

A MINI PROJECT REPORT
ON
“A STUDY ON POSITIVE USAGE PATTERN OF
MOBILE APPS AMONG MBA STUDENTS”
MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
FROM
BENGALURU CITY UNIVERSITY



SUBMITTED BY
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UNDER THE GUIDANCE OF
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AI-AMEEN INSTITUTE OF MANAGEMENT STUDIES
AFFILIATED TO BENGALURU CITY UNIVERSITY
(2021-2022)

CERTIFICATE OF INSTITUTION

This is to certify that this Project entitled **A Study on Positive Usage Pattern of Mobile Apps among MBA Students** has been successfully completed by **Mohammed Najish PB** of Reg. No. **MB206227** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Prof. Dr. Abdul Rizwan Shariff**.

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CERTIFICATE OF GUIDE

This is to certify that this Project entitled **A Study on Positive Usage Pattern of Mobile Apps among MBA Students** Submitted by **Mohammed Najish PB** bearing Reg. No. **MB206227** is an original work of the student and is being submitted in partial fulfilment of the requirement for the award of the degree of **Master of Business Administration of Bengaluru City University** under the guidance of **Prof. Dr. Abdul Rizwan Shariff**. This report has not submitted earlier either to this university/ institution for the fulfilment of the requirement of a course of study.

Place: Bangalore

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Prof. Dr. Abdul Rizwan Shariff

CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project Report is submitted by **Mohammed Najish PB** is an original work of students and is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Prof. Dr. Abdul Rizwan Shariff**. This report has not submitted earlier either to this university/institution for the fulfilment of the requirement of the course study.

Place: Bangalore

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CERTIFICATE OF ORIGINALITY PLAGIARISM

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Guide

Prof. Dr. ABDUL RIZWAN SHARIFF

Principal

Dr. B.A. ANURADHA

STUDENT DECLARATION

I hereby declare that the Project Report entitled **A Study on Positive Usage Pattern of Mobile Apps among MBA Students** has been prepared by me under the supervision and guidance of **Prof. Dr. Abdul Rizwan Shariff**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore

Date:

MOHAMMED NAJISH PB

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Last but not the least I present my heartfelt thanks to my family, Friends and well wishers for their help and support.

MOHAMMED NAJISH PB

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CHAPTER: 1

INTRODUCTION



CHAPTER 1: INTRODUCTION

INTRODUCTION ABOUT TOPIC:

➤ INTRODUCTION TO MOBILE APPLICATIONS:

Mobile applications are software designed for mobile devices. Institutions of higher education have shown great interests in using technological devices in education. Numerous mobile phone applications have been increasingly employed in teaching and learning. Consequently, it is a natural outcome for researchers to investigate the effectiveness of such devices on the learning environment and the extent that graduates can reach to fulfill their career expectations and develop 21st century skills. According to constructivism, there is a need to train students to be independent and self-directed. Several studies suggested that mobile devices are invaluable resources in the teaching and learning process as they can help learners and educators to gather information, access content, communicate, and collaborate. Using mobile phone applications in teaching and learning provides positive ideas and benefits that motivate students to learn and understand better. In response to the needs of the 21st century skills, Hebron University has identified digital literacy as an important dimension that future teachers should be equipped with.

The students of the new generation love technology, and they accept it happily. They usually develop a conspicuous willingness to use mobile phone applications in learning. As we have witnessed a revolution in the consumer space toward mobility, most analysts have identified that mobile devices are the major gateways to Internet as compared to desktop browsers. Mobile device is replacing all traditional channels to access the information. To align with this trend, enterprises too are designing the digital applications to cater to wide array of mobile devices and platforms. Mobile application development involves the process of developing the applications for mobile devices such as Personal Digital Assistants (PDA), tablets and smart phones and other mobile devices. Native mobile apps are designed to run on a specific mobile platform, sometimes specific mobile operating system and supported hardware. Mobile applications are part of main stream digital strategy for Business to Consumer (B2C) enterprises.



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Most of the enterprises are now adopting “mobile-first” strategy wherein the digital applications are designed, developed and tested for mobile devices; mobile users attain the primary focus in the digital strategy. Disruption in mobility space has major impact on the revenues for the enterprises. Mobile apps are shaping user experiences and are providing real-time information and offer more engaging experiences for the users. Mobility based digital strategy considers various things such as user experience, performance, interactivity, device form factors, device limitations, location needs and personalization.

