

## What is eBusiness?

*“Simply put, eBusiness is the digitization of business processes within the organisation, amongst suppliers and with customers. EBusiness / the ‘New Economy’ is having a significant impact upon traditional business models. It is facilitating the effective provision of client-focused services. It is challenging the established Business Plan that is based upon the manufacturing principles of reducing cost of production / delivery rather than customer wants. Effective use of eBusiness techniques can bring various advantages to businesses”.*



## **Do you want you and your students to learn more? If the answer is ‘Yes’ then why not book the Enfield EBP’s eBusiness Programme?**

The eBusiness programme is a work-related learning / enterprise programme consisting of up to **five complementary, stand-alone, modules** covering different aspects of eBusiness. Each module lasts approximately **one-hour** and has been designed by an IT eBusiness specialist, who has experience of working with **14-19 year-olds**. The programme is designed to be delivered to a teaching group

in the classroom during a normal lessons. Its delivery is **flexible and adaptable** to meet individual school needs, eg sessions can also be combined into half-day or whole-day programme if required.

The eBusiness modules currently available are:

- Impact of eBusiness
- Business planning for an eBusiness
- Website development for an eBusiness
- eMarketing
- ‘Boom & Bust’ – an eBusiness simulation

### **However...**

this range of eBusiness modules can be customised to meet particular requirements that you may have for your students. For example, for one school, these modules were replaced with sessions on benefits and potential disadvantages of business on-line and the feasibility of running an on-line business that were specifically designed to deliver a unit of a post-16 BTEC course.

In another school, a ‘mix-and-match’ approach was used with the stand-alone modules so that ‘Impact of eBusiness’ was delivered to two Year 11 classes, ‘Website Development’ was delivered to the Year 12 Young Enterprise group,

and ‘eMarketing’ and ‘Business Planning for eBusiness’ was delivered to an A Level group.



Feedback from both staff and students has been very positive:

*“Excellent presentation, which was well-researched and interesting. The material was accessible, students were involved and the business contexts used were familiar to the students.”*

*“Working on a PESTEC analysis on HMV got me involved and thinking which helped me understand the topic more.”*

*“It was very informative and useful.”*



*“The delivery of the ‘on-line recruitment’ topic closely matched the expectations of the GCE Applied Business (Unit 2)*

### Key points: eBusiness programme

Any combination of modules, including, for example, five repeats of a particular module to different classes or all five modules being delivered to the same class can be arranged. The modules can also be customised to meet your needs.

The eBusiness programme is delivered on behalf of Enfield EBP by Business Dynamix.



**Target groups:** 14-19 year old students

**Group size:** up to 30 per module

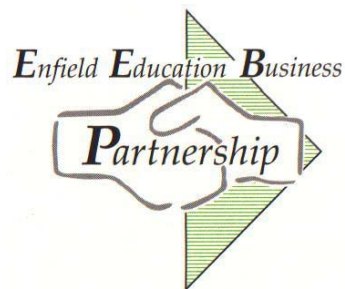
**QCA WRL elements covered:**

1, 3, 6, 7, 8, & 9.

**Cost:** £500

**How to book an eBusiness programme:**

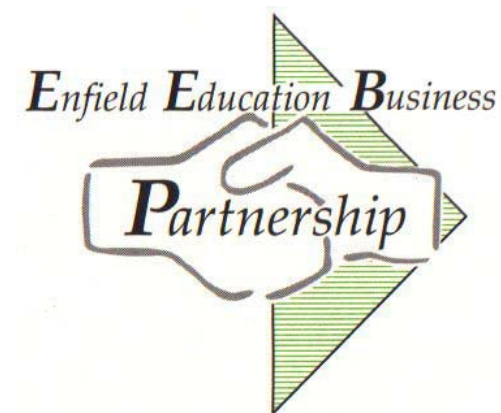
Contact the Enfield EBP to request a Application Form or complete and return one of the Application Forms at the back of the Enfield EBP Work-related programmes 2006/7 brochure.



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Enfield EBP is:

- supported by Enfield Council
- a partner in the London North Business into Education Consortium
- a member of the National EBP Network



## eBusiness Programme 2006/7

