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Case Study NJITM

Media and Technology in MBA and Engineering Education System: Its Impact

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Abstract

Media and technology have had a significant impact on MBA and engineering education systems in recent years. Media, in common, can be depicted in basic terms, like a motion picture was great, the book was pitiful, or the Web is instructive, and how did we ever live without it! The availability of online learning platforms has made it possible for MBA and engineering students to access high-quality educational content from anywhere in the world. These platforms provide flexibility, convenience, and affordability for students who might not have been able to pursue higher education otherwise. Analysts, on the other hand, see at media from a hypothetical point of view by bringing social cognitive speculations to media which recommends that people are proactively included in their advancement, and can, in this manner, work out control over their sentiments, contemplations, and activities.

Keywords: Union Government (UG), MOOCs (Massive Open Online Courses), Information and Communication Technology in education (ICT), Virtual Reality (VR)

INTRODUCTION

Media poses several concerns for students, parents, teachers, the government, and society at large. There is a need to examine the impact of various forms of multimedia on students' cognitive, social, and ethical development, particularly in the context of technology [1]. There is a growing interest in determining whether certain modern technologies are more effective than traditional classroom approaches for teaching and learning. Some technologies can be more motivating and can enhance access to education while reducing costs.

OBJECTIVES OF THE STUDY

The use of media and technology in the classroom can help bridge the gap between teachers and students, between readers and texts, and among students of different skill levels. Proper use of media and technology in the classroom has numerous potential benefits such as:

- Providing access to information that was once restricted or non-existent, e.g., through digitized uncommon books, chronicles and original copies, collections, assistive innovation etc.
- Help in passing on data, concepts and prepare more successfully, e.g., by means of information visualization, movement and simulation.
- Embrace various styles of learning and permit for self-paced learning.
- Provides teachers with immediate and ongoing feedback on student progress [2].

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- Provide youngsters the opportunity to obtain knowledge about digital citizenship, including how to evaluate online sources and interact with the public.

Some Functional "Key Terms" related to Media and Technology

- Distribution system;
- Virtual reality;
- Blended learning
- E-learning [3];
- Web Based Learning;
- Virtual Gaming;
- MOOCs; and
- Cyber safe.

SCOPE OF THE STUDY

Functions of Media

- *Giving data:* Media offer assistance in spreading data for the masses. Individuals secure diverse information exceptionally quickly.
- *Providing professional data:* Media offer assistance in giving professional and proficient data to a bigger bunch of the community.
- *Spreading mindfulness and civic obligation:* Individuals can be mindful of diverse issues of the society and their part in changing society through mass media. Individuals know their rights and obligations for the country clearly.
- *Educational programs:* Mass Media offer assistance in shaping reasonable propensity for distinctive programs and they utilize their relaxation time in a profitable way. It moreover impacts the behaviour of the individuals through diverse programmes.
- *Role as an informal office:* At the meantime, in a developed nation, the media are not perceived as informal educational institutions. They are called non-formal organizations due to its wide scope of instructive things in a precise way. It is seen that these media can substitute the classroom instructing.

Types of Media and Technology

- Display formats.
- Chalks Boards, White Board, Flipcharts.
- Audio Media.
- Cassettes, CDS.
- Non-Projected Visuals.
- Still pictures, Graphic Material, RealObjects.
- Projected Visual and Multimedia.
- OHP, Filmstrips, Sound slides.
- Video and Films.
- Video Films, DVD.
- E-Distribution system and Computer Internet Based Media.
- Television, Power Point Presentation, Front Page, virtual reality.

Technology in MBA and Engineering Education System

As innovation develops, there are numerous ways that it can be connected to diverse things. Instruction is not diverse. There are numerous mechanical propels that have changed the world of instruction within the 21st century [4]. Understanding these advancements and the impact they have on education worldwide can reveal just how essential technology is to education. The diverse

innovative applications employed within the classroom have a tremendous impact on the overall education of students around the world, which can be demonstrated.

Online Classrooms

This can be one of the primary things that many consider when it comes to innovation and education. There are myriad things that this has been put into practise in colleges of all levels. There are classes that understudies can take online, whereas they are still in colleges to win additional credit. There are even online colleges that students can attend from home. Additionally, students with specific impairments, such as compulsive tendencies or hearing difficulties, may also benefit from an online class. This is because while an individual may not feel comfortable asking the teacher to repeat themselves or may not have the opportunity in a physical classroom, when watching a pre-recorded lecture, they can rewind to review the information again. This can help them to gain a better understanding of the lesson, which is the primary goal [5].

