Course Syllabus

Code - Course Title	**YBS406 - E-Business Management**
Course Type	VIII. SEMESTER
Laboratory + Practice	3+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Required Courses

Mode of Delivery	Face to face
Recommended Resources	"E-Commerce 2023: Business, Technology and Society\"(Kenneth C. Laudon & Carol Guercio Traver)

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Digital Business and E-Commerce	
Week - 2		Business and Consumer Models in E-Commerce Transactions	
Week - 3		Marketplace Analysis for E-Commerce MultiChannel Marketplace Models	
Week - 4		Management of Digital Business Infrastructure	
Week - 5		E-Environment and Digital Context	
Week - 6		Digital Business Strategy	
Week - 7		Mid-term exam	
Week - 8		Supply Chain Management	
Week - 9		E-Procurement Management	
Week - 10		Digital Marketing	
Week - 11		Customer Relationship Management (CRM)	
Week - 12		Change Management	
Week - 13		Implementation and Optimization of Digital Business Services	
Week - 14		Final exam	

Learning Outcomes

#	Learning Outcome
1	Explain models of digital business and e-commerce

Learning Outcomes

#	Learning Outcome
2	Design digital business strategies and infrastructure
3	Explain supply-chain and e-procurement processes for digital commerce
4	Discuss data-driven techniques for effective digital marketing

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.