

## ADOPTION OF BLENDED LEARNING AND ITS ACCEPTANCE AMONG MANAGEMENT GRADUATES

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### **Abstract**

The Post Graduate Business Administration Programme offers Global outreach and industry-ready opportunities through rigorous training and a well-structured Curriculum that enhances both Practical and Theoretical insights for management graduates. As the educational industry is flourishing with new pedagogical aspects, we find Blended Learning is one of the new paradigms universally accepted. We conducted this study with the same aspect to understand how far the students and educators have been driven by this new platform. The influence of the learning environment was assessed with the help of a questionnaire where Information exchange and educational aesthetics were believed to be the influencing factors for the adoption and acceptance of the new learning environment. A sample of 237 was collected and processed using the SPSS tool to determine the reliability, Chi-square test, and correlation between the observed variables. The results exhibit positive returns and we were able to prove to the research fraternity that the amount of Information exchange and the level of Aesthetics in education contributes to the leading change from normal learning to blended learning. Future researchers can run the same with different other aspects available in the existing literature to prove the same.

**Keywords:** blended learning, educational aesthetics, Learning environment, practical knowledge.

### **1. Introduction**

The latest trends in education are marked as changes in adapting to the environment in a rapid phase as a result of techno advancements. As the Z Generation and the Millennials are approaching higher education (Sholihin et al., 2020) It is very well known that the preparation of students, in general, is done by engaging traditional resources or the Traditional Lecture method (Abeysekera & Dawson, 2015). As a result of advancements in technology Devices that we use in the modern day have ended up making a shift towards a new pattern of education.

The mitigation in learning pursued widely is online learning or E-Learning (Widodo et al., 2020) the process of learning focuses on expanding or transforming values and changing their competencies (Criu & Ceobanu, 2013) as per the extended literature review we feel that information exchange is one of the key factors in accepting and adopting a learning platform. Yeh

Y.-c., Rega E.M. & Chen S.-Y, say that a type of intrinsic motivation will facilitate aesthetics in learning will make the enjoyable experience of aesthetics and learning autonomous will get provoked (Yeh et al., 2019)

Considering the above-stated ones along with the extended review of the literature we do feel that Information exchange and educational aesthetics serves a key role in acceptance of the Blended Learning among students in particularly management graduates. We shall discuss the same with the help of a research instrument deployed as follows

## **2. Theoretical background**

The Theoretical background of the study will exhibit the reason behind the researchers' idea of choosing the variables for the study.

### **Blended Learning**

The in-person and learning activities online are integrated by Blended Learning which can complement each other. Significant autonomy is provided to students in this Learning Environment, for an individual to excel Self-regulated Learning (SRL) is necessitated in this Learning Environment (Vanslambrouck et al., 2019). In spite of being independent, the learners are in need of individual help especially adult learners need for balancing their SRL skills. A combination of Digital or Online components with instructions for in-person is possible with the blended learning teaching strategy. The urge for workplace success in the modern environment is supported by the integration technologies, connectivity and communication is made easier with the Blended Learning platform. This platform will make students industry ready by mastering the subject along with the technological usage. This will help students develop listening skills along with kinaesthetic and visual abilities

### **Educational Aesthetic**

Talent sharing or knowledge sharing are enabled by mobile apps and websites for within Teams and/or individuals present in digital world of today. The research community has argued that it is more appropriate to exhibit knowledge as a thing and a flow, Despite the fact that it is an object. Knowledge as flow is compared with the tacit knowledge. The knowledge management strategies are adopted with its aesthetics sense found in educational industry as a mean for Knowledge sharing between entities.

