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

Prerequisite: 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)

Pre-2019 Handbook Editions
© UNSW Sydney (CRICOS Provider No.: 00098G), 2019. The information contained in this Handbook is indicative only. While every effort is made to keep this information up-to-date, the University reserves the right to discontinue or vary arrangements, programs and courses at any time without notice and at its discretion. While the University will try to avoid or minimise any inconvenience, changes may also be made to programs, courses and staff after enrolment. The University may also set limits on the number of students in a course.

Authorised by Deputy Vice-Chancellor (Academic)
CRICOS Provider Code 00098G
ABN: 57 195 873 179