

FRAMEWORK OF CASE STUDY METHOD FOR TEACHING COMMERCE TO THE SENIOR SECONDARY STUDENTS

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Abstract

The teachers of commerce and business studies in senior secondary schools often face the problem of choosing the best suitable pedagogy to teach the students of commerce and business studies. Often, they resort to one common method of delivering lectures and explanations as they find difficult to add variety in their teaching methods. There are many reasons to it as they are not oriented and skilled for using methods that increases interests and creates meaningful engagement in their students. It is important to understand that Commerce is a versatile subject and needs lots of practical skills and therefore cannot be taught in theoretical manner. This paper suggests case study as a very important pedagogy of teaching the subject. Case study helps creative problem skills, analytical skills in the students. Students skilled with these strategies excel in their understanding of the subject. This paper presents the framework of case study-based teaching plan for the teaching of commerce in the three-domain s of learning namely Cognitive, Affective and Psychomotor. The aim of this research paper is to address the need of the selection of case study as a pedagogy of teaching to the students of commerce stream and skill the teachers for designing the outcome design outcome-based plan based on realistic strategies to connect with the students.



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Introduction

Commerce Education is based on the development of practical skills the prime objective of the stream is of skill development . There are various types of skills which is the ingredient of making a successful business professional . The variety of skills like planning skills , decision making skills ,accounting skills, managerial skills , administrative skills. industrious skills, , computing skill, communication skill, leadership skill, entrepreneurial skill etc are essential to teach and develop in the students of commerce and business. In academic curriculum, it is expected to include all of the skills in the plan so that skilful business professional is create in the class itself . Different educational policies over the years have laid emphasis on the need of skill development and the most recent one National Educational Policy (NEP) 2020 has categorically mentioned the skill development as most urgent and vital need of education system.

Significance of this study :

Curriculum of commerce emphasises on the need of developing practical skills in the learners as it is realised that Commerce education is a mainstream among all disciplines in modern education

system and somewhat different from other discipline. However, on the basis of the various review of literature done on the teaching methods of commerce and by observation of teaching methods adopted in the schools by the teachers it is felt that the methods of teaching commerce are very scanty and there is a dearth of appropriate methods that helps to create meaningful learning engagements with the learners. There is an urgent need of preparing teachers to learn to develop different types of lesson plan based on the need of the learners. As lot of analytical skills are required to be developed in the learners, case study method is one such important method that needs to be practised by teachers to use as their teaching pedagogy. The researcher felt that there is an urgent need to develop intervention framework of lesson plan for the developing case study as method of teaching commerce.

Objectives:

To develop the framework of Commerce lesson plan based on the case study method.

To suggest the different learning strategies base on case study method for addressing the need of learners at cognitive, affective, and psychomotor domains of learning

Framework of Commerce lesson plan based on Case Study method

Case is generally described as “a phenomenon of some sort occurring in a bounded context” (Miles & Huberman, 1994, p. 25)

Lesson Plan

Topic : Direct and Indirect Advertising

Grade : 11

General Aims

- 1) To provide students the knowledge of principles, practice, procedures of the business.
- 2) To develop employability skills like decision- making, empathy and sociability in the students for being a successful businessman.
- 3) To provide basic knowledge of technology and its application in business.
- 4) To develop an understanding of the environment in which students live and undertake various activities related to business.
- 5) To develop the student’s basic skills needed to undertake different commerce related activities.
- 6) To encourage the spirit of entrepreneurship and to prepare learners to enter into a business career.

- 7) To develop right aptitude of qualities for understanding business of commerce related activities.

Specific Objectives :

Cognitive Domain	Affective Domain	Psychomotor Domain
<ul style="list-style-type: none">• To define the terms direct and indirect advertising.• To list the examples of direct and indirect advertising• To explain the terms direct and indirect advertising• To differentiate between the two terms direct and indirect advertising• To evaluate the importance of direct advertising and indirect advertising	<ul style="list-style-type: none">• To value the importance of direct advertising and indirect advertising• To respond to the learning needs of the topic by realizing their potential of developing the qualities of direct and indirect advertising for their business	<ul style="list-style-type: none">• To develop the skills of case analysis based on direct and indirect advertising• To create their plan of direct and indirect advertising through the case analysis.

Learning Resources required : Case study on the direct advertising and indirect advertising, PPT on Direct Advertising and indirect advertising, Video Links and worksheets. Laptop and internet connections,

Connection of knowledge of the learners:

Learners are aware of the different types of buying and selling and they are also aware of the purpose of advertisements

Set Induction

Teacher's Initiation

Q1 Give some examples of different types of ways you have purchased your required things/items?

