COURSE PROFILE

Course Name	Code	Semester	Term	Theory+PS+Lab (hour/week)	Local Credits	ECTS
Electronic Commerce	MIS532	Spring	2	3 + 0 + 0	3	7

Prerequisites	None

Course Language	English
Course Type	Elective
Course Lecturer	Assist. Prof. Fatih Özaydin
Course Assistant	Büşra Özdenizci
Course Objectives	This course aims to give basics of e-commerce and its technologies, and forces behind e-commerce technology.
Course Learning Outcomes	Upon successful completion of the course, students will be able to: • Understand technology infrastructure of e-commerce, business concepts and social issues • Explain the components and roles of the e-commerce environment and describe the qualities of an effective Web business presence • Understand Web marketing approaches and elements of branding • Explain the client/server infrastructure that supports electronic commerce • Explain basic electronic commerce functions • Understand legal and ethical issues related to e-commerce
Course Content	Introduction to electronic commerce. Electronic commerce technologies: client side and server side web programming. Database technology. Internet security. Payment systems. E-services. Web advertising and publishing. Building an e-commerce service.

COURSE CONTENT

Week	Subjects	Related
1	Introduction to electronic commerce	
2	Electronic commerce technologies	
3	Electronic commerce technologies	
4	Database technology	
5	Database technology	
6	Database technology	
7	Review	
8	Internet security	
9	Internet security	
10	Payment systems	
11	E-services	
12	Web advertising and publishing	
13	Building an e-commerce service	
14	Review	

Course Textbook	Not required
Recommended References	Kenneth Laudon, E-Commerce 2012, 8/E, Pearson Janice Reynolds, The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business, CRC Press

Semester Requirements	Number	Percentage of Grade
Attendance/Participation		
Laboratory		
Application		
Special Course Internship (Work Placement)		
Quizzes/Studio Critics		
Homework Assignments		
Presentation		
Project	1	20
Seminar/Workshop		
Midterms/Oral Exams	2	40
Final/Resit Exam	1	40
Total		100

PERCENTAGE OF SEMESTER WORK		40
PERCENTAGE OF FINAL WORK		60
Total		100

Course Category	Core Courses	
	Major Area Courses	X
	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	An ability to use the theoretical and applied foundations in mathematics and basic sciences acquired in the undergraduate level to the solutions of problems in information technology area		X			
2	An ability to analyze a graduate level 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 graduate level information technology problems			X		
4	An ability to analyze and communicate 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, prepare documentation for this purpose; and acquire academic writing skills in a foreign language		X			
6	An ability to understand and teach professional, ethical, legal, and social issues and responsibilities of information technology profession and research				X	
7	An ability to gain knowledge and conduct research on topics inside and outside the requirements of the information technology profession, and the ability to lead and work within heterogeneous teams of people from different research areas to accomplish interdisciplinary research					X
8	An ability to engage in life-long learning and professional development for personal improvement to follow contemporary information technology research			X		

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

ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION

Activities	Number	Duration	Total Workload
Course Hours (Including Exams)	14	3	42
Tutorials			
Laboratory			
Application			
Special Course Internship (Work			
Field Work			
Study Hours Out of Class	14	3	42
Presentations / Seminar	1	1	1
Project	1	50	50
Preparatory reading	14	4	56
Homework Assignments			
Quizzes			
Midterm Exams	2	3	6
Final / Resit Exam	1	3	3
		Total Workload	200

COURSE CATEGORY

ISCED GENERAL AREA CODES	GENERAL AREAS	ISCED BASIC AREA CODES	BASIC EDUCATIONAL AREAS	
1	Education	14	Teacher Training and Educational Sciences	0
2	Humanities and Art	21	Art	0
2	Humanities and Art	22	Humanities	0
3	Social Sciences, Management and Law	31	Social and Behavioural Sciences	30
3	Social Sciences, Management and Law	32	Journalism and Informatics	0
3	Social Sciences, Management and Law	38	Law	0
4	Science	42	Life Sciences	0
4	Science	44	Natural Sciences	0
4	Science	46	Mathematics and Statistics	0
4	Science	48	Computer	70
5	Engineering, Manufacturing and Civil	52	Engineering	0
5	Engineering, Manufacturing and Civil	54	Manufacturing and Processing	0
5	Engineering, Manufacturing and Civil	58	Architecture and Structure	0
6	Agriculture	62	Agriculture, Forestry, Livestock, Fishery	0
6	Agriculture	64	Veterinary	0
7	Medicine and Welfare	72	Medical	0
7	Medicine and Welfare	76	Social Services	0
8	Service	81	Personal Services	0
8	Service	84	Transport Services	0
8	Service	85	Environment Protection	0
8	Service	86	Security Services	0