

**INFLUENCE OF BYJU'S LEARNING APPLICATION IN
THE HIGHER SECONADRY STUDENTS WITH
SPECIAL REFERENCE TO ANGAMALY**

**PROJECT ABSTRACT
SUBMITTED TO THE
DEPARTMENT OF COMMERECE**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE
AWARD OF THE DEGREE**

BACHELOR OF BUSINESS ADMINATRATION

**SUBMITTED BY
ALFRED JOY
(NIA**

RBBAR22)

**UNDER THE GUIDANCE OF
Mr.ANOOP T
ASSISTANT PROFESSOR
DEPARTMENT OF COMMERCE, NIMIT**



NAIPUNNYA INSTITUTE OF MANAGEMENT AND
INFORMATION TECHNOLOGY PONGAM, KORATTY
THRISSUR
MARCH, 2020

1.1 Introduction

E-learning is the talk of the world now with technology that provides customized, portable and ready to deliver methods of learning. With the Internet's rise to dominance as the most preferred medium of information exchange, mean [e-learning](#) is increasingly gaining its momentum as an innovative and viable pedagogical tool compared with the traditional, face-to-face classroom learning that centre's on instructors dictating content and pedagogy, e-learning is a more learner-friendly alternative, also allowing the role of a teacher and student to be quite different in an e-learning environment.

Byju's Learning App is leading private enterprise in the world that creates study materials for students of schools till 12th. Founded by Byju Ravindran. BYJU'S – The Learning App is the common brand name for Think and Learn Private Ltd., a Bangalore-based educational technology company (EdTech) and online tutoring firm founded in 2011 by Byju Ravindran at Bangalore (India). In March 2019, it became the world's most valued Edu tech company at \$5.4 billion (Rs 37,000 crore). In January 2020, the company was valued at \$8 billion.

BYJU'S runs on a premium model. Their main product is a mobile app named BYJU'S-The Learning App launched in August 2015. It provides educational content mainly to school students from class 1 to 12 (primary to higher secondary level education). The company trains students for examinations in India such as IIT-JEE, NEET, CAT, CSE as well as for international examinations such as GRE and GMAT.

This study is an investigation of Byju's learning app influencing the higher secondary students in their learning process.

1.2 Statement of the Problem

Byju's learning application has become the No1 E learning application in the world, but is still useful and effective for a common higher secondary student?

1. How influential is Byju's app among the higher secondary students?
2. Has there a significant change after using this world renowned E-learning platform?

1.3 Objectives of the Study

The study is being conducted to acquire knowledge in the following areas.

1. The major reason to select this topic is to understand how the new educational technology such as BYJU's gaining influence on its target audience.
2. To briefly know the future of E-learning through Byju's learning application?
3. How effectively students can utilise the E learning platform for BYJU's in their academics?
4. What growth could BYJU's learning app give to its subscribers of higher secondary schools?

1.4 Significance of the Study

Today most of the students lean on smart ways to be effective & efficient in their academic learning. As Byju's learning app, a Kerala based IT developer was able show the world how E-learning is so much effective in learning, and one of the leader

in this field. There is already 10 million students have installed this application in their devices, which means E learning something that is unavoidable in academics.

1.5 Scope of the Study

The popularity of Byju's app is gaining day by day. More students are attracted to use the program as extra support on their exam preparation. In the scenario, we need to know, how much this technology has revolutionized the learning society of higher secondary education. It also a concern to the parents, in this fast moving environment that their children are positively affected. Even teachers can adopt various techniques used by these techies in their products. This study is also benefited to organisation BYJU's Learning Application. Other entrepreneurs who are thinking to build such a similar application can make use of this study.

1.6 Research Methodology

This study is conducted for understanding the influence of Byju's learning application among the students of higher secondary education in schools in Angamaly.

1.6.1 Research Design

This is a descriptive and analytical research, which measures the influence of Byju's learning application among the students of higher secondary education.

1.5.2 Nature of the Data

Both primary and secondary data used in this study.

