

Medicine			
Bachelor	TR-NQF-HE: Level 7	QF-EHEA: Second Cycle	EQF-LLL: Level 7

Course Introduction and Application Information

Course Code:	UNI191		
Course Name:	E Business		
Semester:	Spring Fall		
Course Credits:	<div>ECTS</div> <div>5</div>		
Language of instruction:	Turkish		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	<div> <div>Bachelor</div> <div>TR-NQF-HE:7. Master`s Degree</div> <div>QF-EHEA:Second Cycle</div> <div>EQF-LLL:7. Master`s Degree</div> </div>		
Mode of Delivery:	Face to face		
Course Coordinator:	Dr. Öğr. Üy. NAIM ÇETİNTÜRK		
Course Lecturer(s):	Naim Çetintürk		
Course Assistants:			

Course Objective and Content

Course Objectives:	The e-commerce course focuses on the speed and innovations of commerce in a world where digitalized communication technologies are gradually developing and becoming widespread. In this direction, the main objectives of this course are to deal with e-commerce dynamics in accordance with current and future trends, based on its historical development, and to expand with important and known case studies that have been the subject of e-commerce, as well as
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	conceptual information. Many of the topics covered each week will be put into practice, one-on-one with the content described, and applications to be made in the real environment. In this way, a theoretical and experiential course content will be presented to students who want to work in different units of an e-commerce company/department and will build their careers in this field.
Course Content:	E-Commerce Business Models and Marketplaces, E-Commerce Payment Solutions, Logistics and Fulfillment for E-Commerce, Legal & Ethical & Tax Issues, Interface Design and User Experience, E-Commerce Security, Strategy and Global Issues in E-Commerce.

Learning Outcomes

The students who have succeeded in this course;

- 1) Learning the fundamentals of business trade in an electronic environment.
- 2) Understanding the main requirements for an e-commerce process
- 3) Learning the "marketplace" concept and its components such as buyer, seller, teller, tech provider etc.
- 4) Understanding the goods and services portfolio that is compatible to e-commerce
- 5) Learning the dynamics of e-commerce site, marketplaces, social and mobile commerce and uploading the vision of which business models can be implemented
- 6) Understanding the technical, legal and managerial aspects of e-commerce
- 7) Understanding the factors that affect the success of an e-commerce business, such as product management, marketing and promotion, digital advertising, financial management

Course Flow Plan

Week	Subject	Related Preparation
1)	Introduction to e-commerce, Basic Concepts, Development and History of e-commerce	
2)	Business Models in e-commerce	
3)	e-commerce Site and Marketplaces	
4)	Payment Solutions in e-commerce - New Payment Methods	
5)	Security and e-commerce	
6)	Supply Chain Management and Logistics	
7)	Product Concept in e-commerce - Product Management and Profitability Oriented Pricing Strategies	
8)	Midterm Exam	
9)	User Experience in e-commerce: Site Interface, Design and Other Visual Elements	
10)	e-commerce Programs - Web Tools and Ready Systems	

11)	Marketing Communication in e-commerce - Brand	
12)	Digital Marketing and Advertising	
13)	New Trends in e-commerce: S-Trade - M-Trade	
14)	Measurement, Performance and e-commerce Strategies in e-commerce	
15)	Final Exam	

Sources

Course Notes / Textbooks:	(e-ticaret Teknik ve temel konular) Digital Business and E-Commerce Management, by Dave Chaffey, Pearson
References:	(e-ticaret tanıtım, reklam, tutundurma ve dijital uygulama konuları) Temel Dijital Pazarlama Kavramları ve Remarketing Reklam Modeli, by Naim Çetintürk, Seçkin Yayıncılık

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4	5	6	7
Program Outcomes							
1) The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.							
2) The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.							
3) The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.							
4) The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.							
5) In the provision of health care services, the graduate considers both							

the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.	1	2	3	4	5	6	7
6) The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.							
7) While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.							
8) The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.							
9) The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.							
10) To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.							
11) The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.							
12) The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.							
13) During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.							
14) The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.							
15) The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.							

