



ÇANKAYA UNIVERSITY

Vocational Training School

Course Definition Form

Part I. Basic Course Information

Department Name	BANKING AND INSURANCE	Dept. Numeric Code	4 5
Course Code	B A I 1 0 7	Number of Weekly Lecture Hours	3
		Number of Weekly Lab/Tutorial Hours	0
Course Web Site		ECTS Credit	0 3
		Number of Credit Hours	3

Course Name <i>This information will appear in the printed catalogs and on the web online catalog.</i>	
English Name	Electronic Commerce / E-Commerce
Turkish Name	Elektronik Ticaret / E-Ticaret

Course Description <i>Provide a brief overview of what is covered during the semester. This information will appear in the printed catalogs and on the web online catalog. Maximum 60 words.</i>	
<p>Internet is having great impact on businesses, governments and individuals throughout the world. Companies and organizations of all types and sizes are rethinking their strategies and how they run their operations. Thus it is important to understand how business transactions are carried out electronically reliably and securely in foreign trade environment. This course will help students to understand the principles and basics of electronic commerce.</p>	

Prerequisites (if any) <i>Give course codes and check all that are applicable.</i>	1 st	2 nd	3 rd	4 th
	<input checked="" type="checkbox"/> Consent of the Instructor		<input type="checkbox"/> Senior Standing	
			<input type="checkbox"/> Give others, if any.	
Co-requisites (if any)	1 st	2 nd	3 rd	4 th
Course Type <i>Check all that are applicable</i>	<input type="checkbox"/> Must course for dept. <input type="checkbox"/> Must course for other dept.(s) <input checked="" type="checkbox"/> Elective course for dept. <input type="checkbox"/> Elective course for other dept.(s)			

Part II. Detailed Course Information

Course Objectives <i>Explain the aims of the course. Maximum 100 words.</i>	
<p>In this course, we will attempt to understand the related concepts, with economic and social manners and also this course will provide us an overview of e-commerce from and managerial perspectives how organizations successfully conduct Internet-based activities. Using a managerial perspective, this course focuses on key issues related to e-commerce including strategy development, competitive advantage, current and emerging technologies, pricing, distribution channels, promotion, and advertising.</p>	

Learning Outcomes

Explain the learning outcomes of the course. Maximum 10 items.

Upon the successful completion of the course students will:

1. Understand the components and roles of the Electronic Commerce environment
2. Understand how businesses sell products and services on the Web
3. Describe the qualities of an effective Web business presence.
4. Understand the relationship between electronic commerce and marketing
5. Understand the electronic sales planning.
6. Understand and develop solutions to the problems of electronic sales management.
7. Understand Web marketing approaches and elements of branding.
8. Understand legal and ethical issues related to Electronic Commerce.

Textbook(s)

List the textbook(s), if any, and other related main course materials.

Author(s)	Title	Publisher	Publication Year	ISBN
Kenneth C. Laudon, Carol Traver	E-Commerce 2014	Prentice Hall	2013	978-0133024449

Teaching Policy

Explain how you will organize the course (lectures, laboratories, tutorials, studio work, seminars, etc.)

The main policy is to engaging students with the course materials. Motivating students to collect and analyze information relevant to management practices and solve organizational problems. To develop students' understanding there will be two mid-terms and one final examination during the semester.

Course Outline

List the topics covered within each week.

Week	Topic(s)
1	Introduction about the requirements and course
2	Understanding the concept of E-commerce
3	The Development of E-commerce
4	E-commerce Marketing Concepts: Social, Mobile, and Local
5	E-commerce Marketing Communications
6	First Midterm Examination
7	E-commerce Security and Payment Systems
8	E-commerce Business Models and Concepts
9	Ethical, Social, and Political Issues in E-commerce
10	Online Retailing and Services
11	Second Midterm Examination
12	Online Content and Media
13	B2B E-commerce: Supply Chain Management and Collaborative Commerce
14	Review

Grading Policy								
<i>List the assessment tools and their percentages that may give an idea about their relative importance to the end-of-semester grade.</i>								
Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage	Assessment Tool	Quantity	Percentage
Homework	4	5	Case Study			Attendance		
Quiz			Lab Work			Field Study		
Midterm Exam	2	20	Class Participation	1	5	Project		
Term Paper			Oral Presentation			Final Exam	1	35

ECTS Workload			
<i>List all the activities considered under the ECTS.</i>			
Activity	Quantity	Duration (hours)	Total Workload (hours)
Attending Lectures (<i>weekly basis</i>)	1	3	3
Compilation and finalization of course/lecture notes (<i>weekly basis</i>)	1	5	5
Collection and selection of relevant material (<i>once</i>)	1	8	8
Self-study of relevant material (<i>weekly basis</i>)	1	5	5
Preparation for mid-term exams (<i>including the duration of the exams</i>)	2	12	24
Preparation of take home assignment (<i>including oral presentation</i>)	4	6	24
Preparation for final exam (<i>including the duration of the exam</i>)	1	20	20
TOTAL WORKLOAD / 25			89
ECTS Credit			3

Total Workloads are calculated automatically by formulas. To update all the formulas in the document first press CTRL+A and then press F9.

Program Qualifications vs. Learning Outcomes						
<i>Consider the below program qualifications determined in terms of learning outcomes of all the courses in the curriculum and capabilities. Look at the learning outcomes of this course given above. Relate these two using the Likert Scale by marking with X in one of the five choices at the right.</i>						
No	Program Qualifications	Contribution				
		0	1	2	3	4
FTP-1	Be able to monitor and analyze the dynamics of international markets.		x			
FTP-2	Be able to utilize the basic knowledge that obtained with an interdisciplinary approach to business, economics, etc. in creating expertise in the fields of foreign trade in accordance with the requirements of the globalized business environment.				x	
FTP-3	Be able to identify and analyze the validity of theories related to the foreign trade and their relationships regarding current conditions.		x			
FTP-4	Have a good knowledge of the regulations and legislation underpinning the international markets and institutions.			x		
FTP-5	Have the ability to efficiently perform all responsibilities of foreign trade within a corporation.		x			
FTP-6	Be able to use quantitative techniques and methods that are predominantly used in foreign trade.	x				
FTP-7	Be able to use the theoretical and practical knowledge obtained in his/her field in analyzing and evaluating data.				x	
FTP-8	Be aware of elements of the international competitiveness of the foreign trade environment and marketing techniques.		x			
FTP-9	Be able to understand and evaluate the problems in foreign trade and to discuss and express his/her opinions clearly.			x		
FTP-10	Gain self-evaluation skills to identify exactly his/her self-learning and self-improvement needs, being at the same time equipped with the capacity to follow advanced courses and degree studies.				x	
FTP-11	Be able to understand and evaluate the legal framework for foreign trade law, rules and regulations.			x		
FTP-12	Have the ability to analyze and perform risk assessment of foreign trade companies and multinational companies.	x				

Contribution Scale to a Qualification: 0-None, 1-Little, 2-Medium, 3-Considerable, 4-Largest