➤ KEY DRIVERS FOR MOBILE APPLICATIONS:

- **Innovation:** In mobile space such as proliferation of smart phones, higher bandwidths offered by 3G (Third generation) and 4G (Fourth generation) technologies are coupled with higher capacity storage technologies with higher speed chips would keep powering mobile devices.
- **Consumer behavior:** Customers are more used to mobile devices and is easy for them to access information on the move.
- **Personalized content delivery:** Enterprise can leverage the location and sensors to offer more contextualized, relevant and personalized content, offers and advertisements.
- **Mobile ecosystem:** An explosive growth in Mobile Applications stores such as Apple store, Google Play store, Windows marketplace store was coupled with availability of games, utilities and other apps.
- **Social Networking:** With the popularity of web 2.0 and social media technologies such as Facebook, Twitter users are increasingly using the location-based features in the social media platforms.

➤ IMPACT OF MOBILE APPS ON VARIOUS DOMAINS:

Mobile apps are impacting various industry verticals and functional domains. Given below are high level changes enabled by mobile apps across industries:

- **Retail and Consumer Packaged Goods (CPG) Industry:** Mobile apps provide location-based store locator, targeted promotions/offers/coupons, service reminders, mobile bidding, in-store tools, cross sell/upsell tools and comparator tools.



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- **Banking industry:** Mobile apps enable convenient ways to carry out transactions such as account balance, payment, localized alerts, tap-to pay, branch locator, and payment coupons. Mobile apps would also enable mobile banking, mobile wallet and provide “on-the-go” features.
- **Logistics:** It is easier to track shipments, get updates, manage warehouse, and fleet using mobile apps.
- **Healthcare:** Mobile apps can easily connect patients, doctors and insurance providers as well as provide wellness management solutions.

➤ **BENEFITS OF USING MOBILE DEVICES BY STUDENTS:**

- **Preparing Students for the Future:** Students knowing how to use a smartphone is getting an important part in this connected world. In many rural areas even if they own a smartphone they don’t know how to actually use many of its features. If student starts using the device continuously, they will get more close to the new trends and technologies.
- **Up-to-date Learning:** The lapsed trend of searching for the particulars in books and other references has gone away. If students have mobile phones in classroom he can instantly access the latest information about anything and everything, and thus increases the motivation and engagement level of students in their studies. Also, they will get instant access to information about new technologies in their interested fields and they can share this information to other students through smart phone. Even though the lecturing is one of the ways of conveying information to students, this way of teaching won’t hold their attention very long.
- **Alternative to Textbooks:** The old way of going to libraries, searching for books, contents, topics etc., everything has gone away. Students knowledge will increase only if they get updated, knowledgeable information of anything and everything instantly. Many textbooks will not contain relevant information a student needs. Library books couldn’t able to provide updated information as like a smart phones do. Also, they can keep digital textbooks in .docx, .pdf etc. formats or even as e-books in their smart phone. This is how smartphone replaces pen-drives, external hard-disks and other data storage devices.



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- **Learning goes outside of classroom:** Learning will happen not only from classrooms but also from home too. Research has studied that learning will be more engaging if they study with newer technologies like Smartphone. If they start using smart phones in classrooms it will extend their studies to more fields. They can carry notes, videos for references and go through it whenever they are free. In classroom, if the students are engaged and excited in learning, then they are more fairly to continue learning outside of the classroom. They can do it with smart phones.
- **Collaborative Learning:** Through smartphone devices students can easily share materials of their subjects, relevant information about their courses easily. Today ‘Computer Supported Collaborative Learning’ (CSCL) plays a vital role in learning. We can introduce a new term called ‘Smart phone Supported Collaborative Learning’ (SSCL) in which the students can learn collaboratively using smart phones. The traditional way of ‘combined study’ can also be achieved through this.

➤ HOW MOBILE DEVICES ARE USED FOR LEARNING:

Several researches had been conducted with the aim to ascertain how mobile devices are used for learning. Among which include the following: One of the researches is a study of using mobile devices to support learning of university students at Islamic Azad University of South Tehran. Study was carried out during academic year 2011/2012 on 284 students who have been randomly selected among 2140 students of Psychology and Educational Science at aforementioned university. That particular study showed that the most frequent use of mobile devices for educational purposes by university students are activities which include using calculator, sending/receiving educational SMS and dictionary use. Activities which were rated very low were: usage of the internet for educational purposes (22.2% students used it very little and 31.7% not at all), usage of educational software (23.0% students used educational software on their mobile phone very little and 30.4% not at all), and sending/receiving educational e-mail (40.1% students didn't use that activity at all). On average, 24.4% of students didn't use mobile phone for any educational activity. Study also showed that female students, in comparison to their male colleagues, are more likely to use mobile devices in educational purposes. Another study was about impact of mobile learning on students' learning behaviors and performance.