Learning with Blended Learning

Mixed learning involves effectively integrating ICTs into course plans to enhance the teaching and learning experiences for students and teachers. This is done by enabling them to engage in ways that would not typically be available or feasible in their usual environment, whether it is primarily face-to-face or through a distance mode of learning. In numerous cases, the act of "blending" accomplishes superior understudy encounters and results, and more proficient educating and course administration hones. It can include a blend of conveyance modes, educating approaches and learning styles (Table 1).

Advancements in technology provide new opportunities for teachers to design and deliver their courses in ways that support and enhance the professors' role, the students' individual cognitive experiences, as well as the social environment. These are three key components in successful teaching and learning. Mixed learning innovations can broaden the spaces and openings accessible for learning; support course administration exercises (e.g., communication, evaluation accommodation, checking and feedback) [1]; support the arrangement of data and assets to students; engage and persuade understudies through interactivity and collaboration.

Learning with Online Learning (E-Learning) Resources [3]

With the progression of computer and communication innovation, electronic learning has entered into the field of present-day instruction [3]. It has made a number of online learning assets for understudies and teachers. E-learning is a common term used to describe a specific mode of attending a course or program of study, where students rarely or never meet face-to-face and do not have access to on-campus educational facilities. Instead, they study online. E-learning increases access to subject matter and knowledge through online learning [3].

An electronic book is one whose contents are organised electronically. It might be a small, adaptable device that can download and read a book's contents in electronic form. E-Journal or E-Zine may be a diary distributed in electronic form. E-Journal is regularly utilized traded with terms like "online journal", "academic journal", "E-Zine" and "Academic open get to E-Journal".

Table 1. Humans and technology.

Human		Technology
1. Motivation		1. Mobility
2. Personalization		2. Structure
3. Feedback	Blended	3. Tracking and Control
4. Fluency and listening		4. Self-Study
5. Relevance		5. Reduced Cost
6. Discipline		6. Global Reach

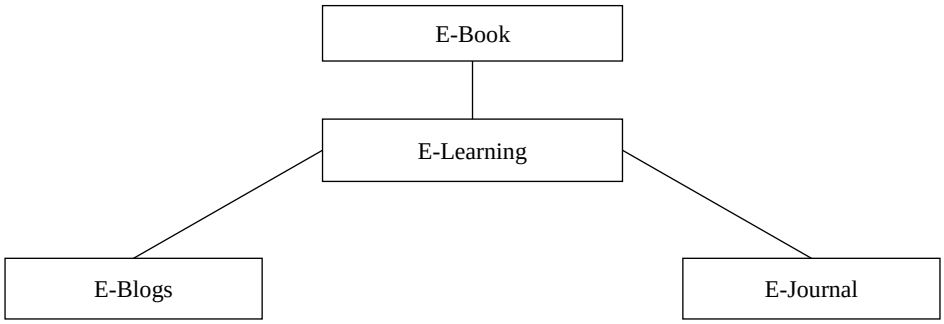

Figure 1. Online sources of learning.

An e-blog is a web-based platform used for the chronological distribution of personal thoughts and web links. For example, an edublog is a type of blog written by someone with a stake in education. These weblogs cover subjects related to instruction and contain instructive assets. These blogs are composed by or for a teacher; web journal kept up for the reason of classroom instruction or web journal composed almost instructive policy (Figure 1).

Web-based Learning

A web-based learning environment can be designed for both remote and face-to-face learners. One method of memorization is through the execution of web-based tools or advances in a learning programme. In other words, the learner predominantly uses computers to connect with the teacher, other students, and the learning environment. Web-based learning comprises of innovation that bolsters conventional classroom preparing and online learning situations. The foundation of "pure" online courses is the computer and online feasible results. In this instance, all communication and educational activities are conducted online. Yet, in addition to the distant learning exercises, some face-to-face sessions may be included in online courses.

Because they incorporate online exercises with in-person activities, these courses are known as hybrid courses in this instance [2].

