

INNOVATIVE WAYS OF TEACHING IN COMMERCE & MANAGEMENT

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ABSTRACT

The role of the teacher has been changed since the development of learner centered approach. In the modern teaching involves more than classroom management, upfront explanations and testing. Teacher's job is to create to condition in which learning takes place. Such teaching methods have not suited to Science & Technology, Commerce & Management, new means of information transfer more and more today, to achieve the teaching methods modernization is necessary. Under the new situation it is important to use advanced teaching ways for optimization and to improve teaching effectiveness.

KEYWORDS: *Education, Optimization, Intellectual, Management, Innovative.*

INTRODUCTION

A well known definition of Education by Shri Swami Vivekananda is; "Education is the manifestation of perfection already in man". Education in the truest sense of the term is a process of self-discovery. It is the art of self-sculpture. It trains the individual not so much in specific skills or in specific branch of knowledge, but in the flowering of his/her latent intellectual, artistic and humanist capacities. The test of education is whether it imparts an urge for learning and learns ability, not this or that particular set of information. The role of the teacher has been changed since the development of learner centered approach. In the modern teaching involves more than classroom management, upfront explanations and testing. Teacher's job is to create to condition in which learning takes place. Such teaching methods have not suited to Science & Technology, Commerce & Management, new means of information transfer more and more today, to achieve the teaching methods modernization is necessary. Under the new situation it is important to use advanced teaching ways for optimization and to improve teaching effectiveness.

The following are the some of the innovative teaching ways in Commerce and Management:

Demonstration Method

Demonstration is useful instructional method which is employed in teaching Commerce & Management. Demonstration means showing how something is to be done or not be done. Through demonstration a teacher presents a skill before the students. The student's role is that of the observer and recorder of information and skills. It is most effective when followed by a corresponding student activity.

Team Teaching Method

Team teaching is one of the most interesting and significant recent development in education. It is an innovation in higher education organization in which two or more teachers teach a group of students. The group is benefited by the expertise of different teachers. It is an organizational structure to improve teaching-learning process in the classroom.

Problem Solving Method

Problem solving is an instructional method or technique whereby the teacher and pupils attempt in a conscious, planned and purposeful effort to arrive at some explanation or solution to some educationally significant difficulty. It is a planned attack upon a difficulty or perplexity for the purpose of finding a solution. Problem solving is not merely a method of teaching. It is more a method of organization of subject matter in such a way that it can be dealt with through the study of problems.

Inductive and Deductive Method

The two approaches inductive and deductive aim at establishing the validity of the thought process. Induction is to be the forerunner of predecessor of deductive. The deductive will give a good follow up for the understanding obtained earlier by induction. The two approaches are such good partners that the shortcoming of the one removed by the other. Deduction is a process particularly suitable for the final stage or revision stage and induction is most suitable for the beginning or initial stage, especially at the time of exploration of new fields. The modern teaching always starts with induction leads to education where the knowledge learnt is verified.

Project Method

This method is based on the idea that true knowledge is acquired not merely by reading books nor by attending lectures but by purposive planning and doing by the learners themselves for of handling problematic life situation. 'Learning by doing', 'learning by living', 'Problem orientation' and 'working in natural settings' are the four cardinal principles of this method.

Discussion Method and Its Various Forms

A group discussion means an exchange of ideas accompanied by active learning, with all the members of the group participating in it. It is a free discussion regarding a topic by a group. The structure of a group consists of the leader, group and topic. Usually in a class-room situation the teacher acts as the leader. The leader of the group is responsible for directing the discussion. The participants of the discussion are collectively known as the group. The topic is the essence of the group discussion. It can be either a small unit of the curriculum or a set of related information. The participants discuss various aspects concerning the topic. Spontaneous discussion and planned discussion are types of group discussion.

- **Seminar**

In this technique a person presents a readymade paper of lecture on a specific subject before a group. Now-a-days audio visual aids are also used while presenting the matter. The paper presenter can either be an expert or one of the members of the group. Sometimes, the copies of the paper being presented are distributed to the audience in advance. After the presentation, there is a general discussion in which all participants can participate. Here, the participants get opportunity to clear their doubts. The various actions are taken according to an appropriate time schedule. Mini seminar, main seminar, state/National/International seminar are types of seminar.

