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| ***ÇAĞ UNIVERSITY***  ***FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES*** | | | | | | | | | | | | | | | | | | | | | | | |
| **Code** | | | | **Course Title** | | | | | | | | | | | | **Credit** | | | | | **ECTS** | | |
| **IFN 314** | | | | **Electronic Commerce** | | | | | | | | | | | | **3 (3-0-3)** | | | | | **6** | | |
| **Prerequisites** | | | | | | | | **None** | | | | | | | | | | | | | | | |
| **Language of Instruction** | | | | | | | | English | | | | **Mode of Delivery** | | | | | | Face to Face | | | | | |
| **Type and Level of Course** | | | | | | | | Compulsory/3.Year/Spring | | | | | | | | | | | | | | | |
| **Lecturers** | | | | | **Name(s)** | | | | | | **LectureHours** | | | | | | **Office Hours** | | | | **Contacts** | | |
| **Course Coordinator** | | | | | **Assoc.Prof.Dr. Saadet Sağtaş Tutkunca** | | | | | | **Thursday**  **10.15-12.35** | | | | | | **Monday**  **10.00-12.00** | | | | saadetsagtas@cag.edu.tr | | |
| **Course Objective** | | | | | **To create a comprehensive awareness of E-Commerce, beginning with the basics terms, concepts and definitions, working toward and facilitating a wide understanding and appreciation of e-commerce applications, and the vital role they play in modern business practice.** | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes of the Course** | |  | **Students who have completed the course successfully should be able to** | | | | | | | | | | | | | | | | | **Relationship** | | | |
| **Prog. Output** | | | **Net Effect** |
| 1 | **define E-commerce terms and definitions** | | | | | | | | | | | | | | | | | **3** | | | **4** |
| 2 | **understand the new technological trends related to e-commerce** | | | | | | | | | | | | | | | | | **3** | | | **4** |
| 3 | **understand moral and ethical issues related to e-commerce** | | | | | | | | | | | | | | | | | **4** | | | **5** |
| 4 | **carry out a project work as a team** | | | | | | | | | | | | | | | | | **6 & 9** | | | **4** |
| 5 | **practice new technological tools in course projects** | | | | | | | | | | | | | | | | | **2 & 6** | | | **5** |
| **Course Description:** The aim of E-commerce course is to define E-commerce and its components. In this sense, the relationships between technology and business will be thought during the course. E-commerce terms and definitions, e-commerce business models, technological components of e-commerce, e-supply chains, launching a successful online business, security and ethical issues regarding e-commerce are the main topics that will be covered. So, after one semester, students will be able to understand the role of e-commerce in today’s marketplace. | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Contents: (Weekly Lecture Plan)** | | | | | | | | | | | | | | | | | | | | | | | |
| **Weeks** | **Topics** | | | | | | | | | | | | **Preparation** | | | | | | **TeachingMethods** | | | | |
| **1** | Introduction and Meeting | | | | | | | | | | | | - | | | | | | Lectures & Discussion | | | | |
| **2** | Introduction to E-commerce - Basics Terms and Discussion current issues with students. | | | | | | | | | | | | Textbook Ch. 1 -  By Lecturer | | | | | | Lectures & Discussion | | | | |
| **3** | E-Commerce Infrastructure | | | | | | | | | | | | Textbook Ch.2 | | | | | | Lectures & Discussion | | | | |
| **4** | E-Commerce Business Models and Revenue Models with Flowchart | | | | | | | | | | | | Textbook Ch.5 | | | | | | Lectures& Discussion | | | | |
| **5** | E-commerce Business Strategies | | | | | | | | | | | | Textbook Ch.5 | | | | | | Lectures & Discussion | | | | |
| **6** | Video Case (Amazon Echo, Importance of Internet, Facebook data center) | | | | | | | | | | | | Case Study | | | | | | Discussion | | | | |
| **7** | Midterm | | | | | | | | | | | | - | | | | | | Exam | | | | |
| **8** | E-Commerce Security and Payment Systems (Supported with Documentary) | | | | | | | | | | | | Textbook Ch.4  Netflix (Zerodays) | | | | | | Lectures & Discussion | | | | |
| **9** | Ethical, Law and Political Issues in E-commerce | | | | | | | | | | | | Textbook Ch.8 | | | | | | Lectures & Discussion | | | | |
| **10** | Emerging Technologies in E-Commerce | | | | | | | | | | | | By Lecturer | | | | | | Lectures & Discussion | | | | |
| **11** | B2B e commerce (Alibaba) | | | | | | | | | | | | By Lecturer | | | | | | Lectures & Discussion | | | | |
| **12** | Project Presentation | | | | | | | | | | | | Student Presentation | | | | | | Discussion | | | | |
| **13** | Project Presentation | | | | | | | | | | | | Student Presentation | | | | | | Discussion | | | | |
| **14** | Project Presentation | | | | | | | | | | | | Student Presentation | | | | | | Discussion | | | | |
| **REFERENCES** | | | | | | | | | | | | | | | | | | | | | | | |
| **Textbook** | | | | | | E-Commerce 2020-2021: Business, Technology, Society. Global Edition. Keneth C. Laudon, Carol Guercio Traver.16th Ed, Pearson  Dijital Savaşlar – Apple, Google, Microsoft ve İnternet Savaşı. Charles Arthur. Türkiye İş Bankası Kültür Yayınları. | | | | | | | | | | | | | | | | | |
| **Course Notes** | | | | | | Will be distributed as case studies or instructions for assignments through the Instructor’s webpage: <https://www.cag.edu.tr/tr/akademik-kadro/154/dosyalar> | | | | | | | | | | | | | | | | | |
| **Relatedlinks** | | | | | | The Internet (World Wide Web, our “living” text book), (http://www.**sethgodin**.com/ ) | | | | | | | | | | | | | | | | | |
| **Recommended Reading** | | | | | | Digital Business and E-Commerce Management: 6, Dave Chaffey, Pearson Education, ISBN: 9780273786542 | | | | | | | | | | | | | | | | | |
| **MaterialSharing** | | | | | | Case Studies | | | | | | | | | | | | | | | | | |
| **ASSESSMENT METHODS** | | | | | | | | | | | | | | | | | | | | | | | |
| **Activities** | | | | | | | **Number** | | | **Effect** | | | | **Notes** | | | | | | | | | |
| ***Midterm Exam*** | | | | | | | **1** | | | **40%** | | | |  | | | | | | | | | |
| ***Final Project*** | | | | | | | **1** | | | **60%** | | | |  | | | | | | | | | |
| ***Total*** | | | | | | |  | | | **100%** | | | |  | | | | | | | | | |
| **ECTS TABLE** | | | | | | | | | | | | | | | | | | | | | | | |
| **Contents** | | | | | | | | | **Number** | | | | | | **Hours** | | | | | | | **Total** | |
| **Hours in Classroom** | | | | | | | | | **14** | | | | | | **3** | | | | | | | **42** | |
| **HoursoutClassroom** | | | | | | | | | **14** | | | | | | **6** | | | | | | | **84** | |
| **Midterm Exam** | | | | | | | | | **30** | | | | | | **10** | | | | | | | **30** | |
| **Final Project** | | | | | | | | | **30** | | | | | | **10** | | | | | | | **30** | |
| **Total**  **Total / 30**  **ECTS Credit** | | | | | | | | | | | | | | | | | | | | | | **186** | |
| **=186/30=6,2** | |
| **6** | |
| **RECENT PERFORMANCE** | | | | | | | | | | | | | | | | | | | | | | | |
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