E-Business Strategy & Management

MBAX9117 | 6 Units of Credit

Overview

Drawing on the application of information technology for competitive advantage, the course looks at the potential effects of e-business on the value chain, product differentiation, strategic relationships and market share. Important technologies are emerging in the vital areas of data transfer and personal interaction and these will set the foundations for the future management of e-business. Topics in the course include the potential impact of e-business in both business-to-business and business-to-consumer transactions, security and communications, legal and ethical issues, EDI and electronic payments systems and revenue-generation strategies.
Faculty
UNSW Business School

School
AGSM MBA Programs

Study Level
Postgraduate

Delivery Mode
Fully online

Indicative contact hours
3

Timetable
Visit timetable website for details
Conditions for Enrolment

Must be enrolled in Program 8355, 8625, 8616, 5950, 5457, 7315, 7333, 8345 or 8350
Course Outline

To access course outline, please visit:

MBAX9117 Course Outline
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)
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Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179