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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

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