load (hour)
Theoretical	R	14	1.00	14.00
Practicals/Labs		14	2.00	28.00
Self study and preperation	U	14	3.00	42.00
Homeworks		0	0.00	0.00
Final Exam Projects	1	60.00	0.00	0.00
Field Studies		0	0.00	0.00
Contribution of Term (Year) Learning Activities to Midterm exams Success Grade		40.00	1.00	1.00
Others		2	2.00	4.00
Contribution of Final Exam to Success Grade		60.00	1.00	1.00
Total Work Load				90.00
Measurement and Evaluation Techniques Used in the Course				3.00
ECTS Credit of the Course				3.00

21. ECTS WORKLOAD 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
LO: Learning Objectives PQ: Program Qualifications																
Contribution Level:	1 very low		2 low		3 Medium		4 High		5 Very High							