



Digital Technology in Teaching International Business

By Erdener Kaynak, Lloyd Russow, Lloyd C. Russow

Taylor & Francis Inc. Hardback. Book Condition: new. BRAND NEW, Digital Technology in Teaching International Business, Erdener Kaynak, Lloyd Russow, Lloyd C. Russow, 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...



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