

İndirilme Tarihi

10.09.2026 12:07:00

GDT 209 - ELECTRONIC TRADE - Gülşehir Sosyal Bilimler Meslek Yüksekokulu - Dış Ticaret Bölümü General Info

Objectives of the Course

The purpose of the Electronic Commerce course is analyze e-market structures and applications within the new business concept .

Course Contents

Internet's technical development, The effects of changes occurring in commerce in the context of new economic concepts, electronic commerce's administrative, technical, legal and financial infrastructure.

Recommended or Required Reading

E-Trade, Ankara University Open Course Materials (2023)
Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın.

Planned Learning Activities and Teaching Methods

What is e-commerce, e-business, e-enterprise? Industry 4.0, New Economy Concepts Narrative Method, Case Study Method, Report Preparation, Project Presentation Stages in e-commerce Narrative Method, Case Study Method, Report Preparation, Project Presentation Parties in e-commerce, market types, B2B, B2C... Narrative Method, Case Study Method, Report Preparation, Project Presentation Product classification on the internet, digital production, website features, online branding Narrative Method, Case Study Method, Report Preparation, Project Presentation Marketing opportunities (internet marketing), Digital Marketing Plan Study Narrative Method, Case Study Method, Report Preparation, Project Presentation The Impact of Social Media Narrative Method, Case Study Method, Report Preparation, Project Presentation Online Consumer Behavior, Customer Relationship Management Narrative Method, Case Study Method, Report Preparation, Project Presentation Benchmarking, with successful e-commerce models worldwide Benchmarking Narrative Method, Case Study Method, Report Preparation, Project Presentation E-Commerce and Entrepreneurship Narrative Method, Case Study Method, Report Preparation, Project Presentation Online pricing, payment methods in e-commerce, cryptocurrency, bitcoin, online auctions Narrative Method, Case Study Method, Report Preparation, Project Presentation Mobile Marketing Narrative Method, Case Study Method, Report Preparation, Project Presentation The impact of the internet on distribution channels, e-logistics, e-supply chain management, online advertising Narrative Method, Case Study Method, Report Preparation, Project Presentation Online Consumer Behavior (Details and Applications) Narrative Method, Case Study Method, Report Preparation, Project Presentation E-Applications, Project Presentations Project Presentation, Group Work, Discussion

Recommended Optional Programme Components

There are no other recommended topics for the course.

Instructor's Assistants

There is no teaching assistant.

Presentation Of Course

Face-to-face education is provided.

Dersi Veren Öğretim Elemanları

Inst. Dr. Tark Karamolla Inst. Doğan Güner

Program Outcomes

1. Learn internet and the basic concepts of Internet technology which are rapidly increasing usage in the world .
2. Have detailde information about the process of the location of the old economy to new economy which is a result of changes occurring in information technology and about the impact of the new economy.
3. Learn calculating benefits and costs of alternative sources of funding which are necessary to make electronic commerce.
4. Learn and practice e-commerce site preparation process in the view of basic information technology usage and basic computer science courses.

	Order PreparationInfo	Laboratory TeachingMeth
1	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50769 (Page 2-15) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 420)	
2	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50772 (Page 2-10) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 422)	
3	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50774 (Page 1-9) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 420)	
4	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50778 (Page 2-7) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 422)	
5	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50783 (Page 1-8) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 433)	
6	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50784 (Page 2-10) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 434)	
7	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50786 (Page 3-8) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 435)	
8		
9	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50789 (Page 2-9) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 436)	
10	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50804 (Page 2-10) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 434)	
11	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50792 (Page 1-4) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 437)	
12	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50802 (Page 2-8) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Sayfa 430)	
13	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50805 (Page 2-11) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 427)	
14	https://acikders.ankara.edu.tr/mod/resource/view.php?id=50806 (Page 2-7) https://avys.omu.edu.tr/storage/app/public/murat.yavuz/20734/DI%C5%9E%20T%C4%B0CARET%20%C4%B0%C5%9EELEMLER%C4%B0%20I-II.pdf Yaser GÜRSOY (2020), Dış Ticaret İşlemleri Yönetimi, Uludağ Üniversitesi, Ekin Basım Yayın. (Page 423)	
15		

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Vize	6	1,00
Final	8	1,00
Ders Öncesi Bireysel Çalışma	10	2,00
Ders Sonrası Bireysel Çalışma	8	1,00
Ara Sınav Hazırlık	8	1,00
Final Sınavı Hazırlık	10	2,00

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

Dış Ticaret Bölümü / Dış Ticaret X Learning Outcome Relation

	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	P.O. 16
L.O. 1	1		1			1		1			1			1		1
L.O. 2		1			1				1			1			1	
L.O. 3				1			1			1			1			
L.O. 4							1									1

Table :

- P.O. 1 :** Graduates of the Foreign Trade Program will be able to: Apply basic concepts and skills of foreign trade, economics, business administration, marketing, customs procedures, and accounting techniques.
- P.O. 2 :** Identify problems related to foreign trade, evaluate alternative solutions, and reach logical conclusions based on analytical reasoning.
- P.O. 3 :** Conduct foreign trade transactions, including import and export operations.
- P.O. 4 :** Organize foreign trade-related information and present it effectively in written form.
- P.O. 5 :** Evaluate customs union agreements, customs legislation, foreign exchange regulations, and import-export legislation.
- P.O. 6 :** Apply foreign trade accounting and finance concepts and practices in business environments.
- P.O. 7 :** Demonstrate knowledge of the fundamentals of law, foreign trade, public relations, total quality management, and entrepreneurship, and act in accordance with professional and social ethical values.
- P.O. 8 :** Appraise the significance of Atatürk's Principles and Reforms.
- P.O. 9 :** Use basic communication and information technologies in accordance with computer software that is required by the department at least European Computer Operating Licence basic level.
- P.O. 10 :** Communicate acquired knowledge, skills, opinions, and recommendations related to foreign trade effectively in both written and oral forms to relevant stakeholders.
- P.O. 11 :** Possess foreign language skills at A2 level of the European Language Portfolio, sufficient to follow professional developments and communicate with colleagues.
- P.O. 12 :** Use written and oral communication skills related to foreign trade in both Turkish and English.
- P.O. 13 :** Express ideas clearly and effectively in both written and oral forms.
- P.O. 14 :** Analyze data and information obtained from international marketing research.
- P.O. 15 :** Identify relationships among key economic variables.
- P.O. 16 :** Demonstrate awareness of humanitarian, social, and economic issues, including migration, disasters, disabilities, and the challenges faced by disadvantaged groups.
- L.O. 1 :** Learn internet and the basic concepts of Internet technology which are rapidly increasing usage in the world .
- L.O. 2 :** Have detailed information about the process of the location of the old economy to new economy which is a result of changes occurring in information technology and about the impact of the new economy.
- L.O. 3 :** Learn calculating benefits and costs of alternative sources of funding which are necessary to make electronic commerce.
- L.O. 4 :** Learn and practice e-commerce site preparation process in the view of basic information technology usage and basic computer science courses.