



# ***TECHNOLOGY INTEGRATION IN BUSINESS SCHOOL PEDAGOGY WITH REFERENCE TO B-SCHOOL IN BENGALURU***

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**Abstract:** In an era marked by rapid technological advancements, the integration of technology has become paramount in reshaping the landscape of education, particularly in business schools. This paper attempts to Highlights to understand. To identify Effective Technology tools used in business school. To know the different technology integration that is practised in business school for quality education Key findings: 70% of respondents perceive that Technology integration aligns completely with the Business Schools' Strategic goals and Objectives for delivering high-quality Education. 33.3% respondents said that industry specific software applications, are the most effective technology tools for facilitating collaboration learning among students.

**Index Terms:** Technology Integration, Digital Learning Tools, EdTech in Business Education

## **1. INTRODUCTION**

In an era marked by rapid technological advancements, the integration of technology has become paramount in reshaping the landscape of education, particularly in business schools. This transformative shift not only reflects the dynamic nature of the business world but also serves as a catalyst for preparing students to navigate the complexities of a digital-centric marketplace. This introduction delves into the multifaceted dimensions of technology integration in business school pedagogy, exploring the benefits, challenges, and the profound impact on shaping the future business leaders. The integration of technology in business school pedagogy brings forth a myriad of advantages that extend beyond traditional teaching methods. Interactive learning platforms, virtual simulations, and online resources offer students experiential learning opportunities, allowing them to apply theoretical knowledge in practical scenarios. Moreover, technology facilitates real-time access to global business trends, case studies, and industry-specific data, enabling students to stay abreast of the latest developments.

**1.1 Purpose :** The study on "Technology Integration in Business School Pedagogy with Reference to B-Schools in Bengaluru" is essential to analyse the significance of integrating technology in business school education, crucial for aligning teaching methodologies with the dynamic requirements of modern industries.

## **2. METHODOLOGY**

**2.1 Profile of the study area:** The study was conducted for ten Business School Directors in Bengaluru.

**2.2 Sampling procedure:** To evaluate the objectives of the study Non – Probability sampling method. Under this method of sampling "Convenience Sampling" method is used for the study.

### **2.3 Nature and sources of data :**

**Primary data:** The data was collected using by primary data by personal survey using questionnaires. **Secondary data:** The secondary data relating to the study was collected through published journals, the internet and the articles published in the newspaper.

**Sample size:** The sample size used here is Ten.

**2.4 Limitations:** Hence it is an offline survey, respondents may find difficult to give accurate information. The inherent lacunae associated with this type of inquiry have crept into the study. Sincere efforts have been made to

elicit accurate and reliable information as far as possible by cross-questioning. However, the degree of discrepancy if any would be negligible as the estimates presented are in averages.

### 3. RESULTS AND INTERPRETATION

#### 4.1 Tabel showing impact of Technology integration on preparing students

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Extremely important	6	60%
Important	4	40%
Somewhat important	0	0%
Not important	0	0%
TOTAL	10	100%

Most respondents emphasize the critical role of technology integration in readying students for evolving business demands, with a notable subset considering it slightly less pivotal yet still significant.

#### 4.2 Tabel showing Technology contribute significantly to enhancing the overall competitiveness

PARICULAR	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	6	60%
Agree	4	40%
Total	10	100%

Integration of technology elevates business school competitiveness and reputation, highlighting its pivotal role in enhancing overall standing, as widely acknowledged by respondents.

#### 4.3 Tabel showing Technology align with B-school

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Completely Aligned	7	70%
Mostly Aligned	3	30%
Partially Aligned	0	0%
Not Aligned	0	0%
TOTAL	10	100%

Majority of the respondents prioritize technology tools in business schools, emphasizing their alignment with real-world business practices to enhance collaborative learning's relevance and applicability

#### 4.4 Tabel showing Effective Technology tools used in B-school

PARICULAR	NO OF RESPONSE	PERCENTAGE
Virtual team work platform	3	22.2%
Project management software	2	11.1%
Data analytics tools	1	11.1%
Virtual reality simulation	2	22.2%
Industry specific software applications	2	33.3%
TOTAL	10	100%

Majority of the respondents prioritize practical, collaborative technology tools in business education, particularly industry-specific software, and VR simulations, for real-world relevance and enhanced student engagement.

#### 4.5 Tabel showing impact of Data analytical tools

PARTICULARS	NO OS RESPONSE	PERCENTAGE
Highly effective	4	44.4%
Effective	6	55.65%
Neutral	0	0%
Ineffective	0	0%
Highly ineffective	0	0%
TOTAL	10	100%

Majority of the respondents widely recognize the value of data analytics tools in refining students' analytical and decision-making skills

#### 4.6 Tabel showing Innovative Technology Tools used in B-school

PARTICULAR	NO OF RESPONSE	PERCENTAGE
Very positively	2	20%
Positively	7	70%
Neutral	1	10%
Negatively	0	0%
Very negatively	0	0%
Total	10	100%

Majority of the respondents demonstrate enthusiastic adoption of innovative technology tools in business education.

