

**ZMATH 2004d.03155**

**Foster, Jonathan; Lin, Angela**

**Individual differences in learning entrepreneurship and their implications for web-based instruction in e-business and e-commerce.**

Br. J. Educ. Technol. 34, No. 4, 455-465 (2003).

This paper reports on outcomes from a White Rose Centre for Enterprise funded project Managing Innovation in the Digital Economy. This project aims to incorporate learning for enterprise into undergraduate and postgraduate curricula in information management and information systems. The paper presents results from a survey distributed to postgraduate information management and information systems students following completion of a module in E-Business and E-Commerce delivered by the Department of Information Studies at the University of Sheffield. The findings suggest that differences in levels of prior knowledge of business studies and in cultural background can impact on students' acquisition of domain knowledge and intellectual and information research skills during collaborative development of a business plan. Implications of the results for web-based instruction are addressed, by identifying teaching and learning strategies that support differential treatment of learners in terms of content and process. It is concluded that empirical investigation of individual differences within a student body can inform more effective methods for information systems and information management graduates to learn about and for entrepreneurship.

*Classification:* C75 D45 U55 R55

doi:10.1111/1467-8535.00342