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The study was carried out at Network Education College, Shanghai Jiaotong University, among 178 students. One hundred and forty- three students participated in activities of mobile learning, of which 89 students participated in all activities of mobile learning. That study showed that students use their mobile devices for the following learning activities: discussing course content with classmates (85% of the participants), asking classmates questions (54%), asking the instructor or teaching assistant questions (90%), answering questions from the instructor (82%), answering questions from classmates (52%), exchanging ideas with classmates about the course material (38%). Students also had some suggestions for improving the mobile learning content, for example: more discussions through emails and forums to accommodate students with special needs, the mobile learning content must have a variety of topics and formats in addition to quizzes and situational dialogues. For instance, discussed several ways how students used their mobile devices in the classroom to support learning.

For example, the study noted that students “were able to communicate and collaborate about course content by using mobile computing devices to text message and email”. In a selection of the most innovative and intriguing case studies were selected for review and meta-ethnography, which yielded the following general categories of usage of mobile devices in educational context: Accessing Learning - The mobile device is used as a tool that lowers the barrier of entry to education for a learner who faces constraints due to limitations such as physical ability, monetary resources, or geographical distance. Enhancing Learning - The Mobile device is used in a manner that provides a meaningful difference in learning achievement when compared to non-use scenarios. Managing Learning - The mobile device is used in a manner that does not directly impact learning but reduces logistical overhead or increases administrative efficiency.

According to the study by, The majority of students utilize their mobile devices as learning tools. Students turn their mobile devices into learning tools through the use of mobile applications, or “apps”. A majority of students reported the use of the Quizlet LLC “app” as a study tool. Through the use of “apps”, students are able to use their mobile devices as communication tools. Applications such as Blackboard enable students to access course content to perform actions such as grade viewing, viewing and posting discussion board threads, as well as uploading assignments and downloading pdf files.



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Other functions include accessing school e-mail, student bills, and class schedules, among other options. Students reported using the Google Mail “app” to access their student e-mail in order to receive and send communications to professors and classmates. The ability to retrieve e-mail through mobile devices enables students to stay informed, especially with regards to changes in deadlines, course syllabi, meetings, lectures, and trainings. Further, instant access to e-mail facilitates prompt response to faculty, thereby improving communication. Nowadays many students possess a smartphone or a tablet and use it for numerous everyday activities: communication, web browsing, tweeting, status sharing, video watching, recording or uploading, task scheduling or mobile gaming.

Mobile technologies are attractive and easy way to maintain literacy skills and gain constant access to learning materials. Laptops and mobile devices can be used to enhance learning and designing course activities and assignments that use mobile devices to deepen students’ engagement with the learning process is one way to harness the power of these tools as academic resources, rather than viewing them only as distractions. The Penn State University in USA recently adopted a web based system called e2Campus for creating a revolutionary new wireless campus news service to be offered to students, faculty and staff. Penn State Live now sends instant SMS text messages of news and emergency information to subscribers' mobile devices using the e2Campus Web-based communication system. The new framework such as e2Campus should enable all participants to communicate effectively in the teaching learning processes.

Similar services are now implemented in several other universities in USA. These smart devices are being used by them for most of the working hours for communication and edutainment. Mobile devices currently being sold in the market comes with a variety of rich technical features that could be easily exploited by the universities to enhance learning strategies and add value to student’s education. For example, using SMS features of the mobile devices the universities could notify students about cancellation of classes on a particular day, send a notification of change in the schedule, advertise a new class via an exciting multimedia-SMS or provide content for M-Learning. The last study describes results of m-learning implementation into university course "Introduction to Marketing" carried out in 2011 at the university in Austria.



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Mobile learning modules of the course consisted of searching and reading the documents, communication with the peers, participating in videoconferences, and preparing project presentations and documentation. Students were given tablets so they could actively participate in mobile learning modules, but they could also use smartphones to achieve learning goals. Results of the study showed that usage of mobile learning modules has led to better student performance at the course. The authors of the study conclude that m-learning could encourage students to actively participate in course activities but it requires some flexibility on the part of the teacher and focus on benefits rather than on the restrictions and additional workload.

