"A Study on Usefulness of Online Education among Students of Commerce Stream with respect to Industry Demand in Mumbai"

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ABSTRACT

After the news of new COVID 19 BF 7 Variant outbreak, it's important to know the views of the students of commerce stream as well as the corporate sector to accept online education and the impact of it on the career of the students. During the last pandemic online learning was enforced which had presented new challenges to the learners and teachers alike. Online learning can make the subject to be more engaging with help of technology which helps students to have a clear concept; subject to active participation of the learner. Many companies in Mumbai had preferred hiring students who had studied through offline education and cleared written exams over online learning and online exams. As education with technology has been revolutionized to a great extent after COVID 19, many Ed-tech companies and independent educational YouTube channels have been formed providing effective learning solutions to students helping students gain a conceptual clarity. As the students also had the opportunity with the flexibility with online education which gave them the time to enhance the skill required by the industry. Keeping in mind the outbreak of new COVID 19 BF 7 Variant, this research tries to understand the usefulness of online education and its impact on a learner's career and the needs of the industry when hiring such students.

Purpose: The research aims to understand the preference of students and that of the industry on online education vs offline education

Methodology: Research design is descriptive. The data for the study is collected from both primary and secondary sources. Primary data is generated through an online survey. The population targeted for the study are Mumbai based students and companies.

Contribution: The research is beneficial to Educational Institutions, Universities and Government to decide upon type of education to be provided to the students keeping in mind the needs of the students and that of the industry after knowing requirements from the industry so that students would be placed in industry.

Keywords: COVID 19

Review of Literature:

Girisha LN, M Deshpande, DC Shivnanda, CP Ajay and GC Manjunath Patel (2021)[1] studied, Online teaching and learning of higher education in India during COVID-19 emerging lockdown. They have found online learning and teaching has various drawbacks which poses technical difficulties that affects the efficiency of teaching learning process.

Rahul De, Neena Pandey, Abhipsa Pal (2020)[2] studied about how after COVID 19 pandemic, everyone has shifted in digital usage with impacts on all aspects of work and life and also how other consequences also taking place like, Online fraud, accessing our devices, students exam pattern, careless in work etc. They had also examined that now everything is based on trust, like people are working from home, students are learning online, everyone is facing problems also to connecting online in the manner of financially and emotionally.

Elizabeth, Kim Ramsey, Barbara & Shanno (2020)[3] explained, how a technology helping students in virtual learning and distance learning and during the pandemic students have learned many things and now every students have their personal laptop, desktop and now they feel more familiar with technology like, Computer, Mobile Device, Webcam, Video Conferencing application, Internet connection, speed of connection, They have also found now faculty can upload lecture and student can view later. According to study COVID 19 has had a financial impact on students as due to COVID they have lost their job and also they are facing financial problem.

Dan Drapeau (2020)[4] In his study he had stated that, Behavior of human beings are changing now pandemic had implication towards empowerment of human being in distance work. Technology helping human is every manner. As per his study technology has one of the most important roles to play in allowing human being to meet new challenges presented by COVID 19 Pandemic and helping us to be better and prepared future.

INTRODUCTION

Students have been surrounded with technology since birth and technology has been advancing exponentially to which students adapt accordingly. The criteria of being a student is forever a lifelong journey as the human behaviour is always learning to gain an opportunity to learn something new. As the pandemic started colleges were shifted to online mode of teaching as face-to-face was not permissible. The hiring was slowdown as the

economy was not performing well and fresh graduates were not able to find their desired jobs. However, as the restrictions were lifted there was increase in opportunities available for students. The exams were conducted online which helped students score high marks which caused difficulties due to which separate examination was taken by companies for hiring of freshers.

Companies have started promoting online learning as it provides flexibility which helps them to pursue the job along with online education. This has made students to develop time management skills which companies highly appreciate. Universities may not mention if the student has gone through online learning as the employer look at required skill the student possess for the job. As multinational companies have clients overseas, they need to have collaboration skills in an online setting which online learning students are already used to.

OBJECTIVE OF THE STUDY

1. To know the concept of online learning from the students perspective with respect to industry demand.

2. To comparative study of Online and offline education from the students perspective and its usefulness in industry.

DATA INTERPRETATION & ANALYSIS

Table No. 1 Demographic Profile of the students

Parameter	Category	Percentage	Frequency
Age	15-18	23.2	39
	19-21	69.6	117
	21 and above	7.1	12
	Total	**100**	**168**
Education	Jr. College	28	47
	Graduation	55	92
	Post-Graduation	17	29
	Total	**100**	**168**

(Sources: Primary)

Data Interpretation and Findings: Table 1 indicates that Age 19-21 has got the highest response with 117 students which concludes 70% of data. It means most of respondents belongs to graduation category. age 15-18 has got 23.2 % response as the students are from junior college and 21 and above has got 7.1% which consists of students belonging to post graduation. The research finding stated that maximum students belongs

to age of 19-21 and around 55 percent respondents were belong to graduation. It's clearly indicates under graduate students are taking more initiative of giving their point of view.