Course Learning Outcomes	1	2	3	4	5	6	7
16) The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.							
17) The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.							
18) The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.							
19) When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.							
20) The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.							
21) The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.							
22) The graduate effectively manages individual study and learning processes and career development.							
23) The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.							
24) The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.							

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	The graduate integrates the knowledge, skills, attitudes, and behaviours acquired from	

	basic and clinical sciences, behavioural sciences, and social sciences in the form of competencies and uses them for the provision of rational, effective, safe health care services in accordance with quality standards in the prevention, diagnosis, treatment, follow-up, and rehabilitation processes, and during the process considers protection of both patient's health and healthcare workers health including her/his own.	
2)	The graduate shows a biopsychosocial approach in patient management that considers the sociodemographic and sociocultural background of the individual without discrimination of language, religion, race, and gender.	
3)	The graduate prioritizes the protection and development of the health of individuals and society in the provision of health care services.	
4)	The graduate, considering the individual, social, public, and environmental factors affecting health; works towards maintaining and improving the state of health.	
5)	In the provision of health care services, the graduate considers both the changes in the physical and socioeconomic environment on a regional and global scale that affect health, as well as the changes in the individual characteristics and behaviours of the people who apply to her/him.	
6)	The graduate recognizes the characteristics, needs and expectations of the target population and provides health education to healthy/sick individuals and their relatives and other health care workers.	
7)	While carrying out her/his profession, the graduate fulfils her/his duties and obligations with determined behaviours to provide high-quality health care within the framework of ethical principles, rights and legal responsibilities and good medical practices, considering the integrity, privacy, and dignity of the patient.	
8)	The graduate evaluates and improves her/his own performance in professional practices in terms of emotions, cognitive characteristics, and behaviours.	
9)	The graduate physician advocates improving the provision of health services by considering the concepts of social reliability and social commitment to protect and improve public health.	
10)	To protect and improve health, the graduate physician can plan and carry out service delivery, training and consultancy processes related to individual and community health in cooperation with all components.	
11)	The graduate physician evaluates the impact of health policies and practices on individual and community health indicators and advocates increasing the quality of health services.	
12)	The graduate physician attaches importance to protecting and improving her/his own physical, mental, and social health, and does what is necessary for this.	

13)	During the provision of health care, the graduate shows exemplary behaviours and leads within the health team.	
14)	The graduate uses the resources cost-effectively, in the planning, implementation, execution, and evaluation processes of the health care services in the health institution she/he manages, for the benefit of the society and in accordance with the legislation.	
15)	The graduate communicates positively within the health team with whom she/he provides health care services, being aware of the duties and obligations of other health workers and shows appropriate behaviours to assume different team roles when necessary.	
16)	The graduate works harmoniously and effectively with her/his colleagues and other professional groups in her/his professional practice.	
17)	The graduate communicates effectively with patients, patient relatives, health care workers and other professional groups, institutions, and organizations, including individuals and groups that require a special approach and have different sociocultural characteristics.	
18)	The graduate shows a patient-centred approach in the protection, diagnosis, treatment, follow-up, and rehabilitation processes that involve the patient and patient's caregivers as partners in the decision-making mechanisms.	
19)	When necessary, the graduate plans and implements scientific research for the population she/he serves, and uses the results obtained and/or the results of other research for the benefit of the society.	
20)	The graduate reaches the current literature information related to her/his profession, evaluates critically, and applies the principles of evidence-based medicine in the clinical decision-making process.	
21)	The graduate uses information technologies to improve the effectiveness of her/his work in health care, research, and education.	
22)	The graduate effectively manages individual study and learning processes and career development.	
23)	The graduate demonstrates the ability to acquire, evaluate, integrate new knowledge with existing knowledge, apply it to professional situations, and adapt to changing conditions throughout professional life.	
24)	The graduate chooses the right learning resources to improve the quality of the health care service she/he provides, organizes her/his own learning process.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution

Application	1	% 5
Homework Assignments	5	% 25
Midterms	1	% 30
Final	1	% 40
total		% 100
PERCENTAGE OF SEMESTER WORK		% 60
PERCENTAGE OF FINAL WORK		% 40
total		% 100

Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	12	1			12
Project	1	30			30
Homework Assignments	5	5			25
Midterms	1	20			20
Final	1	40			40
Total Workload					127