➤ ADVANTAGES OF USING MOBILE PHONES:

- **Mobile Phone as a Source of Information:** Mobile phones can be used as a source of information. The new mobile phones have big storage which can store a lot of data in GBs. Students can store their data information, books, magazines, assignments, etc. Mobile phones have internet accessing capabilities students from anywhere can easily access different kinds of educational websites through the internet on their mobile phones. Also, there is a lot of education application that can be installed on mobile phones. By which students can easily get help and collect the relevant information.
- **Mobile Phone as a Source of Communications:** In my research about the advantages and disadvantages of using mobile phones for youth in society. I have found that Mobile phones are the best source of communication nowadays. People write letters and send them to other places by people it takes a lot of time to reach the letter to its destinations. It was very difficult for people to communicate with other peoples from different places. But after the development, communication becomes very easy. Using mobile phones, people can communicate with their relatives within seconds.
- **Mobile Phone Save Money:** Mobile phones also save money. The most expensive thing before the development thing is communication. People spend money a lot on communication. Also, people can order different kinds of things through mobile phones from home instead of going outside and spend money on that. They can get it sitting at home easily without wasting money.



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- **Mobile Phone Used for Entertainment:** Now a day's mobile phones are the most popular thing use for entertainment. The new technological mobile phones have different kinds of entertainment features. New mobile phones have big HD displays. People watch movies, songs and playing games on them. Mobile phones have the capability of accessing high-speed internet. People access the internet and watch online movies, songs, and also play online games. Every second person uses mobile phones in their free time for entertainment. People of any age, however, the old one or the teens use mobile phones for their entertainment. They used mobile phones for social media platforms.
- **Mobile Phone Save Life in an Emergency:** The mobile phone has a lot of benefits for people. One of the best benefits of having a mobile phone is it saves a life in an emergency. In the case of emergency people use can use a mobile phone for contacting their relatives. If someone got an accident on the way to go somewhere then he/she can use a mobile phone for contacting someone for help.
- **Mobile Phones Camera:** New upcoming mobile phones have the best resolution cameras. Due to mobile phones, you cannot miss any moment to capture. Before mobile phones, people used to take different kinds of big cameras themselves to capture the memorable moments of their life. Capturing memorable moments through mobile phones is easy and can be sent to any other peoples. People used their mobile phones for capturing the environment anywhere and share it with their friends and relatives and also, they can share it on social media platforms.
- **Mobile Phone GPS Location:** One of the best benefits of the new mobile phones has it gives you information about your current location and destination. It was very difficult for people to go from one place to another because they miss the location's way. But after the development of mobile phones, it becomes very easy for people to locate where they are going and what is their current location. On mobile phones, you can select the place on a map where you want to go and it gives you the direction of the ways to reach your destination.
- **Internet Access Through Mobile Phones:** New mobile phones can access the internet. People have not to go to net cafes for using the internet or sit in front of computers for accessing the internet. They easily can access the internet through their mobile phones from anywhere.



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- New mobile phones or we can say new technology mobile phones can access high-speed internet from anywhere. The DSL or broadband internet connection becomes old nowadays. People referred to 3G, 4G, and upcoming 5G internet speed. The mobile phone's internet is much faster than DSL and broadband.
- **Small and Portable:** Before mobile phones, people use telephones to which they have to sit in front and communicate. Telephones are the devices that have the cable connecting and are kept in somewhere place. You cannot pick it up telephones were portable devices. You can take your mobile phones anywhere to yourself.
- **Alarm and Reminders:** Mobile phones are also digital personal assistants. You can set alarms and reminders on your mobile phones. You can also do a list of your mobile phones for an all-day schedule. Mobile phones can help you wake up early in the morning and reminds you of all the routine work on time.

➤ **DISADVANTAGES OF USING MOBILE PHONES**

- **Mobile Phones Cause Isolation:** We all know that using mobile phones all the time causes addiction to mobile phones and addiction to using mobile phones causes a lot of mental disorders in people. Mostly the too much use of mobile phones causes isolation in the people. They always trying to used mobile all the time and didn't want to go outside and meet with their family members, relatives, and loved ones. They get isolated and different kinds of other mental disorders take place in their minds. Using mobile phones too much boosts feelings of depression, loneliness, and isolation.
- **Mobile Phone Wastage of Time:** Mobile phones help people in many aspects of life but also mobile phones are one of the biggest things used for wasting time. Mostly the teenagers and students get affected by this. They always want to use mobile phones for playing video games, watching movies, listening to songs and other kinds of entertainment, and waste their precious time. The most precious thing for students and teenagers is their current time.
- **Mobile Phone Distraction:** Mobile phones one of the most distracting things nowadays. People used mobile phones while working, eating, walking, studying, talking to others, and also in driving they used mobile phones and talking to others. Most road accidents happen due to the use of mobile phones while driving.



