Utilizing New Information Technology in Teaching of International Business: A Guide for Instructors

Erdener Kaynak, Fahri Karakaya

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Recent developments in the areas of computer databases, simulation games, and expert systems have added a different dimension to the business curriculum. This informative book instructs educators in how information technology can be used in teaching international business to students and business executives. Utilizing New Information Technology in Teaching of International Business includes descriptions and utilization of the state-of-the-art of computer and telecommunications technology, including a variety of computer software packages and international business databases. Examples with step-by-step instructions are included to depict how to use these software packages and databases. Discussions of actual classroom implementation, plus software reviews, provide teachers with the knowledge and incentive to begin to incorporate these new technologies into their classrooms, better preparing students for the realities of the business world.Utilizing New Information Technology in Teaching of International Business can be used as a training tool for business executives who wish to increase their skills in the field of international business. Using this book to train executives is more cost-efficient than hiring consultants or international research companies. Once trained, executives and students will know how to tap into several databases to identify new international markets and obtain up-to-date information about them.Utilizing New Information Technology in Teaching of International Business is useful for courses in international business/management, international marketing, and international accounting. Some of the new technologies covered include:

- electronic data retrieval services
- expert systems in international business
- simulation software in international business
- personal computer-based databases such as National Trade Data Bank, World Trade Exporter, World Trade, and Disclosure/WorldscopeUtilizing New Information Technology in Teaching of International Business helps provide current and future executives with the technological skills needed to gain a competitive advantage in the global market.

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