DE MONTFORT UNIVERSITY LEICESTER

LEARNING AND TEACHING CONFERENCE

2021

TEF Gold Teaching Excellence Framework

E-Commerce as an Integrative Context for Learning

An Evaluation of Student Interest in a Proposed Programme Innovation

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Integrative Context for Learning

- Transdisciplinary effort around a single theme

- Driven by opposing perspectives

- Draws on skills and knowledge from multiple sources of experience

- Application of theory to practice

- Opportunities to experiment with "real world" solutions

(Eatmon, Krill, Rynes, 2016; Eatmon, Pallant, Laurence, 2015)

Digital Commerce Virtual Lab

- Enhance opportunities for students to connect theory and practice

- Learner centered introduction to the field of International Business and Management to first semester MSc IBM students

- Enhance employability skills of students graduating from the MSc IBM programme

- Enhance research skills through the use of analytical tools for the collection and analysis of data

- Increase faculty engagement in knowledge sharing activities

Digital Commerce Virtual Lab

- Workshops designed to introduced students to the tools of digital commerce and guide them through the process of choosing niche products, establishing an online store, finding suppliers, and navigating the regulatory environment.

- Presentations from faculty on marketing, accounting, and financial strategy

- Guidance from a representative from Københavns Kommune Erhvervhus on navigating the Danish business environment

- Case Competition that will allow students to showcase their ideas
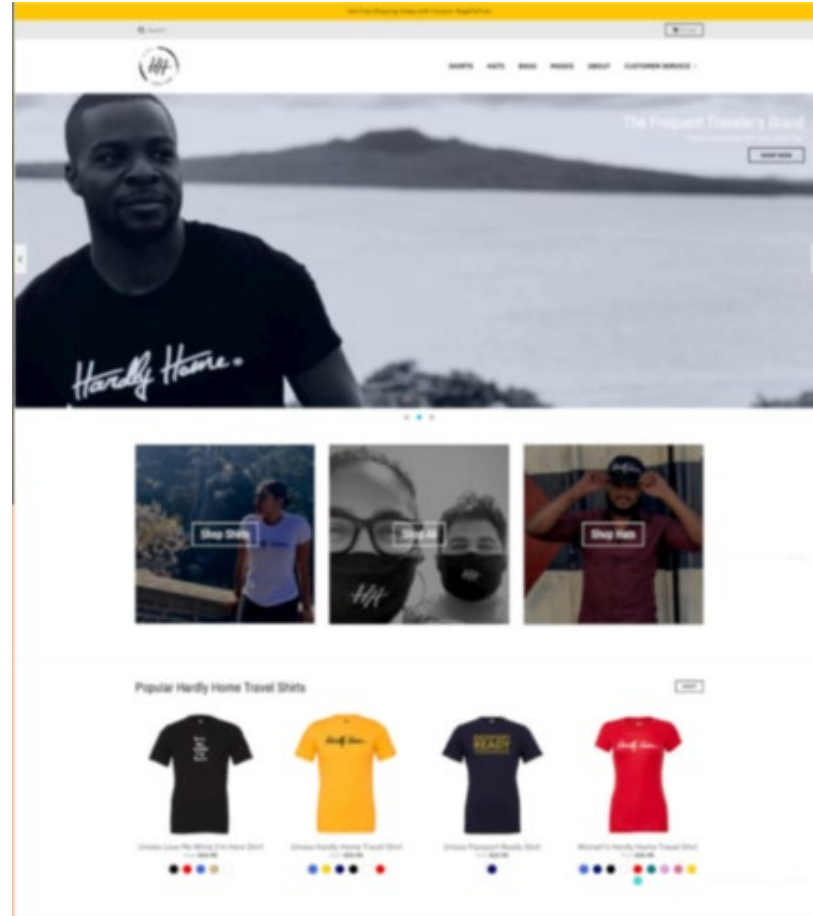
Digital Commerce Virtual Lab

- Shopify, a subscription software service that offers customers the ability to create a website and use their shopping cart solution to sell, ship, and manage products.

