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Poster Presentation as a Learning Tool for Teaching and Learning: The Case of MBA Students in Private Engineering College at Chennai

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Abstract: ***In Recent days creating an interest in mind of the students is becoming a greatest challenge to the teachers. Students are with the reach of huge amount of data and it is very easy for them to assess. The search engines help them to get answer for all types of queries. Hence it is becoming a tough task for the teachers especially for those who handle the conceptual and theory based subjects. To gain the student's interest on subject aspects can we use the poster presentation as a technique? An attempt was made by the researcher to understand the effectiveness of using posters as a teaching tool in class rooms is presented here as an article. The 110 students pursuing Master of Business Administration were selected as respondents of this study.***
Keywords: ***Challenge, students, classes, posters and respondents***

I. INTRODUCTION

Generally a poster presentation is an event which is been used as one of the presentation modes in conferences and seminars. It is mainly used with an academic and professional focus and the researcher presents the major methodology and the research findings to the academic based audience. The one to one conversation between the researcher and the attendees of the event will lead to clear understanding about the research problems and solutions. Posters are the good medium to disseminate the one individual's research work to many individuals. Good posters can bring the compliments and critiques about the research work that will facilitate the researcher to modify his or her work in future. Posters are attractive than many other modes of communication as multi colors can be utilized and the researcher can present information visually in an attractive and simple way. Hence this article is focusing on utilizing such posters as one of the teaching learning tools among the students and the results are mentioned as findings and some recommendations are also mentioned at the end of this article. The researcher intends to elucidate the objective to measure the student's opinion on using poster presentation as an effective teaching aid in Master of business admiration classes.

II. REVIEW OF LITERATURE

Caleb Prichard and Dan Ferreina (2014) in their research work conducted on effects of poster presentation on 75 low proficiency learners at japan found that the poster presentation supports them for enhancing their oral presentation. Michael J Beatty (2009) in his research on situational pre dispositional correlates of public speaking anxiety found that novelty, status in society , dissimilarity and prior incidences correlate significantly with public speaking anxiety.

Julie Salaber (2014) in her research article entitled "facilitating students engagement and collaboration using wiki based learning activities among post graduate management students" found that students learning had significantly improved because of enhanced learning environment. Velmalee and Amberlo (2013) in their research work on "from theory to practice checked if teaching management is possible using films" found that this method was useful slightly in better concept retention among management students. Mark O Lewis and Richard Elaver (2014) in their research work "managing and fostering creativity: an integrated approach" says that business educators should reflect on how they should go about designing every class and curriculum which develops creative capabilities among the students.

III.METHODOLOGY

This research was conducted among the 110 students pursuing Master of Business administration program of a private engineering college in Chennai. The researcher by herself is a teacher who teaches marketing specialization papers for the students. The MBA department which contains 110 students got divided in to small groups and they were asked to make the posters on a particular topic and the students were allowed to experience the poster presentation as a learning tool. The data got collected from all 110 students. At end the event "poster presentation", this research was conducted with the questionnaire as a primary data collection instrument which was designed with two questions:

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A. What is your opinion about utilizing poster presentation as a teaching aid in MBA classes?
B. What is your personal satisfaction as a participant in poster presentation?

The second question was asked to check about the poster day conducted by the researcher for those students. So the respondents were the presenters for their posters and they were ready to express their satisfaction level and this population was used for this study to collect the primary data. The options give for the questions were excellent, Good, Average, Fair and poor ideas.

IV. RESULTS.

The data which got collected through questionnaire from 110 MBA students got tested by using descriptive statistics and correlation analysis using SPSS. These data were collected from those students who were the participants in the poster presentation event and they felt quite comfortable to answer for these two questions.

TABLE I
Gender of the respondents

Sno	Particular	No of respondents	Percentage
1	Male	70	63.63
2	Female	40	36.36
TOTAL		110	100

TABLEII
Table shows the respondents opinion on the statement-"What is your opinion about utilizing poster presentation as a teaching aid in MBA classes?"