- Primary Data:

The study uses structured questionnaires for data collection. The questionnaire for data collection. The questionnaire comprises of questions related to various aspect of measuring the impact of Byju's learning application among the students of higher secondary education.

- Secondary Data

Data is also collected from published records & journals which are available on the internet.

1.5.3 Sample Design

- **Sample size**

Here the sample size is 50

- **Sample Method**

In this study, four schools were randomly selected from the Angamaly Municipality. Indirect method has been followed to take the data from the students who are using Byju's learning application. Questionnaire was made in Google form was send via internet.

1.5.4 Tools for Analysis

The following statistical tools being used for data analysis are as follows.

- Tables
- Charts & Graphs

1.6 Limitations of the Study

- There is no guarantee that the respondents give full and correct information, i.e. personal bias may affect the study

- The findings are only based on the data collected through the survey.

1.7 Content of the project report

The following are the characterization of study.

Chapter 1: Introduction

Chapter 2: Review of literature

Chapter 3: Theoretical Frame work

Chapter 4: Data analysis

Chapter 5: Summary of findings, conclusion and suggestions

2 .1 REVIEW OF LITERATURE

2.1 Review of Literature

The researcher has to be up to date in his information about the studies related to his own problem already made by others. Various empirical studies have been undertaken at the national and international level to analyse the impact of Byju's learning application among the higher secondary students. This chapter provides a link with past approaches. The available studies are collected from various articles, journal, projects and websites.

Web-based e-learning is not restricted by time or place and can provide teachers with a learning environment that is flexible and convenient, enabling them to efficiently learn, quickly develop their professional expertise, and advance professionally. Many research reports on web-based e-learning have neglected the role of the teacher's perspective in the acceptance of using web-based e-learning systems for in-service education. We distributed questionnaires to 402 junior high school teachers in central Taiwan. This study used the Technology Acceptance Model (TAM) as our theoretical foundation and employed the Structure Equation Model (SEM) to examine factors that influenced intentions to use in-service training conducted through web-based e-learning. The results showed that motivation to use and Internet self-efficacy were significantly positively associated with behavioral intentions regarding the use of web-based e-learning for in-service training through the factors of perceived usefulness and perceived ease of use. The factor of computer anxiety had a significantly negative effect on behavioral intentions toward web-based e-learning in-service training through the factor of perceived ease of use. Perceived usefulness and motivation to use were the primary reasons for the acceptance by junior high school teachers of web-based e-learning systems for in-service training.

Mr. Mathew K R ,2016

The purpose of the study is to know the use of mobile applications for academic purposes by researchers of Babasaheb Bhimrao Ambedkar University, Lucknow. This Study finds that most of the research scholars are aware of academic applications but some researchers are not aware with any academic applications and most of the researchers are using free mobile academic apps like Amazon Kindle, Unacademy, Khan Academy, BYJU 'S, and some researchers are using paid academic apps like Duolingo, Quizlet, Wolfram Alfa. This study also reveal researchers are using mobile apps for study purpose, entertainment purpose, business purposes and very few

researchers using mobile applications for other purposes. Most of the research scholars update their knowledge through academic applications.

Deeksha Mishra, Kiran Lata Dangwa, 2016

“We need technology in every classroom and in every student and teacher’s hand, because it is the pen and paper of our time, and it is the lens through which we experience much of our world.” -David Warlick

New trends are emerging which affects the field of education such as Artificial intelligence, Virtual education, Digital Liberty, Game-based curricula, Paperless textbooks, Involvement of social media, Open education resources (OER), Collaborative learning, learning analytics, flipped learning, Blended learning, Massive Open Online Course (MOOCs) etc. Most of the above trends do involve the internet or web-based, and all these trends are emerging as Modern electronic educational technology. Modern electronic educational technology is an essential part of society today (Selwyn, 2011). Web-based technique uplifted the entire education system into the next level. Web-based education involves a world wide web (www)for exchanging the information. It is a powerful tool of communication.

