

Course Profile

Course Number: MAN361	Course Title : Business Over Internet										
Required / Elective : Required	Pre / Co-requisites : MAN 102 – Principles of Management (Advisable)										
Catalog Description: Dot-com businesses, their failures and successes, e-market places, in-depth analysis of real life cases.	Textbook: e-Business Strategies: Creating Value through Electronic and Mobile Commerce, Tawfik Jelassi and Albrecht Enders, FT Prentice Hall, Second Edition, ISBN: 9780273710288, 2005.										
Course Structure / Schedule: (3+0+0) 3 / 6 ECTS											
Extended Description: Upon completion of this course, students will be able to gain an appropriate insight regarding the incorporation of internet and related technologies into intra-organizational and inter-organizational work processes. Student will also become familiar with the organizational strategy formulation process in the context of e-Business concepts.											
Design Content: None.	Computer Usage: None.										
<p>Course Outcomes: [relevant program outcomes in brackets]:</p> <p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1) Be able to catch the forces which led to the emergence of the e-business world and to its growth, as well as gaining information regarding the relevant literatures, such as strategic management and information technology and observe the interaction between them.(2,13) 2) Developing the capability to analyze the influence of internet and related technologies on organizational processes and gain useful insight on the breadth of applications.(1,11) 											
<p>Recommended Reading:</p> <p>What Is E-Business? How the Internet Transforms Organizations, Feng Li, Blackwell Publishing, ISBN:1405125586, 2007.</p>											
<p>Teaching Methods:</p> <p>Lectures and case discussions.</p>											
<p>Assesment Methods:</p> <p>Midterms (40%)</p> <p>and final exam (60%)</p>											
<p>Student Workload/ECTS (European Credit Transfer System) Table</p> <table> <tr> <td>Pre-reading:</td><td>48</td></tr> <tr> <td>Lectures</td><td>42</td></tr> <tr> <td>Midterm Exams</td><td>30</td></tr> <tr> <td>Final Exam</td><td>30</td></tr> <tr> <td colspan="2">TOTAL: 150 hours / 25 = 6 ECTS</td></tr> </table>		Pre-reading:	48	Lectures	42	Midterm Exams	30	Final Exam	30	TOTAL: 150 hours / 25 = 6 ECTS	
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Weekly Subjects and Related Preparation Studies											

Department of Management / Management Program

Week	Subject	Related Preparation
1	Introduction to e-Business	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
2	e-Business Framework	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
3	External Analysis in e-Business	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
4	Internal Analysis	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
5	Strategy Options in e-Business	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
6	Gaining Competitive Advantage	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
7	Entering New Market Spaces in e-Business	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
8	Creating and Sustaining Value	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
9	Choosing the Appropriate Strategy in e-Business	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
10	Choosing the Appropriate Strategy for Interacting with Suppliers	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
11	Choosing the Appropriate Strategy for Interacting with Users	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
12	Moving from Wired e-commerce to mobile e-	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.

	commerce	
13	Implementing Strategy	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.
14	Case Studies	Strategies for e-Business: Concepts and Cases, FT Prentice Hall.

	Program Qualifications / Outcomes	Level of Contribution				
		1	2	3	4	5
1	Comprehend how to plan, organize, lead and control within an organizational setting					X
2	Integrate the theories with the real life functions.					X
3	Communicate and present ideas effectively in verbal and written.		X			
4	Participate in a team work effectively and increase the dynamics of the team.		X			
5	Use computer-based technology and related packaged software.	X				
6	Consider the principal laws that provide the legal framework for business.	X				
7	Hold a basic knowledge about accounting methods and their applications in business world.	X				
8	Apply financial analysis techniques within a business environment.			X		
9	Identify the functions of marketing and their applications to business.					X
10	Utilize basic quantitative analysis and their applications in the business world.	X				
11	Apply basic principles of business processes and project management techniques.				X	
12	Utilize the skills and techniques of data collection for problem solving and decision making.		X			
13	Achieve an interdisciplinary point of view.					X
14	Have the consciousness of business ethics and social responsibility issues.		X			
Prepared by: Assist. Prof. Dr. A. Hakan Yüksel		Revision Date: 06/2013				