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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** | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | | | |