



Business Analysis and eCommerce

The success of an e-commerce business venture depends upon careful analysis of customer issues, business needs and technical problems – all of which require objective consideration and analysis. The business analyst plays a key role in e-commerce projects by assisting a project team in identifying the essential requirements at each phase in an evolutionary business solution process.

This course equips business analysts with a current awareness of the e-commerce environment, a framework for understanding e-commerce challenges, and the strategic planning skills essential to online success.

Learning Outcomes:

- Describe the current state of e-commerce
- Define a constructive approach to successfully carrying out e-commerce initiatives
- Develop key strategies toward assessing needs, determining solutions, and defining a project framework
- Identify possible barriers to success

Create tools and techniques for measuring the effectiveness of a project, identifying weaknesses, and making improvements