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| ***ÇAĞ UNIVERSITY******VOCATIONAL SCHOOL***  |
| **Code** | **Course Name** | **Credit** | **ECTS** |
| TIC-110 | Electronic Commerce | 3 (3-0-3) | 5 |
| **Prerequisite Courses** | **No** |
| **Course Language** | Turkish | **Teaching Style** | Online |
| **Course Type / Level** | Compulsory / 1st Year / Spring Semester |
| **Faculty Members** | **Title & Name- Surname** | **Lesson Hours** | **Interview Hours** | **Contact** |
| **Course Coordinator** | Assist. Prof. Dr. Suzan Oğuz | Friday10:15-12:35 | Thursday13.00-15.00 | suzanoguz@cag.edu.tr |
| **Course Objectives** | The aim of this course is to provide a comprehensive understanding of the basic terms, concepts and definitions of electronic commerce and its role in the modern business world. In addition, students are expected to analyze e-commerce processes, security issues, payment systems and digital business models. |
| **Course Learning Outcomes** |  | A student who successfully completes the course: | **Relationships** |
| **Prog. Outputs** | **Net Contribution** |
| **1** | Defines the concepts and terms related to electronic commerce, | 1,2 | **4** |
| **2** | Understands the potential of electronic commerce, | 3 | **5** |
| **3** | Perceives technological concepts related to electronic commerce, | 4 | **4** |
| **4** | Interpret ethical and moral issues related to electronic commerce, | 7 | **4** |
| **5** | Understand the role of social networks and the internet and interpret their impact on business, | 3,4 | **4** |
| **6** | Can discuss and make presentations on issues related to electronic commerce. | 5,6 | **4** |
| **Course Content:** This course will cover the basic components of e-commerce, the relationship between business and technology, e-market structures, security and payment systems, e-supply chains. Strategies for setting up and operating a successful e-commerce venture will also be detailed. |
| **Course Contents (Weekly Lesson Plan)** |
| **Week** | **Subject**  | **Preparation** | **Teaching Methods** |
| **1** | Introduction + Computer and Internet concept | Lecture Notes | Lecture & Discussion |
| **2** | What is Electronic Commerce?Project & Presentation Information | Lecture Notes | Lecture & Discussion |
| **3** | Security & Payment Systems in Electronic Commerce | Lecture Notes | Lecture & Discussion |
| **4** | Alternative E-Commerce Models (Dropshipping, P2P, B2B) | Lecture Notes | Lecture & Discussion |
| **5** | Digital Marketing and E-Commerce Strategies | Lecture Notes | Lecture & Discussion |
| **6** | E-Commerce Case Study  | Lecture Notes | Lecture & Discussion |
| **7** | Seminar, Guest Speaker | Seminar Presentation | Lecture & Discussion |
| **8** | Entrepreneurship & Successful E-Commerce Examples | Lecture Notes | Lecture & Discussion |
| **9-10** | Midterm Exam Week | - | **-** |
| **11** | Final Project Presentations and Evaluation | Project Presentation | Lecture & Discussion |
| **12** | Final Project Presentations and Evaluation | Project Presentation | Lecture & Discussion |
| **13** | Final Project Presentations and Evaluation | Project Presentation | Lecture & Discussion |
| **14** | Final Project Presentations and Evaluation | Project Presentation | Lecture & Discussion |
| **15** | Final Project Presentations and Evaluation | Project Presentation | Lecture & Discussion |
| **16** | General Review & Evaluation | Lecture Notes | Lecture & Discussion |
| **17-18** | Final Exam Week |  - | **-** |
| **SOURCES** |
| **Course Resources** | Lecture notes Power Point lecture presentations prepared by the lecturerBook Recommendation: E-Commerce, Gonca Telli Yamamoto, Kriter Publishing House, 2013, AnkaraLink: <https://www.eticaret.gov.tr/> |
| **Lecture Notes** | Additional information about case studies and assignments during the semester will be made on Zoom. |
| **ASSESSMENT and EVALUATION** |
| **Events** | **Number** | **Contribution** | **Notes**  |
| **Midterm Project** | 1 | **35%** | In this project assignment, students will comparatively analyze two different successful and unsuccessful e-commerce ventures. The aim of the assignment is to evaluate the root causes of e-commerce success and failure by examining the business models, marketing strategies, customer relationships and financial sustainability of the selected businesses.**Submission Rules and Format:*** Students will do the midterm homework individually.
* The assignment should be prepared in Word format and submitted via e-mail.
* Page limit: 3 - 5 pages
* Font style: Times New Roman, 12 pt, Line spacing1, Turkish.
* Deadline: **March 20, 2025** (must be submitted by mail).
* Mailing address: suzanoguz@cag.edu.tr

**Note:** Late submissions will not be evaluated. will not be taken. |
| **Participation in Seminars and Lectures** | 1 | **5%** | As the course is online, students are encouraged to actively participate in an interactive learning environment. This assessment will measure student participation in class discussions, case studies and seminars**.** |
| **Final Project** | 1 | **60%** | In this project, students will develop an innovative and viable e-commerce venture idea and create a detailed business model. The project will address critical components such as market analysis, business model design, revenue strategies, technology utilization and marketing plan. Students will prepare a comprehensive report on their business idea and make a project presentation.**Submission Format and Rules:*** Students will prepare the project individually.
* The project should be prepared in Word format and PowerPoint should be created for the presentation.
* Report page limit: 4 - 6 pages
* Presentation duration: 5 - 7 minutes.
* Font style: Times New Roman, 12 pt, Line spacing1, Turkish.
* Deadline: It will be announced on the date to be determined.
* Students should send their reports and presentation files to the lecturer via e-mail by the specified date.
* Mailing address: suzanoguz@cag.edu.tr

**Note:** Late submissions will not be evaluated. will not be taken. |
| **ECTS TABLE** |  | **50%** |
| **Content** | **Number** | **Clock** | **Total** |
| Course Duration | 14 | 3 | 42 |
| Studying Outside the Classroom | 14 | 3 | 42 |
| Midterm Project (Case Study, Homework) | 1 | 20 | 20 |
| Participation in Seminars and Lectures | 1 | 6 | 6 |
| Final Project (Report & Presentation) | 1 | 35 | 35 |
| **Total****Total / 30****ECTS Credit** |  |
|  **=145/30=4,8** |
| **5** |
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| **PAST ACHIEVEMENTS** |
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