

## 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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