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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| E-BUSINESS MANAGEMENT | ACM512 | 2 | 3 | 3 | 6 |

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| **Prerequisites** | - |

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| **Language of Instruction** | English |
| **Course Level** | Master’s degree |
| **Course Type** | Elective |
| **Course Coordinator** |  |
| **Instructors** | Ass.Prof. Uğur KAPLANCALI |
| **Assistants** |  |
| **Goals** | Course goal is to improve the student’s understanding and knowledge in the field of E-business. |
| **Content** | The course will study the basic concepts, management strategies, social issues and actual cases of electronic business as a part of the learning experience. Learning objectives include exploring business models and applications, analyzing benefits and risks of a web presence, and having exposure to design, development and management of E-business applications. |

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| **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| 1)Defines the essential characteristics of E-Business | 1,2,3 | A,B,C |
| 2) Lists current E-Business models | 1,2,3 | A,B,C |
| 3) Explains benefits and risks of web presence | 1,2,3 | A,B,C |
| 4) Understands design, development and management of E-business applications | 1,2,3 | A,B,C |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion, 4: Simulation, 5: Case Study |
| **Assessment Methods:** | A: Testing, B:Presentation, C: Homework, D: Project, E: Laboratory |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | Course Outline / Overview of Electronic Commerce, basic concepts |  |
| 2 | E-Business Models |  |
| 3 | E-Marketplaces: External Analysis |  |
| 4 | E-Marketplaces: Impacts of Web environment |  |
| 5 | Internal Analysis, micro environment of e-business, value proposition |  |
| 6 | Strategies for doing business online |  |
| 7 | Competition |  |
| 8 | the driving forces of sustainable business |  |
| 9 | Choosing the appropriate strategy for the organization and supplier management |  |
| 10 | User interaction |  |
| 11 | Opportunities and the new economy |  |
| 12 | Network convergence |  |
| 13 | being uber-digital E-business in Turkey |  |
| 14 | Project presentations |  |
| 15 | Final exam |  |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | STRATEGIES FOR E-BUSINESS: Conceprs and Cases, (2008), T. Jelassi & A. Enders, 2th ed., *Pearson*. Real Business of IT: How CIOs Create and Communicate Value, (2009), R. Hunter & G. Westerman, *Harvard Business Press.* |
| **Additional Resources** | <http://www.alleyinsider.com/>  <http://www.ecommercetimes.com/> |

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| **MATERIAL SHARING** | |
| **Documents** | <https://sites.google.com/site/acmyeditepe/> => use “MIS MASTER” link for slides, etc. |
| **Assignments** |  |
| **Exams** |  |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Term Paper | 1 | 30 |
| Term Project | 1 | 30 |
| **Total** |  | **60** |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 40 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |  | 60 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 |  |
| 1 | Program graduate has the skills and the knowledge to design models for scientific analyses, as required by companies. |  |  |  |  | X |  |
| 2 | Program graduate has the skills and the knowledge to identify strategies for companies for their information requirements and IT investments. |  |  |  | X |  |  |
| 3 | Program graduate has the skills and the knowledge to design and implements IT strategies and systems that would align with the companies’ business strategies. |  |  |  |  |  |  |
| 4 | Program graduate has the skills and the knowledge to develop and implement strategies that would be applied to the company’s new distribution channels, and if necessary be able to manage thre related IT projects. |  |  |  |  |  |  |
| 5 | Program graduate has the skills and the knowledge to manage projects involving IT systems within any industry. |  |  |  |  | X |  |
| 6 | Program graduate has the skills and the knowledge to design, tu use and to implement IT systems that would analyze customer data and discover valuable knowledge, which would be acted upon as a competitive advantage. |  |  |  |  | X |  |
| 7 | Program graduate has the skills and the knowledge to develop and implement IT systems that would analyze both internal and external data to resolve issues, based on scientific and applied methods. |  |  |  |  | X |  |
| 8 | Program graduate has the skills and the knowledge for implementation of ERP software, which requires requirements analysis, business process reengineering, and project team management. |  |  |  |  |  |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 16x Total course hours) | 16 | 3 | 48 |
| Hours for off-the-classroom study (Pre-study, practice) | 16 | 3 | 48 |
| Term Paper | 1 | 20 | 20 |
| Term Project | 1 | 20 | 20 |
| Final examination | 1 | 20 | 20 |
| **Total Work Load** |  |  | 156 |
| **Total Work Load / 25 (h)** |  |  | 6,24 |
| **ECTS Credit of the Course** |  |  | 6 |