

## COURSE DETAIL

### FUNDAMENTALS OF E-COMMERCE: BUSINESS, TECHNOLOGY, AND THE SOCIETY

**Country**

Hong Kong

**Host Institution**

Hong Kong University of Science and Technology (HKUST)

**Program(s)**

Hong Kong Summer, HKUST

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

43

**UCEAP Course Suffix****UCEAP Official Title**

FUNDAMENTALS OF E-COMMERCE: BUSINESS, TECHNOLOGY, AND THE SOCIETY

**UCEAP Transcript Title**

E-COMMERCE

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

**Course Description**

This course examines important topics related to e-commerce, including: history of e-commerce, unique features of e-commerce technology, Porter's five forces analysis, business models for e-commerce, successful examples of e-commerce companies in various business areas, the new social, mobile and local marketing, and the ethical, social and political issues associated with e-commerce.

**Language(s) of Instruction**

English

**Host Institution Course Number**

CORE 1343

**Host Institution Course Title**

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**Host Institution Course Details**

<http://https://prog-crs.hkust.edu.hk/ugcourse/2022-23/CORE>

**Host Institution Campus**

International Summer School

**Host Institution Faculty****Host Institution Degree****Host Institution Department****Course Last Reviewed**

2023-2024

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