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E-Commerce Teaching Via Project-Based Learning at Open Access College Advances USG STEM Goals

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E-Commerce Teaching Via Project-Based Learning at Open Access College Advances USG STEM Goals

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March 6, 2015

5.9a - Room 2904B



Georgia Gwinnett College

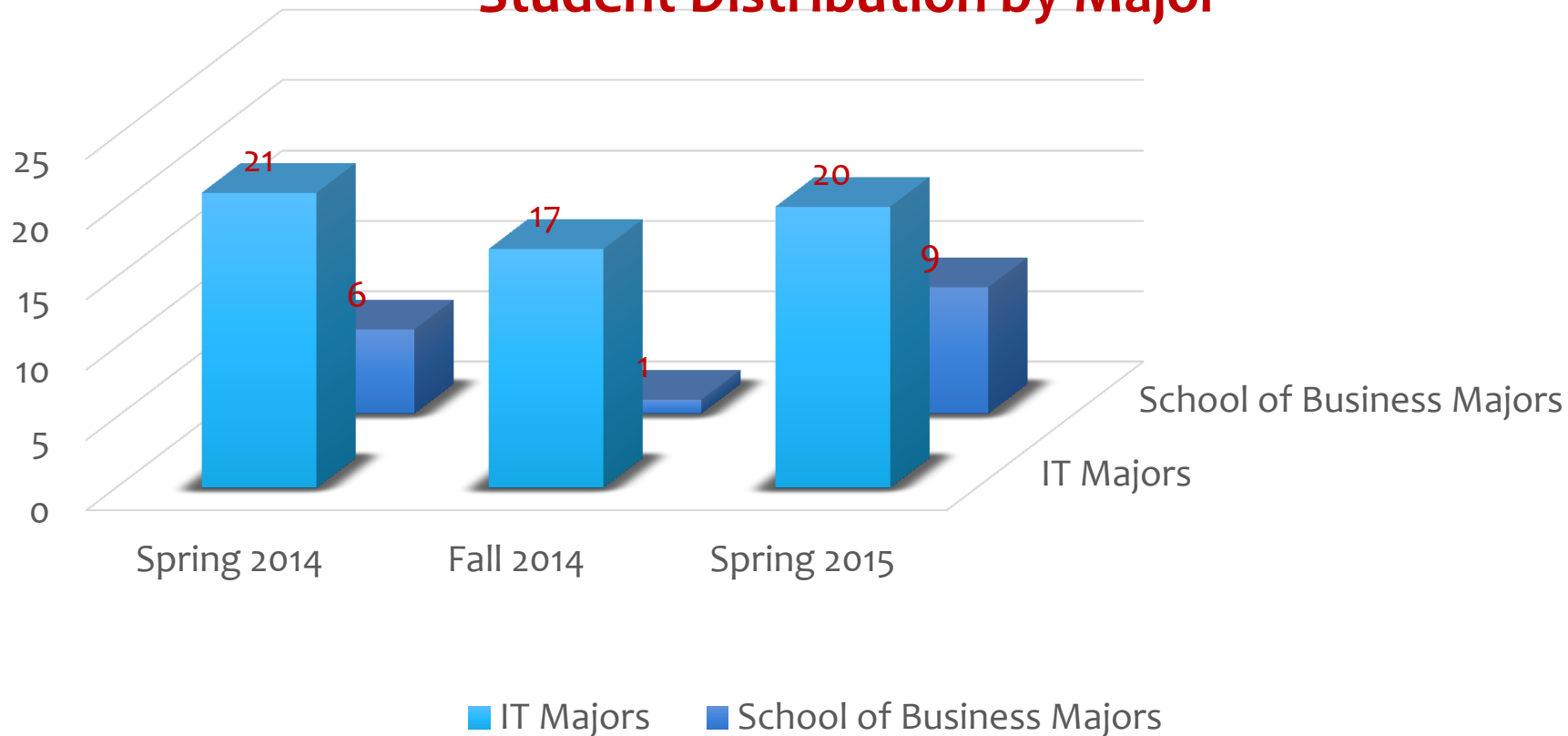
- * 4-year USG public institution established in 2005
- * Offers an “open access” undergraduate program
- * Geographic Distribution Fall 2014
 - * Students: 10,828
 - * Almost 70% of students are from Gwinnett County.
 - * Average age: 22.7 years
 - * Represented states: 42
 - * Represented foreign countries: 91
- * A need to help GGC students learn academic content and develop critical skills that include:
 - * Thinking and reasoning
 - * Information analysis, and
 - * Proficient collaboration.

