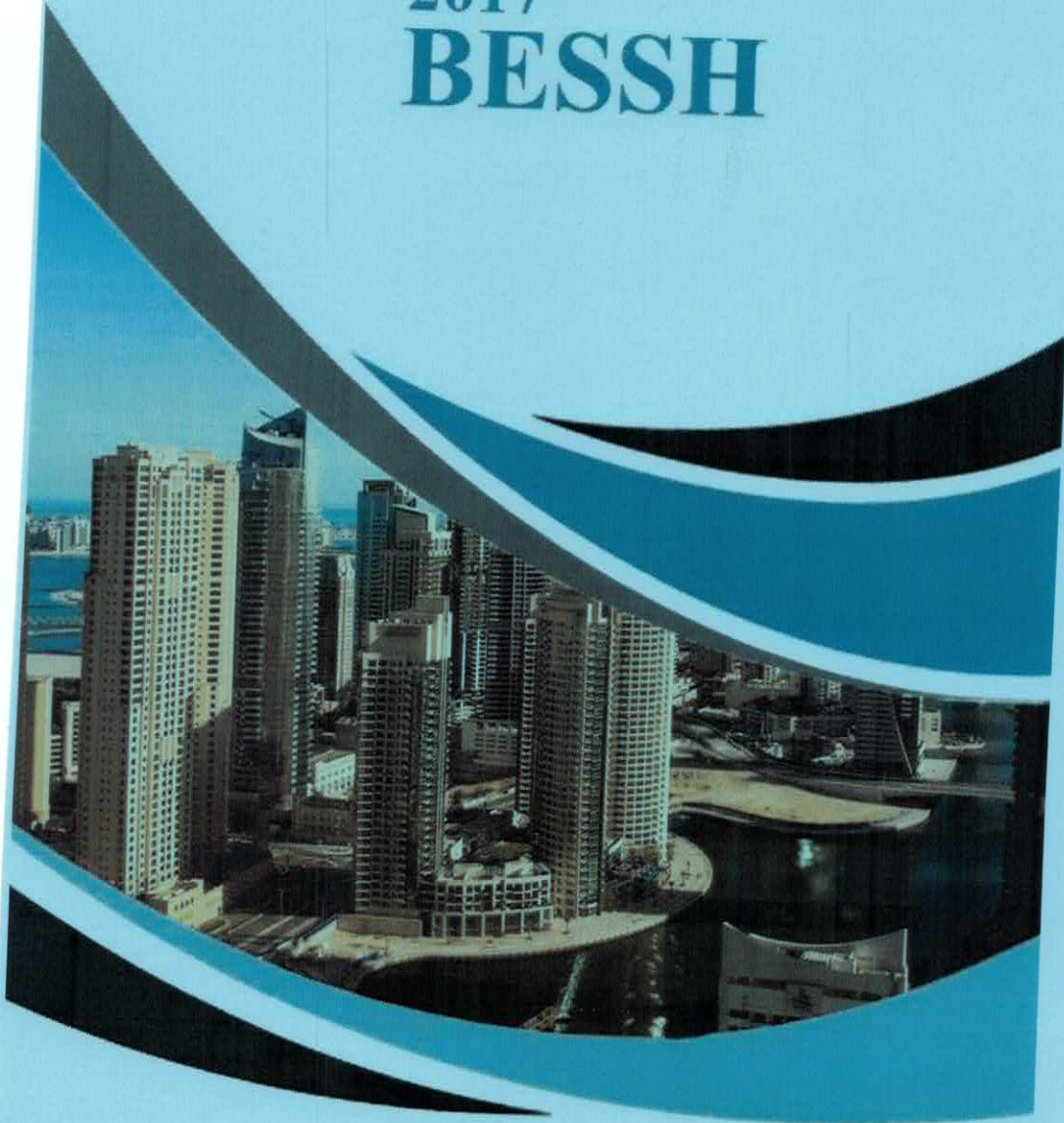


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Volume 386, Issue 18

2017
BESSH



Seoul Korea



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CONFERENCE PROCEEDINGS

BESSH-2017

**International Conference on
“Business Economics, Social Science & Humanities”
(BESSH-2017) Seoul, Korea**

**International Conference on
“BUSINESS ECONOMICS, SOCIAL SCIENCE &
HUMANITIES”
(BESSH-2017)**

Seoul, Korea

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Proceedings of the International Conference on

