

# Effectiveness of Satellite Learning Programme- Case Study of a CA (Chartered Accountancy) Exam Preparation Education Provider in India

**Dr. Amit Jain**

Associate Professor, JK LakshmiPat University-Institute of Management  
Jaipur, India  
Email: amitjain@jklu.edu.in

**Sonal Jain**

Associate Professor, GLS Institute of Computer Technology  
Ahmedabad, India  
Email: sonal@glsict.org

**Abstract**— Satellite Learning and delivery of courses via internet or satellite technology are much talked and less researched area in Indian education environment. Numerous education providers have ventured into this unknown territory without researching its worth and effectiveness. Neither scientific need analysis is carried out before launch of the program nor its effectiveness judged after launch. Sincere efforts to judge effectiveness and impact can lead to improvement in delivery and conduct of classes delivered via satellite/ VSAT technology. Efforts to judge effectiveness will put heavy investment required in developing infrastructure to best use. The basic premise of this study is to judge effectiveness of Satellite Learning and delivery of courses via satellite technology. A leading CA (Chartered Accountancy) exam preparation education provider having recently implemented satellite delivery of training classes for CA aspirants was selected for the study. The Institute has more than 40 satellite learning centers across India and a student base of more than 1000. To Measure effectiveness a questionnaire consisting of open and close ended questions was used. The questionnaire included scales to measure effectiveness of teaching when delivered through satellite technology. Apart from other open and close ended questions regarding satellite learning, questions pertaining to other executional aspects of the satellite learning Program like satisfaction level with the technology, ease of using technology and further improvements possible etc were also asked to the students. The study collected responses of students who have opted for satellite learning program of the institute at their respective city centers. The data was then subjected to suitable statistical analysis to find effectiveness as well as differences in perception of different demographic segments regarding effectiveness of training classes delivered via satellite. The analysis reveals perception of respondents towards the program and provides suggestions to the stakeholders for improving the effectiveness. The satellite program in general eased the learning process as students can get access to quality content and faculty at city of their residence. Although in its inception stage satisfaction with the ease of technology was found to be high. Role of faculty in terms of their ability to adapt to the new medium of instruction and improving teaching effectiveness was also emphasized by the students.

**Keywords**— Satellite Learning, Student Perception, Teaching effectiveness, Technology adoption

**Remarks:** The full paper may be found in [www.elearningap.com](http://www.elearningap.com)