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OUTLOOK OF MANAGEMENT STUDENTS TOWARDS EFFICIENCY OF ONLINE LEARNING-A CASE STUDY OF SHIVAMOGGA CITY, KARNATAKA STATE

SANDHYA.C
RESEARCH SCHOLAR
INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
'JNANA SAHYADRI' KUVEMPU UNIVERSITY
SHANKARAGHATTA

R. HIREMANI NAIK
CHAIRMAN & DEAN
INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
'JNANA SAHYADRI' KUVEMPU UNIVERSITY
SHANKARAGHATTA

ANURADHA.T.S
RESEARCH SCHOLAR
INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
'JNANA SAHYADRI' KUVEMPU UNIVERSITY
SHANKARAGHATTA

ABSTRACT

The main objective of the study was to find out the perception, opinion, problems and prospects of the online education among the management students and to examine the relationship between gender and perception of online education. For the data collection to reach above objectives structured questionnaire was prepared. Hypothesis test was carried out by using Chi-square test to align the relationship between gender and their perception towards online education. The result was surprising that the perception towards online education changes due to gender difference and male students have better perception when compared to female students. Majority of the respondents realizing a growing demand of online education in the study area.

KEYWORDS

Gender, Management Students, Online Education.

INTRODUCTION

Over the last decade or so, the Internet has made an indelible impact on higher education by enabling the phenomenal growth of online education. Teaching without the teacher's personal presence in the classroom to provide direct instruction is a modern day miracle of 21st century education. Computer-related course instruction has made a tremendous impact on the provision of instruction and student learning at colleges and universities (Piotrowski & Vodanovich, 2000). Most colleges across the country now offer fully online (asynchronous) courses and more recently blended (synchronous) courses. Asynchronous interactivity is where participants are separated geographically and are not engaged at the same time, as they would in a face-to-face or telephone conversation. Rather, exchanges are mainly by e-mail and there is some elapsed time between message exchanges. In a synchronous format there is a blending of face-to-face and online learning. These modified learning environments created by web-based technologies, not only eliminate barriers of time, space and learning styles, providing increased access to higher education, they challenge the traditional styles of teaching and learning.

REVIEW OF LITERATURE

- **Yehia Mortagy & Seta Boghikian** in the study entitled "*A Longitudinal Comparative study of students perception in Online Education*" stated that there was a change over time in students perceptions. In the study the students opined about the faculty that they have high expectation from faculty member and they are available to interact, communication and present quality feedback to students.
- **Karl.L.Smart and James.J.Cappel** the study entitled "*Students perception of online learning: A comparative study*" examines students perception of integrating online components in two undergraduate business courses where students completed online learning modules prior to class discussion. The study found out that participants in an elective course rated the online modules significantly better than those in a required course. The study stated that elective course rated the online modules marginally positive while those in the required course rated them marginally negative.
- **Fahme Dabaj & Havva Basak** the study entitled "*The role of gender & age on students perception towards online education a case study: Sakarya University, Vocational High School*" revealed students registered to the online program will prefer the traditional face to face education due to the difficulties of the nonverbal communication, their incompetency of using the technology required and their belief in traditional face to face learning more than online education.

RESEARCH QUESTION

The students' perception may change due to students background environment etc., The study made an attempt to analyse the perception, problems, prospects and opinion of management students towards online education. This study answer to the research question of Management students perception towards online education and to seek answer whether there are relationships between the gender and their perception to online education?

OBJECTIVES OF THE STUDY

- To know the management students perception and opinion towards efficiency of online education
- To align the relationship between perception of online education and gender
- To study the problems and barriers of students for adoption of online education
- To examine the prospects of online education in the future.

HYPOTHESIS OF THE STUDY

Ho: There is no significant relationship between Gender and perception of management students towards efficiency of online education

H1: There is significant relationship between Gender and perception of management students towards efficiency of online education

- Ho(a): Online education enhances critical thinking
- Ho(b): online education provides flexibility for accomplishment of tasks
- Ho(c): Creates and extends user friendly environment
- Ho(d): Provides for reliable and consistent information
- Ho(e): Fails to customize the services to the targets due to mass reach

RESEARCH METHODOLOGY

This study is conducted based on descriptive research. Primary data has been collected through questionnaire from the management students and secondary data from websites, book etc., The research was carried out on the basis of structured questionnaire. The population been huge and unlimited the survey was done out among 84 MBA students. To analyse the collected data master table and required sub table were prepared. The statistical tool such as chi-square test was used which are appropriate to this study. Statistical package 12.0 was employed to work .

