Collaborative Project Across Three Hong Kong Universities: A Case Study in E-Commerce Education

E. W. T. Ngai  
Department of Management and Marketing,  
The Hong Kong Polytechnic University  
Hung Hom, Kowloon, Hong Kong  
mswtngeai@polyu.edu.hk

C. K. Lok  
E. M. W. Ng  
Department of Information and Applied Technology  
The Hong Kong Institute of Education  
10 Lo Ping Road, Tai Po, New Territories, Hong Kong  
cklok@ied.edu.hk  
eugenia@ied.edu.hk

C. N. Lo  
Y. K. Wong  
Division of Commerce  
City University of Hong Kong  
Tat Chee Avenue, Kowloon, Hong Kong  
cmcnlo@cityu.edu.hk  
cmykwong@cityu.edu.hk

ABSTRACT
This paper reports on the work undertaken by three tertiary institutions in Hong Kong to provide business students with the opportunity to experience a project-based teamwork game in learning e-commerce (EC). The teaching objective of this EC project is to develop the knowledge and skills of students, such as in the use of EC site-building tools, critical thinking, communication skills, teamwork, and entrepreneurship. This study examined student attitudes toward the learning in introductory e-commerce course via a project-based teamwork game in EC using a non-traditional teaching approach. The results of an evaluation indicate that the project-based teamwork approach performed to expectations. Based on the feedback from students from the three tertiary institutions, the project was found to facilitate the teaching and learning of EC and to be interesting, exciting, innovative, and more worthwhile than traditional textbook-based learning.

Keywords: E-commerce education, project-based teamwork approach, three universities in Hong Kong