

Cross-Strait Green Management Competencies Integrated into the Business
and Management Course--The Development and Assessment of e-Learning
Teaching Materials

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Abstract

Due to industries' rapid expansion, the natural environment faces severe attacks. Enterprises need to execute green management proactively for sustainability in order to make corporate-environment balance. However, employees often lack green management knowledge; therefore, how enterprises should deal with this situation is very urgent. Fostering talents for enterprises' needs is the responsibility of higher education. In recent years, e-learning is a main trend of course development of universities and colleges. There were several disciplines used continuously but lack green management. As a result, "e-learning is green learning" for this study

The purposes of this study were to develop e-learning teaching materials based on green management competencies according to the previous study and establish assessment standards of e-learning teaching materials. The results of the study were eight units of teaching materials of green management competencies have been developed by content analysis and focus group meeting. Secondly, the assessment criteria of e-learning teaching materials of green management competencies have been constructed by literature review, focus group meeting and Fuzzy AHP method. The results of this study could provide teachers to apply these green management teaching materials and 16 criteria for assessment of e-learning green competencies teaching materials and further study.

Keyword : green management, green management competencies, e-learning teaching materials, course development, assessment standards, Cross-Strait study