

COURSE SYLLABUS

Vocational School

Course Code		Course Name			Credit			ECTS Value	
TIC 110		Electronic Commerce			3 (2-1-3)			7	
Cours		None					•		
Language of Instruction:		Turkish	Course Delivery Method:			e			
Cours and L	se Type Ævel:	Compulsory/Spring Term							
Cou	rse Instruct	or's Title, First Name, and Last Name	Course Time		Office Hours			Contact	
Dr. Suzan Oğuz			-	Wedn	Wednesday 14:00- 15:00			suzanoguz@cag.edu.tr	
Coord	se linator:	Dr. Suzan Oğuz							
		Cou	ırse Objectives						
							Relationships		
Course Learning Outcomes	Upon succ	on successful completion of this course, the student will be able to:						Net Contribution	
og O	1	Defines concepts and terms related to e-commerce.					,2	4	
arniı	2	Understands the potential of e-commerce.					3	5	
e Le	3	Recognises technological concepts related to e-commerce.					4	4	
Cours	4	Interprets ethical and moral issues related to e-commerce.					4	4	
	5	Understands the role of social networks and the internet and interprets their impact on the business world.					,4	4	
Cours		definitions related to e-commerce and	provide a comprehensive understanding of the basic terms, concepts and ree and to grasp its role in the modern business world. Furthermore, it is commerce processes, security issues, payment systems and digital business						
		Course Conte	nt: (Weekly Lesso	n Plan)					
Wee	k	Торіс	Preparati	on	Teaching Method		Methods	and Techniques	
1	Introdu		General information the course	on about	Pre	Presentation, Discussion			
2	What is		Reading: basic e-c concepts	ommerce	Leo	Lecture, Discussion			
3	Basic Elements and Business Models of Commerce		Group work: business model			Group Work, Discussion			
4	Securit Commo		Case Study: Online Security Scenario	e Paymen		Presentation, Case Analysis			
5	Alterna	ative E-Commerce Models hipping, P2P, B2B)	Case: Comparison Different Business	Models	Presentation, Discussion			•	
6	Digital Strateg	Marketing and E-Commerce	Case Study: Example of a Digital Advertising Campaign Presentat			esentation	ation, Case Study		
7	Entrep	reneurship & E-Commerce Ventures	Case: New venture	e scenario	Pre	Presentation, Discussion			
8	Midter	m Exam Week	_		_				
9	Midter	m Exam Week	_		_				



10	Seminar / Guest Speaker			ntion: list of questions	Presentation, Discussion			
11	Group Work: E-Commerce A Turkey		applica		Group Work, Presentation			
12	CRM and E-Customer Relation	onship Scenari prograr			Presentation, Discussion			
13	E-Supply Chain and Logistics			Order-Supply Process is	Presentation, Case Study Analysis			
14	Final Project Presentations I	Grou		individual preparation	Presentation, Feedback			
15	Final Project Presentations II	Group/		individual preparation	Presentation, Feedback			
16	Final Project Presentations II	[Group/	individual preparation	Presentation, Feedback			
17	Final Exam Week		_		_	-		
18	Final Exam Week		_		_			
			Course Re	esources				
Textboo	k:	Özmen, Al	li (2021). E-co	021). E-commerce: Concepts and Applications. Seçkin Publishing.				
Recomm	nended Resources:	Sector Rep	orts, https://w	vww.eticaret.gov.tr/				
		Cours		and Evaluation				
	Activities	Number	Contribut ion	As part of this project	Notes			
Midterm Project		1	 ➤ The assignment must and submitted via em ➤ Page limit: 3–5 pages 			mental reasons for success ining the business models, relations, and financial		
Final Exam Project		1	55	As part of this project, students will develop an innova and feasible e-commerce business idea and create a deta business model. The project will cover critical componsuch as market analysis, business model design, revestrategies, technology use, and marketing plan. Students prepare a comprehensive report containing their chebusiness idea and give a project presentation. Submission Format and Rules: > Students will prepare the project individually. > The project must be prepared in Word format a PowerPoint presentation must be created for presentation. > Report page limit: 4 - 6 pages. > Presentation duration: 5-7 minutes. > Font style: Times New Roman, 12 point, spacing 1, Turkish. Students' regular attendance, participation in discussions,		idea and create a detailed cover critical components is model design, revenue exeting plan. Students will containing their chosen sentation. Project individually. The interest in Word format and a must be created for the ges. Roman, 12 point, Line		
Process S Participa	Score (Assignments and Class ation)	1	10	short reflective assign		taken into consideration.		
	ECTS Table							
	Content		Number	Hours		Total		



Course duration	14	3	42
Out-of-Class Work	14	3	42
Homework	2	15	30
Midterm Exam (Midterm Exam Project Preparation)	1	35	35
Final Exam (Final Project Preparation)	1	55	55
	204		
	204/30 = 6.8		
	7		