Sno	Particular	No of respondents	Percentage
1	Excellent idea	42	38.1
2	Good idea	36	32.7
3	Average idea	22	20.2
4	Fair idea	6	5.4
5	Poor idea	4	3.6
TOTAL		110	100

TABLE III
Table shows personal satisfaction of the students as a participant in post presentation

SNO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Excellent	49	44.5
2	Good	37	33.6
3	Average	19	17.4
4	Fair	3	2.7
5	Poor	2	1.8
TOTAL		110	100

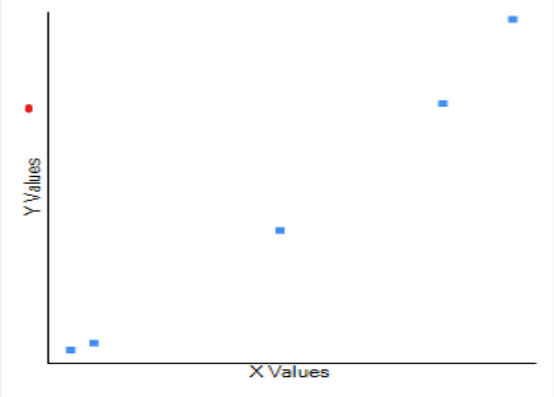
From the above information mentioned in tables, we can say that out of 110 students 70 of them are male and 40 of them are female and majority of the students opined that utilizing the poster presentation is an excellent idea in MBA class rooms. Majority of them expressed their satisfaction as excellent and good being a presenter in the poster presentation event. To analyze further correlation analysis was carried out.

Null Hypothesis: There is no significant difference between the satisfaction level of the students as the participant in poster presentation and their opinion on utilizing poster presentation as a teaching aid in MBA classes.

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Alternative Hypothesis: There is a significant difference between the satisfaction level of the students as the participant in poster presentation and their opinion on utilizing poster presentation as a teaching aid in MBA classes.

X Values	Y Values
42	49
36	37
22	19
6	3
4	2



Result Details & Calculation

X Values
∑ = 110
Mean = 22
$\sum(X - M_x)^2 = SS_x = 1176$

Y Values
∑ = 110
Mean = 22
$\sum(Y - M_y)^2 = SS_y = 1724$

X and Y Combined
N = 5
$\sum(X - M_x)(Y - M_y) = 1414$

R Calculation
$r = \sum((X - M_y)(Y - M_x)) / \sqrt{((SS_x)(SS_y))}$

$r = 1414 / \sqrt{((1176)(1724))} = 0.9931$

Meta Numerics (cross-check)
r = 0.9931

Key

X: X Values
Y: Y Values
M_x: Mean of X Values
M_y: Mean of Y Values
$X - M_x$ & $Y - M_y$: Deviation scores
$(X - M_x)^2$ & $(Y - M_y)^2$: Deviation Squared
$(X - M_x)(Y - M_y)$: Product of Deviation Scores

Here X value is representing the student's opinion about utilizing poster presentation as a teaching aid in MBA classes and the Y value is representing their satisfaction level as the participant in poster presentation. The Significance value is 0.9931 > 0.05. Hence we can infer that there is no significant difference between the satisfaction level of the students as the participant in poster presentation and their opinion on utilizing poster presentation as a teaching aid in MBA classes.

V. DISCUSSIONS AND SCOPE FOR FUTURE RESEARCH:

This research work was started with the intention to know about the students satisfaction about the poster presentation used as a teaching aid and to know about their opinion on whether poster presentation can be considered as an effective tool for teaching and learning in master of business administration classes. Even though the poster presentation is used generally in conferences by researchers in Indian context, the researcher as an academician would like to know about this teaching aid's effectiveness among the MBA students. The results indicates that majority of the students opined that utilizing the poster presentation as a teaching tool is an excellent idea in MBA class rooms. They expressed their satisfaction as excellent and good as a presenter in poster presentation classes. These results were supported by the researcher mark o lewis and Richard elaver (2014) who says that teachers need to design their own classes which will be effective among students. The research findings are more consistent with the other research finding which can be found in research findings of Velmalee and Amberlo (2013). They found that when we use new methodologies in classes it will help the students for concept retention. Further Correlation analysis shows the positive relationship between the satisfaction among the students on poster presentation and their preference on utilizing this method in Master of Business Administration classes. And the results found that there is no significant difference between the satisfaction level of the students as the participant in poster presentation and their opinion on utilizing poster presentation as a teaching aid in MBA classes.

