Course Syllabus

Code - Course Title	**İŞL454U - E-Business**
Course Type	VIII. SEMESTER
Laboratory + Practice	0+0
ECTS	**5.0**
Language of Instruction	İngilizce
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. CELAL HAKAN KAĞNICIOĞLU

Mode of Delivery	Distance Education
Place of Delivery	Online
Used Educational Platforms	Online
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	None
Recommended Resources	E-Business, Ed. Arzu karaman Akgül, Anadolu Üniversitesi yayınları, Eskişehir, 2020.
Work Placement	None
Aims of the Course	To understand the impact of technology on modern business processes, management, and commerce; and to provide students with the skills that will grant them a competitive advantage in the digital economy.

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to E-Business	Lecture
Week - 2		Introduction to e-business	Lecture
Week - 3		Key Technologies for E-business	Lecture
Week - 4		Key Technologies for E-business	Lecture
Week - 5		E-business environment: Economic, Ethical, Legal and Security Issues	Lecture
Week - 6		E-business environment: Economic, Ethical, Legal and Security Issues	Lecture
Week - 7		Midterm exam	Lecture
Week - 8		E-procurement	Lecture
Week - 9		E-procurement	Lecture
Week - 10		Digital Marketing	Lecture
Week - 11		Digital Marketing	Lecture

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12		E-Commerce	Lecture
Week - 13		E-Commerce	Lecture
Week - 14		Midterm exam	Lecture

Learning Outcomes

#	Learning Outcome
1	Can explain the concept of e-business.
2	Can discuss e-business models and related theories.
3	Can interpret e-business strategies.
4	Can describe the supply chain management in an e-business.
5	Can explain marketing practices in an e-business.

Sustainable Development Goals

✓ Industry, Innovation and Infrastructure

Course Theme

✓ Economics, Finance and Management ✓ Entrepreneurship

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	14	42
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	3.00	14	42
Ödevler	0.00	0	0
Proje - Rapor - Sunum Hazırlama	0.00	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	16.00	1	16
Final Sınavı Hazırlığı (sınav süresi dahil)	20.00	1	20
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**5.0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	30
Final Exam	1	70
	Sum (%)	**100**