Module Eight Assignment: Business Continuity Plan

Tatyana Weiker

Southern New Hampshire University

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Business Continuity Plan

A business continuity plan (BCP) is essential for maintaining and quickly resuming business functions in the event of a significant disruption, such as a fire, flood, or cyberattack (Lindros & Tittel, 2017). For Amazon's e-learning platform, the BCP must identify key business areas, including digital content delivery, platform management, and user data security. Critical functions within these areas include maintaining the uptime of the e-learning platform, safeguarding student and teacher data, and ensuring continuous access to learning resources. In an emergency, such as a cyberattack, one measure to recover critical operations would be to activate a backup server and switch to an alternative network to maintain platform availability and data security.

To ensure the BCP is effectively followed, Amazon will implement regular training and simulations for all relevant personnel. These exercises will test the readiness of the team to handle various scenarios, such as natural disasters or cyberattacks, ensuring that everyone knows their role in the recovery process. Regular reviews and updates of the plan will be conducted to adapt to new threats and ensure the plan remains relevant and effective.

Post-launch Stage

After the initial launch of the platform, one idea for improvement is to expand and diversify the content offerings. This could involve creating a broader range of interactive and multimedia learning materials, such as video tutorials, podcasts, and interactive simulations, that cater to different learning styles and preferences. For example, incorporating more case studies and real-world examples could help students better understand complex concepts by seeing how they are applied in practice.

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To increase the customer base and engagement after launch, Amazon could introduce a referral program that rewards existing users for referring new customers. Partnering with educational institutions, corporate entities, and nonprofits that work with disabled and troubled youth could also help the platform offer customized training modules and certification programs. These initiatives would attract a diverse audience, including lifelong learners, professionals looking to upskill, and underserved communities, broadening the platform's reach and enhancing engagement.

Feedback Loops

Feedback loops are crucial for continuously improving the e-learning platform. To implement these, Amazon could introduce real-time feedback mechanisms, such as surveys and user experience ratings, at the end of each learning module. This data would be analyzed to identify trends and areas for improvement. A dedicated customer support team would handle feedback on a rolling basis, ensuring swift responses to user concerns and iterative updates to the platform.

PESTLE Analysis

A PESTLE analysis is a strategic framework used to evaluate the external business environment by examining Political, Economic, Social, Technological, Environmental, and Legal factors (Peterdy, 2022). This analysis helps management teams and boards in their strategic planning processes and enterprise risk management by identifying potential external risks that could impact business operations. For the Amazon e-learning platform, one external risk factor identified through PESTLE analysis is the legal environment, specifically regarding data privacy regulations in different countries. This could affect how user data is collected,

stored, and processed on the platform, potentially limiting the types of services that can be offered.

To mitigate this risk, Amazon could establish a robust compliance framework that adapts to the data protection laws of each country where the platform operates. This would involve regular audits, updates to privacy policies, and staff training on data protection practices. Furthermore, Amazon could invest in secure, region-specific data centers to ensure compliance with local regulations and build trust with users.

References

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