E-Commerce Course goals

- ✓ Understand e-commerce key concepts
- ✓ Recognize various e-commerce business models
- ✓ Apprehend current business issues in e-commerce
- ✓ Gain solid knowledge in technology infrastructure for e-commerce
- ✓ Comprehend e-commerce security issues
- ✓ Understand the diverse types of payment systems used in e-commerce
- ✓ Cogitate e-commerce online marketing communications
- ✓ Demonstrate proficiency in developing a business report on the Web
- ✓ Analyze and evaluate an e-commerce business
- ✓ Plan, develop, and implement an e-commerce business

Students Majors Distribution

Student Distribution by Major



IT Majors

- Enterprise Systems
- Software Developments
- System Security
- Digital Media

School of Business Majors

- MIS
- Marketing
- Management
- Human Resources

Challenge of teaching E-Commerce

- * Cause: Diverse academic backgrounds
 - * Effect: Challenge balancing course contents flanked by “technical” and “business”.
- * Cause: IT students majoring in Software Development and Systems and Security can readily complete the lab activities
 - * Effect: Business major students require more time and extra assistance.
- * Cause: Business major students can readily finish the Business Plan and Financial Analysis
 - * Effect: Most IT students lack basics in business background

Solution: Project-Based Learning

Benefits

- * Experience Real-life Scenarios and Challenges
- * Offers exposure to major considerations involved in e-commerce systems
- * Facilitates understanding of e-commerce implementation strategies from both business and technology perspectives

Comprehensive Group Project

Business And Technology Under One Roof

Business Plan

- * Business Profile
 - * Targeted market and customers
 - * Growth trends in this business
 - * Pricing Power
- * Business Organization
 - * Licenses, permits and business name
- * Accounting and Cash Flow
 - * Accounting- Projected income statement
 - * Cash flow planning
 - * Analysis of Costs
- Financing
 - Financing Strategy
- E-Commerce
 - E-Commerce Plans
 - E-Commerce Budgeting
 - E-Commerce Competition
- Marketing
 - Marketing plan
 - Advertising and Promotion plans

Software

- * FTP Software: FileZilla FTP client software
- * Database: MySQL, PHPMyAdmin
- * Text Editor: Notepad++
- * E-Commerce Software: PrestaShop
- * Server: Linux OS
- * Image editing software: GIMP and Inkscape for logo creation