- Niels Brock students and faculty provided with free accounts for 1 year

E-Commerce as a Theme

Changes in Global Commerce

Retail ecommerce sales worldwide

2014 to 2021 by trillions of USD

- 2014: $1.3T
- 2015: $1.5T
- 2016: $1.8T
- 2017: $2.3T
- 2018: $2.8T
- 2019: $3.5T
- 2020: $4.1T
- 2021: $4.9T
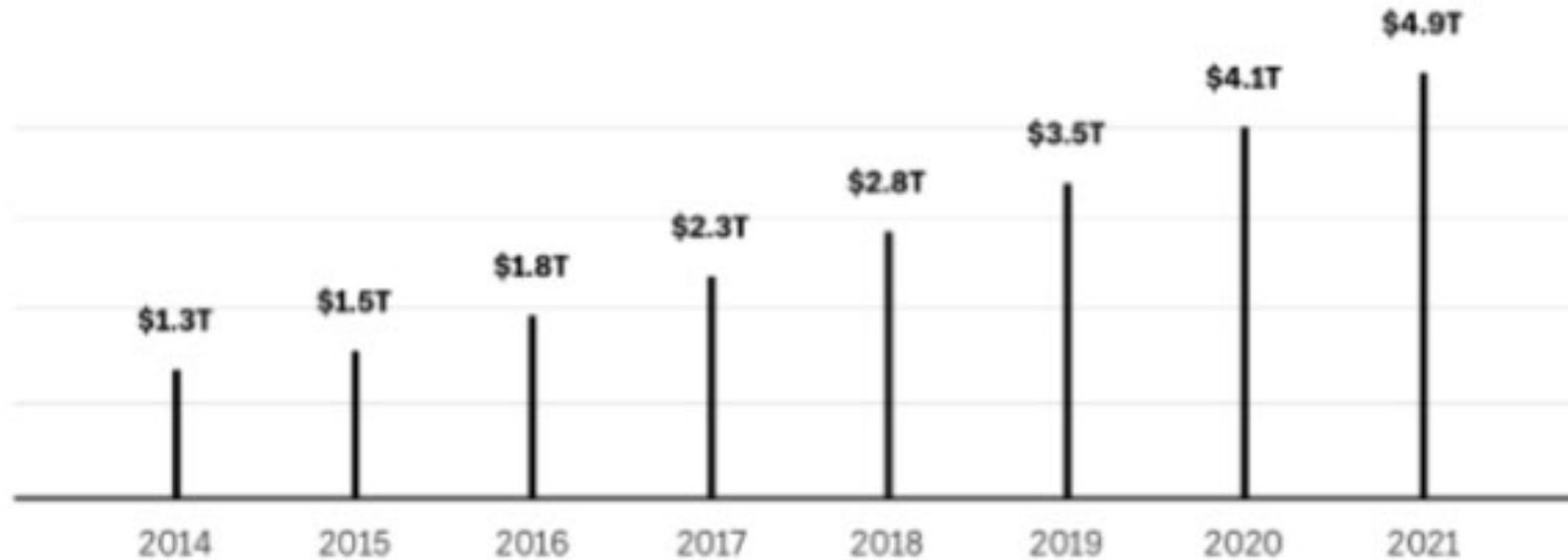
Data via eMarketer (Statista)

Drivers

- Mobile devices
- Real-time analytics
- Consumer experience
- Cost
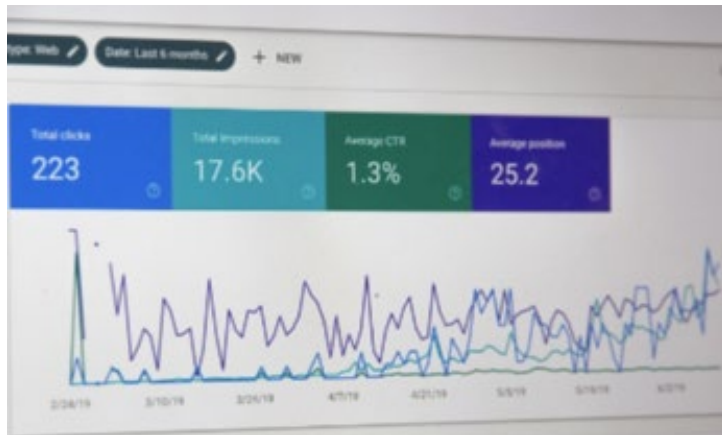
E-Commerce Platforms

