COURSE DETAIL

E-COMMERCE
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 125
UCEAP Course Suffix
UCEAP Official Title E-COMMERCE
UCEAP Transcript Title E-COMMERCE
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course introduces the basic concepts, business models, management theory, and application practice of e-commerce. The course is divided into the following four parts: e-commerce foundation and development trends; e-commerce model and technical analysis; e-commerce planning and management; e-commerce creativity and practical training.

Language(s) of Instruction
Chinese

Host Institution Course Number
MANA110005

Host Institution Course Title
ELECTRONIC BUSINESS

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2020-2021

Print