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

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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