COURSE DETAIL

E-BUSINESS MANAGEMENT AND WEB ANALYICS
Country Hong Kong
Host Institution Hong Kong University of Science and Technology (HKUST)
Program(s) Hong Kong University of Science and Technology
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 130
UCEAP Course Suffix
UCEAP Official Title E-BUSINESS MANAGEMENT AND WEB ANALYICS
UCEAP Transcript Title E-BUSINESS MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
This course introduces the fundamental concepts and technologies of e-commerce and e-business management. Topics include e-business models, e-business infrastructure, e-security, e-marketing, e-payment methods, web development, web analytics, and social media analytics.

Language(s) of Instruction
English

Host Institution Course Number
ISOM3310

Host Institution Course Title
E-BUSINESS MANAGEMENT & WEB ANALYTICS

Host Institution Course Details

Host Institution Campus
HKUST, Business

Host Institution Faculty

Host Institution Degree

Host Institution Department
Information Systems, Business Statistics, and Operations Management

Course Last Reviewed

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