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| ***ÇAĞ UNIVERSITY******VOCATIONAL SCHOOL*** |
| **Code** | **Course Title** | **Credit** | **ECTS** |
| **TIC 110** | Electronic Commerce | 3 (3-0-3) | 6 |
| **Prerequisites** | **None** |
| **Language of Instruction** | Turkish | **Mode of Delivery**  | Online - Moodle |
| **Type and Level of Course** | Compulsory/1.Year/Spring |
| **Lecturers** | **Name(s)**  | **LectureHours** | **Office Hours** | **Contacts** |
| **Course Coordinator** | **Lect. Eda KAYHAN** | **Tuesday****13.45-16.20** | **Thursday****13.00-15.00** | **edakayhan@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 business practice.** |
| **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** | **1,2** | **4** |
| 2 | **Understand the business potential of e-commerce** | **3** | **5** |
| 3 | **Comprehend the new technological trends related to e-commerce** | **4** | **4** |
| 4 | **Understand moral and ethical issues related to e-commerce** | **7** | **5** |
| 5 | **Acknowledge the importance of social networks and internet on businesses**  | **3,4** | **4** |
| 6 | **Practice presentation and discussion skills on e-commerce** | **5,6** | **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-commerce are 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:( Weekly Lecture Plan )** |
| **Weeks** | **Topics** | **Preparation** | **TeachingMethods** |
| **1** | Introduction, Meeting + Computer and Internet Terms | Textbook Ch. 1 - By Lecturer  | Lecture slides |
| **2** | Introduction to E-commerce - Basics Terms | Textbook Ch. 1 - By Lecturer | Lecture slides |
| **3** | Business Models in e-commerce (In class discussion: Covid 19 effects on e-commerce) | Textbook Ch.2 | Lecture slides & Online Discussion |
| **4** | Building and managing a web site | Textbook Ch.3 | Lecture slides |
| **5** | Service quality in e-commerce+ Case Study |  | Lecture Slides & Discussion |
| **6** | General Discussion |  |  |
| **7** | Midterm | - | Exam |
| **8** | E-Commerce Security and Payment Systems (Supported with Documentary) | - | Lecture slides |
| **9** | Crypto currency +In class discussion: Bitcoin  |  | Lectures & Discussion |
| **10** | Ethical, social and political subjects of e-commerce |  | Lecture slides |
| **11** | Digital marketing |  | Lecture slides |
| **12** | Speaker guest |  | Presentation |
| **13** | General Discussion |  | Discussion |
| **14** | Final | - | Exam |
| **REFERENCES** |
| **Textbook** | **E-Ticaret, Kenan Mehmet Ekici, Savaş Yayınevi, 2013, Ankara** |
| **Course Notes** | **Will be published at moodle** |
| **Relatedlinks** | The Internet (World Wide Web, our “living” text book), (http://www.**sethgodin**.com/ ) |
| **Recommended Reading** |  |
| **MaterialSharing** |  |
| **ASSESSMENT METHODS** |
| **Activities** | **Number** | **Effect** | **Notes** |
| **Project**  | **1** | **25%** |  |
| ***Effect of The Midterm Exam*** | **1** | **25%** |  |
| ***Effect of The Final Exam*** | **1** | **50%** |  |
| ***Total***  |  | **100%** |  |
| **ECTS TABLE** |
| **Contents** | **Number** | **Hours** | **Total** |
| **Hours in Classroom** | **14** | **3** | **42** |
| **HoursoutClassroom** | **14** | **6** | **84** |
| **Project** | **1** | **40** | **40** |
| **Midterm Exam** | **1** | **10** | **10** |
| **Final Exam** | **1** | **10** | **10** |
| **Total****Total / 30****ECTS Credit** | **186** |
| **=186/30=6,2** |
| **6** |
| **RECENT PERFORMANCE** |
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