

ELECTRONIC COMMERCE and MANAGEMENT DEPARTMENT

Faculty of Applied Sciences at Istanbul Gelisim University

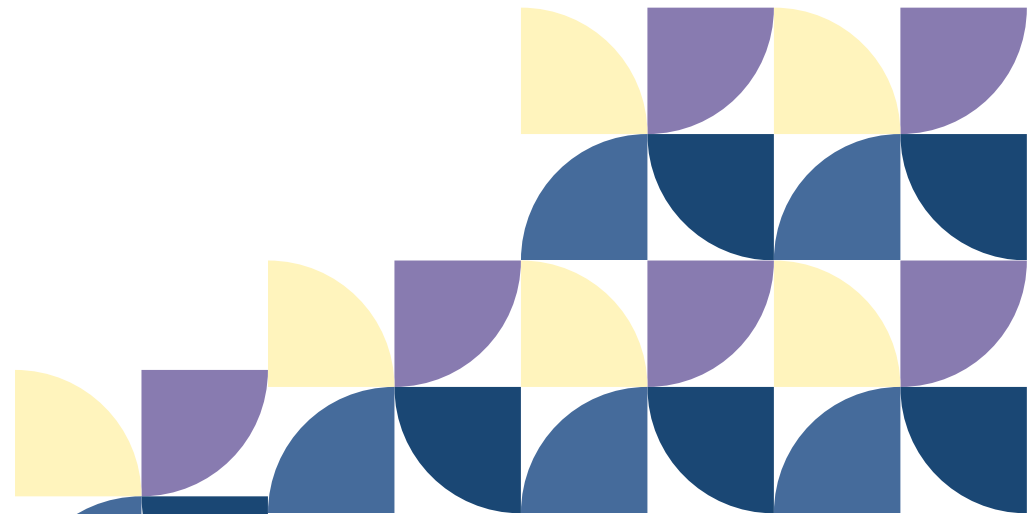
*“In a digitalized world, one
of the most important
professions of the future is
e-commerce specialist”*

Assoc. Prof. Mustafa Çanakçıoğlu

Department Chair of Electronic Commerce and Management



**Faculty of
Applied Sciences**





History

The Department of Electronic Commerce and Management, which aims to train qualified personnel equipped with the knowledge and skills to meet today's needs, and to be proficient in all stages of the digital markets and technical operation process, has been established to offer a 4-year undergraduate education under the Faculty of Applied Sciences at Istanbul Gelisim University. The Department of Electronic Commerce and Management started its activities in the academic year 2021-2022.

The curriculum of the Department of Electronic Commerce and Management, which aims to train well-equipped personnel for one of the most popular professions of our time, has been created in compliance with the European Credit Transfer System (ECTS). The courses, prepared in accordance with internationalization standards, are conducted both theoretical and practical. In addition, with the Summer Internship application included in the Electronic Commerce and Management curriculum, our students gain work experience during their education.



A decorative graphic consisting of four overlapping squares in yellow, purple, and blue.

Purpose of the Department

With the rapid acceleration of technological advancements, inevitable developments and changes are also observed in the fields of e-shopping and e-marketing, as in every area of technology. The Department of Electronic Commerce and Management at the Faculty of Applied Sciences of Istanbul Gelisim University aims to train qualified personnel who are equipped with the knowledge and skills to meet today's needs, and who are proficient in all stages of digital markets and the technical operation process.

A decorative graphic consisting of four overlapping squares in yellow, purple, and blue.

Target of the Department

In our country, the need for experts in marketing and sales, business development, e-brand and customer management, business intelligence, and e-supply chain management is increasing day by day. The scarcity of departments offering a 4-year education in this field in Turkey leads to a shortage of qualified personnel in the market. The Department of Electronic Commerce and Management aims to fill this gap in our country and to train qualified e-commerce specialist

A decorative graphic consisting of four overlapping squares in yellow, purple, and blue.

Future of the Department

The rapidly increasing share of remote shopping in commercial transactions is irreversibly solidifying the future impact of e-commerce. With the rising technology trends, new business models are emerging on web-based platforms on the internet. The growing sector will continue to have an increasing need for a qualified workforce each year.



Program and Curriculum Information

To graduate from the Department of Electronic Commerce and Management at the Faculty of Applied Sciences, Istanbul Gelisim University, students must complete a total of 240 ECTS credits.

