# COURSE DETAIL

| E-COMMERCE AND STRATEGIC BUSINESS |
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| **Country**<br>Japan |
| **Host Institution**<br>Hitotsubashi University |
| **Program(s)**<br>Hitotsubashi University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>131 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>E-COMMERCE AND STRATEGIC BUSINESS |
| **UCEAP Transcript Title**<br>E-COMM STRATEGIES |
| **UCEAP Quarter Units**<br>3.00 |
| **UCEAP Semester Units**<br>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**
SPECIAL TOPICS IN SOCIAL SCIENCES C: E-COMMERCE AND STRATEGIC BUSINESS

**Host Institution Course Details**

**Host Institution Campus**
Hitotsubashi University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**
Hitotsubashi Global Education Program

**Course Last Reviewed**

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