

School of Business and Management Sciences / Business Administration (English)

2023 - 2024 Academic Year

E-TRADE

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
E-TRADE	BUS2171320	Fall Semester	2+0	2	5
Prerequisites Courses					
Recommended Elective Courses	Consumer Behavior, Digital Marketing				
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Fatih PINARBAŞI				
Name of Lecturer(s)	Assist.Prof. Fatih PINARBAŞI				
Assistant(s)					
Aim	It is aimed to introduce the basic E-commerce concepts and to examine the current E-commerce practices in the business world.				
Course Content	This course contains; Introduction to E-commerce,The historical evolution of E-commerce,Categories of E-commerce,E-commerce business models,E-Commerce Infrastructure,E-commerce payment models,E-commerce Marketing and Advertising,Social, Mobile, and Local Marketing,Online Media,Online Communities,E-commerce Retail and Services,B2B E-commerce,Ethics, Law, and E-commerce,Current practices of E-commerce.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to explain the basic concepts of E-commerce.			10, 12, 13, 16, 9	A	
1.1 Describe E-commerce concept.			10, 12, 13, 16, 9	A	
1.2 List the benefits and advantages of E-commerce.			10, 12, 13, 16, 9	A	
1.3. Explain current developments regarding e-commerce.			10, 12, 13, 16, 9	A	
2. Will be able to explain the historical evolution of E-commerce.			10, 12, 13, 16, 9	A	
2.1 Explain the dynamics behind the emergence of E-commerce.			10, 12, 13, 16, 9	A	
2.2 Discuss the importance of E-commerce for today's businesses and its significance for the economies.			10, 12, 13, 16, 9	A	
2.3. Explain the invention period of e-commerce history.			10, 12, 13, 16, 9	A	
2.4. Explain the consolidation period among the periods of e-commerce history.			10, 12, 13, 16, 9	A	
2.5. Explain the reinvention period from the historical periods of e-commerce.			10, 12, 13, 16, 9	A	
3. Will be able to analyze the dimensions of E-commerce service quality.			10, 12, 13, 16, 9	A	
3.1 Explain the E-commerce categories and business models.			10, 12, 13, 16, 9	A	
3.2 Explain the E-commerce payment methods.			10, 12, 13, 16, 9	A	
3.3 Discuss the importance and the features of the websites.			10, 12, 13, 16, 9	A	
3.4 Exemplify B2B and B2C E-commercebusiness models.			10, 12, 13, 16, 9	A	
4. Will be able to determine the required business functions and their features for efficient and effective E-commerce.			10, 12, 13, 16, 9	A	
4.1 Discuss the management approaches required for E-commerce in terms of strategy and structure.			10, 12, 13, 16, 9	A	
4.2 Explain the human resources function related to e-commerce in businesses.			10, 12, 13, 16, 9	A	
4.3 Explain the marketing strategies designed for E-commerce.			10, 12, 13, 16, 9	A	
4.4 Describe the supply chain practices related to E-commerce.			10, 12, 13, 16, 9	A	
5. Will be able to discuss the economic and social consequences of E-commerce.			10, 12, 13, 16, 9	A	
5.1 Explain the economic consequences of E-commerce on national scale.			10, 12, 13, 16, 9	A	
5.2 Explain the economic consequences of E-commerce on global scale.			10, 12, 13, 16, 9	A	
5.3 Discuss the effects of E-commerce on social life and labor market.			10, 12, 13, 16, 9	A	
Teaching Methods	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to E-commerce				
2	The historical evolution of E-commerce				
3	Categories of E-commerce				
4	E-commerce business models				
5	E-Commerce Infrastructure				
6	E-commerce payment models				
7	E-commerce Marketing and Advertising				
8	Social, Mobile, and Local Marketing				
9	Online Media				
10	Online Communities				
11	E-commerce Retail and Services				
12	B2B E-commerce				
13	Ethics, Law, and E-commerce				
14	Current practices of E-commerce				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources

1. E-Commerce 2021: Business, Technology, and Society, 16th edition, Pearson, Kenneth C. Laudon, Carol Guercio Traver
2. Kütz, M. (2016). Introduction to E-Commerce: Combining Business and Information Technology.
3. Digital Business and E-Commerce Management 7th Edition, Pearson, 2019, Dave Chaffey, Tanya Hemphill, David Edmundson-Bird4.. Qin, Z., & Qin, Z. (2009). Introduction to E-commerce (Vol. 2009). New York, NY: Springer.