John Jong-Hyun Kim and Rachna Tahilyani, 2017

BYJU’S The Learning App (BYJU’s) is India’s largest K-12 education app with about 300,000 annual paid subscribers. The mobile app uses a mix of video lessons and interactive tools to personalize learning for every student. Although there is room to grow exponentially in India, BYJU’s decides to enter the United States and other English speaking international markets. It believes that the United States has a large demand for “better learning,” a strong digital payment infrastructure, and a willingness to pay subscription fees. At the same time, winning in U.S.’s education market, where most students attend public schools and many ed-tech companies are proliferating, is challenging. Is it wise to expand to the U.S., even

though India presents such a vast untapped opportunity with so many students in need?

Dr. Himanshu Rastogi, 2017

Technology has swept and is sweeping fast all spheres of life and almost everything is based on use of technology and application of ITC starting from communication, to visual and audio entertainment, electrification, security, travelling, voting rights to mention a few. Even education is transforming with rapid pace from being traditional chalk and talk based and book based study to internet based education system. The traditional class rooms with black boards are being replaced by smart classes fitted with audio and visual system followed by PPTs presentation. Teachers are being second by online teaching assistance by way of online tutorials and teaching aids provided by a number of online learning applications such as BYJU'S, Cuemath, GuruQ.in, EPathshala, Google Classroom etc., which are providing on spot solutions to students. Text books are being replaced by e-books. The point to make is that we are moving far from physical way of teaching and learning towards virtual teaching and learning skills. This change in education system has produced vast advantage in terms of honing knowledge base of students and making them more confident to compete in the dynamic environment. However, there is a flip side of it as well, that most of the times students thinking that they can access the information on line are not focused enough on class lectures and in most cases they do not give expected regard to their teachers. The students of today are becoming rude as well. At the same time since loads of information is available to them easily, students are involving themselves in unwanted activities and they are exposed to information which is not meant for them at the current age. In this background the paper tries to find what the various electronic mediums available to students, what are the advantages of digitization of education and what adverse impact has been on students and society on over reliance on digital way of

education based on adoption of ICT tools? The paper is based on a secondary source of information gathered from various authentic websites, research papers, newspapers and magazine articles.

Dr. Jafer Khan, 2017

E-learning has become a trend in education nowadays and is becoming an important part of our education system. Due to widespread of internet access by people e-learning is seeing a massive growth, and there are many educational applications/websites that are been developed for this purpose. And thus this paper explores the effectiveness of educational applications and websites on students. The research problem enacted from this concept is that on whether the students are benefiting and understanding the concepts taught by educational applications/websites or are they finding any difficulty because of the method opted by the educational applications/websites and the traditional method through which they are taught in their schools. The main objective of this study is to analyse the effectiveness of the content and material provided by the educational applications/websites to the students, and if they are getting confused or facing any difficulties due to the different method opted in teaching by schools and the applications/websites. The researcher intends on giving out the questionnaires to students in order to meet the objective of this study. With the growth in the technology, students are preferring both wherethe schools opt the e-learning methods that is the visuals to teach them new concepts.

Kulwant Sharma, 2017

The higher education in India grew out of a colonial education system established by the British rule in the early 20th century. An appraisal shows that while there has been an impressive progress in taking education to the masses, yet many aberrations have crept into the delivery and management. Government has an ambitious strategy to bring in digital

enablement in India's education delivery space. However, implementation of these strategies lacks pace and reach. The study looked at the digital initiatives in Organization for Economic Cooperation and Development, Chinese and Australian institutions. This provided some solutions for implementation of digital strategies. Study was carried out through inputs from various stakeholders. Results reveal that institutes lack vision, preparedness and commitment for technology implementation. The study can be further extended to control and monitoring mechanisms to realise the strategic vision of digital universities and a higher gross enrolment ratio with quality education

Anil Urus ,2017

Titled as 'Byju's The Learning App', the case study will be available for teaching purposes within and outside Harvard. Authored by John Jong-Hyun Kim, a Senior Lecturer at Harvard Business School, and Rachna Tahilyani, Associate Director, Harvard Business School India Research Center, the case studies the growth of the app, its impact on students and how this K-12 app can be used by students globally.

