

Article

# Business Continuity Plan in the Higher Education Industry: University Students' Perceptions of the Effectiveness of Academic Continuity Plans during Covid-19 Pandemic

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**Abstract:** The Covid-19 pandemic is one of the most disruptive, life-changing events that had brought the world to a perpetual standstill in 2020. Schools and institutions of higher education were impacted badly, resulting from the lockdowns and movement restrictions imposed by the governments of numerous countries. Students and faculty found themselves in virtual classrooms, with many caught unaware of what they needed to do, having to learn new things at lightning speed and feeling a sense of despair. While many online learners had frustrations and concerns regarding their online learning experience, there were those who had a good learning experience. The students' observations and perceptions of the difficulties and opportunities they encountered in their online learning experience were assessed through grounded theory using textual thematic qualitative analysis of their reflective