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EXPERIENCES FROM FLIPPED CLASSROOM IN A CRM COURSE

Abstract:

Technology, specifically the Internet and ICT technology, has enabled many paradigm shifts in education. In the same vein, the higher professional education has also witnessed the advent of the ICT technologies which have potential to and has augmented the teaching-learning environment. This study is based on implementation of flipped classroom in a second-semester Customer Relationship Management course taught at a MBA programme. The study is aimed to investigate the influence of flipped classroom method on students' academic performance using a quasi-experimental setup. Academic performance of the students enrolled in the course over last four academic years (four semesters spread over four academic semesters) was considered. Students belonging to last two academic years were gradually introduced to flipped classrooms to assess within group influence of flipped classroom method on their academic performances. Academic performance data from the previous two academic years, where traditional classroom method was adopted, was used to compare between-group differences. The course were taught in the each academic semester by the same instructor as a control measure.

The study additionally investigated student perceptions regarding various issues related to their flipped classrooms and satisfaction with it. Perception and satisfaction data was gathered from the students enrolled in the course in the last two academic semesters which were introduced to the flipped classrooms on various parameters including their - ability to comprehend and understand the subject matter, quality of participation in the class discussions, ability to apply conceptual understanding to achieve practical solutions, achievement of learning objectives, resource richness of the content, and other such issues.

The results of the investigation revealed that there is a significant improvement in the academic performance of the students on introduction of flipped classroom. Almost all of the students were generally satisfied with the flipped classrooms.

Keywords:

Flipped classroom, ICT in education, Higher Education

JEL Classification: I20, I21, I23