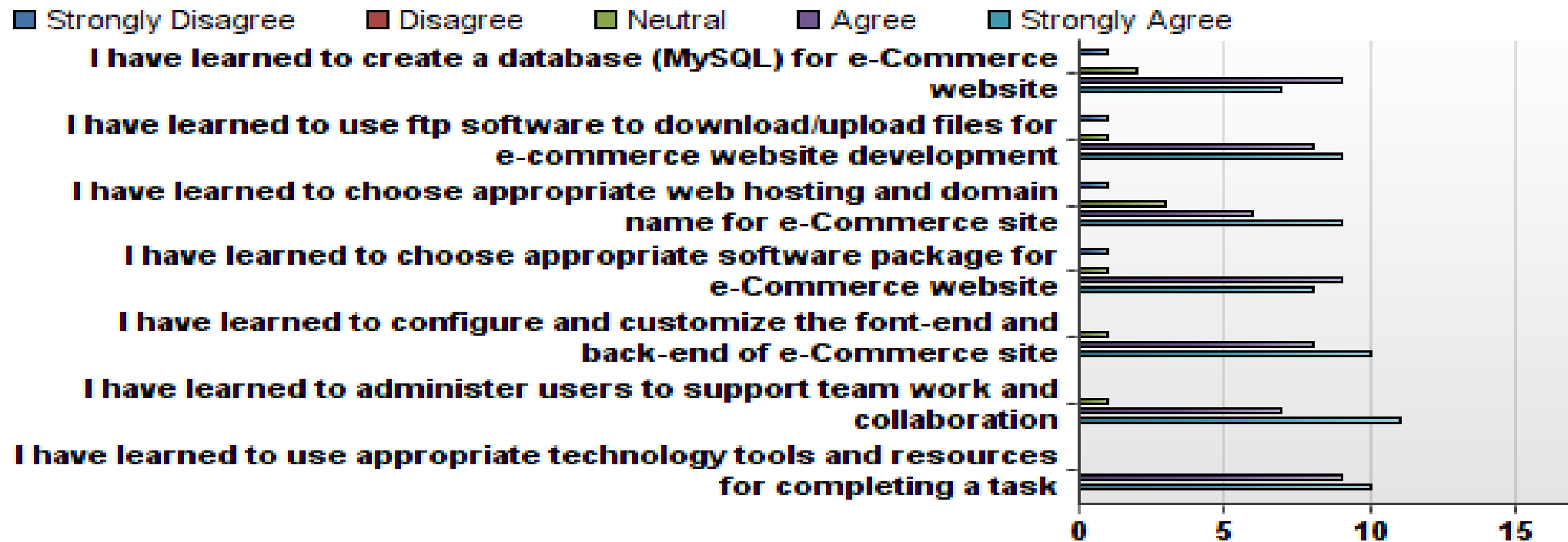
Students feedback

Comments

- * “Learned that e-commerce is very dominant type of business on the internet. I **learned to how to attract customers** and build a website. Instructor gave us many examples of the topics covered in text book and helped us to see how they relate. I learned a lot about all the various e-commerce sites available”.
- * “E-Commerce **ethical issues** were a huge part of the course that seemed **appealing**. It taught me some new things about the business I've never known before. The business aspects that are lacking in other ITEC classes got covered in this course. This is good at **rounding out students** in their degrees”.
- * “Learning **how to run a successful e-commerce business**. The projects (Preparing business plans & building e-commerce website) were fantastic and we really **got to make them our own**. The activities using PrestaShop. At first I thought it was a horrible system but in the end it functioned very well and the frustration it caused was worthwhile. This class introduced the **aspects of ecommerce** which **fit well within both my BSIT and BBA degrees**”.

