

Management Overview of e-Business

Course 325
Two Days

E-business is not only about making key business processes available over the web. It is leveraging web technologies to transform and re-create businesses, with leaders defining and dominating new business opportunities and followers falling by the wayside. To be a leader in the world of e-business demands both a vision of the business possibilities and the ability to transform the vision into a reality. You need to understand how major new technologies are changing the business landscape and you need to know what concrete approaches will bring order to e-business implementation chaos. To do this, you need the knowledge to map your business vision onto a systems architecture that is cost-effective, reliable, secure, and flexible enough to tolerate rapid change. And you need it now.

About the Workshop

The **Management Overview of e-Business** is designed to educate both business and IT professionals on the most important e-business trends: the customer-driven enterprise, the development of online B2B marketplaces, and the changing of the employee business culture. You will learn about the characteristics of an agile organization and what others are doing to achieve agility; how to seize unexpected market opportunities, satisfy unexpected customer demands, organize on the fly and tap into everyone's abilities.

The workshop presents an overview of the technology behind e-business. Understanding business trends and technology is of little use if they cannot be put into practice. Traditional software development methods and technologies are often inadequate for e-business projects. You will learn about integrating business process redesign initiatives with the latest trends in application development, and about the challenges of e-project management.

Benefits

- Learn the problems e-business solves and what benefits it provides
- Understand the concepts of the changing worlds of B2B, B2C, and B2E
- Learn about the importance of process integration in a successful e-enterprise implementation
- Learn from other people's successes and mistakes through real-world case studies
- Understand the principles of Business Technology Management
- Are you e-business ready? Evaluate your e-business readiness with the Readiness Assessment Scorecard™
- Learn effective approaches for planning, analysis, design, and implementation of agile e-business solutions with components
- Learn why e-project management is not just project management and what you should do about it
- Learn what kind of infrastructure you should put in place to build a secure and reliable e-business applications
- Gain a framework and speak the language of e-business

Who Should Attend

People in leadership roles who need knowledge to transform their organizations. You may have a business or IT background, and you will be part of the new breed of professionals that is emerging as the line between business and systems increasingly blurs.

- CEO's and CIO's
- E-business Strategists
- Marketing and Sales Executives
- Business Analysts
- Operations Executives
- Project Managers
- e-Business Consultants

Instructional Methods

Group discussion, visual presentation, group exercises, individual exercises, real-world case studies tailored to each topic, simulation and role-playing. This is a Learning Optimization Program™ Workshop.

Prerequisites

Desire to learn the concepts and principles of e-business.

Workshop Content

- e-Business Concepts & Principles
- Profile of an Agile Organization
- B2C - Taking Care of the Customer
- B2B - Optimizing and Managing the Supply Chain
- B2E - Wiring the workforce and tapping into everyone's abilities
- Business Process Redesign for e-Business – not just another BPR
- Business & Technology Alignment
- Justifying investment and measuring success
- Survey of Methodologies for e-Business implementation
- From dynamic business models to flexible system architectures
- Trends in Enterprise Application Integration
- The challenges of e-Business projects
- Emerging organizational models

This workshop is available onsite and as a public seminar. For information on bringing this workshop to your site or for information on upcoming dates and locations, call us at 888-273-8833 or visit our website at www.objectknowledge.com.