- **Symposium**

Symposium is a discussion by different speakers on the same topic emphasizing different aspects. Selected speaker's present prepared speeches. Generally, the chairman and the speakers discuss the various aspects of a theme in advance and allot to each one a particular aspect so that each speaker limits his/her presentation to that aspect. The chairman co-ordinates the different presentations. The total number of speakers may not exceed five excluding the chairman. The audience very seldom participates, as the chairman and the speakers anticipate possible questions and doubts to be cleared and incorporate these in their presentation. It is in this aspect that a symposium differs mainly from a panel discussion or seminar. By adopting the same procedure a class can be converted into symposium.

- **Workshop**

The term workshop has been borrowed from 'engineering'. In a workshop persons have to engage in some productive task to produce something tangible. In an educational workshop also something tangible has to be produced by the participants. The product may be some equipment, instructional material, an action plan etc.

- **Panel Discussion**

Panel discussion is one of the socialized procedures. This is procedure in which a small group of persons or pupils discuss the assigned problem creatively among themselves in front of an audience. A successful panel involves three distinct parties i.e. the moderator, the panel members and the audience.

- **Brainstorming**

Brainstorming is basically an activity designed to promote creativity. It is a form of discussion which enables the group to do collective thinking. The emphasis in brainstorming is upon eliciting from the students as many different ideas as possible for more careful consideration at a later time. Under brainstorming, the mind is stimulated to think without any inhibition whatsoever. The ideas are just accepted as they are. They are never rejected during the process of brainstorming, however inappropriate or even irrelevant they might appear to be. The time for a person is limited to 3-5 minutes. The suggestions are taken for comment and close scrutiny subsequently. Everyone is allowed to comment upon to adopt and to elaborate the ideas suggested by the others. Brainstorming in the class situation invariably leads to generation of new ideas and approaches to the study of the topics. This technique is very useful for enhancing the contribution and involvement of students in the teaching-learning processes.

- **Heuristic Method**

Under this method, pupils are led to discover the facts for themselves with the help of experiments, apparatus or books. Naturally the procedure adopted will be that if activity method and the reasoning employed will be inductive. The learner invents or discovers items of knowledge. The method emphasizes the process of the growth of mind by one's own effort rather than pouring cooked material into empty vessels.

- **Simulation**

Simulation technique is relatively a new approach introduced in the field of education. Simulation is the presenting of a problem or an event presented in artificially created situations similar to the real one. The presentation is made as near as possible to the

real situation or event. A mini working model of an airplane being used in training pilots to learn and practice the working of an aircraft is an example of simulation. Now-a-days various computer programmes are used for giving training through simulation. Micro teaching used in teacher training for skill development can also be considered as a form of simulation.

- **Role Play**

Role playing is a teaching technique in which students assumes as identity other than their own and plays the role of others with whom the new identity has been assumed. The role played may be that of a teacher, a parent, a sales man, a manager, a banker and even intimate things familiar in the course of interaction with the society. While playing such roles, participating of the role play exhibit behavioural patterns they believe are characteristics of these roles in specific social situations. For example; two students might enact an interview, one taking the role of manager and the other of an interviewee. Through role playing the students get a vicarious experience. Structured role playing and spontaneous role playing are types of role play.

Surveys and Market Studies

Modern markets operate in a dynamic environment. Here a businessman always seeks information regarding the trends in the markets. In order to know the fluctuations in a market, he/she has to depend on market surveys. It refers to collection of data by interviewing a limited number of people selected from a large group. In this method, information is obtained by asking the questions to the selected respondents. A commerce and management teacher can use the market survey as a method of teaching a complex concept or a process involving a variety of ideas.