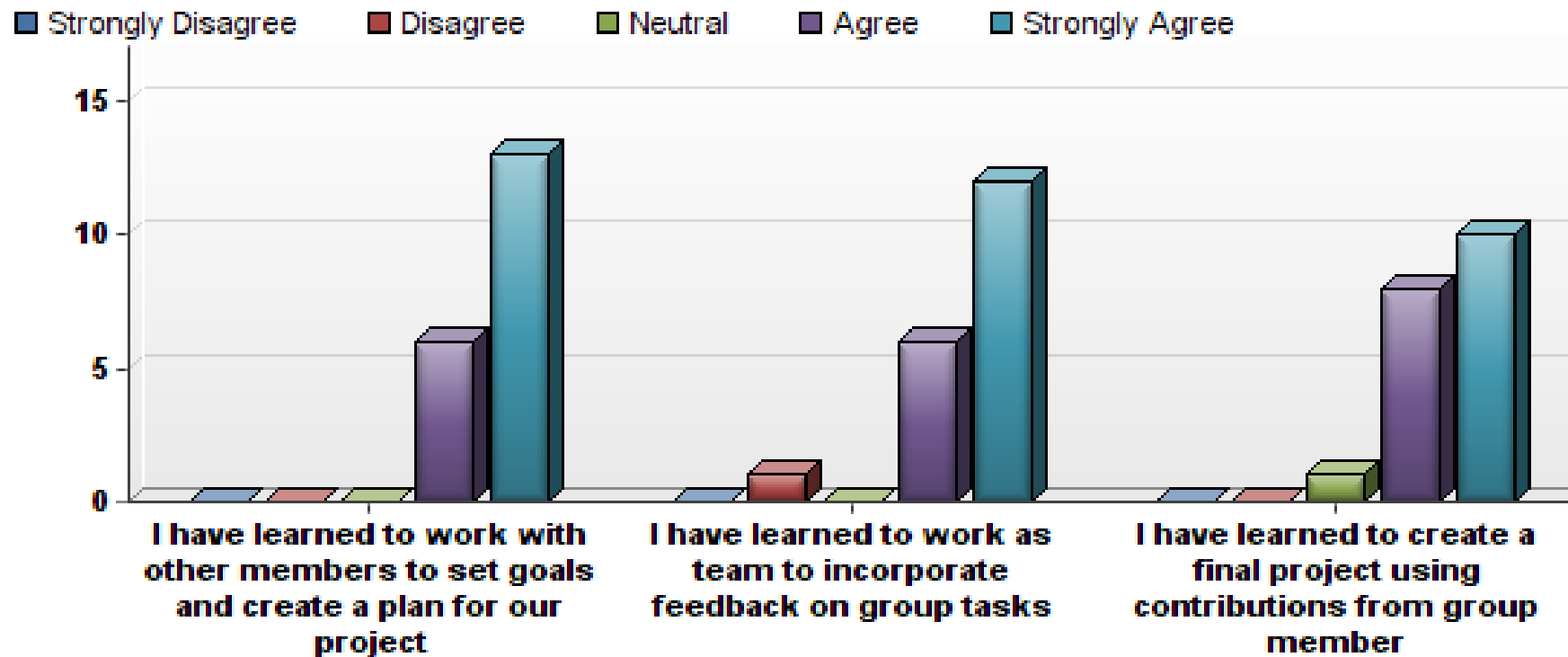
Survey Results

- * To what extent do you agree or disagree with the statements about the expected benefits from using technology?



