



**TURKISH REPUBLIC**  
**FIRAT UNIVERSITY**  
**COLLEGE OF TECHNOLOGY**  
**DEPARTMENT OF SOFTWARE ENGINEERING**

**COURSE SYLLABUS**  
**SENG 530 Electronic Commerce**

**Location:** Lecture and Lab: Software Engineering Building

<b>Class meeting times:</b>	<b>Lab meeting time:</b>	<b>Instructor:</b>	<b>Teaching Assistant</b>
		Assist. Prof. Mustafa ULAS	

**Office hours:** Please see the notice board outside each faculty member's office.

**Course description:** The objective of this course is to provide operational know-how of e-Commerce operations, applications with online transactions and their related legal, ethical and social issues, and implementations.

This course will include topics on context for developing e-Commerce applications, types of e-Commerce applications, identifying and describing e-Commerce applications, e-Commerce feasibility, e-Commerce requirement analysis, High-level, detailed and technical design and construction, e-business models, Internet marketing, online monetary transactions, developing successful online business and ecommerce-projects, Internet taxation, legal, ethical and social issues, and Testing and implementation of JavaScript, DHTML, ASP, and XML.

**Course objectives:**

- To gain an understanding of the theories and concepts underlying e-commerce.
- To apply e-commerce theory and concepts to what e-marketers are doing in "the real world".
- To improve familiarity with current challenges and issues in e-commerce.

**Teaching approach:** My approach in this course is to combine my own extensive teaching and research materials with that of the only surviving and up-to-date textbooks in the area and with a range of case studies from Firat University and other universities. The result is perhaps a heavy reading load, but our six-week format allows you to become immersed in the material. The text will serve to supplement the class materials; perhaps providing deeper explanations of any items that I might gloss over. For cases, I will provide specific questions to avoid your having to guess what I'm looking for, and I will alternate your case requirements between group cases and individual cases. Finally, the sequence of the material



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might be adjusted as necessary to accommodate the very limited schedules of our guest speakers.

The usual class plan is to cover a case for about an hour, then to cover material that concerns the next case. If we get behind, please fill in with reading; the need to cover the material will be modest at best. We will also from time to time discuss research projects that have been completed, as well as some that are on the way be finalized. .

**Textbook:**

1. Electronic Commerce 2010. A managerial prespective, Turban ISBN13: 978-0-13-703465-9.
2. E-commerce, By J. F . Rayport, B J Jaworski, Mc Graw publications ISBN 0071189459.
3. E-Commerce 2009: International Version, 5/E.
4. Kenneth Laudon, Carol Guercio Traver, ISBN-13: 9780135027141.

**Course requirements:**

**Assignments:** Students will be required to complete five programming assignments. Students will be given two weeks to complete each assignment. Four of the assignments will count towards the final grade, giving student the option to drop their lowest graded assignment.

**Exams:** Three exams, including the final exam, will be given. Students will be given at least one week notice of the exam dates. All examinations are written examinations and students are required to provide their own answer sheets for each exam. There are no make-up examinations available for any student except the regulation rules.

**Labs:** All students need to join the lab section. Students will have total of 11 labs. The labs should be finished within the dedicated time slot. Each work needs to be checked and graded by the Lab TA. If the student is not able to finish the task within the lab session due to an unexpected event/bug/etc., he/she may ask the lab TA to have an extension of one week at the end of the lab.



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Grading plan: Assignments	10%
First exam	10%
Second exam	10%
Lab	10%
Final exam	60%

$\geq 90$	$\Rightarrow$	A
$\geq 80$ but $< 90$	$\Rightarrow$	B
$\geq 70$ but $< 80$	$\Rightarrow$	C
$\geq 60$ but $< 70$	$\Rightarrow$	D
$< 60$	$\Rightarrow$	F

### **Class participation**

In accordance with the university policy, regular attendance is required; however, no points will be awarded or subtracted based on your attendance. You are responsible for all material covered in every class, regardless of whether you attended or not. It is your responsibility to obtain notes, assignments, etc., from fellow class members if you miss the class.

### **Academic dishonesty**

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The university and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. No cheating on an examination or assignments is allowed; a score of zero will be given to the student if such a case occurred.

### **Rules of conduct**

Students will refrain from behavior in the classroom that intentionally or unintentionally disrupts the learning process and, thus, impedes the mission of the university. Please turn off or mute your cellular phone and/or pager before class begins. Students are prohibited from eating in class, using tobacco products, making offensive remarks, reading newspapers, sleeping, talking among each other at inappropriate times, wearing inappropriate clothing, or engaging in any other form of distraction. Inappropriate behavior in the classroom shall result



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in a, minimally, a directive to leave class or being reported to the Dean of Students for disciplinary action in accordance with university policy.

**Visitors in the classroom**

Occasion visiting of classes by responsible individuals is allowed with prior arrangement with the instructor, as long as it does not interfere with the registered members of the class or the educational process.