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- Using mobile phones too much can put someone's life in danger. Also, mobile phones distract the students in study time. By the too much use of mobile phones, the students get addicted to it. They every time want to use mobile phones even in their study time and it effectively decreases their grades. In my complete research, I have found that mobile phones are the most distracting thing for peoples.
- **Wastage of Money on Mobile Phones:** Now a day's mobile phones are the main thing of wasting money on. Buying and using new and costly mobile phones is the new trend of fashions. Every second person wants to buy new and costly mobile phones. Recently in America, people even sell their kidneys for buying a new model of iPhone. Peoples are got addicted to used new and costly mobile phones. They waste a lot of money on buying new models of mobile phones. People also waste their money on paying the charges of internet packages and other kinds of service packages.
- **Mobile Phone Addiction:** Addiction is one of the most dangerous effects of using too many mobile phones daily. People got addicted to using mobile phones all the time. The addiction to using mobile phones is called “nomophobia”. In this kind of mental disorder, a person can't stop himself without using mobile phones. He/she even cannot imagine their selves without having a mobile phone. They cannot spend even a few minutes without checking their mobile phones. The addiction to using mobile phones all the time causes a lot of other kinds of mental disorders and also causes rises in dangerous health diseases. Loneliness, anger, tension, irritability, and depression of peoples. These are the symptoms of addiction to using mobile phones.
- **Mobile Phone Cyberbullying:** Cyberbullying is the most popular thing that happens with mobile phone users. Research shows that most teenagers and students got cyberbullied by using mobile phones. Mostly the teenagers used mobile phones for treating and bulling their fellows and friends for entertainment. But sometimes cyberbullying becomes very dangerous for them. it can put their life's in danger. Research shows that most cyberbullied people attempt suicide. Mobile phones create opportunities for people to bully other peoples. Cyberbullying is one of the most happening things with people using mobile phones.
- **Mobile Phone Security Issues:** Security issues are common issues that happen with mobile phone users. It's very easy for hackers to hack and access your mobile phone



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and your privacy and data breach. It's very easy on mobile phones to copy the data from one phone to another phone. Mostly it happens with the people their mobile phones hack and their privacy and personal data got breach. By the security issues, people faced a lot of problems, loss of money, image, respect, and some people attempt suicide due to their privacy loss. Security issues are one of the dangerous effects of using mobile phones for people.

- **Study Loss Due to High Usage of Mobile Phones:** The excessive use of mobile phones is one of the biggest disadvantages for students. Mobile phones mostly affect the study of the students. Time is the most precious thing for the students but the excessive use of mobile phones wastes most of the precious time of the students. Mobile phones distract students from their studies and got addicted to users of mobile phones. They always want to use mobile phones for playing video games, watching videos and movies, listening to music, scrolling social media timelines, etc., and waste their precious time. And by this, it obviously decreases their grades. Mobile phones distract the students from their goals and achievements in life and I think this is the most dangerous thing for the students.
- **Mobile Phone Cause Distance from Relatives:** One of the benefits of using a mobile phone is that it makes connecting and communication between people belonging to different places easy. But if the mobile phones are not used properly and carefully it also causes distance from friends, relatives, and family members. I observed the friends and family members are sitting in a coffee shop and stuck to their mobile phone screens and not talking to each other. It's a very bad thing, they have to give time to each other and talks to each other by face. Even a couple used mobile phones in their free time and does not give time to each other which can be caused distance in their relationships.
- **Sleeping Issues:** The excessive use of mobile phones affects a lot of our sleeping routines. The excessive use of mobile phones causes addiction to mobile phones. Most people get addicted to the use of mobile phones. They always want to use mobile phones even during their sleeping time, In the night they are stuck to their mobile phone's screens and doing different activities on their mobile phones. They trying to fall asleep but their mobile phones stuck them to use it. Mobile phones disturbed a lot of the sleeping routine of people.



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➤ SOME OF THE IMPORTANT MOBLIE APPLICATIONS:

- Adobe apps
- AirDroid
- CamScanner
- Google Assistant / Google Search
- IFTTT
- Google Drive suite
- Google Translate
- LastPass Password Manager
- Microsoft apps
- Reddit
- Solid Explorer
- Tasker
- TickTick
- WiFi Analyzer
- YouTube



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STATEMENT OF THE PROBLEM:

The statement of the problem is to study the positive usage pattern of mobile phone applications among MBA students, impact of mobile applications on students and advantages and disadvantages of using mobile phone applications. The increased diffusion of mobile devices into every aspect of human lives is on the rise. Mobile devices have become a major part of people's everyday life thank to the innovation of mobile application. There are a lot of mobile application that are used for general to specific Purposes. Hence, end users use mobile applications for both personal and professional aspects. Therefore, in this study an attempt has been made to study the positive usage pattern of mobile phone applications among MBA students, impact of mobile applications on students and advantages and disadvantages of using mobile phone applications.