**“Business Economics, Social Science & Humanities
(BESSH-2017)”**

ISBN: 978-969-683-234-8

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**International Conference on
“Business Economics, Social Science & Humanities
Seoul, Korea**

**Venue: Gangnam Artnouveau City Hotel49, 74 gil,
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CONFERENCE CHAIR MESSAGE

Dr. Malika Ait Nasser (PhD)

International Conference on Business Economic, Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Malika Ait Nasser (PhD)
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BESSH-2017

The Design of Online Learning Management System: Case Study of Business Ethics Subject

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Abstract

Nowadays the world is moving itself to the industrial 4.0 era so every patterns of lifestyle are changing bit by bit. This pattern and lifestyle pattern which face the need to transform into digitalization. Every people need to accept and adapt themselves to working with the computer or even the digital media. As well as the education perspective, the high technology of information technology played an important role and changing the pattern of teaching method by make the teaching more comfortable and effective in the digital era should be easy to manage by computer, notebook, iPhone, iPad or tablet along with the software via the online class via the internet. So the students can learn in both off-line and on-line method and also be able to select their convenient. The teacher also be able to choose whether to teach in the classroom or monitor the class from outside but still learning activity as the system will show the real-time data and be able to recall the past data which are the learning discussion conference and chat room to create the knowledge sharing activity and as a communication channel between students and teachers with students. So this research is objected to expand the learning opportunity and increase the mobility of learning process to create the new knowledge. After the system has been developed, the system was tested by 40 samplings whose satisfaction level which is match with the hypothesis of this research.

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View under responsibility of the Scientific & Review committee of BESSH- 2017.

Keywords— Business Ethics, Digital Transformation, Education, Information Technology

Introduction

The advancement of the technology in 4.0 era increase the efficiency of the education management. To make the teaching easier and also create the convenient to both lecturers and students. Online Learning Management System was used as a common tool to let the lecturer or teacher can give the quick responses. Students also be able to increase the attentive to each student easily. This is the system which be able to allow technology to respond and collect the data from the students.

So the Design of Online Learning Management System: Case Study of Business Ethics Subject was studied. The researcher has design and development via the internet network which is the technology which has an easy access to be able to develop and it also affect to the mankind in every aspect. The system will be able to show the learning material, video conference, video playback along with chat room and webboard for students and teachers to communicate to each other.

Research Objective

To design and develop the Online Learning Management System for Business Ethics Subject

To evaluate the user satisfaction of the user of Online Learning Management System for Business Ethics Subject

Research Hypothesis

The learning management system will be able to operate and received the "High" level of satisfaction from users

$$H_0: \mu \geq 3.51$$

$$H_1: \mu < 3.51$$

By assuming, μ = the satisfaction of the system user.

- 1.6. Class Textbook – For the students to download and study by themselves
- 1.7. Chat Room – For the intermediate chatting and FAQ
- 1.8. Searching – To finding the related data or information
- Content Limitation
- 2.1. The content which related to the process management subject.
- Population Limitation
- 3.1.40 System users evaluate the satisfaction.

Literature Review

Learning management system (LMS) has been defined in several aspects such as “LMS is the system which manage the learning via the network [1]. The system will contain several tools for lecturer, student and administration which are subject management system, content management system, student management system, communication management system.” [2], “LMS is the subject management software which has tools to assist the student in the online class session. It objects to support the student, instructor, registration and administration. So the education institute will let the user to have a login and password in order to manage the learning. The online learning management system which is the software to assist the virtual classroom management. So the education institute will let the user to have a login and password in order to manage the learning. The administrator and lecturer can monitor those data by themselves as well.” [4]

There is also the research about Learning Management System such as the research which aimed to study the infrastructure and computer networks for distance education, online learning via new media, e-learning and blended learning. The index assesses the consistency of the analysis to the design of the infrastructure and computer network for distance education, online learning via new media, e-learning and blended learning. The testing were averaged by 9 specialists are 3.85. That the infrastructure and computer network for distance education, online learning via new media, e-learning and blended learning is designed to be appropriate to [5].

