GOING THE EXTRA MILE: INNOVATIONS IN TEACHING TECHNIQUES IN COMMERCE EDUCATION

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ABSTRACT:

The teaching strategy must affect students' objective reasoning, knowledge, and independence. The enormous change and progress in the universe drives the need for continual modifications in the emerging field of advanced education. These intense components have been aided as a big reason for the enormous advancement of advanced education in present situations, and gains important growth of demonstrating learning procedure. Innovative teaching tactics can benefit both the student and the tutor. This research investigates the inventive tactics for demonstrating that can be systematised in advanced education, as well as the challenges in implementing these techniques.This paper highlights the importance and necessity of innovative strategies in Commerce Education. This also shows how innovative teaching methods can be useful in business subjects to make them more interesting.

Keywords: Education, Commerce, Teaching, Learning, Business.

INTRODUCTION

Commerce Education refers to education that is specifically designed to prepare a person to take on the duties and obligations of the business sector, including industry, trade, and linked tasks. In general, Commerce Education refers to the formal education of the topic provided

in schools, particularly in upper secondary institutions. When considered in the context of teacher education, the term "Commerce Education" takes on a new meaning and scope. In the case of Commerce Education in schools, it is delivered utilizing psychological tactics and instructional methodologies based on a prescribed curriculum. As a result, Commerce Education gives understandings and abilities for teachers and prospective teachers to effectively transact the curriculum. It also assists teachers in thoroughly and methodologically analyzing the curriculum (pedagogic analysis) for the aim of effective transaction. Hence, Commerce Education would have varied meanings for different people, aims, and settings.

The Teaching of Commerce

Commerce, as a branch of knowledge, gives experience of the commercial world in all of its manifestations. It prepares students for individual rewarding and socially desirable professions in business. Commerce

Education in our country has evolved to meet the expanding labour requirements of business enterprises. The education provided to commerce students was designed to provide them with specific skills helpful in many functional areas of trade, commerce, and industry. The continuous availability of qualified labour is critical for the industry sector's success. This demanded the availability of competent labour to handle the process of industrial restoration as well as the quickly expanding trade and commerce.

Indeed, there has been a fundamental movement in the methodology of commerce education throughout the years, from a professional to a theoretical education. With a massive leap in the business landscape, there is a need to reframe and reinforce commerce education in the shifting scenario. In today's fast-paced corporate environment, a Commerce Education is critical. Organizations are finding it challenging to remain in a competitive environment due to the rapid trend of globalisation and

technological advances. As a result, the value of commerce education has multiplied many times over. Due to abrupt changes in the external environment, business executives must upgrade their abilities. Due to the increasingly complicated nature of organisations and enterprises, business schools must provide students with relevant, current, and cutting-edge knowledge.

Objectives of Commerce Education

1. Understands the concepts, principles, etc. related to commercial dealings.

2. Develops the ability to apply principles, processes etc. relied to commercial tasks in new situations.

3. Analyses complex situations related to Commerce into the meaningful aspects involved.

4. Synthesizes components to form meaningful wholes in the form of principles Processes, systems, etc. related to Commerce.

5. Evaluates procedures. Strategies, conclusions, predictions, etc.

related to commercial dealings on the basis of accepted norms, theories, principles and processes.

6. Develops desirable interests in ideas and tasks related to commercial activities.

7. Develops healthy attitude towards desirable trends, practices and ideas in Commerce.

8. Appreciates systematic, fair and socially oriented commercial dealings.

9. Internalizes values and value system associated with commercial dealings.

10. Establishes healthy linkages with commercially relevant organisations and Institutions.

11. Develops skills for performing intellectual and physical activities related to commercial tasks.

Innovative Techniques in Commerce Education

➢ **Teaching with comical inclination**

Everyone adores a teacher with an enticing comical bent. Taking a look at the lighter side of life not only cultivates genuine relationships between professors and students, but it also provides valuable assistance while attempting to follow a difficult talk on a perplexing subject. When there is the possibility to adapt, there is hope for advancement in any field. Teaching is a test. Learning is a game. It is a challenge to successfully combine both. Being amusing is a test. Silliness strengthens the bond between student and educator, reduces stress, makes a course more interesting, and, if relevant to the subject, may even increase review of the material.

➢ **Business Game**

A business diversion is also known as a business recreation amusement. It references to role-playing games that are used as an instructional tool for teaching business. Business diversions may be done for various companies' preparation, for example, general administration, generation administration, back administration, hierarchical conduct, Human Resource Management, and so on. Business diversions are used as a teaching method in colleges, particularly business colleges, but also for formal education. Recreations are regarded to be a creative learning tool and are frequently Computer.

➢ **Personalised and Adaptive Learning**

Learning platforms, software, and digital devices are all working together to create a plethora of new methods to change education. Every student's academic potential, skills, limitations, aptitude, and learning pace is thus catered to. To instruct students, help them practise their learning, take assignments, and manage their schedules, precise, mobile, and dependable applications are being developed. Schools are now offering kids with digital devices such as desktop computers, laptop computers, and tablets. These technologies help them with teaching while also assisting them in

understanding how pupils learn and how to improve their learning process. Adaptive, personalised learning pedagogies are supplementing the "one size fits all" education concept.