NEED AND RELEVANCE OF THE STUDY:

The increased diffusion of mobile devices into every aspect of human lives is on the rise. Mobile devices have become a major part of people's everyday life thank to the innovation of mobile application. There are a lot of mobile application that are used for general to specific Purposes. Hence, end users use mobile applications for both personal and professional aspects. A mobile device is any portable electronic device that can connect to a network (such as the Internet). Characteristics of aforementioned mobile devices are their small size (small enough to be handheld), they are lightweight (they weigh less than a kilo) and have a display screen with touch input or a small keyboard. Mobile devices are now equipped with high performance hardware such as quad-core CPU (Central Processing Unit), high performance GPU (Graphic Processing Unit), high speed flash storage, and etc. Moreover, the price of this devices are now affordable for average users.



CHAPTER: 2

METHODOLOGY



CHAPTER 2: METHODOLOGY

REVIEW OF LITERATURE:

- **Cui and Wang (2008)** conducted a study in order to identify the devices which are versatile. In other words, they focused on the use of the mobile-based applications in mobile learning with regard to the Chinese educational context. In order to achieve these purposes, the researchers used observation with students. The results indicated that mobile phones were as useful as personal computers; the number of students and instructors who used mobile phones noticeably increased.
- **Seol, Sharp, and Kim (2012)** conducted a study in order to encourage students to form questions via using mobile phones (SMILE application). In order to achieve this objective, the researchers created the SMILE application and observed 32 fourth and fifth school graders. The results revealed that the students were satisfied with SMILE application, and they were interested in forming questions, and sharing them with each other.
- **Cheung (2008)** conducted a study in order to prove how text messages can abolish the limitations of pencil and paper experiments. In order to achieve this objective, the researcher used observation with school students. The result indicated that the pedagogy of economics was improved in the past decade. The researcher recommended that text messages should be integrated into universities and lectures.
- **Similarly, Prensky (2004)** conducted a study in order to provide knowledge, skills, behaviors, and attitudes that helped students to succeed. In order to achieve this objective, the researcher used observation with students. The study results and recommendations indicated that the price of mobile phones should be cheap.
- **Moura (2008)** conducted a study in order to show the students' perceptions towards mobile-based activities develop learning through using mobiles and motivate collaborative work. In order to achieve these objectives, the researcher administered a questionnaire. The results showed that they were motivated and interested in the activity; the students became more aware of the importance of mobile phones in teaching and learning.



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- **Kumar, Tewari, Shroff, Chittamuru, Kam, and Canny (2010)** also conducted a study in order to develop learning and teaching for millions of users who are underprivileged in the developing world. In order to achieve this purpose, the researchers used observations with various Indian children. The results showed that mobile phones were similar to personal computers. The researchers recommended that this research needs development to tailor principled perceptions about mobile learning.
- **According to Habbash (2015)**, the result was neutral; it had the same effect that the traditional way had. The instructors were confused and didn't know how to use the applications in the classroom. Suwantarathip and Orawiwatnakul (2015) stated that there were two groups; the first one used mobile phone applications, but the second one used the traditional way. The result showed that the first group outperformed the second one.
- **Habbash (2015)** conducted a study in order to discover the chance of reinforcing the students' understanding and ineligibility with regard to the English vocabulary items. To achieve the study objectives, a questionnaire was used. The author recommended that instructors should design materials which suit their students.
- **Basal et al. (2016)** carried out a study in order to seek the effectiveness of teaching 40 figurative idioms via a mobile phone application compared to traditional activities for 4 weeks. They used tests to achieve their objectives. The results showed that the experimental group outperformed the control group. The researchers recommended using mobile phone applications in teaching vocabulary.
- **Elfeky and Masadeh (2016)** carried out a study in order to look for the impact of using mobile devices on the on students' achievements and improvements. Their aim was achieved by using the quasi-experimental approach and observation. The result indicated that learning through mobiles had important effects on the students' achievements and skills. The researchers recommended using the applications of mobile phones in classes.



“A STUDY ON POSITIVE USAGE PATTERN OF MOBILE APPS AMONG MBA STUDENTS”

OBJECTIVES OF THE STUDY:

- To study the impact of mobile phone applications on MBA students.
- To study the benefits of using mobile phone applications in learning.
- To know the difficulties of using mobile phone applications in teaching and learning.

SCOPE OF THE STUDY:

The research of the present study covers the scope which is limited to the usage of mobile apps among MBA students and advantages and disadvantages of using mobile apps. The study enables the students to develop independent critical thinking skills and it can be utilized by the juniors as reference material for their relevant research study.

METHODOLOGY OF THE STUDY:

The study is descriptive in nature. It has been carried out with the help of secondary data taken from various journals, text books, newspapers, magazines, internet sources and online research reports.

