DISRUPTIVE INNOVATION IN SELECTED HIGHER EDUCATION INSTITUTION: BASIS FOR INSTRUCTIONAL METHODOLOGIES ENHANCEMENT

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Abstract

This study determined the extent of the implementation of disruptive innovation in higher education, the types of innovation used, and its advantages, disadvantages, and problems encountered during implementation. Moreover, this study discussed the proposed activities to improve innovation implementation in the institution. In today's technologically driven environment, higher education institutions need to cope with the latest trends and methods in uplifting the quality of education. Disruptive innovation is a powerful tool to break traditional methods of teaching and migrate to more upgraded learning approaches. This study used the faculty members and students of the College of Accountancy, Business, Tourism, and International Hospitality Management (CABTIHM) of University of Batangas-Lipa City as respondents. Due to the nature of the research, the researchers used a descriptive qualitative method. The researchers gathered data through in-depth interview and focus group discussion (FGD). Ten (10) faculty members and 15 student leaders participated in the interview, and eight (8) groups with 5-10 members each subjected themselves to focus group discussion. Findings show that both faculty members and students are aware of the innovation in education. Google Classroom, Schoology, and Edmodo topped the types of innovation that classroom uses. Classes also use basic technological tools such as PowerPoint presentation and audio-visual presentation. More so, the results note that innovation brings accessibility, convenience, and relevance among users. However, some disadvantages are students' dependence on technology and constraining face-to-face meeting, and students' inability to cope with the online courses due to internet access unavailability. Problems encountered during the implementation are facilities such as internet connection, and computer units, training gap, and cost involved in implementation. Finally, the researchers proposed various activities in improving the implementation of innovation in education. The institution may consider the proposal as this can be a great help in enhancing instructional methodologies and learning outcomes of students.

Keywords: Education, Pedagogy, Disruptive Innovation, Higher Education, Instruction, Learning Management System.