

BUSM 2028 MANAGEMENT OF E-BUSINESS PROCESSES

Credit Points 10

Legacy Code 200255

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Description The Internet and WWW have recast the role of e-business systems in organizations and the management of these systems. Many organizations use web-based technologies to bring about fundamental changes in the way they interact with their suppliers and customers. It is becoming increasingly important to digitally enable the core business processes of their organization. A vital factor for successful e-business organizations is their ability to manage their core business processes and information resources. This unit covers e-business planning, strategies for managing information, knowledge and business networks in e-business, and strategic management for e-business systems including their connection to enterprise resource planning (ERP) systems, supply chain management systems (SCM) as well as customer relationship management systems (CRM).

School Business

Discipline Business and Management, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 2 subject

Equivalent Subjects LGYA 4367 - Information Systems and Business Processes

Assumed Knowledge

Concepts and other issues covered in CP108A Principles of the Internet.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. understand the business challenges of introducing e-business and e-commerce to an organization
2. evaluate changes in business relationships between organizations and their customers enabled by e-commerce
3. explain how Internet technology facilitate management and coordination of internal business processes and supply chain management
4. describe how companies can benefit from conducting business electronically using Internet technology
5. apply tools and techniques to formulate e-business strategies
6. identify the benefits and risks of e-procurement
7. understand how to achieve marketing objectives through use of the various electronic communications technology
8. explain how CRM supports e-business strategies

Subject Content

- Overview of E-business and E-commerce management
- E-commerce microenvironment
- E-commerce macroenvironment

- managing E-business infrastructure
- E-business strategy: (A) situation analysis & objective setting
- E-business strategy: (b) strategy and tactics
- E-business applications: - Supply chain management; - E-procurement; - E-marketing; - e-CRM

Teaching Periods