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The Electronic Commerce Course: An Early Vision of Learning in a Networked World

Blake Ives
Southern Methodist University and University College Dublin, Ireland

George Widmeyer
University of Michigan

Michael Parks
University of Michigan

TUTORIAL 1

THE ELECTRONIC COMMERCE COURSE: AN EARLY VISION OF LEARNING IN A NETWORKED WORLD

Blake Ives
Southern Methodist University, USA
and University College Dublin, Ireland

George Widmeyer
University of Michigan, USA

Michael Parks
University of Houston, USA

This session combines a tutorial on electronic commerce with another on the use of the Internet and world wide web to support teaching and learning. The session provides an opportunity to introduce participants to the use of ISWorld Net for purposes of teaching. In particular, it will rely on one of the deeper knowledge structures within ISWorld Net, the electronic commerce course page (url = http://www.cox.smu.edu/isworld/ecourse/isw34111.html), and the ECOMMCOURSE discussion list to provide a learning resource center for faculty throughout the world. Together these tools provide an evolving repository of knowledge and a shared community of faculty and advisors. Thus, the tutorial, although focused on the electronic commerce course, should be of interest to any faculty concerned with ensuring that they efficiently design and deliver a high quality educational experience for their students. It will also provide an opportunity to reflect on the overarching changes to education that these technologies will engender, in particular, the movement of control to the student and the new openness of all aspects of the education process. The tutorial will consist of the following major sections.

INTRODUCTION

A brief introduction to ISWorld Net and the outline for the rest of the talk. We assume the audience is familiar with and has access to the Internet, e-mail, and the world wide web.

ELECTRONIC COMMERCE

A definition and the key areas of content that should be included in such a course as well as justification for including such a course in either an undergraduate or graduate business program.

RESOURCES

An introduction to the electronic commerce course page within ISWorld Net, including an overview of its editors, development and maintenance philosophy, and its key features. Among the items featured there are links to books, articles, syllabi, subject areas, online resources, etc. Also, the discussion list, a survey instrument, and a special section for the required MBA course will be introduced.

TOOLS AND SKILLS

Discussion of the key tools that must be mastered for students to gain a rich, hands-on, understanding of electronic commerce with links to appropriate references including the ISWorld Net Engine Room and the "Help Us Build" Division.

PEDAGOGICAL OPPORTUNITIES

A discussion of some of the innovations in education that can be used in the electronic commerce course. Among these are running the class as an electronic organization, projects that cross institutional or national boundaries, students contributing to the electronic commerce knowledge base, the use of electronic mentors and other links to practice, and the posting of student resumes and projects on the world wide web.

BARRIERS AND CAUTIONS

Although this is an exciting opportunity, there are barriers that must be overcome. Among those that might be addressed are the need for faculty relearning, the need for a new technical architecture, student access from both on and off campus, time requirements of the course, and a variety of network administration issues.

CONCLUSION

Here we will return to the twin themes of the tutorial: educating about electronic commerce and harnessing the web to information systems education. The emphasis here will be on building enthusiasm for greater involvement in ISWorld Net.