COURSE DETAIL

BUSINESS TRANSFORMATION
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 137
UCEAP Course Suffix
UCEAP Official Title BUSINESS TRANSFORMATION
UCEAP Transcript Title BUSINESS TRANSFORM
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course builds on the basic principles of business and economics to examine the role of the Internet as a strategic necessity. It provides a roadmap for transforming companies into inter-networked enterprises where proprietary and shared infrastructures are used to link customers, suppliers, partners and employees to create superior economic value. The course presents how the Internet can provide firms with the necessary infrastructure needed to align their business strategy with IT strategy, streamline front-end and back-end processes, manage relationships and partnerships, and adapt to emerging global issues such as outsourcing and offshoring. Assessment: class contribution, case presentation, written case analysis, design project.

Language(s) of Instruction
English

Host Institution Course Number
IIMT3622

Host Institution Course Title
BUSINESS TRANSFORMATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2023-2024

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