

TOROS ÜNİVERSİTESİ

Faculty Of Economic, Administrative And Social Sciences
Economics (English)

Course Information

E-COMMERCE

Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
ITL244	Spring	3	0	3	5

Prerequisites and co-requisites	none
Language of instruction	English
Type	Elective
Level of Course	Bachelor's
Lecturer	Ass. Prof. Aslihan Yavuzalp Marangoz
Mode of Delivery	Face to Face
Suggested Subject	-
Professional practise (internship)	None
Objectives of the Course	To explain the basic e- commerce issues with the actual cases.
Contents of the Course	E-commerce concept, development, history, models, payment, security.

Learning Outcomes of Course

#	Learning Outcomes
1	Learns basic concepts of e commerce
2	Identifies electronic marketing
3	Identifies electronic markets
4	Identifies web site design

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	E commerce concept, history	Lecture
2	Markets in E commerce	Lecture
3	Models of e commerce	Lecture
4	E marketing	Lecture
5	Payment in e commerce	Lecture
6	E commerce standards	Lecture
7	E signature	Lecture
8	Review and midterm	Interactive
9	E commerce applications	Lecture
10	Web site organisation	Lecture
11	Web site organisation	Lecture
12	Web site organisation	Lecture
13	Presentations	Interactive
14	Presentations	Interactive

15	Presentations	Interactive
16	Final Exam	Interactive

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	E commerce book, J. Reynolds		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Learns basic concepts of e commerce	13	1,2
2	Identifies electronic marketing	10	1,2
3	Identifies electronic markets	6,7	1,2
4	Identifies web site design	12	1,2

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	1	20	20
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	18	18
8	Midterm Exam	1	2	2
9	Quiz	0	0	0
10	Homework	1	6	6
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	0	0	0
14	Final Exercise	0	0	0
15	Preparation for Final Exam	1	20	20
16	Final Exam	0	0	0
				150