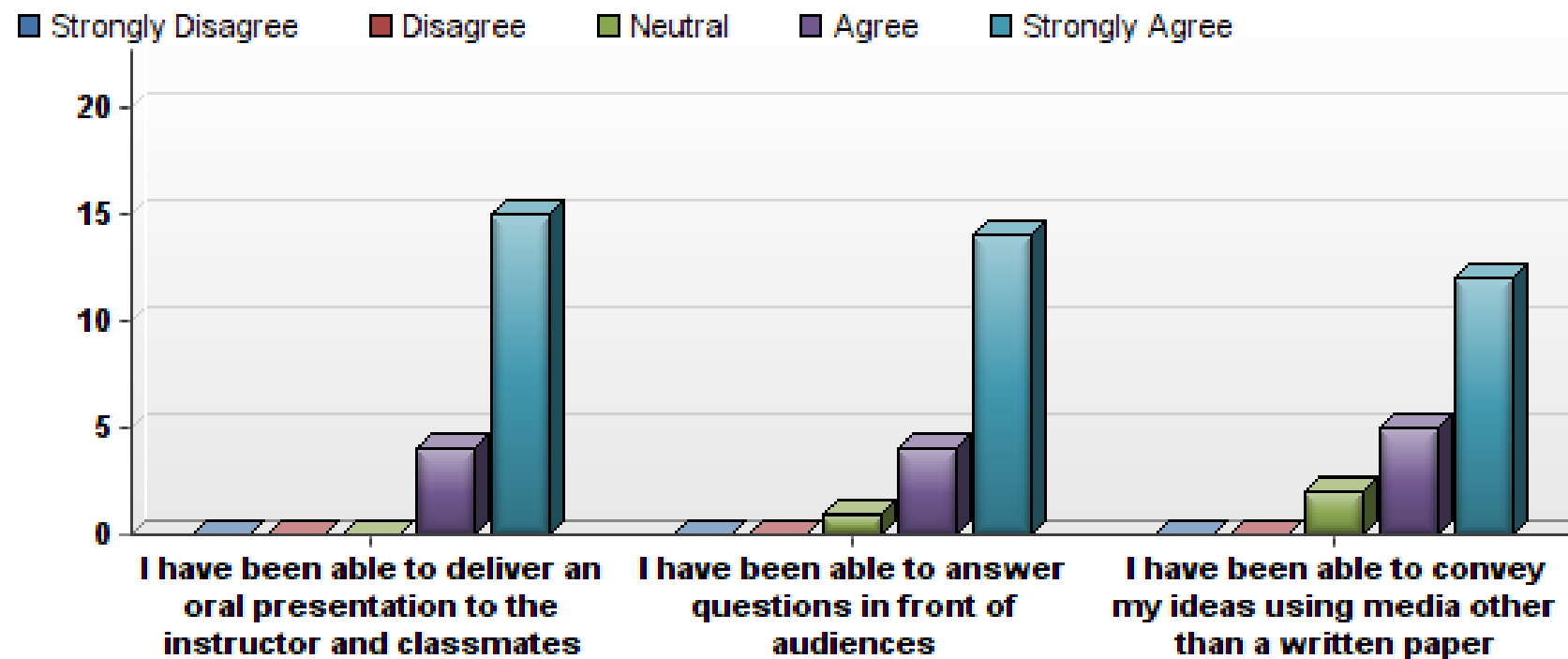
Survey Results

- * To what extent do you agree or disagree with the statements about the expected benefits from collaboration?