In addition to the common courses offered within the university, our students take fundamental courses related to e-commerce and business in their first two years. Starting from the second year, students also begin taking practical courses such as Web Design, Graphic Design, and Database Management.

In the third and fourth years, the curriculum includes courses that contribute to students' specialization and proficiency in various topics related to e-commerce. Moreover, after this year, in addition to compulsory courses, students can choose elective courses based on their interests.

The curriculum of the Department of Electronic Commerce and Management is designed to provide interdisciplinary education and meet the current needs of our time.

“
We have an innovative,
critical, and thought-
provoking
contemporary
education curriculum.
Assoc.Prof. Ali Çelik
”



Programme Learning Outcomes

- Learns the basic information about e-commerce.
- Gains awareness about project and risk management skills and the importance of entrepreneurship, innovation and sustainable development.
- Follows new generation marketing strategies by learning digital marketing
- Correctly relates the relationship between e-commerce and information and communication technologies.
- Has the ability to produce innovative works by learning to use digital tools effectively
- Applies the knowledge and skills related to the field, taking into account its social and ethical responsibilities.
- Researches developments in science and technology and understands the importance of constantly renewing themselves adopting lifelong learning as a principle.
- Gains skills in web and graphic design.
- Analyzes the current e-commerce environment.
- Evaluates the developments in the world from an intellectual perspective in the light of the joint faculty courses taken.



Laboratories

Our students take courses such as Web Design, Graphic Design, Video Design, Database Management, Visual Programming, and Data Mining in the computer laboratories available to our faculty. Equipped with a contemporary and ergonomic design, our laboratories meet the educational and research needs of our students with updated computers and software.



Academic Staff



Assoc. Prof.

Mustafa Çanakçığlu

**Chairman of
Department**



Assit.Prof.

Pınar Bacaksız

**Deputy Chairman
of Department.**



Assoc. Prof.

Ali Çelik

Lecturers



Assit. Prof.

Onur Türker

Lecturers



Res. Assit.

Naim Göktaş

Lecturers

Our department consists of teaching staff with diverse expertise in various fields. This diversity enables our students to benefit from a broad perspective and become qualified individuals in their respective areas.



Career Opportunities

Electronic Commerce and Management Department graduates with the education they received; They specialize in e-business development, web and software programming, database management, product development and brand management in e-commerce, digital advertising and promotion.



Who Should Choose?

Candidates who are interested in e-marketing, eager to follow evolving technologies and digital media tools, and open to development and innovation, with strong analytical thinking skills, may choose this program.

“Taking into account the needs of today and tomorrow, we are preparing our students for the future.

Assit. Prof. *Pınar Bacaksız*”

Double Major ve Minor Program Opportunity

The purpose of the double major program is to enable students who excel in their major programs to simultaneously pursue a second field of study and obtain a diploma in that field at no additional cost. Students with a minimum overall GPA of 2.90 out of 4.00 in their major program and who rank within the top 20% of their undergraduate program can begin the second major diploma program free of charge.

At Istanbul Gelisim University, students with a minimum GPA of 2.50 and no outstanding courses can apply to the minor programs determined by the university senate for that academic year and can pursue the minor program process free of charge. Students who have successfully completed all credited courses in their undergraduate program until the semester they apply for the minor program can apply





Industry Collaboration for a Strong Future

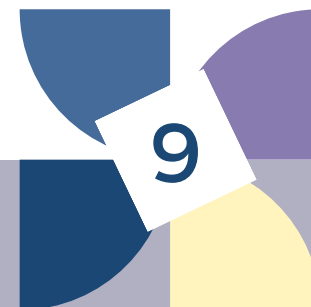
Our university places great importance on collaborating with public institutions, private sector, and non-governmental organizations in pursuit of excellence in education and research. These collaborations enable us to share knowledge and resources, work together towards common goals, and build a stronger future by leveraging our expertise and resources.



Begin Your Internship Journey, Shape Your Future!

The purpose of the summer internship is to reinforce the theoretical knowledge and experiences gained by our students during their education, to enhance the skills acquired in laboratory and workshop applications, and to acquaint them with their personal responsibilities, work relationships, production processes, and new technologies in the workplace.

In the Department of Electronic Commerce and Management, internships are conducted during the summer months after the second semester, totaling 30 working days.





Academician Awards



ACADEMICIAN AWARDS

Assoc. Prof.

