



EASTERN MEDITERRANEAN UNIVERSITY
SCHOOL OF COMPUTING AND TECHNOLOGY
DEPARTMENT OF INFORMATION TECHNOLOGY
COURSE POLICY SHEET



Course Code	ITEC438	Course Title	E-COMMERCE APPLICATIONS
Semester	2019-2020 Spring	Language	English
Category	AE (Area Elective)	Level	Fourth Year
Workload	180 Hours	Teaching Format	2 Hours Lecture, 2 Hours Laboratory
EMU Credit	(3,0,1) 3	ECTS Credit	8
Prerequisite(s)	-	Course Web	http://staff.emu.edu.tr/ibrahimadeshola/en

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Course Description
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

General Learning Outcomes
On successful completion of this course, all students will have developed knowledge and understanding of: <ul style="list-style-type: none">- 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: <ul style="list-style-type: none">- 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: <ul style="list-style-type: none">- Project team work- Effective research using different tools- Good planning and control of the System implementation activities

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 pre.

Course Materials / Main References

Text Book:

E-Business, 12th Editions Course Technology, Cengage Learning. Authors: - Gary P. Schneider. ISBN-13: 978-1-123-52684-1 ISBN-10: 1-133-52684-5

Lecture Notes:

All course materials are also available online in PowerPoint Slide.

Weekly Schedule / Summary of Topics

Week 1	Introduction to E-Commerce
Week 2-3	Technology Infrastructure :The Internet and World Wide Web / Selling on the Web
Week 4	Marketing on the Web
Week 5	Business-to-Business Activities: Improving Efficiency and Reducing Costs
Week 6	Social Networking, Mobile Commerce, and Online Auctions
Week 7	The Environment of E-Commerce: Legal Ethical and Tax Issues
	Midterm Examinations Period
Week 8	Web Server, Hardware and Software
Weeks 9	E-Commerce Software
Weeks 10	E-Commerce Security
Week 11	Payment Systems for E-Commerce
Week 12	Planning for E-Commerce
	Final Examinations Period

Requirements

- Each student can have only one make-up exam. One who misses an exam should provide a medical report or a valid excuse within 3 days after the missed exam. The make-up exam will be done at the end of the term and will cover all the topics. No make-up exam will be given for the quiz.
- Students who do not pass the course and fail to attend the lectures regularly may be given NG grade.
- You must collect at least 50% of the total Lab marks in order to pass the course.

Method of Assessment

Evaluation and Grading	Quizzes	Project	Weekly Task	Midterm Exam	Final Exam
Percentage	10%	20 %	20 %	20 %	30 %