

**Vocational School of Social Sciences / Foreign Trade**

**2024 - 2025 Academic Year**

**E-COMMERCE**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
E-COMMERCE	DŞT2232710	Spring Semester	2+0	2	4
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	Short Cycle (Associate's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Lect. Ercan KARAKEÇE				
<b>Name of Lecturer(s)</b>	Assist.Prof. Yasemin ÇİÇEKÇİSOY KAYA				
<b>Assistant(s)</b>					
<b>Aim</b>	It aims to provide students with the awareness of doing business safely and effectively through digital channels and the competitive advantage that e-commerce will provide to businesses and individuals within the framework of this awareness.				
<b>Course Content</b>	This course contains; The definition and scope of e-commerce ,Categories of e-commerce and sample applications,The tool box module for e-commerce,Security and payment methods in e-commerce ,Web sites properties in e-commerce and service quality,The probable problems in e-commerce and alternative solutions ,Strategies of e-transformations and SWOT analysis,The reflections of e-transformations (HRM+CRM),The reflections of e-transformations (Logistic and Supply Chain Management),Management in e-commerce,Data management in e-commerce,The effects of e-commerce in production management (ERP),The effects of e-commerce on social life,Digital transformation.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1. Will be able to relate physical and digital commerce			16, 9	A	
1.1. Creates the systematics between physical and electronic commerce					
1.2. Comments the logic of electronic commerce applications in the public and real sectors					
2. Will be able to conduct needs analysis in e-commerce			16, 9	A	
2.1. Plans system design					
2.2. Pays attention to security needs					
3. Will be able to benefit from the basic functions of information systems used in e-commerce			16, 9	A	
3.1. Explains the relationships between information systems					
3.2. Considers the benefit-cost balance in system design					
4. Will be aware of the need for innovation in the field			16, 9	A	
4.1. Takes part in the implementation of information, ideas, applications or technologies that bring innovation to the field of e-commerce					
4.2. Evaluates the change in the business field					
5. Will be able to direct inter-departmental relations electronically			16, 9	A	
5.1. Detects possible problems in advance					
5.2. Develops possible solution suggestions					
<b>Teaching Methods</b>	16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	The definition and scope of e-commerce				
2	Categories of e-commerce and sample applications				
3	The tool box module for e-commerce				
4	Security and payment methods in e-commerce				
5	Web sites properties in e-commerce and service quality				
6	The probable problems in e-commerce and alternative solutions				
7	Strategies of e-transformations and SWOT analysis				
8	The reflections of e-transformations (HRM+CRM)				
9	The reflections of e-transformations (Logistic and Supply Chain Management)				
10	Management in e-commerce				
11	Data management in e-commerce				
12	The effects of e-commerce in production management (ERP)				
13	The effects of e-commerce on social life				
14	Digital transformation				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
(Ağ Ekonomisinde Yeni Ticaret Yolu) E-Ticaret. Şule Özmen. İstanbul Bilgi Üniversitesi Yayınları.