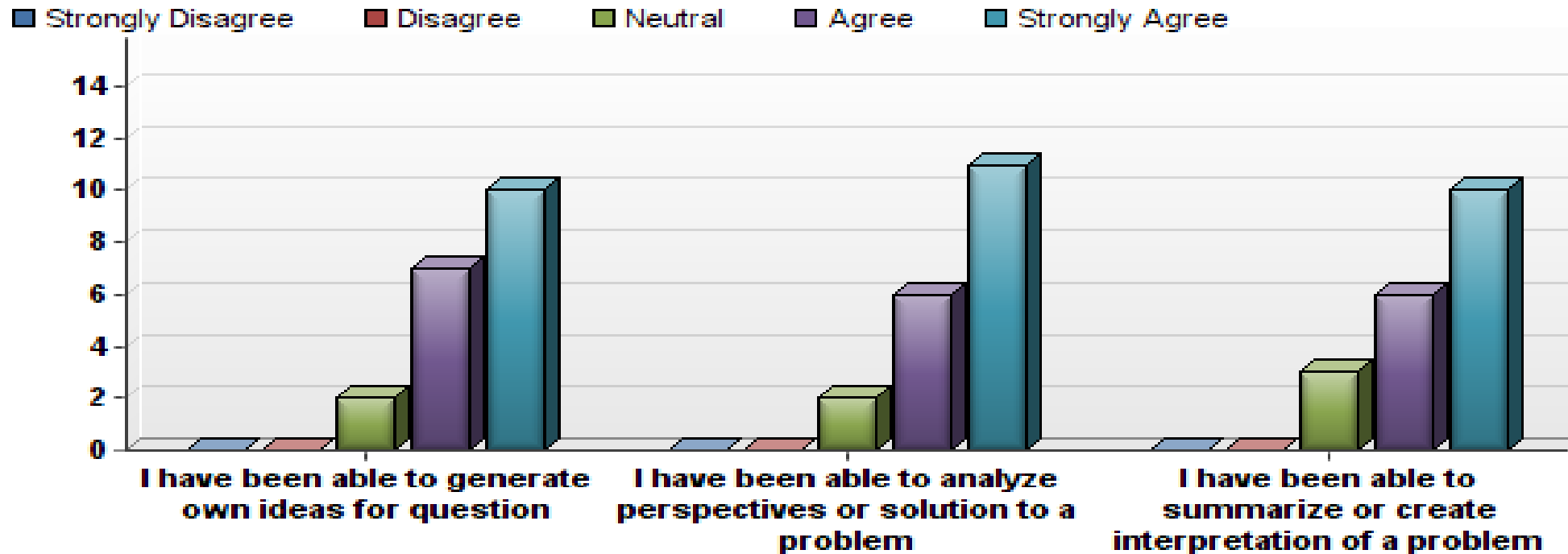
Survey Results

- * To what extent do you agree or disagree with the statements about the expected benefits from communication?



