



Digital Technology in Teaching International Business

By Erdener Kaynak, Lloyd Russow

Taylor Francis Inc, United States, 2003. Paperback. Book Condition: New. New.. 206 x 147 mm. Language: English . Brand New Book. Explore the potential--and the pitfalls--of digital technology in international business courses! Digital Technology in Teaching International Business will familiarize you with techniques that have proven effective in digitizing content or presenting traditional material in an untraditional way. You ll learn how to introduce digital technologies into bricks and mortar classrooms and how to construct an effective online learning environment. This timely and informative book discusses computer-mediated communication systems, shows how students can use the Internet to personally participate in international problem-solving exercises, presents a fascinating case study of a CLD program designed to address educational values, communication competencies, and business practices in former republics of the Soviet Union, and much more! Digital Technology in Teaching International Business outlines the challenges and demands of the knowledge-based economy and discusses the path that universities should follow in providing business students with the skills they need to succeed in this complex environment. It describes the implementation of Internet-based experiential projects in an international business classroom setting and summarizes students perceptions and attitudes toward their assignments. In addition, it shows how to adapt...



READ ONLINE
[1.28 MB]

Reviews

It is an awesome publication which i actually have ever read through. it had been writtern really properly and valuable. I found out this book from my i and dad recommended this pdf to discover.

-- **Doyle Schmeler**

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Brennan Koelpin**