RESULT & DISCUSSION

TABLE 1: OPINION OF RESPONDENTS TOWARDS EFFICIENCY OF ONLINE EDUCATION

Factors	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Face to Face interactions at the class room is more Effective	62.00	73.81	18.00	21.43	2.00	2.38	62.00	73.81	18.00	21.43	2.00	2.38
Requirement of teachers physical presence is felt	12.00	14.29	42.00	50.00	20.00	23.81	12.00	14.29	42.00	50.00	20.00	23.81
Online education motivates in learning as it provides diverse opportunities for learning	28.00	33.33	28.00	33.33	20.00	23.81	28.00	33.33	28.00	33.33	20.00	23.81
Online education provides for more versatile learning	24.00	28.57	30.00	35.71	22.00	26.19	24.00	28.57	30.00	35.71	22.00	26.19
Offers single platform for global access	20.00	23.81	46.00	54.76	4.00	4.76	20.00	23.81	46.00	54.76	4.00	4.76
Online Education should be a part of MBA curriculum	32.00	38.10	34.00	40.48	8.00	9.52	32.00	38.10	34.00	40.48	8.00	9.52

Source:Primary Data

TABLE 2: PERCEPTIONS OF THE RESPONDENTS TOWARDS ONLINE EDUCATIONAL EFFICIENCY

Factors	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Online Education Enhances Critical Thinking	12.00	14.29	22.00	26.19	34.00	40.48	8.00	9.52	8.00	9.52
Provides flexibility for accomplishment of tasks	18.00	21.43	24.00	28.57	20.00	23.81	18.00	21.43	4.00	4.76
Creates and extends user friendly platforms	18.00	21.43	30.00	35.71	28.00	33.33	8.00	9.52	0.00	0.00
Provides for reliable and consistent information	10.00	11.90	40.00	47.62	22.00	26.19	12.00	14.29	0.00	0.00
Fails to customize the services to the targets due to mass reach	18.00	21.43	44.00	52.38	16.00	19.05	4.00	4.76	2.00	2.38

Source:Primary Data

TABLE 3a: PROBLEMS AND BARRIERS FOR ADOPTION OF ONLINE EDUCATION

Factors	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Process of delivery is mechanical and monotonous	38.00	45.24	28.00	33.33	12.00	14.29	6.00	7.14		
Lack of proximity to receive feedback	16.00	19.05	42.00	50.00	4.00	4.76	18.00	21.43	4.00	4.76
Makes the audience isolated	34.00	40.48	34.00	40.48	10.00	11.90	4.00	4.76	2.00	2.38
Lack of Face to Face, Personal, Social contact	30.00	35.71	36.00	42.86	12.00	14.29	6.00	7.14		
Difficulty in Non-Verbal communication and to cope up	8.00	9.52	42.00	50.00	20.00	23.81	10.00	11.90	4.00	4.76

Source: Primary Data

TABLE 3b: PROSPECTS OF ONLINE EDUCATION IN FUTURE

Factors	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%
Punctual and rational information base for enhancing efficiency	16.00	19.05	40.00	47.62	24.00	28.57	4.00	4.76	0.00	0.00
Adequate responses and motivation looking at the future prospects	12.00	14.29	34.00	40.48	24.00	28.57	12.00	14.29	2.00	2.38

RESULT

From the above table it can be inferred that majority of the respondents belong to the category of II semester MBA and Female response was high in the survey. Table 1 shows the opinion of respondents towards of online education. Majority of the respondents strongly agree that face to face interaction at the class room is more effective than the online discussion and the physical presence of teachers. This response proves that even today the students are favorable to the traditional teaching this favorableness might be due to the active involvement, fruitful discussion essence among students and teacher interaction etc., At the same time the respondents gives positive opinion towards online education that it motivates and provides diverse opportunities for learning. They also agree for the fact that it offers platform for global access. This response shows that awareness level of internet and growing demand of online education. Table 2 states both the positive and negative perception of the respondents towards online educational efficiency. On the positive side majority of the respondents agree that online education enhances critical thinking, provides flexibility, extends user friendly platforms and gives consistent, reliable information. On the negative side same majority responded like it fails to customize the services to the targets due to the mass reach , as an essence of success of services lies in customization to the beneficiary for the benefit sought, necessary orientation should be provided to its beneficiaries to reap the optional benefit from the same. Online Education is not free from problem and barriers. the target audiences are encountering problems in adoption of online education. In the table 3(a) & (b) shows the response based on the problems and barriers for adoption of online education and prospects of online education in future. As per the response it is infer that majority of the respondents strongly agree that process of delivery in online education is mechanical and monotonous, there is lack of proximity to receive feedback and it makes audience isolated, lack of personal and social contacts and majority of the students opined that they fails to cope up with the online education because of their communication. As man is social being he/she wants belongingness and interaction between the people. This might be one of the reason where in the study majority of the respondents encountered above problems in adoption of online education. At the same time in the table 3(b) respondents looking for the better prospects of online education in future. They felt it gives punctual and rational information base for enhancing efficiency and it motivates for future prospects.