SOURCES OF DATA:

➤ SECONDARY DATA:

Secondary data is a data which is readily available. The data for the present study covers the secondary sources such as magazines, websites, journals, newspapers, various books related to the topics and other references were made.

LIMITATIONS OF THE STUDY:

- Time constraint is one of the major limitation.
- In depth research was not made.
- There might be bias in the secondary information.



CHAPTER: 3

SWOC ANALYSIS



CHAPTER 3: SWOC ANALYSIS

STRENGTHS:

- No more just a buzzword or science fiction.
- Practical, affordable and exciting devices available to enable learning on mobile.
- Devices getting faster and better, with increasing memory and storage capacity making it possible for complex applications to reside on devices.
- One of the most relevant tools (currently) for performance support.
- Internet connectivity on phones not restricted to WiFi alone. Options like EDGE, 3G, 4G and even WAP exist. SMS and Voice can also be used for learning tools on mobile.
- Development platforms for mobile are easy-to-use and do not involve most of the complications associated with desktop or system software.
- Both ‘Push’ and ‘Pull’ strategies can be mixed for best results

WEAKNESSES:

- Myriad number of operating platforms, device types and variations in supported technologies make it difficult (and at times impractical) to create a unified solution which works well across the board.
- Still fast moving in terms of technologies. In addition to the challenges in Point 1, the technology itself evolves fast making it challenging to keep up both at consumer’s end and at the vendor’s end.
- While the development platforms and tools are easy-to-use, using such tools to design effective learning solutions is another matter altogether. It requires a skill-set that includes instructional and media design competencies for mobile device, and interface & user experience design skills.
- Concerns still revolve around basic device security and data security. Lack of common standards for mobiles adds to the confusion.
- Lack of tools to create engaging mobile learning content. Due to lack of Flash.



“A STUDY ON POSITIVE USAGE PATTERN OF MOBILE APPS AMONG MBA STUDENTS”

OPPORTUNITIES:

- One of the best ways to offer quick, real-time on-demand performance support. More than pushing training on to a mobile device, designing mobile performance support solutions would be the greatest opportunity.
- Front end or middle layer for the LMS. I believe this would be a big opportunity as it allows enterprises to extend a part of the LMS environment on to the mobile devices thus allowing an integrated approach. This covers traditional training components – training schedule, notifications, performance support – reach out to experts, and even social learning and collaboration components – friends, sharing content (even generate content like photo and video quickly using device capability).

CHALLENGES:

- Early stage technology curve.
- Lack of standards for learning on mobile, and even general use of technology on mobiles.
- Lack of vendor focus. Not many vendors have been able to innovate and come up with relevant solutions. Vendor mindsets may still be revolving around LMS, PMS, etc.
- Multiple platforms and varied technical frameworks. Adds to complexity in terms of design and development. Specially when the need is to build native apps which can utilize the true potential of the mobile platform.



CHAPTER: 4

OUTCOMES OF THE STUDY



CHAPTER 4: OUTCOMES OF THE STUDY

OUTCOMES:

Social media is as social and vast as it sounds, so is its addiction. When an investigation is attempted to comprehend the working of social media addiction among university students, a number of factors and variables come into play. The attitudes of the instructors towards using mobile phone applications were positive and similar to some extent. There was no contradiction among them. First of all, there was an agreement among the interviewed instructors that mobile phone applications are not popular in Palestine, both in schools and universities, because not all students have smart phones. However, they pointed out that if all students have smart phones, they can use the applications for educational purposes. Moreover, they added that smart phones are necessary, needed, and valuable sources for instructors and students. Finally, they welcomed using mobile phone applications and advised other instructors and students to use them in the classroom. However, students should use them in a way that does not distract others. On the other hand, there were five students who showed their attitudes towards using mobile phone applications in teaching and learning.

Most of the students pointed out that they prefer using smart phones applications because they are meaningful, especially for EFL learners who always need such applications. Furthermore, they declared that they like using smart phone applications due to their educational benefits. They explained that using smart phone applications has helped them in their academic life. One student stated that he does not use the mobile phone applications though he has a smart phone. First, using the different applications is useful because they have a lot of advantages in terms of access to information and convenience, instructors can ask their students to look for meanings at any time. Moreover, they help the students to participate in the learning process. To illustrate, instructors could ask their students to get clichés via the internet; such approach is called “the learner centered approach.” They added that using such applications is useful because it helps students to learn a second language easily and these applications are considered a source of information which facilitates access to information.



