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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Digital Business** | |  | 3 | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Departmental Elective | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | To raise awareness by examining the changes in business management in the light of technological developments and to explain new technologies and trends within the scope of digital transformation. | | | | | | | Course Learning Outcomes | At the end of this course, the student;   1. Understands digital transformation methodologies. 2. Interprets the development of new technologies and technology trends. 3. His foresight about the future of business life and digital transformation trends increases. 4. Understands key issues and technologies in digital business. 5. Understands the hardware, software and telecommunications infrastructure that must be managed for the digital business. 6. Gain knowledge of digital entrepreneurship. | | | | | | | Course Content | New economy, internet, Digital transformation, Digital business concept, Social Media and business management, Gamification concept and theories for businesses, E-Commerce: digital markets and digital products, Digital marketing strategies | | | | | | | **Weeks** | **Topics** | | | | | | | 1 | new economy, internet | | | | | | | 2 | digital transformation | | | | | | | 3 | Digital business concept | | | | | | | 4 | Social Media and business management | | | | | | | 5 | Gamification concept and theories for businesses | | | | | | | 6 | E-Commerce: digital markets and digital products | | | | | | | 7 | Digital marketing strategies | | | | | | | 8 | Digitization of public relations | | | | | | | 9 | Industry 4.0 and the internet of things | | | | | | | 10 | Artificial intelligence in business | | | | | | | 11 | Business intelligence applications in businesses | | | | | | | 12 | Big data and business analytics | | | | | | | 13 | Cloud Computing Technologies, Cyber Security | | | | | | | 14 | digital entrepreneurship | | | | | |  |  | | --- | | **General Competencies** | | Students are expected to understand the main topics of this course and use it in their fields and applications. | | **resources** | | Aksel, İ. ve diğerleri (2013), Dijital İşletme, İstanbul, Cinius Yayınları | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | **PO4** | | **PO5** | | **PO6** | **PO7** | **PO8** | | **PO9** | | **PO10** | | **LO1** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **LO2** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **LO3** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **LO4** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **LO5** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | - | | - | | **LO6** | 5 | | - | 4 | - | | - | | 5 | 1 | - | | 2 | | - | | **LO: Learning Outcomes OP: Program Outcomes** | | | | | | | | | | | | | | | | | **Contribution Level** | | **1 Very Low** | | | | **2 Low** | | **3 Medium** | | | | **4 High** | | **5 Very High** | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | | Digital Business | 5 | - | 4 | - | - | 5 | 1 | - | - | - | |