E-Commerce vs. Digital Commerce
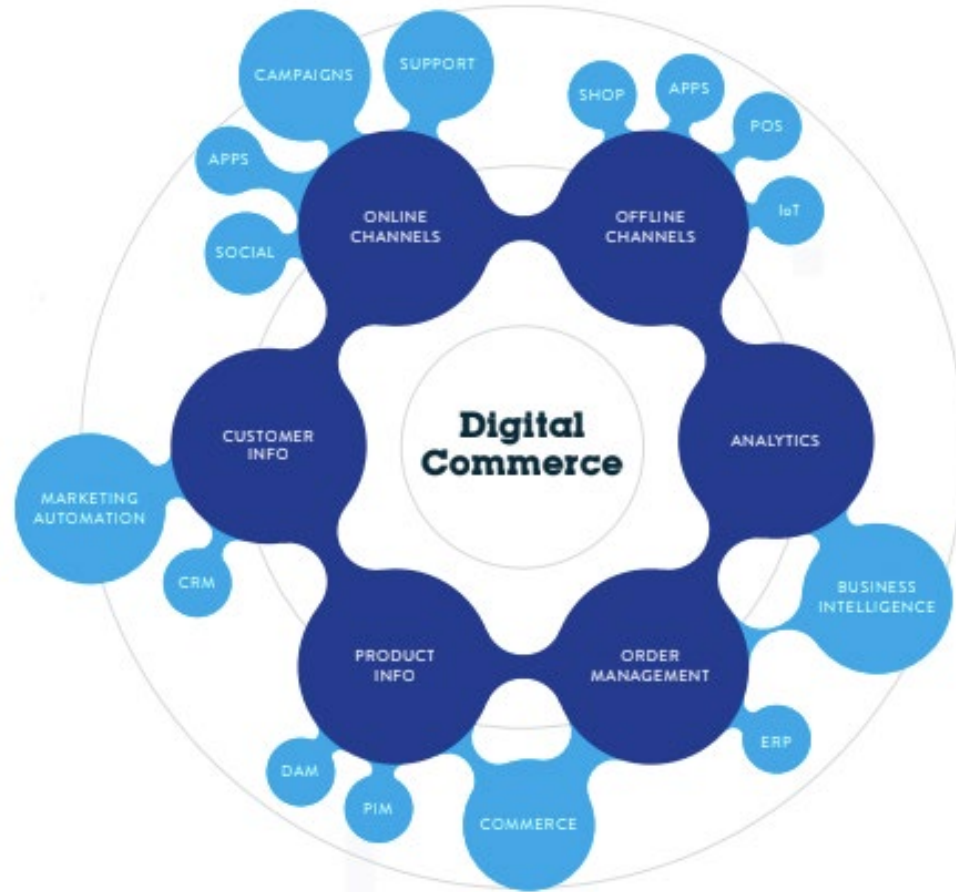
Student Feedback

Q1. What semester of the MSc IBM program are you currently in?

