

Subject Description Form

Subject Code	COMP326
Subject Title	Business Strategies and Enterprise Re-engineering
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<ul style="list-style-type: none"> • Understand the main concepts of business strategies for enterprise process transformation; • Understand the necessary infrastructure and functional components of IT-enabled BPR; • Apply business redesign principles and methods for IT-based organizational transformation; • Participate in the redesign of the main business processes and adapt them to the local business and e-business contexts.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p><i>Professional/academic knowledge and skills</i></p> <p>(a) understand and identify the basic IS strategy for business process re-engineering;</p> <p>(b) understand the state-of-art enterprise re-engineering models;</p> <p>(c) relate and align business strategies for enterprise re-engineering;</p> <p><i>Attributes for all-roundedness</i></p> <p>(d) communicate verbally at a level sufficient for project and system presentation;</p> <p>(e) communicate effectively in writing with technical documents and reports;</p> <p>(f) think and reason in a critical and creative mind, especially in applying different computing technologies to business process re-engineering.</p> <p>Alignment of Programme Outcomes:</p> <p>Programme Outcome 1: This subject contributes to having students practice their presentation and documentation skills through assignments, project and case studies. The presentation and documentation of student coursework will also be measured.</p> <p>Programme Outcome 4: This subject contributes to developing student critical thinking through case studies. They will also practice more in written assignments and project.</p>

Programme Outcome 5: This subject contributes to developing student technical knowledge and application skills through tutorial and lab practice of BPR software.

Programme Outcome 7: This subject contributes to team work with group-based project for students to practice team spirit.

Programme Outcome 8: This subject contributes to providing student with basic concepts and techniques for building and managing systems implementation from the managerial perspective. Student also gets to practice through in-class case discussions and exercises, individual assignments, and a group project. Student level of understanding will be also assessed in the examination.

**Subject Synopsis/
Indicative Syllabus**

Topic	Duration of Lectures
1. Introduction to enterprise business strategy The essentials of business strategy; strategic alignment model; new EC business strategy; strategy formulation; case studies.	7.5
2. Business Process Re-engineering (BPR) Introduction to BPR; phased approach to BPR; redesign principles and methods; case studies.	10
3. Alignment of IT and e-commerce for Enterprise BPR Business-oriented e-commerce; enterprise EC; strategic alliance; BPR outsourcing; case studies in enterprise BPR in e-commerce.	7.5
4. Redesign supply chain processes Reengineering for collaborative electronic supply chain processes; e-supply chain BPR; case studies.	2.5
5. Organizational transformation with BPR Implementation of BPR; innovation and change management; critical success factors for BPR.	2.5
6. Enterprise BPR system development tools IBM Holosofx Workbench or workflow analyzer; comparison of enterprise BPR development tools; case studies.	5
Total	35

Laboratory Experiment:

Enterprise BPR tools.

Case Study:

Case studies on enterprise business strategies, BPR, enterprise BPR, development tools etc.

Teaching/Learning Methodology	<p>Lectures provide students the main concepts of the subject topic, together with comprehensive examples for easy understanding. Students are required to actively participate in the case discussion and Q&A exercises.</p> <p>Tutorials and lab sessions offer an opportunity to the students for practicing their business analysis, application, and (re)design techniques.</p> <p>Students will learn not only in the class but also through various coursework activities.</p>																																																															
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="432 506 1469 880"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> </tr> </thead> <tbody> <tr> <td>Continuous assessment</td> <td>60%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Examination</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>The assessment items include written assignments, projects, and tests. Assignments are designed to reinforce the concepts and methods learned in the class. Projects are used to develop students' analytic and problem solving skills. The written part of the assignments and projects helps student develop their organization and documentation skills. The oral part of the coursework allows students to practice their presentation and communication skills. Tests give students opportunity to review and reflect on their learning.</p>								Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	Continuous assessment	60%	✓	✓	✓	✓	✓	✓	Examination	40%	✓	✓	✓			✓	Total	100 %																								
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Reading List and References	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. E. Turban and L. Volonino, Information Technology for Management – Transforming Organizations in the Digital Economy, 7th edition, Wiley, 2010. 2. J. Ward and J. Peppard, Strategic Planning for Information Systems, 3rd edition, Wiley, 2004. 3. El Sawy, O.A., Redesigning Enterprise Processes for e-Business, McGraw-Hill, 2001. 																																																															

	4. E. Turban et al. Electronic Commerce – A Managerial Perspective, Person, 2008.
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