

E- COMMERCE

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| 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 |

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| 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 |

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| 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 | 0 | 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

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|--|---|-----|-------|-----|----------|-----|--------|-----|-------------|------|------|------|------|------|------|------|
| 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 | | | | | | | |