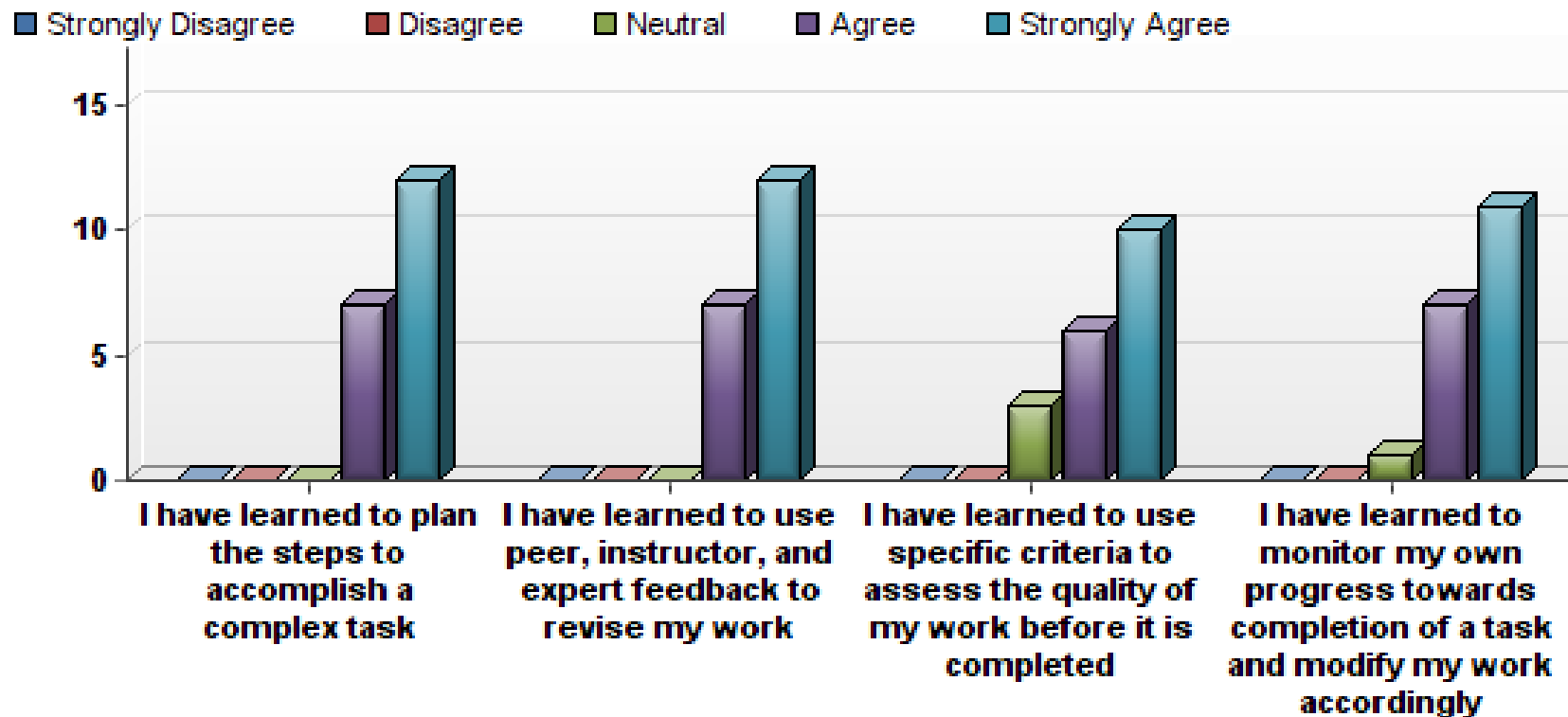
Survey Results

- * To what extent do you agree or disagree with the statements about the expected benefits from creativity?



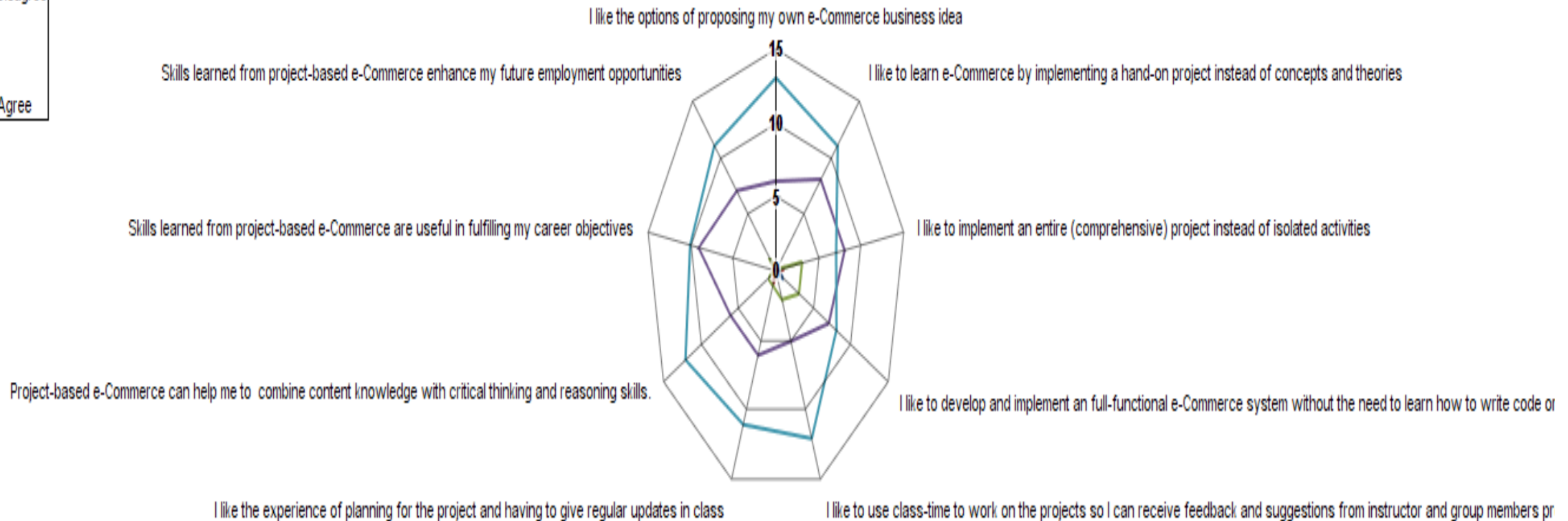
Survey Results

- * To what extent do you agree or disagree with the statements about the expected benefits from self-direction?



Survey Results

- * To what extent do you agree or disagree with the statements about the project-based e-Commerce?



Q&A