

|   |   |                 |            |               |             |
|---|---|-----------------|------------|---------------|-------------|
| <b>Course title</b>   | <b>Code</b>   | <b>semester</b> | <b>T+U</b> | <b>credit</b> | <b>ECTS</b> |
| Mobile Banking  |   | 2               | 2+0        | 2             | 2           |
| <b>Prerequisite Courses</b>   | None  |                 |            |               |             |
| <b>Language of the Course</b>   | English   |                 |            |               |             |
| <b>Course Level</b>   | Undergraduate   |                 |            |               |             |
| <b>Type of Course</b>   | Optional  |                 |            |               |             |
| <b>Course Coordinator</b>   |   |                 |            |               |             |
| <b>Instructors</b>  |   |                 |            |               |             |
| <b>Course Assistants</b>  |   |                 |            |               |             |
| <b>The aim of lesson</b>  | Mobile applications greatly affect society. The application of mobile to the world of financial institutions will be analyzed. It evaluates future developments and possible use of mobile to help transform the products, processes, organizations and business models of financial institutions globally.   |                 |            |               |             |
| <b>Course Content</b>   | Potential and power of Mobile Applications, Future of Mobile Banking, Financial Access, Production of Mobile Applications   |                 |            |               |             |
| <b>Course Learning Outcomes</b>   | <p>Students who successfully complete this course;</p> <ol style="list-style-type: none"> <li>1. Will be able to explain the concepts used in Mobile Banking.</li> <li>2. Will be able to understand the requirements of Mobile Banking.</li> <li>3. Will be able to have information about banking activities for mobile application development.</li> </ol> |                 |            |               |             |
| <b>Weeks</b>  | <b>Topics</b>   |                 |            |               |             |
| one   | The Power and Potential of Mobile Banking   |                 |            |               |             |
| 2   | Focus on Customer Experience  |                 |            |               |             |
| 3   | Creating the Future of Mobile Banking   |                 |            |               |             |
| 4   | Mobile Operators and Banking  |                 |            |               |             |
| 5   | Studies for a New Age in Banking  |                 |            |               |             |
| 6   | Financial Inclusion   |                 |            |               |             |
| 7   | Present and Future of Prepaid Card  |                 |            |               |             |
| 8   | Business Seriously Prepaid Structuring  |                 |            |               |             |
| 9   | ATMs and Prepaid Cards  |                 |            |               |             |
| 10  | Building Trust with Customers   |                 |            |               |             |
| 11th  | Restricting Finance to Desktop  |                 |            |               |             |
| 12  | Mobile Application Production   |                 |            |               |             |
| 13  | Business model  |                 |            |               |             |
| 14  | Aligning Technology with Plan Incentives  |                 |            |               |             |
| 15  | Evolving interfaces   |                 |            |               |             |
| <b>General Competencies</b>   |   |                 |            |               |             |
| To be able to analyze the application of mobile to the world of financial institutions.   |   |                 |            |               |             |
| <b>resources</b>  |   |                 |            |               |             |
| S. Krishnan, "The Power of Mobile Banking, How To Profit From The Revolution In Retail Financial Services", John-Wiley, 2014, ISBN 9781118914243                        |   |                 |            |               |             |
| <b>Evaluation System</b>  |   |                 |            |               |             |
| The dates, days and hours of the Midterm Exam, Quiz, Final Exam and Evaluations will be announced later, according to the decision of the Faculty Administrative Board. |   |                 |            |               |             |

| <b>WITH PROGRAM LEARNING OUTCOMES<br/>COURSE LEARNING OUTCOMES RELATIONSHIP TABLE</b> |                   |            |              |            |                 |            |               |            |                    |             |             |
|---|-------------------|------------|--------------|------------|-----------------|------------|---------------|------------|--------------------|-------------|-------------|
|   | <b>PO1</b>        | <b>PO2</b> | <b>PO3</b>   | <b>PO4</b> | <b>PO5</b>      | <b>PO6</b> | <b>PO7</b>    | <b>PO8</b> | <b>PO9</b>         | <b>PO10</b> | <b>PO11</b> |
| <b>LO1</b>  | 3                 | 4          | 4            | 5          | 3               | 4          | 3             | 4          | 4                  | 4           | 3           |
| <b>LO2</b>  | 3                 | 4          | 4            | 4          | 4               | 3          | 3             | 4          | 4                  | 4           | 3           |
| <b>LO3</b>  | 3                 | 4          | 4            | 3          | 5               | 5          | 3             | 4          | 4                  | 3           | 3           |
| <b>LO: Learning Outcomes OP: Program Outcomes</b>                                     |                   |            |              |            |                 |            |               |            |                    |             |             |
| <b>Contribution Level</b>   | <b>1 Very Low</b> |            | <b>2 Low</b> |            | <b>3 Medium</b> |            | <b>4 High</b> |            | <b>5 Very High</b> |             |             |

**Relation of Program Outcomes and Related Course**

|                       | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PO6</b> | <b>PO7</b> | <b>PO8</b> | <b>PO9</b> | <b>PO10</b> | <b>PO11</b> |
|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-------------|
| <b>Mobile Banking</b> | 3          | 45         | 4          | 4          | 4          | 4          | 3          | 4          | 4          | 4           | 3           |