Mustafa Çanakçığlu

- 1- ISTANBUL GELISIM
UNIVERSITY ACADEMIC
PERFORMANCE AWARD
- 2- 2022 TUBITAK
INTERNATIONAL SCIENTIFIC
PUBLICATIONS INCENTIVE
(UBYT) PROGRAM AWARD
- 3- 2023 TUBITAK
INTERNATIONAL SCIENTIFIC
PUBLICATIONS INCENTIVE
(UBYT) PROGRAM AWARD

Assoc. Prof.

Ali Çelik

- 1- ISTANBUL GELISIM
UNIVERSITY ACADEMIC
PERFORMANCE AWARD
- 2- 2022 TUBITAK
INTERNATIONAL SCIENTIFIC
PUBLICATIONS INCENTIVE
(UBYT) PROGRAM AWARD
- 3- 2023 TUBITAK
INTERNATIONAL SCIENTIFIC
PUBLICATIONS INCENTIVE
(UBYT) PROGRAM AWARD



TÜBİTAK 2209-A PROJECT



TÜBİTAK

Uygulamalı Bilimler
Fakültesi

TÜBİTAK 2209-A
Üniversite Öğrencileri Araştırma Projeleri
Destekleme Programı

DANIŞMAN: Dr. Öğr. Üyesi Onur TÜRKER
PROJE EKİBİ: Aslı SEVEN, Müberra AYDIN, Tamay BUL,
Remzi ADIGÜZEL
PROJE ADI: "E-Ticaret Sitelerindeki Satın Alma
Davranışlarının Etkileyen Faktörlerin İncelenmesi ve
Sürdürülebilirlik Açısından Rolü: IGU UBF Örneği"



"The 3rd Banking and Insurance Student Symposium"

Our department students presented the presentations of their TÜBİTAK 2209-A projects, for which they applied.

Events

"Global-Local Brand Experiences in E-Commerce and Digital Marketing"

 **SEMINER**

**ELEKTRONİK TİCARETTE SATIŞ
İMKANLARININ GELİŞTİRİLMESİ**


MODERATÖR
Mustafa Çanakçıoğlu


KATILIMCI
Suat Özgür

 **5 Ocak 2022**
Çarşamba

 **09.00**

 **A Blok D-108**

gelisim.edu.tr



 **İSTANBUL
GELİŞİM
ÜNİVERSİTESİ**

**E-TİCARET VE DİJİTAL
PAZARLAMADA KÜRESEL-YEREL
MARKA DENEYİMLERİ** **Panel**

Elektronik Ticaret ve Yönetimi Bölümü, Yeni Medya ve İletişim Bölümü,
Uluslararası Ticaret Bölümü

KONUŞMACI
Bülent SEYHUNLU
Mobilet CEO

KONUŞMACI
Ceren TUZCU SEYHUNLU
Hepsiburada Strateji Müdürü

KONUŞMACI
Cihad BAYTÜRE
Samsung Türkiye Dijital Pazarlama Müdürü



 **14 Aralık 2022**
Çarşamba

 **10.30**
12.00

 **A Blok**
301 No'lu Derslik

gelisim.edu.tr | @gelisimedu | @gugelisim

 **İGÜ
SKS**
Sıfırdan Kariyer ve
Spor Yönetimi



Events

"E-Commerce Club"

**İSTANBUL
GELİŞİM
ÜNİVERSİTESİ**

**KURUM İÇİ GİRİŞİMCİLİK
VE E-TİCARET**
DİJİTAL GİRİŞİMCİLİK VE E-TİCARET KULÜBÜ

**KATILIMCI**
Onur Özdemir
(Taksit Market Kurucusu)

**MODERATÖR**
Aslı Seven

**9 Kasım, 2023
Perşembe**

**11.00**

**UBF A BLOK E-208
DERSLİK**

gelisim.edu.tr [@gelisimedu](https://www.facebook.com/gelisimedu) [@igugelisim](https://www.instagram.com/igugelisim)

**İSTANBUL
GELİŞİM
ÜNİVERSİTESİ**

**IGÜ
SKS**
Sıhhiye Kurumu ve Spor Daire Başkanlığı

**Uygulamalı Bilimler
Fakültesi**

**4. YIL**

**İSTANBUL
GELİŞİM
ÜNİVERSİTESİ**

Eğitim

**UYGULAMALI BİLİMLER FAKÜLTESİ
ELEKTRONİK TİCARET VE YÖNETİMİ BÖLÜMÜ**

**YAPAY ZEKA DESTEKLİ
GRAFİK TASARIMI**

**30 Nisan, 2024
Salı**

**13:00 - 15:00**

**J Blok 251 PC-4
Bilgisayar
Laboratuvarı**

**KONUŞMACI**
Tolga Karakol

gelisim.edu.tr [@gelisimedu](https://www.facebook.com/gelisimedu) [@igugelisim](https://www.instagram.com/igugelisim)

