UTL310 - E-COMMERCE - İktisadi ve İdari Bilimler Fakültesi - Uluslararası Ticaret ve Lojistik Bölümü

General Info

Objectives of the Course

This course aims to teach the basic concepts, operation and strategic management of e-commerce in the digital world. Students will be able to analyze current developments in the sector by learning e-commerce business models, digital marketing strategies, payment systems and logistics processes. In addition, the necessary skills for successful digital commerce management will be gained by focusing on issues such as security, legislation and consumer behavior in e-commerce.

Course Contents

This course covers the basic principles, functioning and current applications of e-commerce from a theoretical and practical perspective. The course includes both academic information and sectoral examples, case studies and applied studies.

Recommended or Required Reading

1 E-Commerce 2023: Business, Technology, Society, Kenneth C. Laudon, Carol Guercio Traver 2 Digital Business and E-Commerce Management, Dave Chaffey 3 E-Commerce Essentials, Kenneth Laudon, Carol Traver 4 The Everything Store: Jeff Bezos and the Age of Amazon, Brad Stone 5 E–Ticaret, Sosyal Ticaret, Mobil Ticaret Pazarlama Temelli Yaklaşım, Erkan Akar 6- E-Ticaret ve Dijital Pazarlama, Kürşat Kazankaya

Planned Learning Activities and Teaching Methods

Theoretical Explanation: Topics such as basic concepts of e-commerce, business models, digital marketing strategies and payment systems will be explained at the beginning of the course and students will be able to grasp this basic information. Case Studies: Case studies will be conducted on successful e-commerce examples from the real world (Amazon, Alibaba, Hepsiburada, Trendyol, PTT, Etsy etc.). These analyses will help students better understand e-commerce processes. Group Studies: Group projects will be conducted on e-commerce platforms (Otto, Shopify, WooCommerce etc.) and digital marketing strategies. In this way, students will be able to develop projects collaboratively. Practical Studies: Students will make applications to establish their own digital stores using existing e-commerce platforms. Digital Tools and Simulations: Practical studies will be conducted on SEO, SEM and digital advertising tools, and students will simulate digital marketing and sales strategies. Student Presentations: Students will present their own e-commerce projects at the end of the course by transforming the theoretical knowledge they have learned into project presentations.

Recommended Optional Programme Components

Research Topics: E-commerce's opening processes to global markets and adaptation strategies to local markets Security measures and cybersecurity threats of e-commerce platforms Development and future of digital payment systems (cryptocurrencies, digital wallets, etc.) Impact of e-commerce on logistics and supply chain, last mile delivery solutions The role of artificial intelligence and machine learning in e-commerce marketing strategies Impact of social media and influencer marketing in e-commerce The rise of mobile e-commerce and mobile user experience design Use of personalization and recommendation systems in e-commerce Sustainable e-commerce applications and environmentally friendly logistics solutions Customer loyalty creation and recycling strategies in e-commerce Technological Tools: Shopify: An ideal platform for quickly setting up an e-commerce store with its user-friendly interface. WooCommerce: A WordPress-based e-commerce solution, especially suitable for small and medium-sized businesses. Magento: A flexible and powerful platform for larger-scale e-commerce projects. Google Analytics: Used to monitor the performance of e-commerce sites and analyze user behavior. Mailchimp: A tool used to create email marketing campaigns and manage customer relationships. Canva: A graphic design tool used to create digital marketing materials.

Instructor's Assistants

Sümeyye Altunay NURAY

Presentation Of Course

The E-Commerce course is supported by theoretical explanations and practical studies. After creating a conceptual framework on topics such as the basic concepts of e-commerce, digital marketing strategies, payment systems and logistics management, successful e-commerce examples in the sector, case studies and digital applications are discussed. Interactive discussions, case studies and project-based learning methods are used to help students better understand the subjects. In addition, students are aimed to gain sectoral skills by providing practical studies on digital platforms and putting e-commerce strategies into practice.