Learning with MOOCs

Massive Open Online Courses, or MOOCs, are a term or slogan that refers to the adaptability of open and online education. A massive open online course, or MOOC as it is more incurred in connection, is an online course that is accessible through the internet and provides unrestrained support. I accept Educause, a massive open online course (MOOC), to demonstrate for conveying learning substance online to any person who needs to require a course, with no restrain on participation. MOOC consolidates both the traditional and present day course materials for learning such as recordings, readings, ventures, assignments and numerous more.

Instructors can conduct online classes with MOOCs, which is the main method of using MOOCs in education. All enrolled students may enrol in the same domestic courses, execute the same assignments, and appear for the same final exams online. This can be used as a side learning activity by faculty members, where the learning takes place at home but is assessed in class.

Students can raise their worries during class at colleges and learn on their own terms through online courses. Also, teachers can assign students to plenty of online courses, expecting them to complete them all in a set period of time (Figure 2).

The objective is usually to share their unique knowledge with each other and learn from each other in turn. They can moreover share their last ventures with one another and make a dialog out of the activity [3].

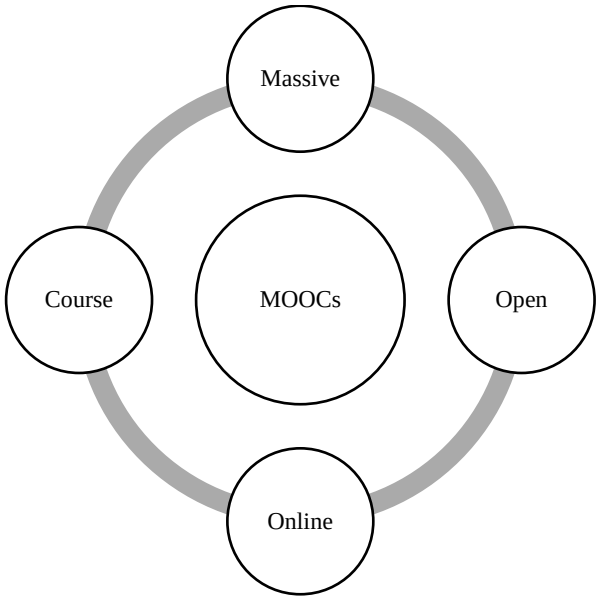

Figure 2. Massive open online courses (MOOCS).

The Tablet in Place of Text Books

There are a few Colleges that have begun moving to tablets rather than course readings within the classroom. One College for case is Clearwater Tall Colleges. The high schools made the switch four years ago, and the results have been exceptional. For instance, the cost of books was significantly reduced. Whereas tablets can be a great source for reading material within the classroom, there is much more that they got to offer. A study of 150 teachers amid the 2014 to 2015, colleges year expressed that 87% of them felt that the tablets made a critical change to the learning environment [6].

Instant Messaging and Texting

Whereas texting may be scowled upon amid lesson, there is a major advantage that it can give for the learning encounter.

It can permit the understudy the capacity to communicate straightforwardly with teachers as well as other understudies. This might help them push for a far-reaching, significantly better, higher, more robust, or improved comprehension of the issue. Students can even ask questions that they were too afraid to ask in class.

The inclusion of teachers on these locales shifts radically depending on where the college is. There are certain colleges where workforce association is not compulsory, which might result in less positive consequences than those where instructors are obligated to be online with the understudy for a specific period of time. It can not only help improve the student's understanding but also reinforce the bond and trust they have for the teaching staff at the colleges [4].

Computer, Multimedia and ICT in the Classroom

Computers have ended up a fundamental portion of life for most parts of the world. Even in third world countries, many have started using computers to help improve education. The effects of classroom computing are far-reaching.

Students can engage in diversions that can help them memorize lessons. In actuality, there are plenty of instructional games available that are so entertaining for understudies that kids fail to see that they are actually learning while they play. As a result, there are activities that can help to develop mental acuity, which can be a tremendous help when it comes to learning [7].

Virtual Gaming and Its Impact on Education

Many people associate relaxation and good times with video games and virtual reality. The truth of the matter in spite of the fact that is that they too have their put within the classroom. They are vital for people who plan to work in computer and video object oriented programming. In any case, the reach of this innovation comes to indeed further.