**İSTANBUL
GELİŞİM
ÜNİVERSİTESİ**

**IGÜ
SKS**
Sıhhiye Kurumu ve Spor Daire Başkanlığı

**Uygulamalı Bilimler
Fakültesi**



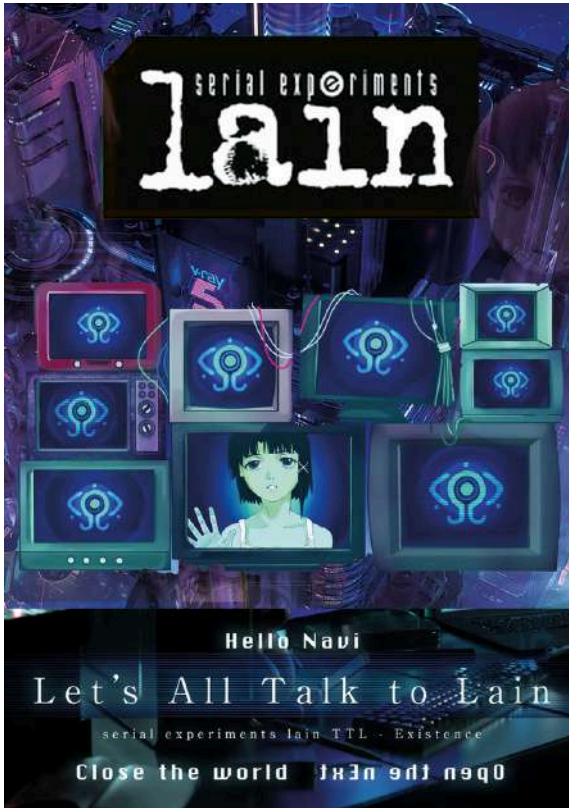
"Department Introduction Shooting"



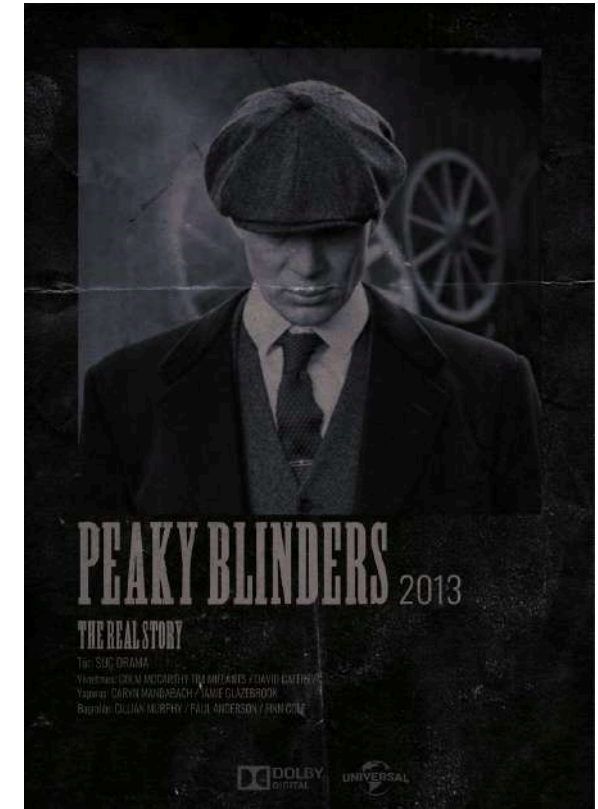
Selections from Our Students' Productions: "Graphic Design Course"



Selections from Our Students' Productions: "Graphic Design Course"



“
"Every design is the
beginning of a story."
Assit. Prof. Onur Türker



“ —

*Eğitim, kültür ve
bilgi aydınlığa
açılan en geniş
penceredir.*

K. Atatürk

ELECTRONIC COMMERCE AND MANAGEMENT DEPARTMENT

"For more information, you can
contact the department chair:"
mcanakcioglu@gelisim.edu.tr

İLETİŞİM:



ubf.gelisim.edu.tr



[iguubf](https://www.instagram.com/iguubf)



0212 422 70 00