

A Study on Student Choice in Connected Campus With Regards to Manipal University

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ABSTRACT

Higher education institutions have been inundated with various infrastructures and platforms that have been siloed by strategy that frequently does not extend beyond the respective unit and stakeholders they serve. As campuses address their students' needs, they may implement a smart campus strategy that promotes efficient practices. Colleges and universities should shift their focus away from transactional process redesign towards leading practices and respective outcomes that will differentiate them from their peers as part of developing a smart campus strategy.

Keywords : Higher Educations, Campus, Smart Campus, Transactional process.

1. INTRODUCTION

The higher education landscape is at a crossroads due to an incredible digital shift. Higher education is experiencing complex disruption as a result of a changing student body that is digital natives and expects a more intuitive experience that fosters positive outcomes. This is where a digital campus, also known as a smart campus, can help to change people's lives. Innovative institutions understand the value of true transformation through the use of technology that enables frictionless, touchless, and intuitive experiences powered by a digitally connected community.

Students are consumers and customers who have the ability to choose. With social awareness, today's students make decisions based on purpose, value, and experience. As a result, institutions should reconsider their objectives and rethink how they will proceed in the face of technological advancements that other industries have become accustomed to. Colleges and universities should promote intuitive interaction that fosters positive outcomes based on innovative practices that leverage emerging technologies to improve the consumer experience. Faculty and staff expect a digital workplace that allows them to focus on meaningful activities that serve a true purpose and advance the campus's mission. Both of these changes may necessitate institutions becoming digitally connected.

More importantly, they are constantly modernizing and adapting their practices to meet the needs of their constituents. Institutions should use technology and analytics-based insights to improve the well-being of the communities in which they are rooted in order to remain sustainable and relevant.

We understand that higher education campuses are hubs of activity, and that leveraging smart campus strategies can improve the experience of students, faculty, administrators, researchers, practitioners, and communities.

2. OBJECTIVE OF THE STUDY

- To comprehend the benefits and drawbacks of connected campus.
- To determine whether students prefer online education;
- To determine the most preferred method of online education.
- To determine why people prefer online education over offline education.
- To investigate students' and teachers' perspectives on connected campus.
- To understand the future scope of connected campus.

3. SCOPE OF THE STUDY

The study aids in the creation of a detailed analysis of student preferences for Connected Campus in their college. The study's geographical scope is limited to the city of Manipal (Manipal University). The entire study is based on a questionnaire designed to determine student preferences for connected campuses.

4. SIGNIFICANCE OF THE STUDY

- In recent years, connected campus in universities, or more specifically in educational institutions, has made rapid progress, making it one of the most discussed topics in the education domain.
- Students now have access to the best courses from around the world in order to become proficient in these areas.
- Several Manipal University institutes now provide online distance education, bringing in world-class instructors and professors to educate students.

5. STATEMENT OF THE PROBLEM

- The first issue is that many people find it difficult to adjust to online learning. Most of us are accustomed to learning in a physical environment such as a classroom, library, or even a co-working space. Although online learning is available anywhere, you may have some difficulty getting used to it.
- The current teaching method is more individualistic (a teacher's teaching method), which students find boring and less interactive.
- Students spend a lot of money on extra study materials and classes such as tuition.
- Students have a time limit for communicating with the teacher.

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- Changing requirements and a greater diversity of learning domains.
- Is dependent on the advancement of multimedia and networking technologies.
- One of the most significant challenges is that the majority of online learning is one-way communication. There is no interaction between the student and the teacher. The experience will be very different, and for many students, the transition will be difficult.

6. LITERATURE REVIEW

1. **Anukool, Shweta Dani, Manisha Singhai, and Shweta Dani (2018)** “Factors Affecting Student Perception of Online Learning: An Empirical Analysis,” published in the Indian Journal of Industrial Relations. Online learning can be internet-based and delivered electronically via audio-video lectures, online tutorials, Skype, emails, discussion forums, animation, chat sessions, and CD-Rom. Online learning is education that can be done anywhere, at any time, and at a low cost; students can access course material whenever they want. It makes the course material more motivating and encouraging. Online learning occurs through the use of chat rooms, e-mail, discussion boards, and instant messaging. The purpose of this study is to learn about students' attitudes toward online learning in Indore. To collect the data, a structured questionnaire was created. The Factor Analysis technique was used to extract the factors.
2. **Young-Joo Jeon (2016)** conducted research on how to improve the design and layout of smart classrooms for English instruction. The researcher polled 41 secondary school teachers and 144 high school students. These students used the smart-classroom at least twice a week for English. These students primarily used the classroom to improve their communication skills. The questionnaire consisted of fifteen questions covering topics such as the smart classroom's strengths and weaknesses, as well as ways for teachers and students to teach and learn English more effectively in a smart classroom. The findings revealed that teachers and students agree on the importance of the smart classroom and the need for more diverse teaching methods in the classroom.
3. **Nirmala Sundara Raj (2006)** attempted to develop visual basic-based computer assisted instruction and computer animated packages in Zoology, as well as their effectiveness on plus one students' achievement. The study's goal was to determine the efficacy of the visual basic-based CAI package and the computer animated package in teaching Zoology to plus one students.
4. **Heller (2015)** stated that it is critical to learn about students' perceptions of online learning while providing online courses. This is due to the low completion rates of online courses, particularly those of Massive Open Online Courses, which are “generally in the single digits.” Furthermore, those who complete Massive Open Online Courses are “disproportionately well-educated men with office jobs.”

