

COURSE INFORMATION					
Course Title	Code	Semester	L+P Hour	Credits	ECTS
E-Commerce	MAN309	5	3 + 0	3	5

<b>Prerequisites</b>	-
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<b>Language of Instruction</b>	German
<b>Course Level</b>	Bachelor's Degree (First Cycle Programmes)
<b>Course Type</b>	Elective
<b>Course Coordinator</b>	Prof. Dr. Uğur YOZGAT
<b>Instructors</b>	Prof. Dr. Uğur YOZGAT
<b>Assistants</b>	
<b>Goals</b>	This course provides an overview of e-commerce from both technological and managerial perspectives. It introduces e-commerce frameworks, and technological foundations; and examines basic concepts such as strategic formulation for e-commerce enterprises, management of their capital structures and public policy. This course is designed to familiarize students with current and emerging electronic commerce technologies using the Internet. Course provides information on e-commerce/e-business on the Internet from the point of view of consumer as well as from the point of view of the merchant, with the possibilities for trading with physical as well non-physical (digital) goods, for marketing and for consumer support.
<b>Content</b>	This course focuses on electronic commerce applications, technologies, and tools which are used to conduct business on the World Wide Web. It reviews foundations of e-commerce, its infrastructure, current business models in business-to-customers (B2C) and business-to-business (B2B) transactions, security and quality assurance, web site design strategies, payment systems, and various issues--Internet marketing, legal, regulatory, technological, social, and ethical--which relate to electronic business, systems development issues, electronic data interchange, web-based marketing, e-supply chains, e-procurement, e-marketplace, customer relationship management, and web-enabling mobile. E-Business case studies are used to demonstrate the advantages and the challenges related to integrating e-commerce applications.

<b>Learning Outcomes</b>	<b>Teaching Methods</b>	<b>Assessment Methods</b>
Explain the components and roles of the Electronic Commerce environment	1,2,3	A,B
Explain how businesses sell products and services on the Web.	1,2,3	A,B
Describe the qualities of an effective Web business presence	1,2,3	A,B
Explain the client/server infrastructure that supports electronic commerce.	1,2,3	A,B
Explain basic electronic commerce functions.	1,2,3	A,B
Understand legal and ethical issues related to E-Commerce.	1,2,3	A,B

<b>Teaching Methods:</b>	1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study
<b>Assessment Methods:</b>	A: Testing, B: Homework, C: Performance

<b>COURSE CONTENT</b>		
<b>Week</b>	<b>Topics</b>	<b>Study Materials</b>
1	Overview of E-Commerce	Ch1, Web
2	E-Commerce Statistics	Ch4, Web
3	Regulatory, and Ethical Issues in E-Commerce	Ch16, Web
4	E-Government and E-Learning	Ch7, Web
5	Retailing in E-Commerce: Products and Services	Ch3, Web
6	B2B E-Commerce	Ch5, Web
7	E-Supply Chains, Collaborative Commerce, and Corporate Portals	Ch6, Web
8	Consumer-to-Consumer Commerce	Ch7, Web
9	Mobile Computing and Commerce	Ch8, Web
10	E-Commerce Fraud and Security	Ch10, Web
11	E-Commerce Payment Systems	Ch11, Web
12	Fulfilling E-Commerce Orders and Other E-Commerce Support Services	Ch12, Web
13	The Web 2.0 Environment and Social Networks	Ch19, Web
14	Dynamic Trading: E-Auctions, Bartering, and Negotiations	Ch17, Web

<b>RECOMMENDED SOURCES</b>	
<b>Textbook</b>	E-Commerce und E-Business, Michael Merz, Dpunkt.Verlag GmbH, 2001
<b>Additional Resources</b>	Electronic Commerce 2010, 6/E , Efraim Turban - Jae K. Lee - David King - Ting Peng Liang - Deborah Turban, Prentice Hall, 2009
	E-Commerce 2011, (7th Edition), Kenneth Laudon - Carol Guercio Traver, Prentice Hall, 2011

<b>MATERIAL SHARING</b>	
<b>Documents</b>	PowerPoint presentations
<b>Assignments</b>	
<b>Exams</b>	

<b>ASSESSMENT</b>		
<b>IN-TERM STUDIES</b>	<b>NUMBER</b>	<b>PERCENTAGE</b>
Mid-terms	1	50
Quizzes	-	
Assignment	5	50
<b>Total</b>		<b>100</b>
<b>Contribution of final examination to overall grade</b>		40
<b>Contribution of in-term studies to overall grade</b>		60
<b>Total</b>		<b>100</b>

<b>COURSE CATEGORY</b>	Expertise/Field Courses
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COURSE'S CONTRIBUTION TO PROGRAM						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
1	A basic, theoretical and practical knowledge about basic information technologies.					X
2	Information about design and development of hardware and software solutions.				X	
3	Constructing and implementing identified problems and models at using use of information technology and applying of basics solution suggestions.				X	
4	Carrying professional and ethical responsibility having professional ethics awareness about IT applicants. Taking necessary cautions about information security.					X
5	Understanding of the essential body of knowledge in business with organizational theory and business models; the systems approach; evaluation of business performance; functional business areas, like marketing, human resources, logistics and manufacturing.					X
6	Ability to analyze the organizational environment, define business process, identify relationships among system components and diagnose underlying problems.					X
7	Ability to select and effectively utilize available resources to collect and analyze data and draw appropriate conclusions from their research.			X		
8	Ability to select plan, analyze, design, develop, implement and manage application systems within a business context.				X	
9	Ability to use common information and communication technologies employed in business management.				X	
10	Understanding of the importance of self-assessment and life-long learning in order to maintain personal and professional development.		X			
11	Defining problems related with business processes, gather data, choose the required methods to analyze the data, evaluate the results and identify the necessary practices and communicate their ideas effectively.				X	

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION			
Activities	Quantity	Duration (Hour)	Total Workload (Hour)
Course Duration (Including the exam week: 14x Total course hours)	14	3	42
Hours for off-the-classroom study (Pre-study, practice)	14	4	56
Mid-terms	1	10	10
Homework	5	1	5
Final examination	1	15	15
<b>Total Work Load</b>			128
<b>Total Work Load / 25 (h)</b>			5.12
<b>ECTS Credit of the Course</b>			5