

COURSE DETAIL

E-COMMERCE AND STRATEGIC BUSINESS

Country

Japan

Host Institution

Hitotsubashi University

Program(s)

Hitotsubashi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

131

UCEAP Course Suffix**UCEAP Official Title**

E-COMMERCE AND STRATEGIC BUSINESS

UCEAP Transcript Title

E-COMM STRATEGIES

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

The course explores strategic management and business analysis. Strategic planning can be affected by various changes in the external environment in which a business operates for example with the invention of the Internet and introduction of E-Commerce. Constant changes in the environment means continually evolving strategies, new products, and new processes to adopt. The movement from the traditional bricks-and-mortar towards an online presence is an important evolutionary process for companies today. The internet presents new sources of innovative opportunities and demands management to rethink traditional strategy formulation with new approaches.

Language(s) of Instruction

English

Host Institution Course Number

N/A

Host Institution Course Title

E-COMMERCE AND STRATEGIC BUSINESS

Host Institution Campus

Hitotsubashi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Hitotsubashi Global Education Program

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