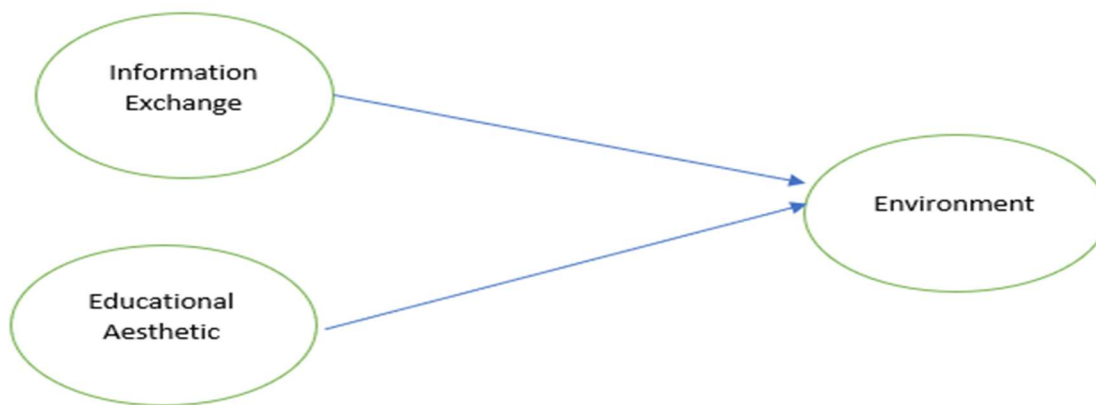
### **Information Exchange**

The exchange of information is the primary need of education as the tutors have a primitive role in making this happen by their conventional way of teaching and learning strategies. It is also regarded that the ability for concurrent direct touch among educator and the students and for making quick inputs. (Müller & Wulf, 2021). This platform will make an addition in the existing official and unstructured pupil groups in compromising working acquaintances and participation over lesson related activities. This approach is thoughtful in connecting and boosting student relations which will impact in boosting the training sessions value and feasible transmission of knowledge(Wright, 2017) A search engine used to deliver education electronically is called screen schooling which is done via Secure Web, Open Web Or within systems. Any number of content

can be viewed by the pupil through this method in different shapes on net alone, while seeking for tools and items in web this might boost their knowledge(Mali & Lim, 2021)

### Learning Environment

Incorporation of virtues of classroom such as community collaboration active participation over community are considered perks of leveraging deep learning i.e., Control over learner movement, versatility in geography and schedule. The broad research over years on the consequence of connection and mobility in integrated context of learning reveals that they have beneficial effect on learning capacity and cognitive progress. The adaptability to this instruction will enable learners to combine their obligations with coursework. This will also provide ownership over the knowledge content, the interest of learners will be boosted, which will prompt desire and create more useful and dynamic abilities of information(Müller & Wulf, 2021)



Conceptual Model of the study

### 3 Research Methods and analysis

The researchers used a questionnaire developed with the help of various review of literatures carried throughout the study period. A Sample of **237** were collected using google forms and in-person interview across different B Schools in Northern part of Tamil Nadu as the northern part attracts many B Schools in the state. Convenient sampling method was deployed to reach the required sample size. The questionnaire had two broad sections one with the demographic details and the other with the key variables where each variable has several constructs arranged in Likert scale of Five Points.

After collecting the desired sample size, the data was cleaned and coded in IBM SPSS 25 for further research process. As usual the first step of analysis is to check the reliability of the data. While Processing the Test of **Reliability** we have found that the **Cronbach's Alpha** result is **0.824**. A score of above .8 is considered and we can further use the data for other analysis (Gliem & Gliem, 2003). Based on the reliability results we further processed with test of correlation to find out the relationship that arouses among the identified variables.

Usually, researchers will look for a correlation value between **-1 to +1** as their threshold level(TAYLOR, 1990). With the help of SPSS, we processed and derived at this table as output for the correlation.

	Information Exchange (IF)	Educational Aesthetic (EA)
Learning Environment (E)	0.92	0.73

Table showing Correlational outcome of the study

From the results in the table, we can infer that there is a positive relation between the independent and dependent variables. We can find a Highly positive relationship between Information Exchange and Environment **with 0.92** that is closer to 1 and We can also see a moderately positive correlation between Educational Aesthetic and Learning Environment **with 0.73** above the required threshold level(Schober & Schwarte, 2018). As suggested by the researchers with the existing literature support we can find the relationship between the variables as positive

H1: There is an association between Information Exchange and Learning Environment

H2: There is an association between Educational Aesthetic and Learning Environment

Chi-Square Test	
Pearson Chi Square P-Value	0.02

Table Showing Chi Square Test outcome of the study

The results of the above given table suggest a rejection of null hypothesis with **p** value of **0.02**.(Dahiya & Gurland, 1973) therefore, we can infer that there is an association between Information Exchange and Learning environment similarly there is an association between Educational Aesthetic and Learning Environment.

#### 4 Future Scope of the Study

The study focussed on few areas where the other researcher has not look into or very minimal study was made. The future research community can look into all other macro and micro details of the same. The readers can apply similar study with B Schools of their region or even other department can proceed with the same

In this paper we discussed about educational aesthetics alone further study can be initiated with aesthetics other than education. The study can be further developed with closely associated variables and implications in future.

#### 5 Conclusion

The research instrument deployed by us exhibits High Reliability and credibility. The table showing Distribution of frequency exhibits 89.3 % Respondents had agreed that prompt delivery of information via constructivist current approach can be replaced by implication of web-based learning or blended learning environment. Likewise, 80.3% have said they are happy with usage of blended learning environment. 78.1% had acknowledge that effective tools in web are utilized using blended learning environment. 74.9% had agreed that involvement and collaboration of industry practices made possible with blended learning environment. This short study gives a clear picture that Blended learning environment will remain for the coming years and will attract many users upfront.

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