

**EASTERN MEDITERRANEAN UNIVERSITY
SCHOOL OF COMPUTING AND TECHNOLOGY
DEPARTMENT OF COMPUTER STUDIES AND INFORMATION TECHNOLOGY
COURSE OUTLINE**

Course Code	ITEC438	Course Level	4th Year (BS degree)
Course Title	E-COMMERCE APPLICATIONS	Course Type	Area Elective
Credit Value	(3,0,1) 3	ECTS Value	8
Prerequisites	ITEC 333	Corequisites	---
Duration of Course	One Semester	Semester/Year	17-18 SPRING
Course Instructor:	Şensev Payan İlkan	E-Mail:	sensev.alicik@emu.edu.tr

Aim of the Course

This course covers emerging online technologies and trends and their influence on the electronic commerce marketplace. Students will learn various revenue models and how to market on the Web. Next, the course covers online auctions and various legal and ethical issues. Students will learn about important security issues, such as spam and phishing, their role in organized crime and terrorism, identity theft, and online payment fraud. Finally, students learn how to plan for electronic commerce.

Learning Outcomes

On successful completion of this course, all students will have developed **knowledge** and **understanding** of:

- the e-business technology basics
- technology Infrastructure: the internet and the World Wide Web
- selling on the web: revenue models and building a web presence, marketing on the web
- business-to-business activities
- online auctions, virtual communities, and web portals
- the environment of electronic commerce: legal, ethical, and tax issues
- web server hardware and software, electronic commerce software
- electronic commerce security and payment systems

On successful completion of this course, all students will have developed **their skills in:**

- Analysing and creating SWOT analysis on sample sites
- Knowledge on planning and implementing effective electronic commerce sites
- Choosing and planning the appropriate security and payment system for a site

On successful completion of this course, all students will have developed their **appreciation** of, and respect for **values and attitudes** to:

- Project team work
- Effective research using different tools
- Good planning and control of the System implementation activities
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Teaching Methodology/Classroom Procedures

The course consists of theoretical presentations which is covered within 3 hours/pw and class attendance is important. Slide handouts is used for lecture notes.

Only one make-up examination will be offered to those students who have not attended to midterm examination(s) or final examination. No makeup is given for missed quiz examinations/assignments/projects.

Students will also be encouraged to participate in a team to solve and present solutions to case study assignments in order to further develop their understanding of the weekly subject.

Main References/ Course Materials

Text Book(s):

E-Business, 10th Editions
Course Technology, Cengage Learning
Authors:- Gary P. Schneider
ISBN-13: 978-1-123-52684-1
ISBN-10: 1-133-52684-5

+ online lecture notes will be provided on the course website → <http://staff.emu.edu.tr/sensevpayanilkan>

Evaluation and Grading	
Evaluation Topic	Percentage (%)
Weekly Assignments	20%
Quizzes	30%
Midterm Examination	20%
Final Examination	30%
Weekly Schedule/Summary of Topics	
WEEK1	Course Outlining Introduction to Chapter 1 – The Second Wave Of Global E-Business
WEEK2	Chapter 1 – The Second Wave Of Global E-Business
WEEK3	Chapter 2 – E-Business Technology Basics
WEEK4	Chapter 3 – Web Server And E-Mail Technologies
WEEK5	QUIZ 1 Chapter 4 – E-Business Revenue Models
WEEK6	Chapter 5 – Selling to consumers online
WEEK7	Chapter 6 - Selling To Businesses Online
WEEK8	Chapter 7 – Virtual Communities
WEEK9-10	MIDTERM EXAMINATION WEEKS
WEEK11	Chapter 9 – Web Hosting And E-Business Software
WEEK12	Chapter 10 – Online Security
WEEK 13	QUIZ 2
WEEK 14	RESEARCH AND SOLVING CASE STUDIES
WEEK 15	RESEARCH AND SOLVING CASE STUDIES
WEEK 16-17	FINAL EXAMINATION WEEKS