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VI. CONCLUSION

The results of this research work confirmed that the represented students are interested to come across different kind of teaching methods and being Post graduate students they are interested to examine the different kinds of teaching-learning experiments in their day to day class room atmosphere. In future this work can be carried out with large sample size and can be conducted by considering all other post graduate students from commerce and engineering disciplines. The comparative study between the colleges and universities can be carried out.

Fig. 1 Poster Presentation event in a class room



Fig. 2 Poster Presentation event in a class room



Fig. 3 Poster Presentation event in a class room

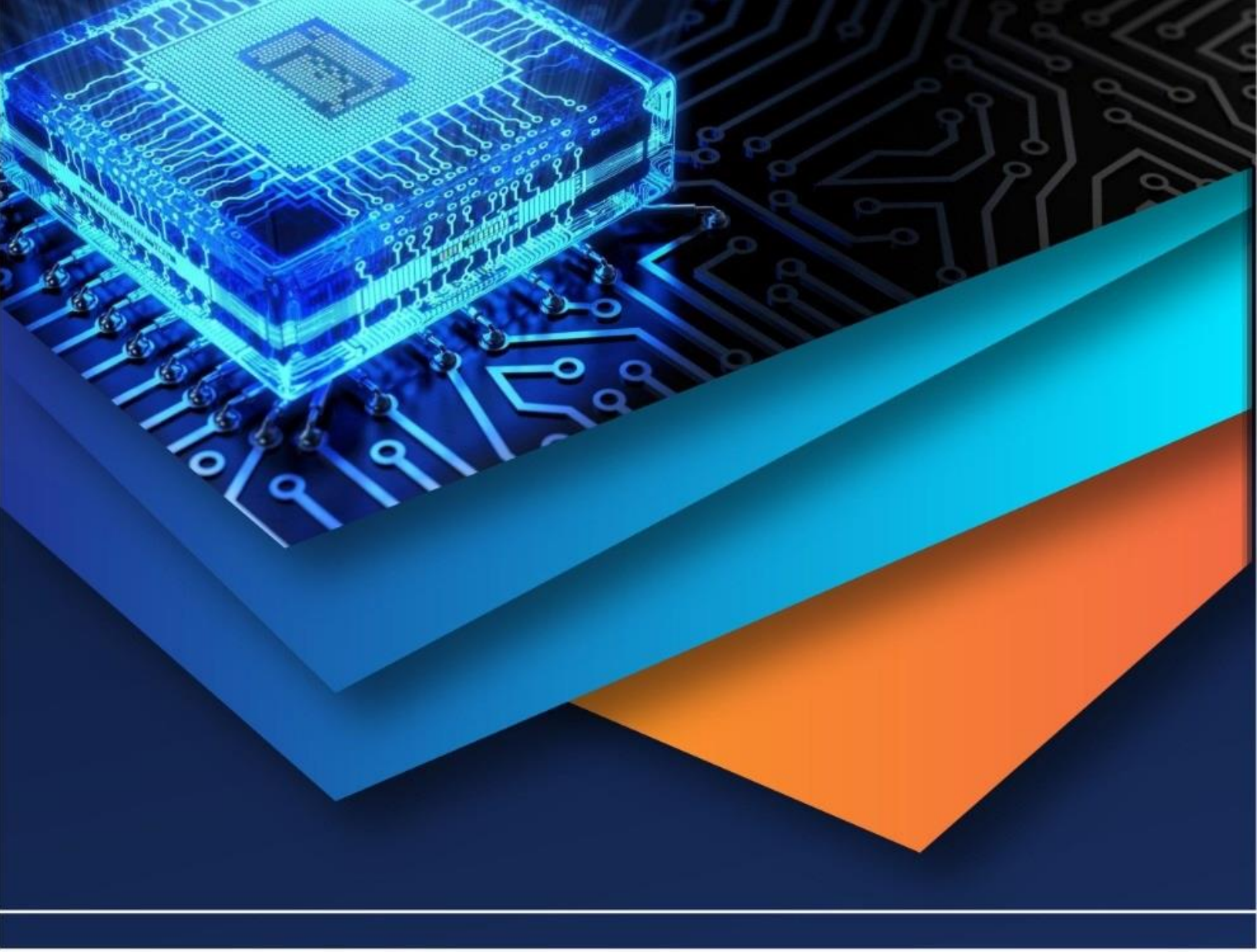


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