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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Dersin Adı** | | **Kodu** | **Yarıyıl** | **T+U** | **Kredi** | **AKTS** | | **E-Ticaret** | |  | 3 | 2+0 | 2 | 3 | | Ön koşul Dersler |  | | | | | | | Dersin Dili | Türkçe | | | | | | | Dersin Türü | Alan Seçmeli | | | | | | | Dersin Koordinatörü |  | | | | | | | Dersi Veren |  | | | | | | | Dersin Yardımcıları |  | | | | | | | Dersin Amacı | Elektronik ticaretin günümüzdeki önemi ve uygulamalarının öğrencilere öğretilmesi | | | | | | | Dersin Öğrenme Çıktıları | Bu dersin sonunda öğrenci;   1. E- ticarette kullanılan kavramları öğrenme 2. E- ticaret türlerini öğrenme 3. E- ticaretin taraflarını ve araçlarını kavramak 4. E -ticaretteki iş modellerini öğrenme 5. E - ticaretin etkilerini kavramak 6. Elektronik ortamda güvenilir ticaretin nasıl yapıldığını öğrenmek 7. E- ticarette müşteri ilişkileri yönetimi becerisi elde etme. | | | | | | | Dersin İçeriği | Temel kavramlar, üretim yönetiminin tarihsel gelişimi, amaçları, fonksiyonları, üretim sistemleri ve gelişimi, mamul dizaynı, talep tahminleri, kuruluş yeri seçimi, iş yeri düzenleme | | | | | | | **Haftalar** | **Konular** | | | | | | | 1 | E-ticaret kavramı | | | | | | | 2 | E-ticaretin gelişimi | | | | | | | 3 | E-ticaretin tarafları | | | | | | | 4 | E-Ticaretin avantajları , dezavantajları | | | | | | | 5 | E- Pazarlama ve reklamcılık | | | | | | | 6 | E- Ticaretin etkileri ve dikkat edilecek hususlar | | | | | | | 7 | B2B, B2C | | | | | | | 8 | C2C, C2B | | | | | | | 9 | E- ticarette müşteri ilişkileri yönetimi | | | | | | | 10 | E-Ticarette ödeme yöntemleri | | | | | | | 11 | E-Ticarette müşteri şikayetleri yönetimi | | | | | | | 12 | E-Ticarette güvenlik | | | | | | | 13 | Örnek olaylar | | | | | | | 14 | Genel tekrar | | | | | |  |  | | --- | | **Genel Yeterlilikler** | | Öğrencilerden, bu dersin ana konularını anlamaları ve alanları ile uygulamalarında kullanmaları beklenir. | | **Kaynaklar** | | Akar, E. (2017). E-Ticaret, sosyal ticaret, mobil ticaret: pazarlama temelli yaklaşım. Seçkin Yayıncılık. | | **Değerlendirme Sistemi** | | Dönem başında ders izlencelerinde belirtilir. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  | | **PROGRAM ÖĞRENME ÇIKTILARI İLE**  **DERS ÖĞRENİM ÇIKTILARI İLİŞKİSİ TABLOSU** | | | | | | | | | | | | | | |  | **PÇ1** | | **PÇ2** | **PÇ3** | **PÇ4** | | **PÇ5** | | **PÇ6** | **PÇ7** | **PÇ8** | | **PÇ9** | | **PÇ10** | | **ÖÇ1** | 5 | | - | 5 | - | | - | | 5 | 4 | - | | 5 | | 5 | | **ÖÇ2** | 5 | | - | 5 | - | | - | | 5 | 4 | - | | 5 | | 5 | | **ÖÇ3** | 5 | | - | 5 | - | | - | | 5 | 4 | - | | 5 | | 5 | | **ÖÇ4** | 5 | | - | 5 | - | | - | | 5 | 4 | - | | 5 | | 5 | | **ÖÇ5** | 5 | | - | 5 | - | | - | | 5 | 4 | - | | 5 | | 5 | | **ÖÇ6** | 5 | | - | 5 | - | | - | | 5 | 4 | - | | 5 | | 5 | | **ÖÇ7** | 5 | | - | 5 | - | | - | | 5 | 4 | - | | 5 | | 5 | | **ÖÇ: Öğrenme Çıktıları PÇ: Program Çıktıları** | | | | | | | | | | | | | | | | | **Katkı Düzeyi** | | **1 Çok Düşük** | | | | **2 Düşük** | | **3 Orta** | | | | **4 Yüksek** | | **5 Çok Yüksek** | |   Program Çıktıları ve İlgili Dersin İlişkisi   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Ders** | **PÇ1** | **PÇ2** | **PÇ3** | **PÇ4** | **PÇ5** | **PÇ6** | **PÇ7** | **PÇ8** | **PÇ9** | **PÇ10** | | E-Ticaret | 5 | - | 5 | - | - | 5 | 4 | - | 5 | 5 | |