> ### Two – way conversation in E-Learning

Due to time constraints, students in traditional classroom seating are unable to receive the Individual attention they require. The two-way communication model between students and experts will be maintained in the upcoming Learning Management System. It will allow students to track their coursework progress, highlight areas for improvement, and offer suggestions on how to make the most of them. Using "Big Data," professionals will be able to record student input within the scope of the content supplied. They will be able to improve and extend their offerings in innovative ways to help students just by doing so.

> ### Open Digital Education:

Open digital education resources are frequently employed. They are made up of publicly available media for learning, teaching, and research. These are free to be changed and distributed among students by professors. This enables the latter to obtain access to a vast array of study materials that would otherwise be unavailable locally. Open educational resources also make it easier for teachers to create a flexible environment in which they can alter educational content for individual sessions or classroom sittings.

> ### Learning with Virtual Reality (VR) and Augmented Reality (AR)

VR enables students to interact directly with study material when using e-learning platforms on mobile devices. This maintains their interest and drives them to learn more and better. AR, on the other hand, assists teachers and trainers in accomplishing things that they previously did not or could not do in a safe atmosphere. Together, they are engaging

students in ways never seen before, and they are primed to become much more prevalent in their use and influence in the future.

> ➤ **Cloud Computing**

Cloud computing is the process of relocating services outside of an organization's firewall. The web is used to access applications, storage, and other services. For example, when you go by rail, you purchase a ticket for your destination. Similarly, other people purchase tickets and travel in the same train as you, and it makes little difference where they go. As your stop arrives, you exit the train and thank the driver. Cloud computing, like that train, transports data and information for various customers and lets them to access its services at a low cost.

> ➤ **Artificial Intelligence**

The father of artificial intelligence is John McCarthy. He defines artificial intelligence as "The science and engineering of constructing intelligent devices, especially intelligent computer programmes". It is a method of teaching a computer, a computer-controlled robot, or software to think intelligently in the same way that intelligent humans do. It is performed by understanding how the human brain thinks, as well as how humans learn, decide, and operate when attempting to solve a problem, and then applying the findings to the development of intelligent software and systems.

> ➤ **Competitive Intelligence**

It is a logical procedure of acquiring useful knowledge about your company's competitive environment. Competitive intelligence entails knowing and learning about what is going on in

the world outside your organisation in order to be as competitive as feasible. It gives one the ability to anticipate and meet obstacles head on. It is a legal and ethical practise that aids in the firm's competitiveness and capacity. Competitive intelligence is defined in business as the process of finding, gathering, assessing, and disseminating information about a competitor's strengths and weaknesses, products, and customers that a firm needs for strategic decision making.

> ➤ **Teaching through 3D printing technology**

Teachers looking for innovative methods of teaching can also look at 3D printing as a means of teaching. This method is fast gaining global acceptance, especially in higher educational institutes where 3D printers are used to create prototypes and make complex concepts easy to understand. In the lower level classrooms, teachers can use the 3D printers to teach content that was previously taught via textbooks, thus helping students gain a better understanding of the concept- especially STEM subjects.

The Need of Innovations in Teaching Techniques in Commerce Education

Education in Commerce has undergone tremendous qualitative changes with the rise, spread and practices of Globalization over the past two decades, especially in India which happens to be a one of the leading developing countries. Commerce Education has also witnessed significant paradigm shift in terms of its nature and function along with its content, teaching methodology and resultant outcome. Like other branches of education, Commerce, too, has

now become interdisciplinary in the sense that it has embraced areas of technology,humanities and social sciences in order to cater to the growing varied needs of its stakeholders.

Addressing to the learning needs of students of 21st century, Commerce Education has evolved from the traditional means, modes and methods to the technology and market driven approaches. On account of such factors as technology and international markets, Education in Commerce has now combined advent of educational technologies to incorporate innovative teaching and learning practices. Innovations in teaching and learning include use of computers, internet, software and hardware para-phernalia, programmes and applications, digital e-learning resources, web and ICT-enabled teaching, virtual study tours, simulation programmes, digital educational gaming, online learning and testing, cyber academic communities and much more.

CONCLUSION

The changing role is inevitable in education with the preamble of innovative technology in teaching. The use of innovative methods in teaching has not only enlightening the prospective technique to improve education, but also to make authoritative individuals, make stronger supremacy and stimulate the effort to attain the aspiration for the country. Teachers and educational institutes need to monitor the content used by students as an integral part of educational innovations; otherwise quality of learning will suffer miserably. It is of equal importance that teachers should select qualitative resources and innovative techniques should be devised accordingly so as to

provide students with the best at minimum efforts. Digital database of learning is a must for any modern educational institute. E-monitoring of learning is also a part of educational innovations in Commerce. E-submission of tests, assignments and research papers by

students should therefore be encouraged. Besides, adequate competent professional training should be given to teachers and students from time to time so as to keep them equipped with technological advancements in the field of Commerce Education.

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