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| ***ÇAĞ UNIVERSITY******INSTITUTE OF SOCIAL SCIENCES*** |
| **Code** | **Course Title** | **Credit** | **ECTS** |
| **MAN 572**  | E-Commerce Applications | 3 (3-0-0) | 7 |
| **Prerequisites** | **None** |
| **Language of Instruction** | Turkish | **Mode of Delivery**  | **Face to face** |
| **Type and Level of Course** | Compulsory / 1st Year / Spring |
| **Lecturers** | **Name(s)**  | **LectureHours** | **Office Hours** | **Contacts** |
| **Course Coordinator** | Asst.Prof.Dr. Murat Gülmez |  |  | **mgulmez@cag.edu.tr** |
| **Course Objective** | **To create a comprehensive awareness of E-Commerce, beginning with the basics terms, concepts and definitions, working toward and facilitating a wide understanding and appreciation of e-commerce applications, and the vital role they play in modern businesspractice.** |
| **Learning Outcomes of the Course** |  | **Students who have completed the course successfully should be able to** | **Relationship** |
| **Prog. Output** | **Net Effect** |
| 1 | **define E-commerce terms and definitions** | **3** | **4** |
| 2 | **understand the new technological trends related to e-commerce** | **3** | **4** |
| 3 | **understand moral and ethical issues related to e-commerce** | **4** | **5** |
| 4 | **Carry out a project work as a team**  | **6,9** | **4** |
| 5 | **Practice new technological tools in course projects** | **2,6** | **5** |
| **Course Description:The aim of E-commerce course is to define E-commerce and its components. In this sense, the relationships between technology and business will be thought during the course. E-commerce terms and definitions, e-commerce business models, technological components of e-commerce, e-supply chains, launching a successful online business, security and ethical issues regarding e-commerceare the main topics that will be covered. So, after one semester study, students will be able to understand the role of e-commerce in today’s marketplace.** |
| **Course Contents:( WeeklyLecture Plan )** |
| **Weeks** | **Topics** | **Preparation** | **TeachingMethods** |
| **1** | Introduction and Meeting | - | Lectures  |
| **2** | Introduction to E-commerce - Basics Terms and Discussion current issues with students - Introducing Projects: Virtual Worlds and Blogpages | Textbook Ch. 1 - By Lecturer |  Lectures |
| **3** | How to Implement Digital Marketing Plan | By Dr. Jose Ramon | Lectures & Discussion |
| **4** | E-Commerce Business Models And Revenue Models with Flowchart | Textbook Ch.5  |  Lectures& Discussion |
| **5** | E-commerce Business Strategies | Textbook Ch.5 | Lectures & Discussion |
| **6** | Project Presentations |  | Student Presentations |
| **7** | Project Evaluations | By Lecturer | Discussion |
| **8** | Big Data: New trend of businesses and other non-profit organizations, (Supported with Documentary) | Power point presentations by groups | Presentation |
| **9** | The Internet and World Wide Web: E-Commerce Infrastructure | Textbook Ch. 2 | Lectures & Discussion |
| **10** | Online security and other concerning issues in E-commerce and digital world | Textbook Ch. 4 | Lectures& Discussion |
| **11** | Online Payment Systems & Crypto currency: Bitcoin (Supported with Documentary)  | Textbook Ch. 4  | Lectures & Discussion |
| **12** | Ethical, Law And Political Issues in E-commerce (supported with E-kin Case Study) | Textbook Ch. 8 | Lectures & Discussion |
| **13** | Review for the final exam | Review | Lectures& Discussion |
| **14** | Final | - |  |
| **REFERENCES** |
| **Textbook** | E-Commerce 2016e (12th Edition) business technology society, Keneth C. Laudon, Carol GuercioTraver |
| **Course Notes** | Will be distributed as case studies or instructions for assignments through the Instructor’s webpage: [www.cag.edu.tr/murat-gulmez](http://www.cag.edu.tr/murat-gulmez) |
| **Relatedlinks** | The Internet (World Wide Web, our “living” text book), (http://www.**sethgodin**.com/ ) |
| **Recommended Reading** | Assignments  |
| **MaterialSharing** | Case Studies |
| **ASSESSMENT METHODS** |
| **Activities** | **Number** | **Effect** | **Notes** |
| **Project**  | **1** | **35%** |  |
| ***Effect of The Activities and Midterm Exam*** | **1** | **40%** |  |
| ***Effect of The Final Exam*** |  | **60%** |  |
| **ECTS TABLE** |
| **Contents** | **Number** | **Hours** | **Total** |
| **Hours in Classroom** | **14** | **3** | **42** |
| **HoursoutClassroom** | **14** | **3** | **42** |
| **Project** | **2** | **5** | **40** |
| **Assignments** | **4** | **10** | **10** |
| **Final Exam** | **1** | **60** | **60** |
| **Total****Total / 30****ECTS Credit** | **194** |
| **=194/30=6,5** |
| **7** |
| **RECENT PERFORMANCE** |
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