58 responses

● Semester 1
● Semester 2

56.9%
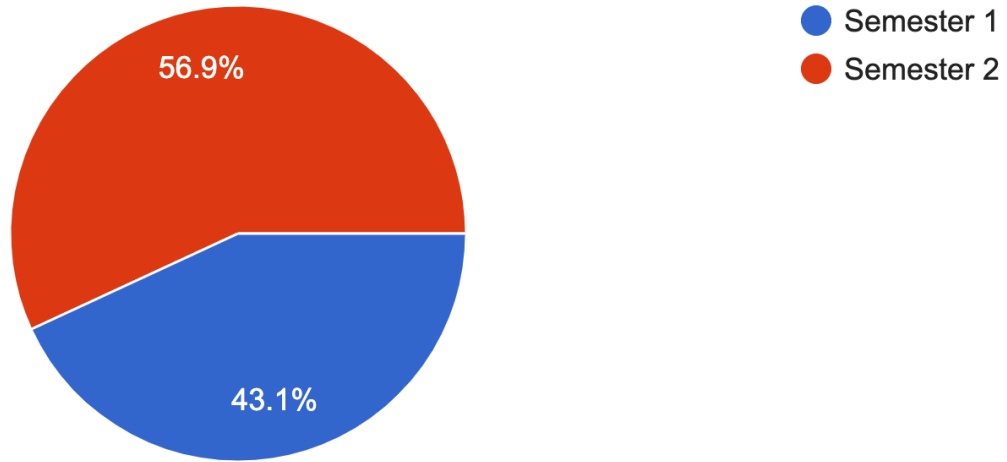
43.1%

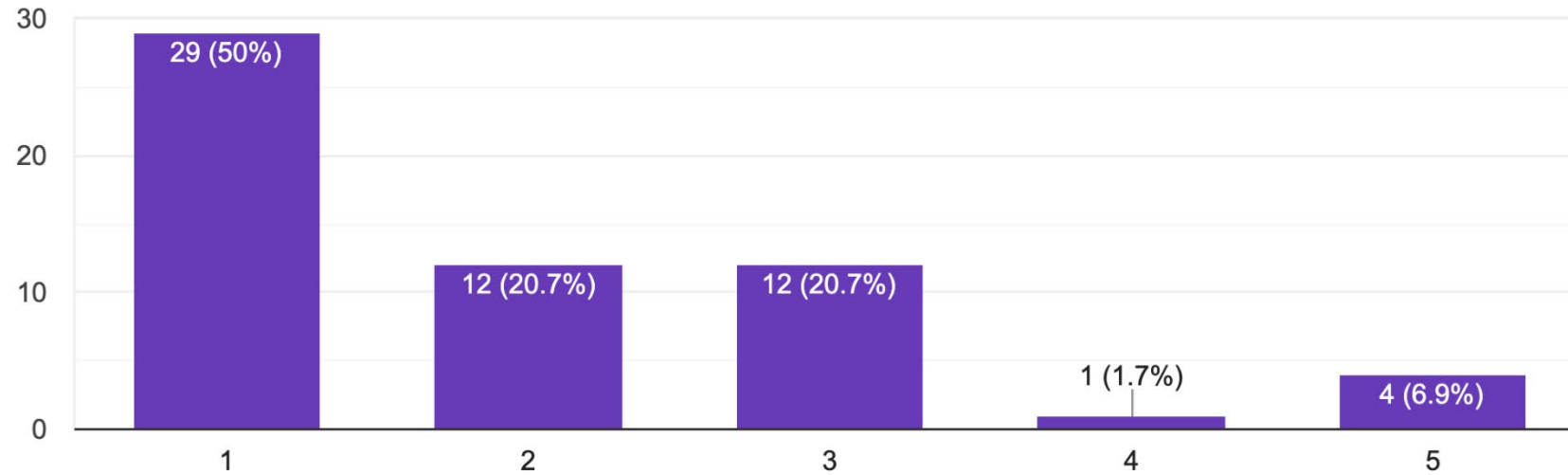# Student Feedback

Q2. Experience with electronic and digital commerce will be valuable for my career path.
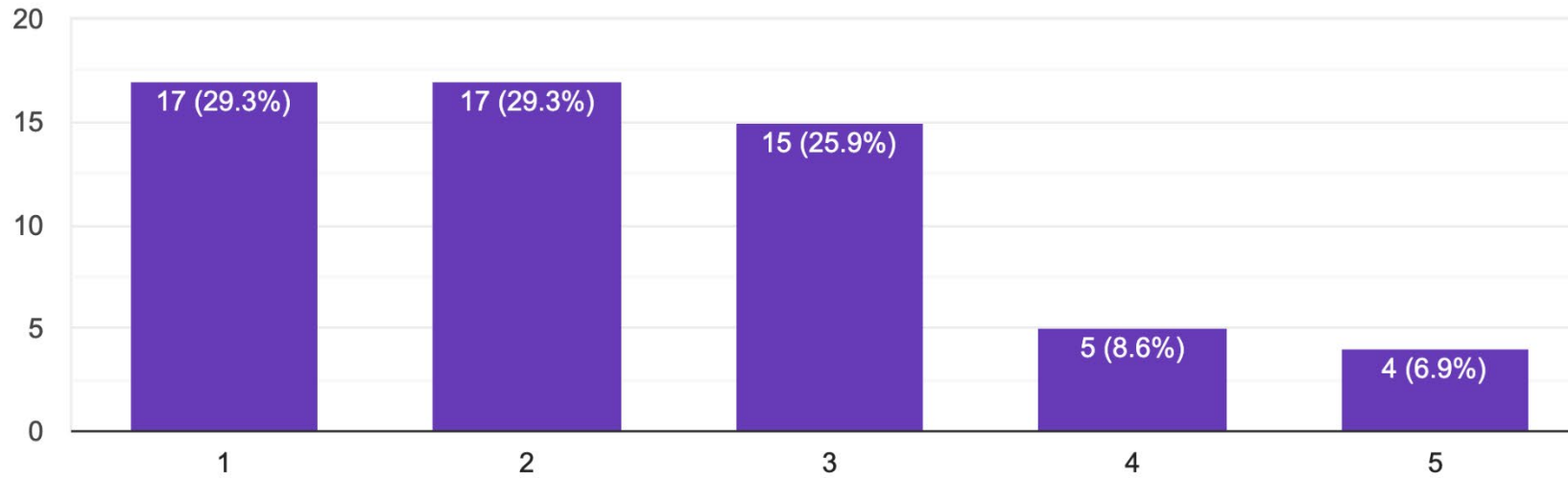
58 responses

