

COURSE PROFILE

Course Name	Code	Semester	Term	Theory+PS+Lab (hour/week)	Local Credits	ECTS
Fundamentals of E-Commerce	IT434	Spring	8	3 + 0 + 0	3	6

Prerequisites	None
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Course Language	English
Course Type	Departmental Elective
Course Lecturer	Assist. Prof. Dr. Fatih Özyayın
Course Assistant	
Course Objectives	This course aims to provide knowledge and thinking about concepts, approaches and types of e-commerce systems and provide the ability of using appropriate knowledge, methods and techniques to a practical case in a project setting.
Course Learning Outcomes	<p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • have solid understanding of fundamental concepts, alternative approaches for e-commerce • facilitate analysis and development of e-commerce ideas, required business plan and operations • learn appropriate methods, techniques to cope with all stages of developing e-commerce system • have the knowledge of various types of e-commerce systems • have the knowledge of e-commerce technologies, applications and underlying architectures • reason through analysis, evaluation and design of e-commerce systems, and • effectively apply this knowledge to the construction of e-commerce systems
Course Content	Structures and mechanisms of EC. Social networks and emerging applications. Buyer side of EC, B2B types and applications. E-supply chains, mobile computing and emerging technologies. Security systems and payment systems. Legal, ethical and compliance issues in EC.

COURSE CONTENT

Week	Subjects	Related
1	Course organization and intro to EC; understanding of structures and mechanisms	
2	Project team set up, idealization and economics of EC	
3	Examine social networks and emerging applications	
4	Comprehend the buyer side of EC; analyze B2B types and applications	
5	Comprehend the buyer side of EC; analyze B2B types and applications	
6	Present EC project to the class.	
7	Present EC project to the class.	
8	Evaluate E-supply chains, mobile computing and emerging technologies	
9	Evaluate E-supply chains, mobile computing and emerging technologies	
10	Midterm	
11	Discuss other types of EC and emerging technologies coupled	
12	analyze security systems; analyze payment systems	
13	Assess legal, ethical and compliance issues in EC	
14	Presentation	

Course Textbook	<p>Electronic Commerce: International Edition, 6/E</p> <p>Authors: Efraim Turban, Dave King, Jae Kyu Lee,, Ting-Peng Liang, Deborrah Turban</p> <p>Prentice Hall, ISBN-10: 0137034652, ISBN-13: 9780137034659</p>
Recommended References	

Semester Requirements	Number	Percentage of Grade
Attendance/Participation		
Laboratory		
Application		
Special Course Internship (Work Placement)		
Quizzes/Studio Critics		
Homework Assignments		
Presentation		
Project		35
Seminar/Workshop		
Midterms/Oral Exams		30
Final/Resit Exam		35
Total		100

PERCENTAGE OF SEMESTER WORK		65
PERCENTAGE OF FINAL WORK		35
Total		100

Course Category	Core Courses	X
	Major Area Courses	
	Supportive Courses	
	Media and Management Skills Courses	
	Transferable Skill Courses	

COURSE'S CONTRIBUTION TO PROGRAM

#	Program Qualifications / Outcomes	* Level of Contribution				
		1	2	3	4	5
1	A foundation in mathematics and basic sciences and ability to apply acquired knowledge as they relate to the study and practice of information technology					X
2	An ability to analyze a problem, identify and define the computing requirements appropriate to its solution, to understand, select and use appropriate technology, tools, standards, protocols, building blocks, and components to solve the problem					X
3	An ability to propose, analyze, design, develop, test and maintain an information technology system including software solutions, security model, computer and network infrastructure, information systems etc. to solve information technology problems			X		
4	An ability to analyze local and global impact of computing on individuals, organizations and society; and the ability to apply information technology techniques, skills, and tools for regular computing practices as well as to improve effectiveness of current methodologies	X				
5	An ability to effectively communicate in oral and written media with all kinds of related audiences; and prepare documentation for this purpose as required	X				
6	An understanding of professional, ethical, legal, and social issues and responsibilities of information technology profession		X			
7	A taste and breadth of knowledge across several social topics outside the immediate requirements of the information technology profession, and the ability to work within heterogeneous teams to accomplish a common goal including people from the information technology area as well as other disciplines		X			
8	An ability to engage in life-long learning and professional development for personal improvement to follow contemporary information technology issues					

*1 Lowest, 2 Low, 3 Average, 4 High, 5 Highest

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Number	Duration (Hours)	Total Workload
Course Hours (Including Exams)	14	3	42
Tutorials			
Laboratory			
Application	14	3	42
Special Course Internship (Work Placement)			
Field Work			
Study Hours Out of Class	14	3	42
Presentations / Seminar			
Project			
Preparatory reading	14	2	28
Homework Assignments			
Quizzes			
Midterm Exams	1	2	2
Final / Resit Exam	1	2	2
		Total Workload	158

COURSE CATEGORY

ISCED GENERAL AREA CODES	GENERAL AREAS	ISCED BASIC AREA CODES	BASIC EDUCATIONAL AREAS	
1	Education	14	Teacher Training and Educational Sciences	
2	Humanities and Art	21	Art	
2	Humanities and Art	22	Humanities	
3	Social Sciences, Management and Law	31	Social and Behavioural Sciences	70
3	Social Sciences, Management and Law	32	Journalism and Informatics	
3	Social Sciences, Management and Law	38	Law	
4	Science	42	Life Sciences	
4	Science	44	Natural Sciences	
4	Science	46	Mathematics and Statistics	
4	Science	48	Computer	30
5	Engineering, Manufacturing and Civil	52	Engineering	
5	Engineering, Manufacturing and Civil	54	Manufacturing and Processing	
5	Engineering, Manufacturing and Civil	58	Architecture and Structure	
6	Agriculture	62	Agriculture, Forestry, Livestock, Fishery	
6	Agriculture	64	Veterinary	
7	Medicine and Welfare	72	Medical	
7	Medicine and Welfare	76	Social Services	
8	Service	81	Personal Services	
8	Service	84	Transport Services	
8	Service	85	Environment Protection	
8	Service	86	Security Services	