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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**](mailto: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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