

INTEGRATING INTERNET-BASED LEARNING AND CLASSROOM LEARNING IN AN E-COMMERCE COURSE

Proceeding of the International Conference on Education and Information Systems:
Technologies and Applications (EISTA '03), pp 343-347, Orlando, USA, July 31 - August 2, 2003.

Jing Zhao

Director of Center for International Cooperation in E-Business, College of Management, China
University of Geosciences. Wuhan 430074, P. R. China. Phone: 0086-27-87482253.

E-mail: yuzp@cug.edu.cn

ABSTRACT

Being an early adopter of the Internet in my traditional on-campus courses, I initiated a teaching research project for integrating Internet-based learning and classroom learning in E-Commerce course in 2000. The integrated way is to create a supportive environment for learner centred, which encompassing multimedia based instruction teaching, Internet based learning, and teamwork. The paper presents an integrated learning model that has been used successfully in the course. The characteristics of this learner centered approach are that it is experience-oriented and activity-based, and in the approach students can create their own ideas, both individually and collaboratively. Our research indicates that successful use appears strongly related to the integration of the various course components based on IT, relevant methods fit for student satisfaction with a learning experience in the integrated environments, and the strategic instructional design for quality education. This paper will explore the pedagogic practice, discuss the approach for implementing the course, analyse and compare students' evaluations of Internet-based learning and classroom learning.

Keywords: E-Commerce Course, Integrated Learning Model, Internet Based Learning, Teamwork, Classroom Learning, Pedagogic Practice and Evaluations.