Educational Technology

Educational Technology is concerned with the systematic application of science and technology in the field of education and this may be defined as a application of technology to education and thus may be defined as the application of technology to education in order to further the cause of the latter. Educational technology is not limited to use of audio visual aids and does not symbolize merely educational hardware such as the sophisticated gadgets and mechanical devices used in education. For the effective management of the total teaching process it tends to utilize the results of all good experiments and researches in the field of human learning and art of communication and employs a combination of all possible human and non human resources to achieve desired educational objectives.

In this way the term educational technology carries wide meaning. It can neither be confined to the use of audio visual aids, a software materials and hardware equipments nor be limited to the use of psychological principles and instructional theories for bringing improvement in the process of teaching-learning. Being a science and technology of education, it should cover all that happens during the planning, implementation and evaluation of the teaching-learning process. It should devise ways and means to explore and utilize all the resources to bring improvement in the teaching-learning process. In brief, educational technology should stand for a wise application of the available human and non human resources for providing approaches solution to the educational problems and to improve the processes and products of education. The educational technology is also useful in learning Commerce and Management.

- **Programmed Instruction (PI)**

The learning performed or instruction provided by a teaching machine or programmed textbook is referred to as programmed learning or instruction. Programmed learning is an arrangement of sequential experiences leading to proficiency in terms of stimulus response (SR) relations. Programmed learning has arrived on the educational scene mainly due to the laboratory experiments of Prof. B.F. Skinner. Skinner's theory of 'operant conditioning' became the basis for programmed learning technology.

Linear programming

B.F. Skinner is the originator of linear programming. It is also called a single track programme. According to Skinner, a creature, a bird or a human being can be led to a desired behavior by means of a carefully constructed programme consisting of small steps leading logically through the subject-matter from topic to topic, provided each step is reinforced by some kind of favourable experience or reward. The increments in information which the learner is expected to absorb are small. The favourable experience or response increases the probability of the same response to occur again in the future. The process of rewarding the correct response to a stimulus increases the general tendency to give a response. In a linear programme, learner's responses are controlled externally by the programmer sitting at a distant place. Hence linear programming is also termed as extrinsic programming. In branching programming, learner's response is controlled by learner himself internally. It is, therefore, also called intrinsic programming.

Branched programming

Branching or intrinsic programming was developed by Norman A. Crowder (1954) an American technician. According to Crowder, branching or intrinsic programme is one which adapts to the needs of the learners without the medium of any extrinsic device such as a computer. It is not controlled extrinsically by the programmer. Norman A. Crowder was a technician who was working in the United States Air Force. He was faced with the problem of efficiency of vocational training. His programme is based on institution. His approach at the most is practical. This type of programme employs multiple choice response patterns. The learner is required to select one right answer out of several responses presented to him/her.

- **Personalised System of Instruction (PSI)**

The Personalized System of Instruction (PSI) as the name suggests stands for a system of instruction totally personalized or individualized. Here the person or individual who receives instruction is a key figure. He dominates the entire scene of the teaching-learning process. The decision on what should exist in a piece of instruction and how it is to be carried out, is made according to the needs, interests and abilities of the person, i.e.; the individual learner in his/her own way by making him/her a central figure of the teaching-learning process.

- **Computer Assisted Instruction (CAI)**

An instructional technique based on the two-way interaction of a learner and computer with the objective of human learning and retention is known as Computer Assisted Instruction (CAI). Here the computer actually assists the student in the learning process with the help of stored instructional programmes designed to serve a variety of purposes such as informing, guiding and testing the student until a prescribed level of

proficiency is reached. The CAI may be used in drill and practice method, tutorial method etc.

- **Tele Conferencing**

Educational broadcasting is one of the important landmarks in the history of mankind. It revolutionized the thinking and life style of man. Potentials of this technology can be effectively utilized for education also. Listening to broadcasts will arouse the interest of pupils and will create a desire to acquire more knowledge and to develop skills. Educational broadcasts potentially have a great coverage. It can be received any where either in the home, classroom or even while travelling. It is very much suitable for supportive type of learning. It has the capacity of stimulating imaginative involvement of listeners. Interactive video is an interactive group communication or a real time interaction between two or more people in two or more locations through an electronic medium. It makes possible conferencing among the participants even remaining at a large distances from each other. On account of the use of a sophisticated electronic medium for communication, teleconferencing may bring people together under one roof even though they are separated by thousands of miles for the exchange of information and opinion.

