

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 Campus

International Summer School

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

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