

COURSE DETAIL

E-BUSINESS

Country

United Kingdom - England

Host Institution

London School of Economics

Program(s)

London School of Economics

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

145

UCEAP Course Suffix**UCEAP Official Title**

E-BUSINESS

UCEAP Transcript Title

E-BUSINESS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course presents an analysis of the management, economics, and information systems theories and practices in online business. This is a management information systems course and not a technical course. It focuses on the study of the impact of digital technologies on business strategies and market configurations. Internet-based systems offer new means to operate businesses and to compete in the global marketplace and it is important for future executives and entrepreneurs to understand the economic and managerial implications of these transformations. Students gain a good understanding of why and how successful companies are taking advantage of e-business, as well as an understanding of the main challenges and risks associated with different e-business models and strategies in a fast changing technological and business environment.

Language(s) of Instruction

English

Host Institution Course Number

MG209

Host Institution Course Title

E-BUSINESS

Host Institution Course Details

https://www.lse.ac.uk/resources/calendar2025-2026/courseGuides/MG/2025_MG209.htm

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed

2025-2026

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