- **Video Conferencing**

In video conferencing, the resource persons at the teaching end may use mainly television cameras to show demonstrations, activities, discussions, etc. (television based video conferencing) or may transmit the visuals generated through computer (computer based video conferencing). In reality, videoconferences of the television kind may also include computers for display of power-point slides, graphics, etc. Similarly, computer based teleconferences may contain video cameras (or, more commonly, 'web cameras', which are low resolution versions of video cameras) to enable multi-media exchange. The groups located at the learner ends can see as well as listen to the resource persons through video monitors. Interactivity between the learners/participants and the resource persons may happen through audio only (one-way video and two-way audio conferencing) or the same facilities as available at the teaching end may also be used at the learner centers for exchanging both visual and audio information among all the participating locations (two-way video conferencing).

- **Interactive White Board**

An interactive whiteboard is an instructional tool allows computer images to be displayed onto a board using a digital projector. The instructor can then manipulate the elements on the board by using his/her finger as a mouse, directly on the screen. Items can be dragged, clicked and copied and the lecture can handwrite notes, which can be transformed into text and saved. They are a powerful tool in the classroom adding interactivity and collaboration, allowing the integration of media content into the lecture and supporting collaborative learning. Used innovatively they create a wide range of learning opportunities. However, in many environments they are not being used to their full potential, and in many cases acting as glorified blackboards.

- **Smart Class Room**

Smart classrooms are the classrooms enhanced with technological equipments for the purpose of better learning and teaching. Based on the equipments available smart classrooms can be categorized by basic smart classes, intermediate smart classes,

advanced smart classes.

- **Using Web Resources**

Technological change, which not only permits new activities but makes those new activities superior in many important ways over the previous method of operation, creates long lasting innovations in society. Web-based education is one of those innovations. Importance of web-based education is the remarkably fast growing innovation to our world. Teachers at all levels can merely post their syllabi on Blackboard but some have radically changed their whole method of teaching so that the class venue for the teacher and the student becomes the computer. The classroom now is a “virtual learning environment”. Learning is no longer bound by space and time. To use a metaphor associated with the past, the traditional classroom has become the expensive and difficult to handle as the rolled parchment manuscript when the printing press innovation was implemented. Web-based education has become the cheaper and superior printed book of the modern era.

- **Using Social Media**

Social networking has become one of the most important communication tools among people nowadays. These networks are described as social, because they allow communication with friends and colleagues study and strengthen the ties between members of these networks in the space of the Internet. In the world of social networks are Face book, Twitter, MySpace and others. On the whole, one of the biggest assets of each media tool lies in bringing together the students of all ages to help them with all types of assignments, starting with the homework and finishing with different researchers. It is worth mentioning that such phenomenon as geo-tagging has a great future perspective in education life, owing to the fact it can be used to target and find necessary data about the places that are being studied. In addition, it has been scientifically proven that social media can assist the students in solving their engagement crisis. Indeed, the lack of engagement has become the main reason for students’ expulsion both from the course and college. In this case, social media engages them into close communication and collaboration with their instructors so that the studying process is properly maintained.

CONCLUSION

Teaching of Commerce and Management involves effective organization of learning activities to students. The learning activities must be organized in such a way that it will give scope for estimating the extent of realization of objectives. Newer or more student centered techniques might include group activate, active learning or cooperative learning, problem based learning, discovery based learning, experiential learning or non-traditional forms of assessment such as portfolios and formative assessment techniques has to educate the student. Whatever will be the teaching methodologies, they should reach the expectations of the student after completing his/her degree in commerce and management and the expectations of the industries and external world must be kept in mind by the faculties when they are working for commerce and management disciplines. They have to tally the balance sheet of both the stakeholders and the practical world because the students of today are the brand ambassadors of tomorrow.

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