

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

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