

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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