Student Feedback

Q3. I would like to own an operate my own ecommerce business.

58 responses

Student Feedback
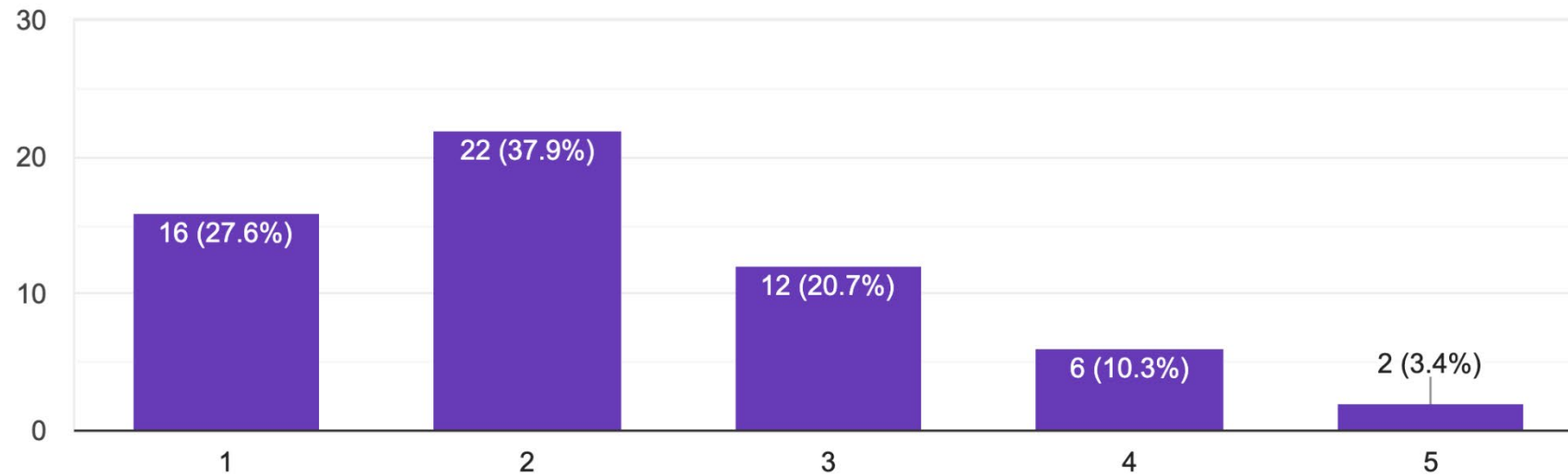
Q4. I already have experience operating an e-commerce business.
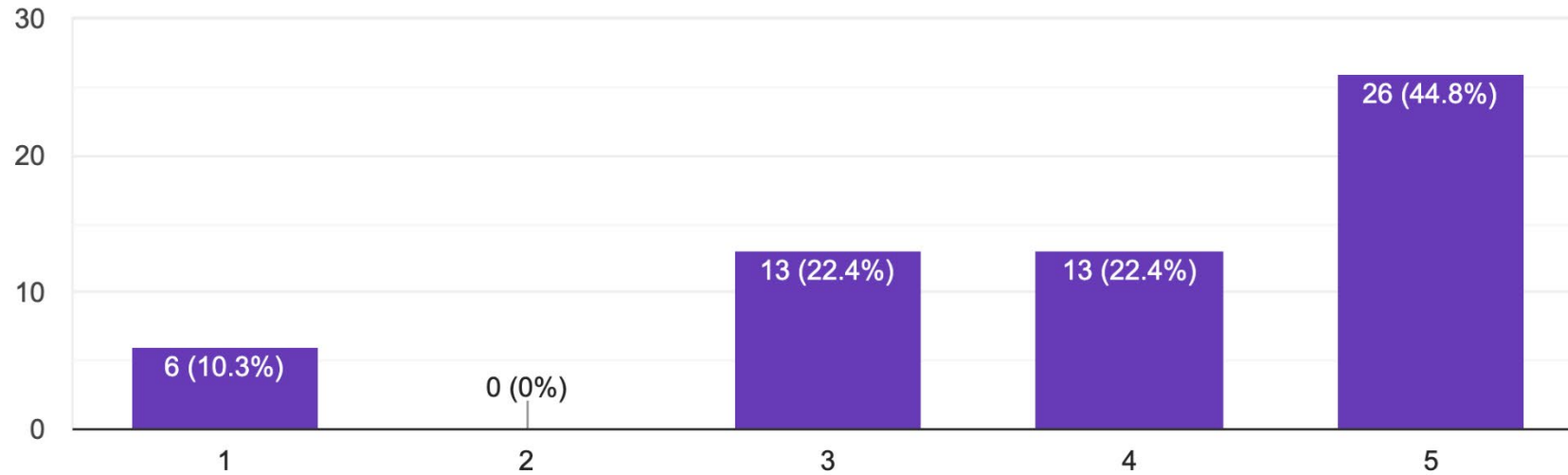
58 responses

