



# **Digital Technology in Teaching International Business (Journal of Teaching in International Business)**

*Erdener Kaynak, Lloyd Russow*

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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 experiential exercises from live courses for electronic application and examines ways in which electronic media can:

- increase the availability—and reduce the cost—of interactive programs that connect students from distant locations
- complement or replace the traditional roles of textbooks and teachers
- promote more interactive learning
- enable faculty, students, scientists, technicians, entrepreneurs, and NGO leaders in separate locations to collaborate effectively
- help to overcome the developed-country bias present in many business strategy courses via specially designed courses and simulations of emerging economies
- aid in teaching financial reporting and the analysis of multinational enterprises
- address the traditional tradeoffs between richness (depth of knowledge) and reach (geographic area coverage)



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