

ONLINE GROWTH

UNIT FEATURES

Unit Code: **OB510**

12 Seminars

36 Hours Duration

Intermediate Skill Level

100% Online; Study Abroad

English Language

Optional Assessments

OB504 Prerequisites

This unit provides comprehensive framework for entrepreneurs who want to grow and scale online ventures. Students learn to design business models for online enterprises, apply principles and strategies to lead digitally agile organizations, strategically grow digital entrepreneurial ventures and deploy business intelligence, data architecture and enterprise systems for online ventures. Students explore leading technologies for driving change, innovation and growth, and for reinventing digital organizations for the future.

LEARNING OUTCOMES

On successful completion of this unit students will be able to:

- 1 Design business models for online enterprises.**
- 2 Apply principles and strategies to lead digitally agile organizations.**
- 3 Strategically grow digital entrepreneurial ventures.**
- 4 Deploy business intelligence, data architecture and enterprise systems for online ventures.**

CERTIFICATION

The optional assessment tasks associated with this unit provide an opportunity for participants to consolidate their learning and to benchmark their understanding against the standard set by Chancellor Institute. Participants enrolled in this unit who successfully complete the optional assessments will qualify for a grade, academic transcript and certificate of completion for that unit.

For further details about the assessments, please contact our course advisors. Additional unit fees apply for students electing to undertake assessments. Participants who elect not to complete the optional assessments for this unit will receive a certificate of participation for the unit.

TOPICS

- Digital business models
- Developing platforms and managing ecosystems
- Design thinking for entrepreneurs
- Lean entrepreneurship and business model design
- Strategic entrepreneurship growth
- Identifying, testing, prototyping, and designing responses to growth
- Financial performance for entrepreneurial ventures
- Leading change
- Enterprise Systems
- Leading a digitally agile organization
- Business Intelligence and Data Architecture
- Crowdsourcing and open innovation
- Acquiring, retaining, and managing customers
- Legal, ethical and regulatory challenges

ASSESSMENTS (OPTIONAL)

No.	Type	Week Due	Weighting (% of total marks for unit)
1	Group facilitation	Assigned week	30%
2	Design thinking exercise	5	30%
3	Online growth plan	12	40%

UNIT FEES

Chancellor Institute charges fees on a per subject basis. To view a schedule of our current fees, please visit our website: <https://chancellor.education/fees/>



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