Student Feedback

Q5. I am interested in participating in the proposed activities of the E-Lab.

58 responses
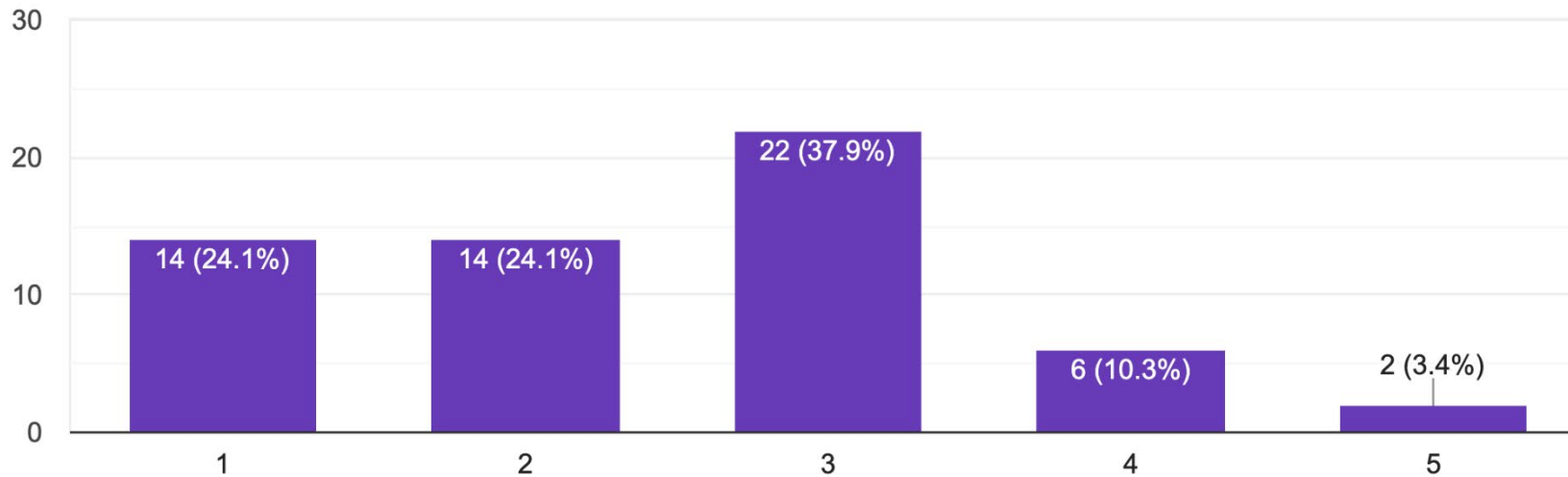
Student Feedback

Q6. I am able to manage participate in the proposed activities of E-lab along with my coursework expectations.