5. **Toyama (2015)** stated that, with the growing population of institution students in the United States, it is also important to determine whether differences in students' backgrounds (e.g., age, gender, and traditions) cause any difference in their opinion about online learning.
6. **Orhan Ercan (2014)** investigated the impact of web-assisted education with six thinking hats on students' academic achievement in science and technology classes. Rather than focusing on a single teaching method, this study emphasises the importance of using multiple teaching methods and techniques in education. This is an experimental study. This study looked at how the web-assisted education method, backed up by the six thinking hats technique, affected student achievement, students' attitudes toward science, and their attitudes toward the use of computers in science classes.

7. LIMITATIONS OF STUDY

- The major challenge is a lockdown due to a pandemic.
- The study was only conducted for a short period of time.
- The study is only applicable to Manipal University students.
- The study is based on data provided by respondents, which may or may not be accurate.
- Some respondents were pressed for time and hesitant to provide adequate information.
- The questionnaire was created with our research objectives in mind.
- The accuracy of the data is dependent on the accuracy of the data provided by the respondents.

8. RESEARCH METHODOLOGY

The process of conducting a systematic investigation into any management problem is known as research methodology. It is concerned with research design, data collection, sampling techniques, sample size, and statistical tools. The term "research methodology" simply refers to the practice of "how" any given piece of research is carried out. More specifically, it is concerned with how a researcher designs a study in a systematic manner to ensure valid and reliable results that address the research aims and objectives.

9. RESEARCH DESIGN

Following the formulation of the research problem in clear cut forms, the researcher will be required to prepare a research design. That is, he must define the conceptual framework within which the research will be conducted. The preparation of such a design allows research to be as efficient as possible while yielding the most information. In this project, descriptive research method is used.

10. THEORETICAL INSIGHTS

In the tertiary education system, numerous satellite university colleges have been established in peripheral towns and regional centres, each academically supervised by one of the seven major Israeli universities. These colleges must adhere to the same standards as the universities that sponsor them. As a result, teachers and tutors at satellite colleges must meet a high academic standard in

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order to be recognised as academically competent by the authorities of the sponsoring universities and meet stringent academic requirements. However, there is a significant shortage of fully qualified academic faculty members willing to teach at satellite colleges located in towns geographically distant from the country's centre.

From the study, it is observed that, 19 percent of respondents are highly satisfied with assignments, 43 percent are highly satisfied with web links/URL online course material, 39 percent are highly satisfied with course notes, 21 percent are highly satisfied with digital text books, and 19 percent are highly satisfied with attendance.

According to the study, 31 percent of respondents are highly satisfied with blogs, 39 percent are highly satisfied with collaborative work online tools, 41 percent are satisfied with portfolios online tools college instructors used, 32 percent are highly satisfied with submission of assignments online tools college instructors used, and 51 percent.

According to the above table, 8% of respondents use grammar tools and checkers technologies used by college instructors, 33% use language learning software and web conferencing technologies used by college instructors, 16% use mind mapping/concept mapping technologies used by college instructors, and 6% use presentation software.

11. FINDINGS

- The vast majority of respondents (86 percent) are men.
- The majority of respondents, 53 percent, are between the ages of 18 and 20.
- The majority, 68 percent, of respondents are from the arts and sciences.
- The majority, 49 percent, of respondents work 1-10 hours per week in a part-time job.
- The majority of respondents, 82 percent, prefer online education to traditional education.
- The majority of respondents, 37 percent, prefer online education due to the flexibility of time schedules.
- The Zoom application is preferred by the majority of respondents (62%) as the most preferred online platform for online education.
- The majority of respondents, 61 percent, are extremely satisfied with the teaching methods used by their faculties.
- The majority, 41 percent, of respondents are extremely satisfied with the college's facilities.
- The majority, 94 percent, of respondents stated that obtaining the necessary resources from the college digital library is simple.
- The majority of respondents, 91 percent, stated that it is simple to register for different courses at the same college via online.
- The majority of respondents, 51%, stated that the faculty is supportive of the college.

- The vast majority, 90 percent, of respondents said they would be willing to pursue another course at the same college.
- The majority, 37 percent, of respondents said that studying in college will definitely benefit their siblings or friends.
- The vast majority, 98 percent, of respondents say they would recommend this college to others.
- The majority of respondents, 43 percent, are extremely satisfied with web links/URL online course material.
- The majority of respondents, 51%, are extremely satisfied with the style guide online tools used by college instructors.
- The majority of respondents, 43 percent, said they use chat room communication tools.

12. CONCLUSION

There is a significant difference in student preferences between students who choose pure campuses and students who choose connected campuses. The majority of the students work part-time, with only a few working full-time. An exciting finding from the project is that a greater number of students are now working part-time, doing online paid internships, and so on in addition to their studies. Despite the fact that students have little difficulty adjusting to and accepting a completely new academic experience, they are eager to accept this new learning because of the numerous benefits associated with it. The ability to study at a time that is convenient for them is the primary reason that students prefer online education to traditional education. Aside from that, cost savings, locational advantages, and so on are some of the other reasons for its rising popularity. There will be drawbacks, as with any topic, but this project research assisted me in discovering something very unexpected. People, specifically students, are shifting their mindsets and focusing on benefits that will help them live a better life.

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