

|Course Syllabus|

**e-COMMERCE**

**İstanbul Commerce University Vocational School**

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**Course Description & Learning Objectives**

Today internet reformat the entire global market and fundamentally change the competitive structure. Unprecedented effectiveness that we can observe in all line of business cause the unemployment rate to increase. Digitalization and automation will increase. In the future robots and computer systems will take over labor force.

In course curriculum I tried to bring out the austerity of the situation and to provide students with rudimentary knowledge about new chaotic business environment.

**Lectures**

**Lecture I** – Description of the Internet - Rise of the Internet - Key Features of the Internet - Hypertext Revolution - The Dark Side of the Internet - Negative Profit Factors on Internet - Intellectual Property Rights

**Lecture II** – Digital Economy - Information Age - New Ecosocial System - Creative Destruction - Web 2.0 - Social Media – Viral Marketing Digital Divide - Chaos Theory - Organizational Design and Internet - Basic eBusiness Terms (ERP, eCRM, Artificial intelligence (AI) etc.)

**Lecture III** – B2B - B2C - C2C - Escrow - P2P - Positioning of a Site

**Lecture IV** – eDocuments - XML - UneDocs Project - Bolero System - Electronic Bill of Lading

**Lecture V** - Legal Aspects of eDocuments – eUCP - eSignature Law No 5070 - Public Key Infrastructure - Certificate Authority - Digital Signature - Biometrics

**Lecture VI** – Trade Points ( Parties and Fuctions) - UN Projects

**Lecture VII** – Case Study ( Electronic Work Flow of a Foreign Trade Transaction )

**Lecture VIII** – Entrepreneurship

**Lecture IX** - How to Write a Business Plan

**Lecture X** - e-Government - Web 3.0

**Business Plan**

Business plans are an essential part of doing business. Business plan is a written document that identifies a company's goals and outlines how the company intends to achieve the goals. Just as important as the plan itself, the process of writing a business plan forces a businessperson to think ahead, to set achievable goals, to anticipate problems, and to be prepared for competition. The process, not the plan itself, increases the likelihood that the business will be a success.

In this course we aim to create a top level business plan for an online business and to learn how to attract investors and launch a business in internet.

**Course Schedule**

**Week 1.** \_ Introduction

**Week 2.** \_ Lecture I

**Week 3.** \_ Lecture II (Part 1)

**Week 4.** \_ Lecture VIII- Lecture IX

**Week 5.** \_ Lecture II (Part 2)

**Week 6.** \_ Lecture III

**Week 7.** \_ Lecture IV

**Week 8.** \_ Lecture V

**Week 9.** \_ Lecture VI – Lecture VII

**Week10.**\_ Lecture X

**Week11.**\_ Presentations

**Week12.**\_ Presentations

**Week13.**\_ General Review

**Week14.**\_ General Review

**Evaluation & Grading**

1. **Assignment**  (Business Plan + Presentation)

% 40

1. **Final Exam** %60

**Attendance**

Mandatory Attendance Rate % 70

**Cource Materials**

1. **Mandatory Textbook:**

e-Commerce Textbook | 2012; M. Emre Civelek

1. **Recommended Books:**

Dynamics of the Internet Age | 2009; M. Emre Civelek [***www.internetdinamikleri.com***](http://www.internetdinamikleri.com)

Internet Commerce | 2003; M. Emre Civelek, Edin Güçlü Sözer [***www.internetticareti.net***](http://www.internetticareti.net)

**Class Participation**

Because of the nature of the subject, we should be able to learn a lot from each other by dicussing and debating on e-commerce. Therefore this will require active participation in class.