Chapter 3
Technological Innovations in Management Education

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ABSTRACT

Technological innovations significantly enhance the effectiveness of the teaching learning process at all phases of academic pursuit. An array of evolved application software, middleware, and hardware help orchestrate an enriching learning environment. Technology enabled devices such as multimedia projectors, interactive e-boards and collaborative e-learning are now interwoven into the fabric of academic life alongside traditional methods. Moreover, the current generation, having grown up in an immersive ICT-driven environment, is completely at ease with online collaborative techniques. It is imperative that their skills be harnessed maximally by providing them with a learning platform that is optimally boosted by hi-tech accoutrements. This paper puts into perspective recent developments in modern tools and techniques involved in management education. It also examines the effectiveness of technological tools currently deployed in leading B-schools of India and Mexico. As these two emerging economies bear many similarities, it presents an interesting case for comparison. Through survey responses across disciplines in institutions in both countries, the study analyses the accessibility, usability, relevance, effectiveness, and challenges involved in using these technologies. Our study aims to analyse the technological tools and techniques which are beneficial to education system.

INTRODUCTION

The change in nature of business and industry within the newly created borderless market environment, increasing demand for management education, and the revolution in information technology provide an opportunity to change the curricula and delivery system of management education. The use of technology in course instruction is a favourable transition in higher education. Educational researchers have estimated that more than 40 billion dollars have been spent in the US on educational technology infrastructure and training in the past ten years (Amiel & Reeves, 2008). The developed countries education system has been extensively advancing due to integration of IT and education. Although developing countries have gradually embraced these innovative pedagogical tools, the scenario is not that encouraging. For example in India, premier institutions have access to all facilities in terms of educational technology but still a large number of business schools depend only on conventional lecture method in imparting knowledge. Therefore, the technology gap in developing countries provides an opportunity to use IT supported education technologies for better delivery of education, easier access to a number of knowledge sources, sharing through networks and quality distance learning in management education. (Sharma, 2013)

This study is focussed on impact of IT on management education in developing countries and analyses the scope and efficiency of technological innovations. The major objectives of this study are to:

- Identify the technological tools that can be effectively used for management education
- Analyze extent of usage of these tools; their efficiency; and challenges for technology adoption in developing countries
- Outline future scope of technological innovations in management education

REVIEW OF LITERATURE

Information technology has brought about a revolution in learning and classroom productivity through economies of scale, mass customization, teaching convenience, and alternative means of assessment (Massy & Zemsky, 2005). With the help of IT enabled technological innovations, educators are exploring new instructional approaches enabling them to deliver educational programs to a larger and more diverse student population. These new instructional approaches permit an expanding market for their educational services which increase the impact of their educational institution as well as their potential revenue base.

Classroom technology investments are also being driven by evidence that technology enhances student learning (Krentler & Willis-Flurry, 2005). Some of the benefits that technology provides to diverse learning styles are (Parker & Burnie, 2009):

- Variety of learning styles through multi-media software
- Better engagements with students
- Less time spent writing on the board and less note taking allows time for discussion.
- Increased student/teacher interactions.

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