

ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS
COURSE SYLLABUS

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
MIS213	E-BUSINESS	Compulsory	5	None	20.10.2025
Instructor of the Course & E-Mail Address	Dr. Öğr. Üyesi MUSAB TALHA AKPINAR E-mail:mtakpinar@aybu.edu.tr				
Office Hours & Office Room	Wednesday 12:00-13:00				
Course Content and Objectives	A detailed examination of the topics of e-Business and e-Commerce, which have become quite widespread today, and an analysis of these concepts from a technological perspective.				
Textbook(s)	Chaffey,D. (2009), “ E-Business and E-Commerce Management: Strategy, Implementation and Practice”, Fourth Edition, Prentice Hall.				
Teaching Methods and Techniques	Face to face				
Course Learning Outcomes	1	Learns the definitions and methods of e-business.			
	2	Learns the definitions and methods of e-commerce.			
	3	Knows the definition and methods of e-marketing.			
	4	Knows the definition and methods of e-services.			
	5	Knows the concept and methods of e-retailing.			
	6				
	7				
Program Outcomes Contributed by the Course	Program Outcomes (PO)				
	1	Understands the fundamental concepts, models, and infrastructure of electronic business and commerce.			
	2	Analyzes how digital technologies transform traditional business models and organizational processes.			
	3	Demonstrates the ability to design, evaluate, and manage e-business strategies and online operations.			
	4	Applies knowledge of information systems and internet technologies to create digital business solutions.			
	5	Recognizes ethical, legal, and security issues related to e-commerce transactions and digital platforms.			
Contribution of the Course to Field Instruction	This course provides students with a comprehensive understanding of how digital technologies transform traditional business processes into electronic platforms. It contributes to the Management Information Systems field by integrating theoretical and practical knowledge of online business models, digital marketing, e-commerce infrastructure, and electronic payment systems. Through this course, students gain the skills necessary to design and manage e-business strategies, evaluate online customer experiences, and implement secure digital transactions. By combining business principles with technological applications, the course prepares students to operate effectively in modern. technology-driven business environments.				

Topics Covered in the Course	1. Week	The new economy, the Internet, and the business world		
	2. Week	Definition and scope of electronic business		
	3. Week	Electronic business models		
	4. Week	Definition and characteristics of electronic commerce		
	5. Week	Advantages and benefits of electronic commerce		
	6. Week	E-commerce applications and platforms		
	7. Week	The concept of e-marketing		
	8. Week	The concept and structure of e-retailing		
	9. Week	Midterm Exam		
	10. Week	E-service quality and customer satisfaction		
	11. Week	E-service quality models and evaluation methods		
	12. Week	Market research on the Internet		
	13. Week	Social media applications in e-business		
	14. Week	Internet-based advertising and promotional strategies		
	15. Week	The new economy, the Internet, and the business world		
Course Evaluation Criteria	In-Term Studies	Quantity	Percentage %	
	Mid-terms	1	%50	
	Quizzes		%	
	Assignments		%	
	Attendance		%	
	Practice		%	
	Project		%	
	Final examination	1	%50	
	Total	2	100%	
Disability Policy	If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU (https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.			