

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF MANAGEMENT**

<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>ECTS Credits</b>	<b>Prerequisite Information</b>	<b>Date of Preparation</b>
MIS213	E-BUSINESS	Compulsory	5	None	20.10.2025
<b>Instructor of the Course &amp; E-Mail Address</b>	Dr. Öğr. Üyesi MUSAB TALHA AKPINAR E-mail:mtakpinar@aybu.edu.tr				
<b>Office Hours &amp; Office Room</b>	Wednesday 12:00-13:00				
<b>Course Content and Objectives</b>	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.				
<b>Textbook(s)</b>	Chaffey,D. (2009), “ E-Business and E-Commerce Management: Strategy, Implementation and Practice”, Fourth Edition, Prentice Hall.				
<b>Teaching Methods and Techniques</b>	Face to face				
<b>Course Learning Outcomes</b>	<b>1</b>	Learns the definitions and methods of e-business.			
	<b>2</b>	Learns the definitions and methods of e-commerce.			
	<b>3</b>	Knows the definition and methods of e-marketing.			
	<b>4</b>	Knows the definition and methods of e-services.			
	<b>5</b>	Knows the concept and methods of e-retailing.			
	<b>6</b>				
	<b>7</b>				
<b>Program Outcomes Contributed by the Course</b>	<b>Program Outcomes (PO)</b>				
	<b>1</b>	Understands the fundamental concepts, models, and infrastructure of electronic business and commerce.			
	<b>2</b>	Analyzes how digital technologies transform traditional business models and organizational processes.			
	<b>3</b>	Demonstrates the ability to design, evaluate, and manage e-business strategies and online operations.			
	<b>4</b>	Applies knowledge of information systems and internet technologies to create digital business solutions.			
	<b>5</b>	Recognizes ethical, legal, and security issues related to e-commerce transactions and digital platforms.			
<b>Contribution of the Course to Field Instruction</b>	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.				

<b>Topics Covered in the Course</b>	<b>1. Week</b>	The new economy, the Internet, and the business world	
	<b>2. Week</b>	Definition and scope of electronic business	
	<b>3. Week</b>	Electronic business models	
	<b>4. Week</b>	Definition and characteristics of electronic commerce	
	<b>5. Week</b>	Advantages and benefits of electronic commerce	
	<b>6. Week</b>	E-commerce applications and platforms	
	<b>7. Week</b>	The concept of e-marketing	
	<b>8. Week</b>	The concept and structure of e-retailing	
	<b>9. Week</b>	Midterm Exam	
	<b>10. Week</b>	E-service quality and customer satisfaction	
	<b>11. Week</b>	E-service quality models and evaluation methods	
	<b>12. Week</b>	Market research on the Internet	
	<b>13. Week</b>	Social media applications in e-business	
	<b>14. Week</b>	Internet-based advertising and promotional strategies	
	<b>15. Week</b>	The new economy, the Internet, and the business world	
<b>Course Evaluation Criteria</b>	<b>In-Term Studies</b>	<b>Quantity</b>	<b>Percentage %</b>
	<b>Mid-terms</b>	<b>1</b>	<b>%50</b>
	<b>Quizzes</b>		<b>%</b>
	<b>Assignments</b>		<b>%</b>
	<b>Attendance</b>		<b>%</b>
	<b>Practice</b>		<b>%</b>
	<b>Project</b>		<b>%</b>
	<b>Final examination</b>	<b>1</b>	<b>%50</b>
	<b>Total</b>	<b>2</b>	<b>100%</b>
<b>Disability Policy</b>	<p>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 Business School AYBU (<a href="https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html">https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html</a>) 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.</p>		