



Information Management Training

Prof Adeline du Toit
asadt@lw.rau.ac.za

The Internet is the backbone for the new information economy and it is radically changing business models around the world. E-commerce is transforming the global marketplace and presents unparalleled opportunities for companies to expand their markets.

E-marketplace creates new opportunities for training

The National-Louis University in Chicago has grasped this opportunity by offering a Master of Science degree in E-Commerce via the Web. Founded in 1886, the university has been committed to meeting the needs of adult students and the curriculum for this degree is designed to incorporate real-life experiences in the workplace. The degree is designed for experienced professionals and executives who are looking for graduate-level study which will enable them to assist their enterprises to successfully undertake business initiatives using electronic commerce technology.

The electronic classroom is the nucleus of the interaction between students for this degree and tutors. It is a required and vital piece in the on-line courses, which simulates the traditional classroom discussion activities among groups and between students and tutors. A group of students form a class and a professor facilitates the course material and learning experiences. Some course material is provided on the course Web site that is accessible only by password. Other material may be provided through links to other Internet sites. Teaching and class discussion are carried out through the electronic classroom. Course work includes large-scale behavioural simulations, case studies, instrumented learning, seminar discussions, role-play, demonstrations and student presentations. On-line bulletin boards and newsgroups are used to stimulate interaction among students and instructors in order to augment collaborative learning.

The programme provides knowledge and skills in electronic commerce technology and related business applications. It emphasizes the integration of electronic commerce technology with business functions. Programme content includes the technical, leadership and managerial skills necessary to achieve that integration. Courses address practical problems related to electronic commerce, so that students will be able to apply their new knowledge and skills in their work settings almost immediately. Further, the courses are sequenced to provide continuity and contain common threads and themes. These threads and themes include business process design, change management, marketing (focus on the needs of internal and external customers and constituencies), technology (as it relates to electronic commerce), and methods to assess the costs and benefits of electronic commerce initiatives. The programme serves adults who work in diverse organizational settings, public as well as private, not-for-profit as well as for-profit.

To learn more about the programme, visit the Web site at <http://e-commerce.nl.edu>. If you have any questions about the programme, e-mail Jennifer Jones at jjon@chicago1.nl.edu.

Disclaimer

Articles published in SAJIM are the opinions of the authors and do not necessarily reflect the opinion of the Editor, Board, Publisher, Webmaster or the Rand Afrikaans University. The user hereby waives any claim he/she/they may have or acquire against the publisher, its suppliers, licensees and sub licensees and indemnifies all said persons from any claims, lawsuits, proceedings, costs, special, incidental, consequential or indirect damages, including damages for loss of profits, loss of business or downtime arising out of or relating to the user's use of the Website.

ISSN 1560-683X

Published by [InterWord Communications](#) for the Centre for Research in Web-based Applications,
Rand Afrikaans University