Dr. Rajeshwari Jain, Ms. Raji Dennis, 2018

The aim of this research paper is to investigate school students' perceptions of ICT usage by teachers, staff and themselves for learning and recollecting concepts. A questionnaire was administered to a randomly selected group of hundred high school students of ICSE board schools in the city of Ahmedabad. It was done to find out their views on the extent to which they and academic staff utilise ICT during learning and teaching.

Data were analysed thematically after interrogating the responses through coding. Results showed that students perceived 'technology for learning'

as a means of using a computer. They were satisfied with its use and functionality since it helped them understand, memorise and remember their studies. Students also reported that even though most teachers do not use ICT for teaching but still for the ones where ICT as used, it helped them in better learning and retention of concepts.

Rawat Anu, Dangwal Kiran Lata, 2018

Technology is everywhere and we depend on technology. In this digital era, the role of teacher and student has changed dramatically. Learners utilize new technologies to gain knowledge more comfortably, effectively and seamlessly. Technology is used to provide opportunities for students to apply knowledge in the real world context and engage in active participation, exploration and research. Smart learning is a new approach of learning used by teachers and students both in the classroom and outside of the classroom, in daily life. It is a new vision, where internet, laptops, smart phones, multimedia etc utilize in the process of education. Smart learning technology provides a learning platform to every learner universally. In Smart learning technology, learning is more connect to the real world; the learner is more active than teacher. M-learning, digital pedagogy, social media, MOOC, OER, Edutainment, Blended learning and flipped classroom are some of the examples of smart learning technology. This paper explains the smart learning approach, technology being used in it and its pros and cons.

Ursula Paola Torres Maldonado, Gohar Feroz Khan, Junghoon Moon, Jae Jeung Rho, 2018

The purpose of this paper is to: empirically validate a modified unified theory of acceptance and use of technology (UTAUT) model by adding an “e-learning motivation” construct in the South American context; try to determine the role of e-learning motivation in the use and adoption of

e-learning systems and conversely the effect of technology on students' e-learning motivation, and to test region and gender as moderators in the model. It was found that “e-learning motivation” and “social influence” had a positive influence on behavioural intention, while “facilitating condition” had no effect on e-learning portal use. Furthermore, use behaviour had a positive influence on e-learning motivation. Also found was the moderating role of “region”.

Sinha Anand Pd & Pandey Rohit Kr ,2019

Today, in this fast-moving life, everyone is in hurry of getting their work done as soon as possible and least efforts. This tendency of humans has also affected the field of education. Now, people have a mindset that education should also be delivered in an easy and in a way, where comfort is ensured. The entire process of delivering lectures and providing education changed drastically, when a startup named THINK AND LEARN PVT. LTD., popularly known as BYJU'S, which is one of the learning App, started to work in order to revolutionize the whole education system in India. In this study to establish a relationship as to how BYJU'S has grown this big in a little span of time and what are the factors using which BYJU'S has risen in the pyramid to effect the overall satisfaction of the user to using their learning app. Unlike the previous time he also appeared for the interviews of the three premier IIM'S i.e. A, B and C and cleared the interview round. Instead of joining any of the institutes for a professional course which could have furthered his career he saw potential in guiding/counselling students in clearing CAT.

K Seethal1 , Dr. B Menaka ,2019

Digitalised education plays a vital role in India. The technological change has created a revolutionary change in the education sector. Digitalised education is very helpful for students to learn

comfortably at home even using their smart phone, tablet or laptop. The adoption of new technology in class rooms by the teachers attracted students to learning rather than the traditional chalk and talk method. Furthermore digitalised education is one of the important sources of gaining revenue for the government and is really considered as a boom for the Indian economy.