58 responses

Student Feedback

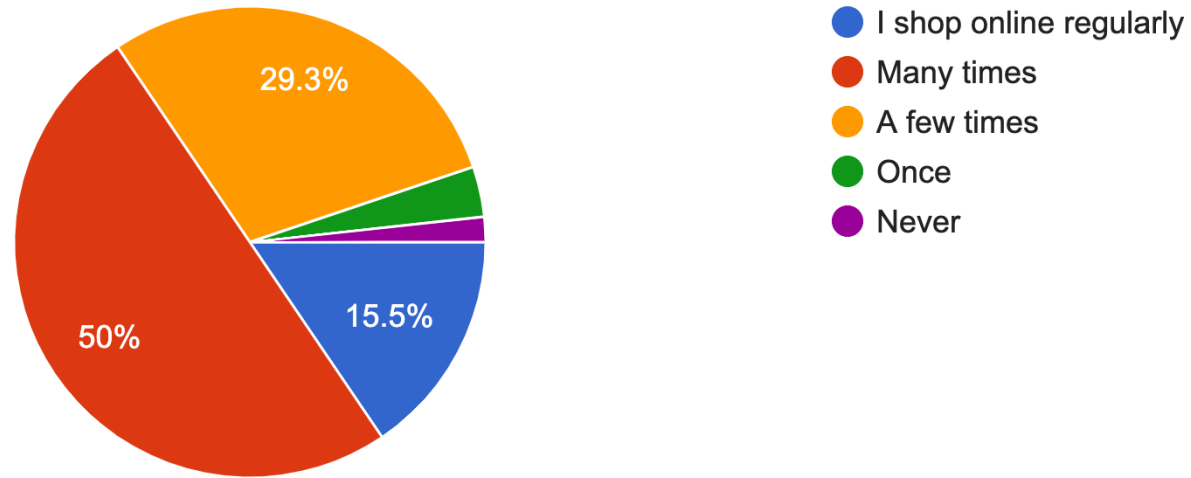Q7. I am confident in my quantitative skills (working with numbers).
58 responses
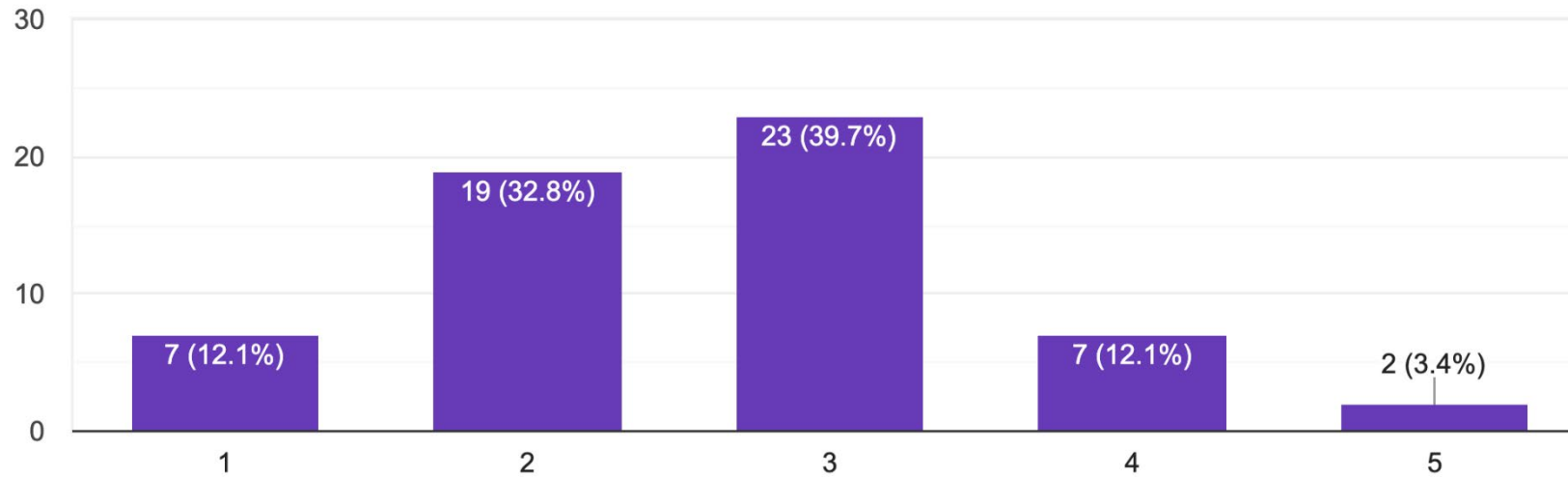
Student Feedback

Q8. How often have you shopped online for products you've purchased over the past year?

