

COURSE SYLLABUS

Vocational School

Course Code	Course Name	Credit	ECTS Value	
TIC 110	Electronic Commerce	3 (2-1-3)	7	
Prerequisite Courses:	None			
Language of Instruction:	Turkish	Course Delivery Method:	Face to face	
Course Type and Level:	Compulsory/Spring Term			
Course Instructor's Title, First Name, and Last Name		Course Time	Office Hours	
Assist. Prof.. Suzan Oğuz		Wednesday 10:15 – 12:35	Wednesday 14:00- 15:00	
Course Coordinator:	Assist. Prof.. Suzan Oğuz			
Course Objectives				
Course Learning Outcomes	Upon successful completion of this course, the student will be able to:		Relationships	
			Programme Outcomes	Net Contribution
	1	Defines concepts and terms related to e-commerce.	1,2	4
	2	Understands the potential of e-commerce.	2,3	5
	3	Recognises technological concepts related to e-commerce.	4	4
	4	Interprets ethical and moral issues related to e-commerce.	4,5	4
5	Understands the role of social networks and the internet and interprets their impact on the business world.	3,4	4	
Course Content:	The aim of this course is to provide a comprehensive understanding of the basic terms, concepts and definitions related to e-commerce and to grasp its role in the modern business world. Furthermore, it is intended that students analyse e-commerce processes, security issues, payment systems and digital business models.			
Course Content: (Weekly Lesson Plan)				
Week	Topic	Preparation	Teaching Methods and Techniques	
1	Introduction and Expectations	General information about the course	Presentation, Discussion	
2	What is E-commerce?	Reading: basic e-commerce concepts	Lecture, Discussion	
3	Basic Elements and Business Models of E-Commerce	Group work: business model canvas application	Group Work, Discussion	
4	Security and Payment Systems in E-Commerce	Case Study: Online Payment Security Scenario	Presentation, Case Analysis	
5	Alternative E-Commerce Models (Dropshipping, P2P, B2B)	Case: Comparison of Different Business Models	Presentation, Discussion	
6	Digital Marketing and E-Commerce Strategies	Case Study: Example of a Digital Advertising Campaign	Presentation, Case Study	
7	Entrepreneurship & E-Commerce Ventures	Case: New venture scenario	Presentation, Discussion	
8	Midterm Exam Week	–	–	
9	Midterm Exam Week	–	–	

10	Seminar / Guest Speaker	Preparation: list of questions	Presentation, Discussion
11	Group Work: E-Commerce Applications in Turkey	Researching the selected application	Group Work, Presentation
12	CRM and E-Customer Relationship Management	Scenario: customer loyalty programme	Presentation, Discussion
13	E-Supply Chain and Logistics	Case: Order-Supply Process Analysis	Presentation, Case Study Analysis
14	Final Project Presentations I	Group/individual preparation	Presentation, Feedback
15	Final Project Presentations II	Group/individual preparation	Presentation, Feedback
16	Final Project Presentations III	Group/individual preparation	Presentation, Feedback
17	Final Exam Week	–	–
18	Final Exam Week	–	–

Course Resources

Textbook:	Özmen, Ali (2021). E-commerce: Concepts and Applications. Seçkin Publishing.
Recommended Resources:	Sector Reports, https://www.eticaret.gov.tr/

Course Assessment and Evaluation

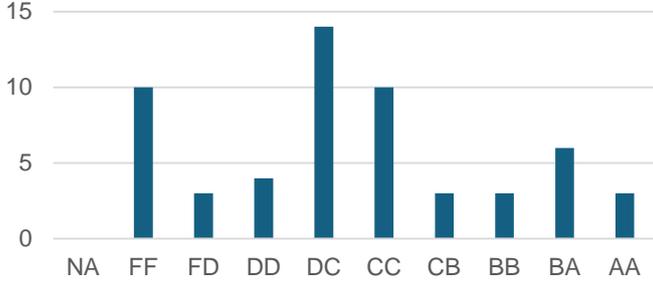
Activities	Number	Contribution	Notes
Midterm Project	1	35	Written examination
Final Exam Project	1	50	<p>As part of this project, students will develop an innovative and feasible e-commerce business idea and create a detailed business model. The project will cover critical components such as market analysis, business model design, revenue strategies, technology use, and marketing plan. Students will prepare a comprehensive report containing their chosen business idea and give a project presentation.</p> <p>Submission Format and Rules:</p> <ul style="list-style-type: none"> ➤ Students will prepare the project individually. ➤ The project must be prepared in Word format and a PowerPoint presentation must be created for the presentation. ➤ Report page limit: 4 - 6 pages. ➤ Presentation duration: 5–7 minutes. ➤ Font style: Times New Roman, 12 point, Line spacing 1, Turkish.
Process Score (Assignments and Class Participation)	1	15	Students' regular attendance, participation in discussions, and short reflective assignments will be taken into consideration.

ECTS Table

Content	Number	Hours	Total
Course duration	14	3	42
Out-of-Class Work	14	3	42
Case studies & Homework	3	10	30
Midterm Exam	1	35	35
Final Exam (Final Project Preparation)	1	50	50
Total:			199
Total / 30:			199/30 = 6,6
ECTS Credit:			7

Previous Term Achievements

2023-2024 Autumn Semester
TIC 110 - E-Commerce



2024-2025 Autumn Semester
TIC 110 E-Commerce