Srivastava ,2019

Mobile learning is a form of learning in which the learner can access the content anytime, anywhere using a mobile device connected to internet. It is a convenient form of learning as it enables access to educational content irrespective of time and place. It is evolving fast across the globe due to the proliferation of mobile devices such as smartphones, tablets, iPads, e-readers etc. With a decrease in cost and improvements in ease of use, mobile devices are being adopted at an ever-increasing rate by people. With increasing exposure to mobile phones, children too have developed an affinity for such devices. However, these devices are not limited to leisure activities only. They can provide an excellent means to engage children through visual and play way methods of studying. Coupled with traditional methods of teaching, m-learning can make the process of learning enjoyable for them. This project aims to study the perception and readiness of the students towards the adoption of mobile learning solutions for supplemental education.

Dr.Chavan, R R & Dr.Shukla, Abhishek, 2019

New Generation E-entrepreneurship- A Case study of BYJU's

The novel information technologies are the source of a new form of entrepreneurship known as e-entrepreneurship. The swift development of internet-related technologies has predictably had a significant effect on

numerous possibilities for emerging innovative business concepts exploiting technology by establishing fresh entrepreneurial ventures. Purpose: The new digital economy provides incomparable opportunities for many entrepreneurs to create new ventures in different business areas according to electronic commerce models. This paper discusses a novel approach taken by the young entrepreneur Raveendran of Byju by projected entrepreneurial intentions of starting Edtech Company. The case study confers how the learning app has used technology as an enabler and the unique combination of content, media and technology to create a learning app for students across the globe. Methodology: The study describes an in-depth exploratory study of e-entrepreneur and throw more light on competitive elements applied by an entrepreneur in starting up their business by using an electronic platform. Outcome/Result: It was found that Byju's e-learning platform has been extremely well received by the student community. According to collected information, the authors propose the process of e-entrepreneurship and its competitive elements and establish a basis for future research. Keywords: e-learning, e-entrepreneur, entrepreneurship, education, teaching, technology. JEL Classification: I2, D83

Avantika Gupta & SomnathMaji ,2020

The main purpose of this research paper is to provide overview of online learning today .Learning is shifting from teacher cantered learner centred and is undertaken anywhere from classrooms to home, offices and work place .Due to modernization ,digitalization , globalization, we are introducing new–new technologies where we share and transfer our knowledge to each other. Information Technology (I.T) revolution, traditional classrooms education or training does not fulfils all the needs of the digital world of lifelong learning .This paper describes the demands of online learning and presents a variety of enabling

technologies that can facilitate the design and implementation of e-learning systems.

FINDINGS

- From the study, it is concluded that Byju's learning application became recently popular, because 52% of students started using it less than a year ago.
- Most of the students who subscribe Byju's learning application don't use any other paid E-learning application or websites. In this study 81% students use Byju's app, doesn't think of any other application.
- From the survey it was clear that 89% of parents support their wards in using Byju's learning application.
- Byju's learning application is mostly used by students to understand the weaker subjects.
- The study proves that Byju's learning application is highly suitable for students who want to improve their weaker students.
- Byju's learning application is highly used by students for understanding the concepts.
- Students make use of Byju's learning application for clearing their doubts in the concepts.
- 55% of students use the Byju's learning application for more than an hour daily.
- It's been noted that students are able to grasping content has gone up. 27% of students say their grasping level has tremendously improved and 68% of theirs' improved.
- The exam results show 23% students could able to highly improve their scores and 63% of them improved their scores.
- Byju's Learning application is highly influencing its target audience though social media. In this study it is noted that 39% of the students came to know the application from various social media platforms.

- The main objective that, drive students to use the application is to understand the concepts thoroughly said by 32% of students and 21% of students' objective is to outstand in academics.
- Byju's learning application has created a sense of essentiality among the students.
- In this study 67% of student's states that Byju's learning application is better than physical classrooms in terms of learning.
- The motivating factors for students to stick on to Byju's learning application, 40% of students think it's the video lectures. 23% students go with animation and 24% of students think of personalized digital support & care.
- 87% of students wish Byju's learning app to be upgraded for their higher education such as Engineering, Management, and Medicine etc.
- More than 70% of students are satisfied with the overall user experience on Byju's learning app.
- 86% of students who took part in this study say yes to recommend Byju's learning application to their friends and peers.

