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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Guanghua School of Management

Course Last Reviewed
2024-2025

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