

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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