BIBLIOGRAPHY

A study on accessing the factors leading to the purchase of BYJU'S as a curriculum

<http://www.indianjournals.com/ijor.aspx?target=ijor:tajmmr&volume=8&issue=9and10&article=004>

Byju's learning app is now a Harvard case study

<https://www.thehindubusinessline.com/news/education/byjus-learning-app-is-now-a-harvard-case-study/article9680635.ece>

COMPREHENSIVE ANALYSIS ON LEARNING AND RECOLLECTION
PROCEDURE BY THE HIGH SCHOOL STUDENTS OF ICSE BOARD
SCHOOLS IN THE CITY OF AHMEDABAD

<http://worldwidejournals.org/index.php/ijar/article/view/2>

Digitalisation Of Education In 21STCentury: A Boon Or Bane

https://www.researchgate.net/profile/Menaka_Baskaran/publication/334636025_Digitalisation_Of_Education_In_21_ST_Century_A_Boon_Or_Bane/links/5d373092a6fdec370a59a318/Digitalisation-Of-Education-In-21-ST-Century-A-Boon-Or-Bane.pdf

Digitalization of education in India –An analysis

https://ijrar.com/upload_issue/ijrar_issue_20543139.pdf

DIGITAL LEARNING METHODOLOGIES FOR STEM IN INDIAN LANGUAGES Mrs. Priyanka

<https://www.thehindu.com/education/nurturing-innovators/article23279020.ece>

E-learning motivation and educational portal acceptance in developing countries

<https://www.emerald.com/insight/content/doi/10.1108/14684521111113597/full/html>

EFFECTIVENESS OF EDUCATIONAL APPLICATIONS AND WEBSITES ON STUDENTS

http://ijsrr.co.in/images/full_pdf/1552797222_j8.pdf

E-Learning App and Development Tracker for Autistic Children using Android and Machine Learning.

<http://www.vjer.in/vol3issue1/vjer030106.PDF>

Factors that influence acceptance of web-based e-learning systems for the in-service education of junior high school teachers in Taiwan.

<https://www.sciencedirect.com/science/article/abs/pii/S0149718911001029>

Overview of online learning, Byju's learning application

<https://archives.ourheritagejournal.com/index.php/oh/article/view/707/686>

New Generation E-entrepreneurship- A Case study of BYJU's learning App

<https://search.proquest.com/openview/861f184dc9cd9f6e91c814bd88724850/1?pq-origsite=gscholar&cbl=1936345>

STUDENT'S PERCEPTION AND READINESS TOWARDS THE ADOPTION OF
MOBILE LEARNING FOR SUPPLEMENTAL EDUCATION

<http://14.139.251.106:8080/jspui/handle/repository/16543>

Implementation of digital strategy in higher educational institutions in India

https://www.researchgate.net/profile/Kulwant_Sharma/publication/331113539_Implementation_of_Digital_Strategy_in_Higher_Educational_Institutions_in_India/links/5cf8d09492851c4dd02c4e89/Implementation-of-Digital-Strategy-in-Higher-Educational-Institutions-in-India-Implementation-of-Digital-Strategy-in-Higher-Educational-Institutions-in-India.pdf

Technologies for Smart Learning

<http://www.indianjournals.com/ijor.aspx?target=ijor:tle&volume=7&issue=1and2&article=002>

Use of Mobile Applications for Academic Purpose among the Research Scholars
of Babasaheb Bhimrao Ambedkar University, Lucknow

<http://14.139.228.232:8080/jspui/bitstream/0522/527/2/ABSTRACT%20OF%20NN.pdf>

Web-based Education: History and Scope in India

<http://gujaratresearchsociety.in/index.php/JGRS/article/view/374>