

E-Commerce With Case Studies

Syllabus

2024-2025 Fall

Professor: Dr. Özerk Yavuz
E-Mail: ozerk.yavuz@fbu.edu.tr

Course Description

In this course, key foundations and fundamentals of E-Commerce with Case Studies will be introduced. An overview of E-Commerce With Case Studies topics in literature will be given.

Recommended Readings

Digital Business and E-Commerce Management, Dave Chaffey, Pearson

Lecture Contents

Week 1	Introduction to digital business and e-commerce Case Study 1.2 eBay – the world's largest
Week 2	Marketplace analysis for e-commerce Case Study 2.1 i-to-i – a global marketplace for a start-up company
Week 3	Managing digital business infrastructure Case Study 3.1 Innovation at Google
Week 4	E-environment Case Study 4.1 The implications of globalisation for consumer attitudes
Week 5	Digital business strategy Case Study 5.3 Boo hoo – learning from the largest European dot-com failure
Week 6	Supply chain management Case Study 6.2 Argos uses e-supply chain management to improve customer convenience
Week 7	Midterm
Week 8	Midterm
Week 9	E-procurement Case Study 7.2 Covisint – a typical history of a B2B marketplace?
Week 10	Digital marketing Case Study 8.2 Dell gets closer to its customers online
Week 11	Customer relationship management Case Study 9.1 Tesco.com increases product range and uses triggered communications to support CRM

Week 12	Change management Case Study 10.2 Using collaborative tools to support knowledge management at Janssen-Cilag Australia
Week 13	Analysis and design Case Study 11.1 Providing an effective online experience for local markets
Week 14	Digital business service implementation and optimisation
Week 15	Digital business service implementation and optimization Case Study 12.1 Learning from Amazon's culture of metrics
Week 16	Final Exam
Week 17	Final exam

Grading Policy

Midterm:	%40
Final:	% 60

Wish all of you a successful, happy and healthy academic year.

Please send your questions and suggestions to my e-mail.