

## COURSE SYLLABUS

### Vocational School

Course Code	Course Name		Credit	ECTS Value	
TIC 110	Electronic Commerce		3 (3-0-3)	7	
Prerequisite Courses:	None				
Language of Instruction:	Turkish	Course Delivery Method:	Online		
Course Type and Level:	Compulsory/Spring Term				
Course Instructor's Title, First Name, and Last Name		Course Time	Office Hours		Contact
Dr. Suzan Oğuz		-	Wednesday 14:00-15:00		suzanoguz@cag.edu.tr
Course Coordinator:	Dr. 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.		3	5
	3	Recognises technological concepts related to e-commerce.		4	4
	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.		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

<b>Textbook:</b>	Özmen, Ali (2021). E-commerce: Concepts and Applications. Seçkin Publishing.
<b>Recommended Resources:</b>	Sector Reports, <a href="https://www.eticaret.gov.tr/">https://www.eticaret.gov.tr/</a>

#### Course Assessment and Evaluation

Activities	Number	Contribution	Notes
Midterm Project	1	35	<p>As part of this project assignment, students will conduct a comparative analysis of two different e-commerce ventures, one successful and one unsuccessful. The aim of the assignment is to evaluate the fundamental reasons for success and failure in e-commerce by examining the business models, marketing strategies, customer relations, and financial sustainability of the selected businesses.</p> <p><b>Submission Rules and Format:</b></p> <ul style="list-style-type: none"> <li>➤ Students will complete the assignment individually.</li> <li>➤ The assignment must be prepared in Word format and submitted via email.</li> <li>➤ Page limit: 3–5 pages.</li> <li>➤ Font style: Times New Roman, 12 point, Line spacing 1, Turkish.</li> </ul>
Final Exam Project	1	55	<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><b>Submission Format and Rules:</b></p> <ul style="list-style-type: none"> <li>➤ Students will prepare the project individually.</li> <li>➤ The project must be prepared in Word format and a PowerPoint presentation must be created for the presentation.</li> <li>➤ Report page limit: 4 - 6 pages.</li> <li>➤ Presentation duration: 5–7 minutes.</li> <li>➤ Font style: Times New Roman, 12 point, Line spacing 1, Turkish.</li> </ul>
Process Score (Assignments and Class Participation)	1	10	Students' regular attendance, participation in discussions, and short reflective assignments will be taken into consideration.

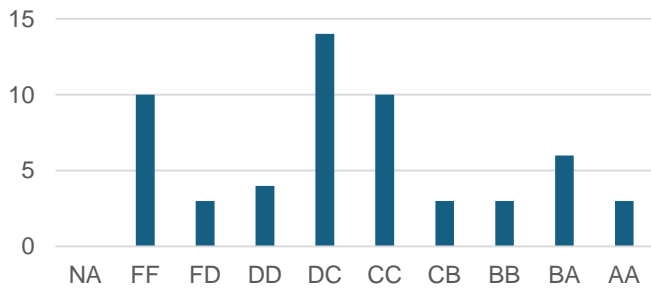
#### ECTS Table

Content	Number	Hours	Total
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Course duration	<b>14</b>	<b>3</b>	42
Out-of-Class Work	<b>14</b>	<b>3</b>	42
Homework	<b>2</b>	<b>15</b>	30
Midterm Exam (Midterm Exam Project Preparation)	<b>1</b>	<b>35</b>	35
Final Exam (Final Project Preparation)	<b>1</b>	<b>55</b>	55
<b>Total:</b>			204
<b>Total / 30:</b>			204/30 = 6.8
<b>ECTS Credit:</b>			7

#### Previous Term Achievements

2023-2024 Autumn Semester  
TIC 110 - E-Commerce



2024-2025 Autumn Semester  
TIC 110 E-Commerce

