



Information Management Training

Adeline du Toit

asadt@lw.rau.ac.za

From this year, the University of South Africa's Graduate School of Business Leadership offers the Programme in Electronic Commerce. The programme is a high-profile, market-driven programme, providing professional management and leadership development at a post-graduate level in the field of e-commerce, e-business and Internet strategy.

It provides participants with the knowledge and competencies to develop e-commerce strategies and solutions both for existing businesses and for new e-commerce start-up ventures. A number of industry experts from leading enterprises will appear as guest lecturers, contributing their own perspectives and enriching the programme with their experience of the e-business environment. The modules explore strategies for the development and management of business-to-business and business-to-consumer Internet-based operations, as well as for the implementation of e-commerce solutions in existing businesses. The programme is aimed at new business creation, as well as the transformation of existing businesses to meet the challenges of the e-business environment.

The duration of the course is eight months and participants should be in possession of a B-degree. Students are guided through a structured learning experience by means of a study programme that includes prescribed reading for self-tuition, study group interaction, residential study schools and workshops. The course comprises the following five modules:

- E-Strategy
- E-Marketing
- E-Systems and Technologies
- E-Financial Management
- E-Entrepreneurship.

The School of Business Leadership has been able to bring together a network of experts and enterprises from various fields, including venture capitalists, Internet service providers, software developers and e-commerce engine providers. The purpose has been to build a network capable of providing expertise and infrastructure for e-commerce start-ups and e-business restructuring projects.

This means that the compulsory business plan required for the E-Entrepreneurship module will immediately find fertile ground, with legal, strategic, marketing and financial expertise on call if required to advise on implementation. This network enforces the market driven-approach of the programme and provides a valuable contribution to the academic growth of participants, as well as enhancing their ability to implement dynamic leadership in practice.

For further information, please contact the Client Information Centre at sbl@alpha.unisa.ac.za or go to their Web page: www.sblunisa.ac.za.

Disclaimer

Articles published in SAJIM are the opinions of the authors and do not necessarily reflect the opinion of the Editor, Board, Publisher, Webmaster or the Rand Afrikaans University. The user hereby waives any claim he/she/they may have or acquire against the publisher, its suppliers, licensees and sub licensees and indemnifies all said persons from any claims, lawsuits, proceedings, costs, special, incidental, consequential or indirect damages, including damages for loss of profits, loss of business or downtime arising out of or relating to the user's use of the Website.

ISSN 1560-683X

Published by [InterWord Communications](#) for the Centre for Research in Web-based Applications,
Rand Afrikaans University