There are virtual reality diversions available that can help people learn technical skills. One of the most prominent examples of this is frequently found in surgical interns' use of virtual gaming. By practising surgery in a virtual setting, they may simulate the encounter they need while operating on a real person [8].

Learning with Virtual Reality

The early stages of advancement of any unused innovation or hypothesis are frequently perplexed by discussion over what that innovation really includes. Defining VR is further complicated by the statement that it is not just a technology, but rather a set of emerging phenomena enabled by a rapidly developing set of technologies and influenced by yet another complex set of socio-cultural factors. VR is a rapidly developing set of computer-generated wonders that is in search of a definition. Popular depictions of VR in advertising and movies are disconnected from today's VR capabilities.

Any new theory or technology sometimes experiences confusion in its early phases due to disagreements about what it actually entails. A claim that VR is not a technology but rather a different set of emerging phenomena, enabled by yet another set of quickly evolving technologies and informed by yet another complicated set of socio-cultural influences, further complicates any description of VR. Virtual reality is a fast evolving group of computer-generated phenomena that lacks a clear definition. The VR capabilities of today are unconnected to how VR is commonly portrayed in media (such as advertisements and movies).

The current state of technology appears to be preventing the realisation of the science fiction visions that are presented by the media. An overview of the writing on VR does uncover a few repeating themes.

Virtual Reality and Simulation-Based Training is an integrated technology of computer hardware and software that requires the user to be fully immersed into a computer-generated, real-time, and 3D virtual environment as an interactive participant to see, listen, control, interact, feel, talk, and even smell if it is possible. It can be a stand-alone or integrated technology [9].

The characteristics of simulations and VR can strongly overlap or even be synonymous, as well as remain distinct, depending on their design and most importantly how they are used in a learning interaction. Simulation-based programs can become VR-based programs with design changes [10].

Virtual Reality and Learning Theories

Models of learning have generally advanced at the same time as mechanical improvements, from the cognitive theory's focus on computer models of the mind to behaviourist theory's emphasis on mechanical control. Comparing to the improvements of instructive hypothesis and its relationship with innovative advancements, Winn (1993) claims that, in directions plan at slightest, there have been four eras of advancement. The primary era was moulded by behaviourist hypothesis.

This hypothesis created conventional bore and hone instructional exercise directions plan that centres on conferring objective information or substance to the learner. The moment and third eras have been educated by cognitive theory's centre on the forms included in absorbing and encoding data. The second phase of instructional design focuses on the designer and the methods he or she may

use to reduce the cognitive load on students, thereby facilitating learning. The third period is dedicated to the relationship between the client and the information shown.

This system would have sophisticated guides that make an effort to adapt to different learning preferences by replying to how the user interacts with the application. The fourth era centres on the constructivist suspicion that the learner builds the information and is characterized by disclosure and test learning.

Role of Media and Technology in Education

The present-day world is confronting two common issues: “information explosions” and the “population explosion”. Data blast implies a blast of information. Nowadays, social and technological changes are occurring rapidly throughout the world due to the expanding world of information [6]. So, there is blast of information. Modern wildernesses of information are opening day by day and the skyline of human information and understanding is growing exceptionally quickly.

Learning with Radio

Radio serves as a mass medium of communication. It is utilized basically to broadcast occasions to distant and wide places of the world. It is additionally a really imperative source of excitement. Every day, we listen to various talks, speeches, and discussions on the radio. These are greatly vital and valuable for the understudies. Particularly for the reason of educating, numerous programs are broadcast over the radio. Radio thus serves as a fantastic leisure and educational tool. It broadcasts logical and social truths. It illuminates open conclusion. It fortifies interest and interface. Nowadays, India's Prime Minister, Narendra Modi, is utilizing radio as a medium to transmit his thoughts to the masses through his "Mann ki Baat" radio program. Every month on All India Radio, it is typically expected that the Prime Minister, Narendra Modi, will address the nation.

The programme, which officially started on October 3, 2014, aims to represent the Prime Minister's voice to India's general populace. Television connectivity is still not available in many parts of India, particularly in remote, rural, and underdeveloped areas. Therefore, radio was chosen as the medium for the program due to its wider reach and accessibility. A recording of the show may be broadcast on several private FM radio stations located in India's major cities, reaching an estimated 90% of the nation's overall population.

