



Kastamonu University

DADAY NAFİ AND ÜMİT ÇERİ VOCATIONAL SCHOOL
ACCOUNTING AND TAX APPLICATIONS

MUH12109		E-COMMERCE			
Semester	Course Code	Course Name	L+P	Credit	ECTS
1	MUH12109	E-COMMERCE	3	3	4

Language of Instruction:

Türkçe

Course Level:

Work Placement(s):

No

Department / Program:

ACCOUNTING AND TAX APPLICATIONS

Course Type:

Seçmeli

Goals:

Learning new business concepts and practices in e-market structure. To be able to comprehend trade practices in virtual environment; to be able to recognize electronic commerce practices in the world and in Turkey.

Teaching Methods and Techniques:

The technical development of the Internet includes the effects of the changes taking place in the context of the new economy concept, the administrative, technical, legal and financial infrastructure of electronic commerce.

Prerequisites:

Course Coordinator:

Instructor Güzin AYTEKİN

Instructors:

Assistants:

Recommended Sources

Textbook	:	
Resources	:	Özmen, Ş., (2009), E-Ticaret: Ağ Ekonomisinde Yeni Ticaret Yolu, İstanbul Bilgi Üniversitesi Yayınları
Documents	:	
Assignments	:	
Exams	:	

Course Category

Mathematics and Basic Sciences	:		Education	:	
Engineering	:		Science	:	
Engineering Design	:		Health	:	
Social Sciences	:	50	Field	:	50

Course Content

Week	Topics	Study Materials	Materials
1	İnternet: Gelişimi ve Temel Kavramlar		
2	Yeni Ekonomi Kavramı, Özellikleri ve Etkileri		
3	Elektronik Ticaret Kavramı, Kapsamı ve Yaygınlığı		
4	Elektronik Ticaretin Avantajları ve Araçları: İnternet, Telefon, Televizyon, EFT, EDİ		
5	Elektronik Ticaret Modelleri, E-Devlet ve Tüketiciden Tüketicie E-Ticaret		
6	İşletmeden İşletmeye E-Ticaret		
7	E- Dönüşüm Stratejileri ve SWOT Analizi		
8	Müşteri İlişkileri Yönetimi (MİY) ve E-MİY		
9	Dijital Pazarlama		
10	Veri Ambarı		
11	Veri Madenciliği		
12	Elektronik Ticarete Ödeme Sistemleri ve Güvenlik		
13	E-imza		
14	Elektronik Ticaretin Finansmanı		
15	Örnek E-Ticaret Sitesi Oluşturma		

Course Learning Outcomes

No	Learning Outcomes
C01	Elektronik ticaret yapabilmek için gerekli olan alternatif finansman kaynaklarının avantajlarının ve maliyetlerinin hesaplanması
C02	Elektronik ticarete kullanılan araçların tanıtılması ve kullanım becerisinin verilmesi
C03	Bilşim teknolojilerinde meydana gelen değişiklikler sonucu eski ekonominin yerini yeni ekonomiye bırakma süreci ve yeni ekonominin ortaya çıkardığı etkilerin anlaşılması
C04	Dünyada kullanımı hızla artan internet ve internet teknolojilerine yönelik temel kavramların öğrenilmesi
C05	Ödeme sistemleri ve güvenlik bağlamında elektronik ticaret teknik bilgisinin oluşturulması
C06	E-imza uygulama becerisinin kazandırılması

Program Learning Outcomes

No	Learning Outcome
P12	Using packaged software
P13	Making company transactions
P11	Identifying cost elements, making cost calculations and recordings
P09	Getting information about commercial law
P10	Making business mathematical operations and calculations
P14	Taking legal transactions, making tax dept and penalty transactions
P18	Making transactions of bank accounting and recordings
P19	Analysing and commenting financial statements
P17	Making transactions of company constitution
P15	Making financial analysis and planning
P16	Distinguishing public economic activities and preparing budget
P08	Analysing macroeconomic transactions and balance evolution
P01	Making accounting transactions and recordings
P02	Making business transactions
P23	Following labour and social security operations
P21	Making stocks and shares transactions and evaluating financial devices
P22	Making accounting audit transactions
P03	Distinguishing principles of economy and making microeconomic analysis
P06	Making vocational mathematical operations
P07	Collecting statistical data, converting them into serials and evaluating their results
P05	Identifying basic law concepts, law systems and types, carrying out law operations
P04	Using Office programs
P20	Distinguishing income types in Turkish Tax System, accounting taxes and arranging proclamation

Assessment		
In-Term Studies	Quantity	Percentage
Mid-terms	1	%30
Quizzes	0	%0
Assignment	0	%0
Attendance	0	%0
Practice	0	%0
Project	0	%0
Final examination	1	%70
Total		%100

ECTS Allocated Based on Student Workload			
Activities	Quantity	Duration	Total Work Load
Course Duration	14	3	42
Hours for off-the-c.r.stud	14	2	28
Assignments	3	5	15
Presentation	3	5	15
Mid-terms	1	6	6
Practice	0	0	0
Laboratory	0	0	0
Project	0	0	0
Final examination	1	14	14
Total Work Load			120
ECTS Credit of the Course			4

Course Contribution To Program
Contribution: 1: Very Slight 2:Slight 3:Moderate 4:Significant 5:Very Significant