Dersi Veren Öğretim Elemanları

Assoc. Prof. Dr. Volkan Han

Program Outcomes

1. Gains knowledge of the concept and development of e-commerce
2. Have knowledge about applications such as customer relations, sales chain, supply chain management through e-commerce
3. Knows topics such as B2B and B2C applications and database management

Weekly Contents

Order	PreparationInfo	Laboratory	TeachingMethods	Theoretical	Practise
1	Study	No	Narration and discussion	The concept and development of e-commerce	No
2	Study	No	Narration and discussion	The concept and development of e-commerce	No
3	Study	No	Narration and discussion	E-commerce features and Internet marketing communications	No
4	Study	No	Narration and discussion	E-commerce features and Internet marketing communications	No
5	Study	No	Narration and discussion	B2B, B2C, Payment types and security	No
6	Study	No	Narration and discussion	Legal and tax information	No
7	Study	No	Narration and discussion	E-foreign trade	No
8	Study	No	Narration and discussion	Midterm Exam	No
9	Study	No	Narration and discussion	Case studies and application	No
10	Study	No	Narration and discussion	Case studies and application	No
11	Study	No	Narration and discussion	Case studies and application	No
12	Study	No	Narration and discussion	Homework presentation	No
13	Study	No	Narration and discussion	Homework presentation	No
14	Study	No	Narration and discussion	Homework presentation	No
15	Study	No	Narration and discussion	Final Exam	No

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Derse Katılım	14	3,00
Final	1	1,00
Vize	1	1,00
Ödev	2	14,00
Ders Öncesi Bireysel Çalışma	5	8,00
Ara Sınav Hazırlık	3	6,00
Final Sınavı Hazırlık	3	6,00

Assesments

Activities	Weight (%)
Ara Sınav	40,00
Final	60,00

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15
L.O. 1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
L.O. 2	4	4	4	4	4	4	4	4	4	3	3	3	5	5	5
L.O. 3	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5

Table :

P.O. 1 : Uluslararası ticaret, işletme yönetimi ve tedarik zinciri konusunda gerekli olan bilgi birikimi

P.O. 2 : Türk hukuk sistemi ile dış ticaret mevzuatına hâkim olma

P.O. 3 : Temel istatistik ve karar almada kullanılan modelleme yöntemlerine hâkim olma

P.O. 4 : İnsan ilişkileri, örgütsel davranış ve iletişim konusunda etkin olma

P.O. 5 : Çalıştığı sektörle ilgili üretim yönetimi ve süreçleri ile ilgili bilgi sahip olma

P.O. 6 : Uluslararası ekonomik gelişmeleri takip etme

P.O. 7 : Ulusal ve uluslararası pazar pozisyonlarında yer alabilme

P.O. 8 : Alanıyla ilgili finansal kararlar verebilme

P.O. 9 : Uluslararası ticari organizasyonlar ile iletişim kurabilme

P.O. 10 : Alanıyla ilgili muhasebeleştirme işlemlerini ve finansal tabloları hazırlayabilme ve yorumlayabilme

P.O. 11 : Uluslararası pazarlama stratejilerini, faaliyet gösterdiği pazar koşulları çerçevesinde değerlendirebilme ve uyarlayabilme

P.O. 12 : Farklı disiplinlerle uyumlu çalışabilme

P.O. 13 : Türkiye ve Dünya tarihinin yanısıra kültür ve coğrafya hakkında ayrıntılı bilgiye sahip olur.

P.O. 14 : Sanatsal, kültürel ve sportif konulara ilişkin bireysel yeteneklerini geliştirir.

P.O. 15 : Sözlü ve yazılı etkin iletişim kurar; bir yabancı dili en az. Avrupa Dil Portföyü B1 genel düzeyinde kullanır.

L.O. 1 : E-ticaret kavramı ve gelişimiyle ilgili bilgi sahibi olur

L.O. 2 : E-ticaret üzerinden müşteri ilişkileri, satış zinciri, tedarik zinciri yönetimi gibi uygulamalar hakkında bilgi sahibi olur

L.O. 3 : B2B ve B2C uygulamaları ve veri tabanı yönetimi gibi konuları bilir