Methodology

Research Population and Sample

The system's satisfaction will be evaluated by the purposive selected populations which are 40 system users.

Statistics tools in analyzing the data

In the development process of the research, the researcher has divided the research operation into 4 stages

Collection Process

- Study and collection of general information and data from the journal and related research and also include literature review in order to the perfection of system design.
- Collection of the content in the Business Ethics Subject.
- Collection of demand of the system and identify the capability of the system.
- Study the process of the process.
- Study the information of the system design and develop tool.

Requirement and Design Process

First there is a need to define the requirement of the system

- System requirement
- CPU speed is 2.8 GHz at least
- Hard Disk is 150 GB at least
- Operating System is Windows XP or higher
- SQL Database management system

Searching will allow the learner to search for the data via the search bar.

Development Process

The system is developed by the Adobe Photoshop, Dreamweaver, Wordpress and database management (SQL). The system will use the Adobe Photoshop to design and edit the picture file and use Google Chrome browser to initiate the system.

Evaluation Process

After the design and system development process, there was a system evaluate in aspect of the user's satisfaction. The evaluate can be separated into 4 parts which are

Functional Requirement

Function

Usability

Security

In the evaluate process, the researcher has set the range of the score in the evaluation form into 5 ranges.

Statistics Tools

Mean is the sum of the data from the evaluation process and divided by the number of the sample as the equation

$$\bar{X} = \frac{\sum X}{N} \quad (1)$$

Assuming

\bar{X} = Mean of the evaluation

$\sum X$ = Sum of the evaluation result

N = Number of the normal user

Standard Deviation

Standard Deviation is the value which shows how much variation exists from the average as the equation

$$S.D. = \sqrt{\frac{\sum (X - \bar{X})^2}{N}} \quad (2)$$

Assuming

S.D. = Standard Deviation

X = Result of the evaluation

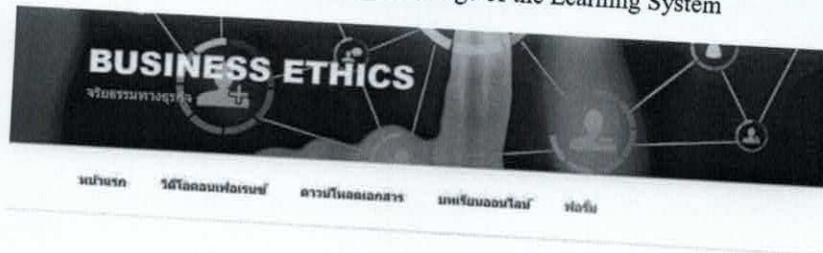
\bar{X} = Mean of the evaluation



Figure 1: Main page of the Learning System



Figure 2: Video Conference Page of the Learning System



ทั่วไป

Home > ฟอรัม > ทั่วไป

ฟอรัมนี้ประกอบด้วย 5 กระทู้ และ 0 ข้อความตอบกลับ และไม่มีโพสต์ฟอรัมใหม่
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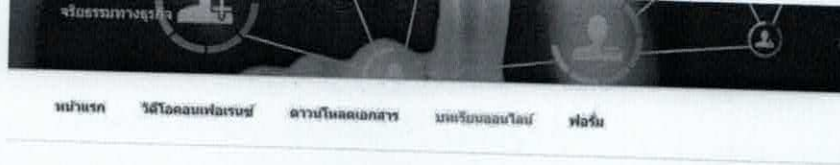


Figure 4: Online Class Lesson Page of the Learning System



Figure 5: Online Test Page of the Learning System



Figure 6: Class Textbook Page of the Learning System

t of the System Satisfaction

The system received the evaluation from 40 system users. Usage of the system factor has a very high sati

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