E-Business: Strategy and Processes

ACCT5922 | 6 Units of Credit

Overview

Note: Not available to students who have completed ACCT3585 in the last three years.

The business world today operates on a global, networked, technology platform (the World Wide Web). The rapid implementation of networked technologies worldwide has impacted national economies and transformed large and small organisations.

This course uses case studies of high performing e-businesses to facilitate discussion and understanding of the strategic, technological, operational and organisational changes required by organisations to remain competitive, as they confront the strategic opportunities and threats resulting from the global networked technologies.

The case studies analyse the emergence of new business models, including start up e-businesses, the transformation of traditional bricks and mortar companies into e-businesses and the creation of virtual global businesses with outsourced functions performed by a range of specialist companies.

The course also studies the move to digitalised core processes across the value chain— the e-enabling of customer relations; the e-enabling of enterprise resource planning, financial and accounting processes and human resource processes; and the emergence of global, digitalised supply chains. It reviews the financial opportunities the technologies provide to reduce costs, improve productivity and efficiency, and transform concepts of speed and flexibility.
Faculty
UNSW Business School

School
School of Accounting

Study Level
Postgraduate

Indicative contact hours
3

Timetable
Visit timetable website for details
Course Outline

To access course outline, please visit:

ACCT5922 Course Outline
Pre-2019 Handbook Editions

Access past handbook editions (2018 and prior)

Pre-2019 Handbook Editions