

COURSE DETAIL

INTERNET AND BUSINESS MODEL INNOVATION

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

107

UCEAP Course Suffix**UCEAP Official Title**

INTERNET AND BUSINESS MODEL INNOVATION

UCEAP Transcript Title

INTERNET & BUSINESS

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course is designed to familiarize students with current and emerging internet-oriented business model innovation. Focus is on areas like online shopping, online marketing, digital content, and online entertainment. Meanwhile, the course also covers a few technical topics, including the network infrastructure of e-commerce, website interface design, and online security.

Language(s) of Instruction

Chinese

Host Institution Course Number

2834890

Host Institution Course Title

INTERNET AND BUSINESS MODEL INNOVATION

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

Guanghua School of Management

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