**4.7 Tabel showing Currently used LMS in B-school**

PARTICULAR	NO OF RESPONSER	PERCENTAGE
Moodle	6	66.7%
Canvas	0	0%
Black board	4	33.3%
Others	0	0%
Total	10	100%

Majority of the respondents exhibit a clear preference for Moodle and Blackboard as LMS platforms in the business school

**4.8 Tabel showing Video Conference Tools used in B-school**

PARTICULAR	NO OF RESPONSE	PERCENTAGE
Zoom	1	0%
Microsoft Teams	3	11.1%
Google meet	1	0%
Dialpad Meeting	0	0%
All of the above	5	88.9%
Total	10	100%

Majority of the respondents recognize the college's flexible strategy in online communication, with Microsoft Teams emerging as a prominent choice due to its effective facilitation of virtual interactions.

**4.9 Tabel showing Data analytics Tools used in B-school**

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Tableau	0	0%
Power BI	0	0%
Quilk view	0	0%
Excel	0	0%
SAS	4	40%
All of the above	6	60%
TOTAL	10	100%

Majority of the respondents employ a comprehensive approach to data analytics education in the college.

**4.10 Tabel showing Online Assessment Tools used in B- school**

Particulars	No of response	Percentage
Exam soft	7	70%
Socrative	0	0%
Proctor U	1	10%
Others	2	20%
Total	10	100%

Majority of the respondents Favor Exam Soft as the top choice for online assessments in the college.

**4.11 Tabel showing Gamification tools used in B-school**

Particulars	No of response	Percentage
Class craft	0	0%
Quiz	8	80%
Games	2	20%
Others	0	0%
Total	10	100%

Majority of the respondents find quizzes to be effective for engaging students in the learning process

**4.12 Tabel showing Online courses and MOOCs used in B-school**

Particulars	No of response	PERCENTAGE
edX	4	40%
Udacity	4	40%
Canvas network	1	10%
Kadenze	1	10%
Total	10	100%

Majority of the respondents Favor EdX and Udacity for their diverse and engaging online courses.

**4.13 Tabel showing Innovative Technology tools used in curriculum**

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Very positively	3	30%
Positively	7	70%
Neutral	0	0%
Negativity	0	0%
Very negatively	0	0%
TOTAL	10	100%

Majority of the respondents hold a favourable view of the innovative technology tools used in the curriculum.

**4.14 Tabel showing Emerging Technologies in B-school curriculum**

PARTICULARS	NO OF RESPONSE	PERCENTGAGE
Fully integrated	2	20%
Partially integrated	6	60%
Limited integration	1	10%
Not integrated	1	10%
Total	10	100%

Majority of the respondents acknowledge the partial integration of emerging technologies into the curriculum.

**4.15 Tabel showing Technology tools enhance faculty collaboration professional growth**

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Virtual collaboration platform	8	80%
Online communities	2	20%
Webinar and workshop	2	20%
Others	0	0%
Total	10	100%

Majority of the respondents recognize the significance of virtual collaboration platforms in fostering faculty collaboration and professional development.

#### 4.16 Tabel showing Technology Integration benefit Students in Business Schools

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Enhance learning opportunity	6	60%
Improves collaboration and communication	2	20%
Provides real world business experience	1	10%
All of the above	1	10%
TOTAL	10	100%

Majority of the respondents perceive technology integration in business schools as enhancing learning opportunities and fostering improved collaboration, communication

#### 4.17 Tabel showing Specific Technologies that is believed most valuable for B-school

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Online learning platform	3	30%
Data analytics tools	5	50%
Virtual simulation	2	20%
Other		0
TOTAL	10	100%

Majority of the respondents emphasize the significance of data analytics tools in honing data-driven decision-making skills.

#### FINDINGS:

- It was found that 60% of respondents perceive technology integration as extremely important for preparing students for the rapidly evolving demands of the business industry.
- It was found that 60% of respondents strongly agree that integration of technology has significant impact on overall competitiveness and reputation of the Business school.
- It was found that 70% of respondents perceive that Technology integration aligns completely with the Business Schools' Strategic goals and Objectives for delivering high-quality Education.
- It was found that 33.3% respondents said that industry specific software applications, are the most effective technology tools for facilitating collaboration learning among students.
- It was found that 55.6% of respondents perceived that Data analytics tools are highly effective in enhancing students' analytical and decision-making skills within the Business School.
- It was found that 70%of respondents indicating a positive reception in recently introduced innovative technology tools in the business school curriculum
- It was found that 66.7%of respondents perceived that Moodle is the most used LMS.
- It was found that 88.9%of respondents using Microsoft Teams is the most used video conference tool followed by Zoom and Google Meet.

- It was found that 90% of respondents using Microsoft Teams is the most used collaboration tool.
- It was found that 60% of respondents using SAS as the most used data analytics tool.
- It was found that 70% of respondents using Exam Soft is the most used online assessment tool.
- It was found that 80% of respondents using Quiz is the most used gamification tool.
- It was found that 40 % of respondents edX and Udacity are the most used online courses and MOOCs.

## CONCLUSION:

Business schools perceive technology integration as extremely important for preparing students for the evolving demands of the business industry. This perception is supported by the strong agreement that technology integration contributes significantly to enhancing competitiveness and reputation. The alignment of technology integration with strategic goals is also evident, with most of the business schools aligning their technology integration with their strategic objectives for delivering high-quality education. Virtual platforms like project management software and data analytics tools are identified as the most effective tools for facilitating collaborative learning among students.

The impact of data analytics tools on enhancing students' analytical and decision-making skills is highly rated, indicating the importance of these tools in the curriculum. Students have positively perceived recently introduced innovative technology tools, indicating a willingness to embrace new technologies in their learning. Business schools are perceived to be well-balanced in integrating traditional teaching methods with online learning platforms to cater to diverse learning styles.

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