|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Course Name** | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** |
|  **E-Commerce** |  | 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 | Teaching students the importance and applications of electronic commerce today. |
| Course Learning Outcomes | At the end of this course, the student;1. Learning concepts used in e-commerce
2. Learning e-commerce types
3. Understanding the parties and tools of e-commerce
4. Learning business models in e-commerce
5. Understanding the effects of e-commerce
6. To learn how to do reliable trade in electronic environment
7. Acquiring customer relationship management skills in e-commerce.
 |
| Course Content | Basic concepts, historical development of production management, objectives, functions, production systems and development, product design, demand forecasting, establishment location selection, workplace organization |
| **Weeks** | **Topics** |
| 1 | E-commerce concept |
| 2 | E-commerce development |
| 3 | Parties of e-commerce |
| 4 | Advantages and disadvantages of e-commerce |
| 5 | E-Marketing and advertising |
| 6 | Effects of e-commerce and considerations |
| 7 | B2B, B2C |
| 8 | C2C, C2B |
| 9 | Customer relationship management in e-commerce |
| 10 | Payment methods in e-commerce |
| 11 | Customer complaints management in e-commerce |
| 12 | E-Commerce security |
| 13 | Case Studies |
| 14 | An overview |

|  |
| --- |
| **General Competencies** |
| Students are expected to understand the main topics of this course and use it in their fields and applications. |
| **resources** |
| Akar, E. (2017). E-Ticaret, sosyal ticaret, mobil ticaret: pazarlama temelli yaklaşım. Seçkin Yayıncılık. |
| **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 | - | 5 | - | - | 5 | 4 | - | 5 | 5 |
| **LO2** | 5 | - | 5 | - | - | 5 | 4 | - | 5 | 5 |
| **LO3** | 5 | - | 5 | - | - | 5 | 4 | - | 5 | 5 |
| **LO4** | 5 | - | 5 | - | - | 5 | 4 | - | 5 | 5 |
| **LO5** | 5 | - | 5 | - | - | 5 | 4 | - | 5 | 5 |
| **LO6** | 5 | - | 5 | - | - | 5 | 4 | - | 5 | 5 |
| **LO7** | 5 | - | 5 | - | - | 5 | 4 | - | 5 | 5 |
| **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** |
| E-Commerce | 5 | - | 5 | - | - | 5 | 4 | - | 5 | 5 |

 |