

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
E-TRADE	MIS2171320	Fall Semester	2+0	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>	Consumer Behavior, Digital Marketing				
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Fatih PINARBAŞI				
<b>Name of Lecturer(s)</b>	Lect. Ercan KARAKEÇE				
<b>Assistant(s)</b>					
<b>Aim</b>	It is aimed to introduce the basic E-commerce concepts and to examine the current E-commerce practices in the business world.				
<b>Course Content</b>	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.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
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	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 16: Question - Answer Technique, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
Sequence	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				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
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.