USM311 - E - Business

Mis à jour le 27-08-2026

Présentation

Prérequis

Master in Management MIM M1 Group: Core Curriculum

Objectifs pédagogiques

This course introduces the principles of e-commerce, the various social networks and the main levers (display, search, e-mailing) for online advertising while integrating the concept of acquisition cost. The main principles of site design are presented as well as the important elements of SEO (natural referencing) and the tools of CM (community management).

Programme

Contenu

- What is E-Business?
- The Evolution of e-Commerce in BRIC Countries
- Digitalisation of business model
- Dashboard and KPI to digitalize a BM
- BM Digitalization and mass consumption product

Modalités de validation

- Contrôle continu
- Projet(s)
- Examen final

Code : USM311

Unité spécifique de type mixte

4 crédits

Responsabilité nationale :
EPN15 - Stratégies / Christelle PEZON

Contact national :

EPN 15 Stratégies

2 rue Conté
75003 Paris
01 58 80 84 24
Mouna Tazi
mouna-sonia.tazi@lecnam.net