58 responses

- I shop online regularly
- Many times
- A few times
- Once
- Never

29.3%

50%

15.5%

Student Feedback

Q9. Which of the following computer skills do you have and feel comfortable with? Check all that apply.

58 responses

Skill	Count
Data Analytics	6 (10.3%)
Social Media	42 (72.4%)
Graphic Design	12 (20.7%)
Microsoft Office	44 (75.9%)
Spreadsheets	14 (24.1%)
Email Communications	37 (63.8%)
Marketing Automation	5 (8.6%)
Data Vizualization	3 (5.2%)
	3 (5.2%)
Software Development	3 (5.2%)
Artificial Intelligence (AI)	2 (3.4%)

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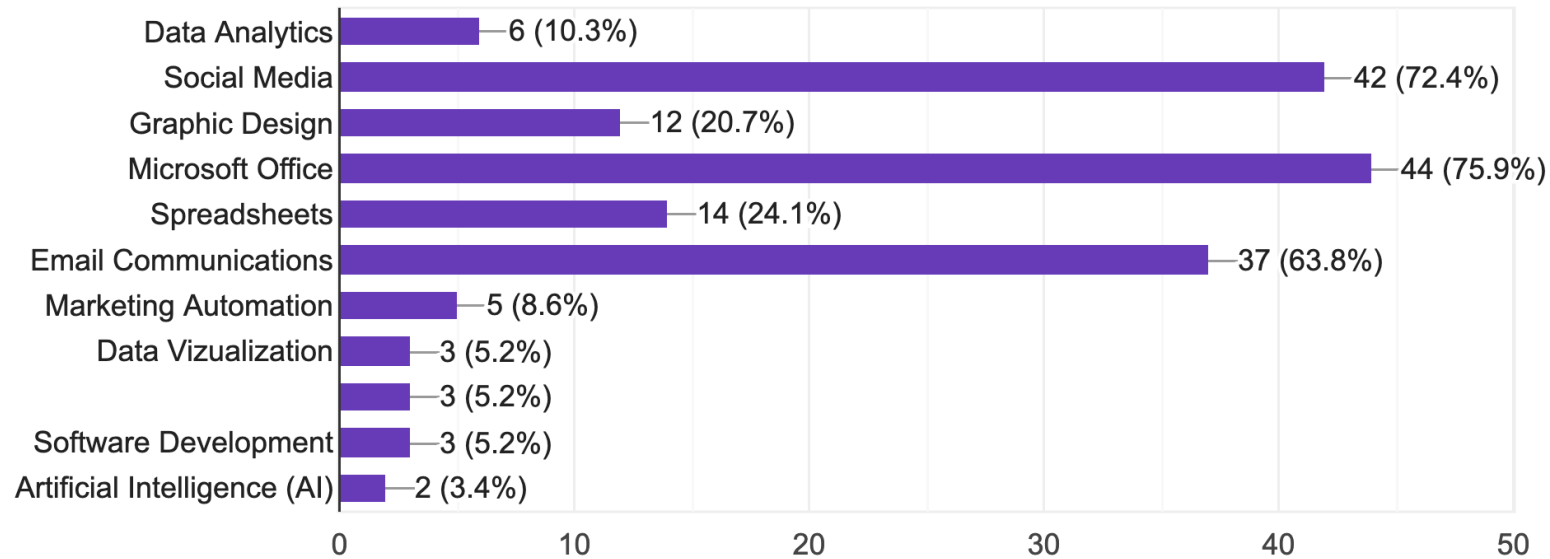
Concerns and Considerations

- Timing of workshops considering the semester course workload

- Danish regulations regarding student visa activities (whether business may go "live" or not)

- Onsite vs. Online Implementation

References

Eatmon, T.D., Krill, H., and Rynes, J. 2016. "Food Production as a Niche Innovation in Higher Education," In W. Leal and M. Zint (Eds) *The Contribution of Social Sciences to Sustainable Development at Universities.* New York: Springer

Eatmon, T.D., Pallant, E., and S.M. Laurence. 2015. "Food Production as an Integrating Context for Campus Sustainability," In W. Leal (Ed) *Implementing Campus Greening Initiatives: Approaches, Methods, and Perspectives.* New York: Springer

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