“A STUDY ON POSITIVE USAGE PATTERN OF MOBILE APPS AMONG MBA STUDENTS”

For instance, dictionaries applications are used so much as they help students to look for any meaning, pronunciation, synonyms, antonyms, definitions, and terminology. Furthermore, they added that using smart phone applications is meaningful because it facilitates work, study, access to knowledge, practice and training. Finally, they emphasized the idea that time can be wisely used. Similarly, the interviewed students listed many advantages for using smart phones applications. The first advantage is that mobile phone applications have helped them access to information quickly and easily. For instance, dictionaries applications such as Longman, Oxford, Dictbox, and Almaany applications usually trigger them to get the meaning of words wherever and whenever they need them. They mentioned that these applications can improve their four language skills. Moreover, the applications help them save time, money, and information. Furthermore, they mentioned that the mobile applications encourage them to share knowledge with each other. Finally, most of the students emphasized that meaningful applications entertain students, enhance their goals, and help them get rid of daily stressful routines.

The difficulties that were mentioned by students were similar. One of the students stated that some applications usually need access to the internet in order to benefit from the applications in the learning process, so she deletes some of them because most of the time the internet service is not available. She added that the benefits of the applications depend on the access to the internet. Sometimes, it is not allowed to use the applications classroom exams. Another student said that he had a difficulty to get a smart phone. Furthermore, a student said that there are some applications with a complicated system (internet access, e-mail, and passwords). This prevents students from using applications effectively, such as Duolingo Test. Finally, one student stated that students get distracted because they may chat with friends. The students offered a number of suggestions for the difficulties and the problems they face. The first suggestion is that the internet should be available in any place, especially at Hebron University. The second suggestion is that the inventors of such applications ought to design applications which have easy systems.



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SUGGESTIONS:

The main purpose of this study was to investigate using mobile phone applications in the teaching and learning processes. Universities and instructors will find the results of this study to be very beneficial as it will help them enhance their understanding of mobile applications use in educational environments. Accordingly, it may help them shape their knowledge for an effective use of mobile applications. It is recommended that universities and its technology instructors should create certain educational applications for all of the courses according to the requests of the department's instructors which are suitable and meaningful for the instructors and students' specializations. Moreover, it is recommended that the inventors should make the size of the phone and its text bigger and more convenient for reading and other purposes. In order to make the use of mobile phone applications useful in teaching and learning, tutors who reject using the applications should be encouraged and persuaded to use them. In addition, it is recommended that others should do similar studies, and that they may benefit from using it. Also, it is recommended that others review this study as a secondary data in their future studies to develop the study and its results.



CHAPTER: 5

LEARNING EXPERIENCES AND CONCLUSION



CHAPTER 5: LEARNING EXPERIENCES AND CONCLUSION

LEARNING EXPERIENCES:

- Opportunity to learn new concepts.
- Opportunity to get explore new insights.
- Added value to the learning.
- Learned professional communication.
- Learned to collect relevant information.
- Learned to be persistent to complete the task.
- Learned to create a balance between collaborative and individual work.
- Learned to work independently.
- learned about the methods and issues.
- Studied about positive usage if mobile apps among MBA students.
- Studies about advantages and disadvantages of using mobile apps.
- Gave an insight on impact of usage of smartphones on MBA students.



“A STUDY ON POSITIVE USAGE PATTERN OF MOBILE APPS AMONG MBA STUDENTS”

CONCLUSION:

In conclusion, using mobile applications and technological resources enables learners to have a comprehensive scope for the learning process in the language classroom, as they expedite a multidisciplinary perception on learning and open new opportunities for learners. In this study, the researchers investigated the students’ and instructors’ perceptions and attitudes towards the use of mobile applications in the English Department at Hebron University. This study investigated the benefits, difficulties, and the solutions of using mobile phone applications. As the study revealed, mobile applications are likely to present an additional valuable outcome on learning in this challenging, yet fascinating, and motivating learning environment. It is evident from the results of questionnaire and interview that the majority of students have favorable views towards using mobile applications for they involve energetically with such mobile learning applications. They take opportunities to assume their responsibilities to learn in a learner-centered classroom, in a collaborative and interactive manner with their peers and their instructors alike. The results showed that most of the students used mobile phone applications because of easiness of accessibility and flexibility which helped them in the teaching and the learning process. Based on the results of the study, the researchers believe that using mobile applications in teaching and learning process might have a noteworthy effect on the students’ academic progress.



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15-Nov-2021	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study.	
23-Nov-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
01-Dec-2021	Discussion of mobile apps, use of mobile apps among MBA students, impact of mobile apps on students, and SWOC analysis.	
10-Dec-2021	Discussion of outcomes of the study, learning experiences and conclusion.	