HYPOTHESIS TESTING

Ho: There is no significant relationship between Gender and perception of management students towards efficiency of online education

H1: There is significant relationship between Gender and perception of management students towards efficiency of online education

Ho(a): Online education enhances critical thinking

Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	10	12	8	4	6	40
Female	2	10	26	4	2	44
Total	12	22	34	8	8	84

Degrees of Freedom- 4; Level of Significance 5%;Chi-square Calculated Value – 17.23; Chi-square Table Value 9.488 As per chi-square test, calculated value is greater than the table value the null hypothesis is rejected.

Ho(b): Online education provides flexibility for accomplishment of tasks

Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	12.00	14.00	10.00	2.00	2.00	40.00
Female	6.00	10.00	10.00	16.00	2.00	44.00
Total	18.00	24.00	20.00	18.00	4.00	84.00

Degrees of Freedom- 4; Level of Significance 5%;Chi-square Calculated Value – 13.48; Chi-square Table Value 9.488 As per chi-square test, calculated value is greater than the table value the null hypothesis is rejected.

Ho(c): Creates and extends user friendly environment

Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	16.00	20.00	2.00	2.00	0.00	40.00
Female	2.00	10.00	26.00	6.00	0.00	44.00
Total	18.00	30.00	28.00	8.00	0.00	84.00

Degrees of Freedom- 4; Level of Significance 5%;Chi-square Calculated Value – 37.04; Chi-square Table Value 9.48. As per chi-square test, calculated value is greater than the table value the null hypothesis is rejected

Ho(d): Provides for reliable and consistent information

Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	6.00	22.00	6.00	6.00	0.00	40.00
Female	4.00	18.00	16.00	6.00	0.00	44.00
Total	10.00	40.00	22.00	12.00	0.00	84.00

Degrees of Freedom- 4; Level of Significance 5%;Chi-square Calculated Value – 4.53; Chi-square Table Value 9.488. As per chi-square test, calculated value is less than the table value the null hypothesis is accepted.

Ho(e):Fails to customize the services to the targets due to mass reach

Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Male	10.00	20.00	8.00	2.00	0.00	40.00
Female	8.00	24.00	8.00	2.00	2.00	44.00
Total	18.00	44.00	16.00	4.00	2.00	84.00

Degrees of Freedom- 4; Level of Significance 5%;Chi-square Calculated Value – 1.811; Chi-square Table Value 9.488As per chi-square test, calculated value is less than the table value the null hypothesis is accepted.

RESULT

Considering the significance and the chi square analysis, a cross-tabulation analysis between the independent and dependent variables for those who have significance value indicating the existence of a meaningful relationship between them, were considered to analyze and interpret the results regarding the objectives of this study research. Regarding gender, the analysis showed that in the case of Ho(a), Ho(b), Ho(c) there is significant relationship between gender and the perception of management students towards online education. On the contrary, Ho(d) and Ho(e) showed that there is insignificant relationship between the gender and the perception of management students. The null hypothesis was rejected on the three parameters Ho(a), Ho(b) and Ho(c), , It can be concluded from the cross tabulation and the chi-square analysis that Male students have better perception towards online education when compared to female students. This result where in the favorability of the responses towards online education in terms of enhancing critical thinking and versatility towards stated tasks for accomplishment and user friendly platform to realize the benefits have significant relationship with gender perception. The perception towards consistency and the reliability of information is questioned in the gender as the authenticity of the information extended is under a dilemma for acceptance and there is also failure for service customization with an objective of mass reach.

CONCLUSION

If we concentrate minutely on each factors of the study, we can conclude that there was a mix response from the respondents. Majority of the students till today realizing the face to face interaction at the class room are more effective than online learning and they strongly felt the importance of physical presence of teachers. On the contrary the same respondents believe that online education motivates and provide versatile education. On the three parameter the research conclude that the there is changing perception among genders towards online education. Male students have better perception about online education. At the same time the target mass faced with the problem while adoption of online education. Finally, in the scope area of the research the question of online education adoption and perception among gender is in dilemma, necessary orientation should be taken to make realize its benefit to the mass.

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