The radio has demonstrated a profitable supplement to lesson instructing and learning. Instructive broad-casting is comparatively a modern try and is catching on well. Through colleges’ broadcasts, master filtering in such assorted areas of science, social considers, craftsmanship, music, dialects, legislative issues, current issues and other zones, can give data and enhancement for understudies and for the teachers.

Learning with Television

Nowadays, TV has gotten to be a greatly well-known source of excitement among youths. As we listen in, we see the speaker's commands coming from the screen. As a result, the assignment captures the child's entire personality. As a result, it has emerged as the most important and lucrative form of public communication. In TV, news are not as it were perused. As a result of which, not as it were problems are talked about but common sense cures and arrangements are too recommended. So, instructive TV is the foremost audio-visual media for lesson instruction. There are programs on the TV, particularly for the college students. These programs are pointed at teaching the college’s understudies and they instil great ethical values. TV can allow an awfully great thought of the history of the nation through moves, short-films on verifiable places, galleries etc. Hence, TV plays an imperative part as a mass media in teaching the masses.

The Students can see for Themselves how Technology and Science has Advanced

Educational television has the capability of providing access to many necessary but otherwise inaccessible learning experiences. It facilitates collaborative planning among teachers, administrators, learning material producers, and proficient production teams.

Good and compelling instructive TV broadcasts result from the outgrowth of educational programs arranging, of substance investigation and of the choice of this most fitting guidelines media. It can utilize an assortment of audio-visual helps, movement pictures, film-strips, slides, recordings, drawings, maps and other anticipated and non-projected helps can be illustrated through TV. The propulsion of space rockets, as well as political and social events, are captured on videotapes and television records. Instructive TV brings us an unused kind of educating group into existence.

Television can introduce students to the social life, culture, and history of the past. It can inspire both students and adults by being not only educational but also entertaining. Televised lectures are particularly engaging as they not only provide verbal information and the speaker's instruction but also offer insight into the speaker's personality and involvement in the subject matter.

National issues like those of populace and destitution and absence of education are frequently highlighted and examined over the television. It plays an imperative part to play in teaching the students on the history and culture of our nation. It gives a really great thought of the history of the nation by telecasting different programs through moves, brief movies on chronicled places, exhibition halls etc.

In this regard, television plays a critical role as a mass media tool in educating the masses, given its energetic and powerful impact on instruction. Its effectiveness is rooted in the fundamental psychological principles of learning that apply to all effective forms of education.

Learning with Press/Printed Material

Journalism includes all print products. These printed products are books, magazines, periodicals or newspapers. The subject has huge potential. It has a good effect on individuals. It affects the intelligence and emotions of people in forming attitudes and philosophies of life.

Intelligent individuals possess an open-mindedness, a wealth of general knowledge, and a deep understanding of their surroundings. Their area of expertise is often broad and diverse, spanning across various fields and subjects. Newspapers significantly aid in the aforementioned education. In addition to compiling events, the press also expresses their viewpoints on several subjects.

The reader can examine the subject from a variety of angles as a result. The study of journalism also advances knowledge in fields such as science, literature, geography, and history. Newspapers provide further information on these topics.

Some topics can be linked to everyday life through newspapers and other magazines with the help of journalism. A child ought to be aware of what is going on in the world. Journalism is therefore an important service that can be provided to education, providing current information to the student. Newspapers can introduce students to news about earthquakes, cyclones, new planets, and political changes. It also offers a great deal of historical data. A student's limited knowledge of history can be developed and strengthened through this journalism. Journalism should therefore act as one of the important tools of education and teaching.

Learning with Motion Pictures

Movies have a very clever effect on the human mind. They help create lasting values in students. More and more films are also used in teaching. Educational films come into the field to meet the

challenge of the commercial image, to complement it and to look for new ways to educate students and adults. These films can bring more reality, influence attitudes, show cause and effect, and motivate students. Thus, these films have great educational power that can be intelligently used in the classroom.

Movies can be used to adequately meet a variety of learning objectives. These moving pictures could be used to educate science or geography, for instance. With the use of movies, learners may acquire knowledge about India's rivers, climate, and other aspects successfully.

