e-BUSINESS AND THE MODERN ENTERPRISE

As part of the Digital Business & Technology certificate course series, this course focuses on how modern business strategy and enterprise applications transform the traditional organization.

E-BUSINESS AND THE MODERN ENTERPRISE

In today's digital age, you can lead companies forward by integrating information systems with business processes, operations and management.

- Eight (8) hours to complete the course certificate

- Forty (40) hours to complete the five (5) course series certificate

- Self-paced online learning

- Scenarios and cases, videos, activities, questions, feedback, reflections

- Resources, glossary, business statistics, visual maps

IDENTIFY HOW A COHESIVE INFORMATION SYSTEMS AND GLOBAL BUSINESS STRATEGY CREATE AN ADVANTAGE

The e-Business and the Modern Enterprise course focuses on how business strategy and enterprise applications can transform the traditional organization into a global digital enterprise. Learners identify the characteristics of the digital enterprise and how a cohesive information systems and digital business strategy create a competitive advantage. They also examine how business process analysis is a tool for identifying opportunities where information systems can improve business strategy and operations, resulting in increased profitability. Learners will also explore the impact of information systems on government and healthcare.

E-BUSINESS AND THE MODERN ENTERPRISE OBJECTIVES

- Evaluate the application of models, strategy, and technology that have transformed the traditional organization.
- Investigate how business methods have been impacted by technology and the new opportunities that result.
- Consider the opportunities and challenges of a global business.
- Explore how public institutions are transformed with technology.
- Assess the models and methods of next generation digital enterprises.
- Examine the ethical, security, and legal impacts of e-business and technology's role in addressing challenges.

WHO SHOULD TAKE THE COURSE?

Undergraduate students can benefit their current studies and future employability by learning about the e-business revolution and its role in defining the modern enterprise.

New employees can quickly orient themselves to the components of the modern digital enterprise and how the business is driven by information systems.

Existing employees can better align their activities, increase productivity, and identify new opportunities with a comprehensive view of e-business.

DIGITAL BUSINESS AND TECHNOLOGY CERTIFICATE SERIES

- Integrate emerging information technology knowledge with the business and management skills needed to move companies forward in the digital age

- Incorporate a global perspective for digital business

- Investigate key trends in information and emerging technologies

- Examine the legal and ethical considerations for digital business

- Apply knowledge to a diverse array of practical work in government, healthcare, retail, and other business settings

Contact Us

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In Partnership With
HARRISBURG UNIVERSITY OF SCIENCE AND TECHNOLOGY

The Digital Business and Technology Certificate series is designed in partnership with Harrisburg University of Science & Technology, by a team of subject matter experts with years of experience working on the cutting edge of business technology.

Information Systems' Impacts | e-Business and the Modern Enterprise | e-Commerce and the New Economy | Better Decision Making Using Business Intelligence | Project Success and Innovation

KEY INSTRUCTIONAL FEATURES

Video insight from business leaders – Get real-world perspectives from business leaders and prominent business educators that give a fresh perspective.

Immersive learning activities – Engage in interactive activities that require content exploration and cognitive enagement, resulting in a A deeper level of immersion and comprehension.

Business scenarios – Explore concepts in a real-world context to increase application to the business environment.

Scenario-based assessments – Gauge your level of comprehension and review key concepts with scenario-based assessments that increase context and provide detailed feedback.

KEY ADMINISTRATIVE FEATURES

Easy to access and track - Access online lessons and track activity through a personalized learning management system.

Self-paced courses – Learners take courses in multiple sessions, with the ability to pick up where they last exited through the built-in bookmarking feature.

Leader's guides – Faculty and facilitators can access pre-designed classroom activities to assist with using the online courses in a blended or flipped classroom.