

## 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 AND WEB ANALYICS

**Host Institution Campus**

HKUST, Business

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Information Systems, Business Statistics, and Operations Management

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