Table No. 2 Comparative study of online and offline education

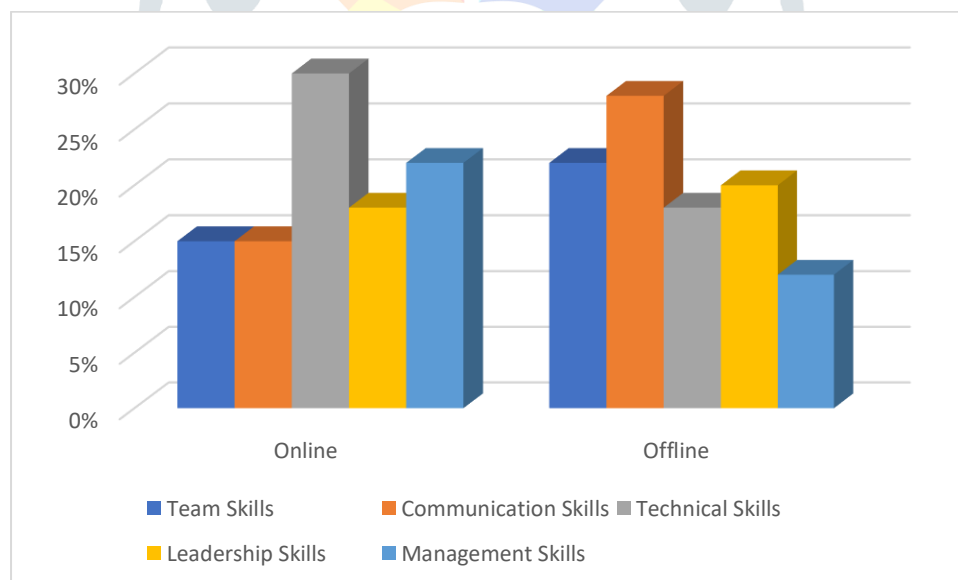| Parameter	Category	Percentage	Frequency
Mode of Learning	Online	32.1	53
	Offline	67.9	115
	Total	**100**	**168**
Mode of Learning Attentive	Offline	72	121
	Online	28	47
	Total	**100**	**168**
Helps in Communication	Offline	70.8	119
	Online	29.2	49
	Total	**100**	**168**
Time saving in Online	Disagree	18.5	31
	Neutral	54.8	93
	Agree	26.8	44
	Total	**100**	**168**
Leadership skills develops	Offline	73.2	123
	Online	26.8	45
	Total	**100**	**168**
Expand Knowledge	Offline	69.6	117
	Online	30.4	51
	Total	**100**	**168**
Makes Industry Ready	Offline	69.6	117
	Online	30.4	51
	Total	**100**	**168**
Interactive Session	Offline	70.8	119
	Online	29.2	49
	Total	**100**	**168**
Clarity of Knowledge	Offline	50	84
	Online	50	84
	Total	**100**	**168**

(Sources: Primary)

Data Interpretation and Findings: Table 2 indicates that Mode of learning preferred by students to gain knowledge about subject has got 168 responses out of which offline learning has got 115 responses which concludes to 67.9% and online learning has got 53 responses. Out of 168 students more than 70 percent students found offline learning is more attentive. More than 70 percent students preferred offline learning helps them to expand their communication, Knowledge, skills and leadership quality. It is clearly stated that these qualities make them industry ready with the help of offline education. There were around more than 25 percent students who also think online learning is more time saving, its conclude students can also participate and do extra circular.

Table No. 3 Comparative Skills development of Industry Point of View

Skills Develops	Online	Offline
Team Skills	15%	22%
Communication Skills	15.00%	28%
Technical Skills	30.00%	18%
Leadership Skills	18.00%	20%
Management Skills	22%	12%
Total	100 %	100 %

(Sources: Primary)

Graph No. 1 Comparative Skills development of Industry Point of View

(Sources: Primary)

Data Interpretation and Findings: In the above table and graph data has been collected from 8 industry experts who think maximum skill develops through Offline mode of education but when it comes to technical skills online mode of education is more preferable. Out of 8 Industry experts 22 percent selected online mode is good for the management skills and 12 percent for offline. It is clearly show, having extra time engage student to think innovative.

CONCLUSION

From the above responses certain conclusion are drawn students have opted for offline learning over online learning. As student perception is to develop skills, understand the concept and to be industry ready by giving offline exams. Despite the fact the online learning has been provided with many benefits for students, the growth of online learning among students is slow. Industry have evolved which has caused online learning to be well recognized as the industry wants to hire the students from both online as well as offline learning students. However, the industry wants the students to give offline exams which will evaluate their knowledge.

SUGGESTION

For Industry: Industry should conduct various offline skills development programme for college students as well as online programmes for technical knowledge.

For College/University: To make students industry ready universities should update their syllabus in respective proportionate of both mode of learning.

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