

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>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>		
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) When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.							
2) knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.							
3) is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.							
4) knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.							
5) can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.							

6) knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	1	2	3	4	5	6	7
7) can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.							
8) knows the clinical decision-making process, evidence-based medicine practices and current approaches.							
9) knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.							
10) knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.							
11) is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.							
12) knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.							
13) can collect health data, analyze them, present them in summary, and prepare forensic reports.							
14) knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.							
15) knows employee health, environment and occupational safety issues and takes responsibility when necessary.							
16) knows health policies and is able to evaluate their effects in the field of application.							
17) keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.							
18) applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice							

throughout own medical life.							
Course Learning Outcomes	1	2	3	4	5	6	7

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	When Istinye University Faculty of Medicine student is graduated who knows the historical development of medicine, medical practices, and the medical profession and their importance for society.	
2)	knows the normal structure and function of the human body at the level of molecules, cells, tissues, organs and systems.	
3)	is capable of systematically taking an accurate and effective social and medical history from their patients and make a comprehensive physical examination.	
4)	knows the laboratory procedures related to diseases; In primary care, the necessary material (blood, urine, etc.) can be obtained from the patient with appropriate methods and can perform the necessary laboratory procedures for diagnosis and follow-up or request laboratory tests.	
5)	can distinguish pathological changes in structure and functions during diseases from physiological changes and can Interpret the patient's history, physical examination, laboratory and imaging findings, and arrive at a pre-diagnosis and diagnosis of the patient's problem.	
6)	knows, plans and applies primary care and emergency medical treatment practices, rehabilitation stages.	
7)	can keep patient records accurately and efficiently, know the importance of confidentiality of patient information and records, and protects this privacy.	
8)	knows the clinical decision-making process, evidence-based medicine practices and current approaches.	
9)	knows and applies the basic principles of preventive health measures and the protection of individuals from diseases and improving health, and recognizes the individual and/or society at risk, undertakes the responsibility of the physician in public health problems such as epidemics and pandemics.	
10)	knows the biopsychosocial approach, evaluates the causes of diseases by considering the individual and his / her environment.	

11)	is capable of having effective oral and/or written communication with patients and their relatives, society and colleagues.	
12)	knows the techniques, methods and rules of researching. It contributes to the creation, sharing, implementation and development of new professional knowledge and practices by using science and scientific method within the framework of ethical rules.	
13)	can collect health data, analyze them, present them in summary, and prepare forensic reports.	
14)	knows the place of physicians as an educator, administrator and researcher in delivery of health care. It takes responsibility for the professional and personal development of own and colleagues in all interdisciplinary teams established to increase the health level of the society.	
15)	knows employee health, environment and occupational safety issues and takes responsibility when necessary.	
16)	knows health policies and is able to evaluate their effects in the field of application.	
17)	keeps medical knowledge up-to-date within the framework of lifelong learning responsibility.	
18)	applies own profession by knowing about ethical obligations and legal responsibilities, prioritizing human values and with self-sacrifice throughout own medical life.	

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