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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 | | | | | | | Friday  10:15-12:35 | | | | | Thursday  13.00-15.00 | | | | | | [suzanoguz@cag.edu.tr](mailto: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 lecturer  Book Recommendation: E-Commerce, Gonca Telli Yamamoto, Kriter Publishing House, 2013, Ankara  Link: <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](mailto: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](mailto: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** | | | | | | | | | | | | | | | | | |  | | | | | | |
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| **PAST ACHIEVEMENTS** | | | | | | | | | | | | | | | | | | | | | | | | |
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