

The Integrated Approach to E-Commerce Curriculum Success

Proceeding of the Third International Conference on Electronic Business (ICEB 2003), pp 301-303, National University of Singapore, Singapore, December 9-13, 2003

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Abstract

The Internet has the potential to improve teaching and learning processes [1]. Learning and educational effectiveness of the integration of IT into the classroom has become a major issue. The purpose of this paper is to report on insights gained in integrating e-learning and classroom learning into my on-campus e-commerce courses over the last three years, and to explore planned and controlled approach to integrated model success for expected learning outcomes. A framework of the integrated model effectiveness is presented, which frames success dimensions, defines four dimensions of success, and addresses interrelated relationship. A survey study is used to demonstrate the analytic utility of the framework in the context of measurement of student learning experiences.

Keywords: Integrated Learning Model Success, Integrated Mode, Integrated Pedagogy, Student Satisfaction, Individual Impact and Evaluations.