THE VALUE OF TECHNOLOGY AND MEDIA IN THE CLASSROOM

Pupils become more involved in learning and have a richer experience when media is used in the classroom. By giving pupils real-world examples of what they are studying, media is a great tool for teaching. Smart boards and other interactive media let students move items around the screen for illustrative purposes. According to a UCLA Office of Instructional Development paper titled "Benefits and Hazards of Media and Technology in the Classroom", students see media as a compelling teaching tool that makes learning entertaining and less tedious.

Draw on a Variety of Learning Styles

Visual, auditory, and kinaesthetic learners are all captivated to media. On the interactive Smart Board, students can view a movie, listen to music, or engage with virtual goods. Successful instructors use a variety of teaching methods to reach as many students as possible rather than relying solely on one form of instruction.

Students are kept focused and interested in their lessons when a range of learning opportunities are offered through classroom media.

Draw on a variety of learning styles provides a genuine learning experience: using newscasts, pamphlets, job applications, and newspapers gives students real-world learning experiences using actual media. This approach simulates authentic situations where students must analyse, assess, and interpret data based on what they need in their everyday lives. Students are able to connect what they study in higher education to how they use that education as members of society when they use artefacts from many cultures.

Strengthens Critical-Thinking Skills

Professors can improve critical thinking through media. Pupils can interpret a news broadcast, write about a song, or interpret a movie. Professors can use media to do research and lead debates that go beyond simple comprehension issues. Instructors can also design assignments where students make their own media utilising examples from the classroom. Students are pushed to use their creative thinking and imaginative interpretations to design media as part of this practical project.

Teaches Students to Use Media

Students are taught how to use and take care of resources through the use of media in the classroom. Students not only learn how to use the Internet, a dictionary, or a newspaper to get information, but also how to take good care of and protect the things they use, claims the Centre for Environmental Literacy. Students can also learn to value media and learn to advance society by creating their own media.

Effective use of Media and Technology

We on the Internet, a hyper-connected global community, can now be incredibly well informed. On the other hand, we are also exceptionally exposed to risk, and this risk is all the greater because of the large volume of activity that takes place on the Internet. As in the diagram in the right tone, massive network activity happens in just 60 sec. With all this activity on top of our students, university cyber security has never been more important.

Cyber-Affected

Our cyber experiences can affect our attitudes, behaviours, and emotions in highly individualized ways, and one child's exposure to past pop-up searches or constant texting may harm one child but not another.

Cyber Crime

The term includes crimes such as phishing; credit card fraud and loan fraud; identity and information theft; illegal downloading; industrial espionage; child pornography, attracting students through chat rooms; cyber-betting and sexting; cyber terrorism; create and distribute viruses, unsolicited, unsolicited or illegal spam messages; cyber bullying and so on.

Cyber Safe

Part of our responsibility as professors is to ensure that our students are computer literate, rather than literally and figuratively leaving them to their own devices. This includes equipment and the ability to safely navigate cyberspace. Colleges must install and update information security software and configure it to be audited regularly. They should also manage automatic software updates, especially operating systems and applications.

We should work with experts who can advise on safe and responsible cyber behaviour. The good news is that we already have many resources to help keep our colleges safe can browse the internet safely.

CONCLUSION

The importance of educational media and multimedia technology in teaching and learning activities is immeasurable if the most appropriate and effective service is introduced in the classroom [5]. As the educational media and multimedia technology industry continues to grow, educators should strive to develop skills and abilities in the design and development of educational media and multimedia technology for educational purposes [5]. The Union Government (UG), State Governments and governing bodies of all colleges should also strive to ensure that educational media and multimedia technology are included in the higher education curriculum at the primary, secondary, secondary and tertiary levels [5]. All pupils should be aware of the significance of this idea.

From books, libraries to mobile phones, computers and digital media, the era has seen a great change. The era is very synonymous with the electronic generation, which is based on technology. Its merger with the knowledge-based economy has significantly changed learning. It expanded the academic world from predetermined goals such as curriculum, examination, skills, world affairs, community learning and above all, experiential learning. It goes out of its way to make students carve out a niche for themselves in the competitive world. New media technology has bombarded the student fraternity with a wealth of content, learning opportunities, social participation and means of expression. It broke the barriers of learning between four walls, providing exposure to both academic knowledge and subjects of interest.

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