

[DOI: 10.20472/IAC.2019.051.016](https://doi.org/10.20472/IAC.2019.051.016)

VERA KRISTÍN KRISTJÁNSDÓTTIR

University of Akureyri, Iceland

HAFDÍS BJÖRG HJÁLMARSDÓTTIR

University of Akureyri, Iceland

NEW INTERNATIONAL E-BUSINESS COURSE IN AKUREYRI UNIVERSITY; THE ORIGIN, DEVELOPMENT AND STUDENTS EXPERIENCE.

Abstract:

Akureyri University's Faculty of Business Administration is a member of the Nobanet network, among universities in the Nordic and Baltic countries. The aim of the network is to link together; students, lectures and businesses.

As a part of Nobanet, Akureyri University developed an international e-business course along with the other partner institutions in the network. The overall goal was to provide students with necessary knowledge about basic principles of e-business and to improve practical skills to use online tools and applications. In total, the course contains 10 topics, each 1 ECTS.

In this presentation, the authors will explain the origin of the course, which is the first international e-business course taught in Akureyri University. In developing the course, Moocs (e. massive open online courses) were analysed and used as role models. The learning platform Eliademy is used as a host for the course and the authors will demonstrate the platform and show examples of videos and learning material used in the course.

Students in Finland, Iceland, Estonia, Latvia and Denmark have already taken parts of the e-business course. The students experience was examined with questionnaire that they students filled out when finishing the course. The authors will present the results from this research. Majority of the students liked the course, as the average grade was 4,06, out of 5. Students in their first and second year ranking the course higher than students did in their third year of study. Eliademy was considered easy to use by students, grading it with 4,23 out of 5 in the research.

Keywords:

International business course, moocs, student experience, flexible learning