Pupils Response

We have purchased things from local vendors, shopkeepers, supermarkets, door to door salesman.

Teacher 's Initiation

Q 2 Think and explain what is communicated by the seller when you are not sure about the product which you are buying?

Pupil response

Seller talks about the quality, give the reference of the company's credibility, important features and many more such type of information for assuring us about the product

Teacher Initiation: With this information what are the ways manufactures reaches to the customer for talking about the product and its quality.

Pupil Response (Problematic Situation)

They do it through advertising

Case 1: Ranjan works in the Oriflame company. Oriflame is a company which sells its product by making the direct contact with the customer. Customer who needs the product may directly contact with the salesperson by a phone call. The products are delivered straight to their home.

Teacher's initiation of Case Analysis

Question 1 In your opinion what the advantage of direct advertising to the businessman ?

Students Response of Case Analysis

Direct advertising helps to create better rapport with the customers, customers feels empowered by directly contacting to satisfy his wants.

Teacher's Explanation of the case.

The direct advertising helps to build relationships with new customers. It tests the appeal of your product or service. It tells you which marketing approaches reach your target market. It provides customers with compelling content they can share with potential customers. It helps to increase the sales.

Learning Material Aids Video on direct sales shown to the students to strengthen the learning.

Outcome : Students explains the advantages of the direct Advertising

Teacher's Initiation of Case Analysis

Q 2; What is the role of Ranjan in advertising the product of the Oriflame Company .

Student Analysis of the case

Ranjan role is very important. As company do not advertise its product on the social media its representative acts as a medium of advertising. Ranjan will make the direct contact with the customers to tell the information about the product of the company.

Teacher's in depth analysis for case

Like Ranjan who is directly linked with the company and the customers the roles of The Direct Sales Representative's responsibilities include researching competing products, identifying opportunities to increase sales, and assisting in the development and execution of sales and marketing plans of the company .

Learning Material Aid :Ppt showing the role of direct advertising.

Worksheet on Examples of the role of Direct advertising

Outcome: Students gives the examples of the role of Direct advertising.

Case Study 2

LG is a leading electronic company. Its products range from home appliances to the industry appliances. The major decision taken by the company to reach to its customers is through electronic advertising and print advertising. It has hired leading celebrities as brand ambassadors, and spends huge amount of money on the advertisement through television, on websites, print media and social media. Though their promotional managers are not directly approaching to their customers yet they are able to connect to them psychologically and commercially. The big number of people worldwide trust the company and buy their products even without meeting the actual owner of the Company

Teacher's Initiation for Case Analysis

Q1. Describe the ways of LG Company connecting with their Customers.

Students response to the case

LG company is using television, print media, websites, social media as ways for connecting with their learners

Teacher's explanation for Case Analysis

Companies like LG develop their presence in the market by the means of using indirect ways. One of the indirect ways is using indirect advertising. This indirect way of advertising does not directly promote a product or service but makes people aware of it by indirect means such as sponsorship or creation logo and making it identifiable by its customers through advertising. In direct advertising is about [building brand awareness](#), and creating a sense of familiarity with your potential customers.

Material Aids : PPT showing logo, advertisement of LG on television, print and media

Outcome: Student defines the term indirect advertising and identifies the strengths of indirect advertising

Teachers initiation for the case analysis

Q2. List some of the ways you would use as manufactures for promoting your product using indirect advertising ?

Students analysis of the case:

We can create handmade logos, give initials, and maybe associate some colour with our brand and promote it

Teacher's in depth analysis of the case

Indirect advertising is all about creating the trust of the customer on the product .The indirect [marketing strategy](#) is used in the point when customers are already aware and familiar with the [product](#), possibly by previously employing the direct marketing tactic, or because customers have purchased / heard about the product. Thus indirect marketing is used when customers need to be reminded about the product or the brand.So it is important to create a brand name and develop the positive association with customers. It can be done through maintain quality giving standard product and by creating Goodwill

Material Required: Videos on indirect advertising
: Creates his plan for using indirect advertising

Assessment for evaluating of the learners' Comprehension:

**You are a manufacturer of a product (Choose your Product)
Design a plan for a product manufactured by your Company. Give your Direct Advertising plan and Indirect Advertising Plan in the given below Worksheet. Be creative and innovative in creation of your plan**

Direct Advertising Plan

Indirect Advertising Plan

Home Assignment:

Develop the best practices for the businessman in the direct advertising and indirect advertising through MIND MAP.

Credits and resources for extended learning .

<http://egyankosh.ac.in/bitstream/123456789/15137/1/Unit-8.pdf>

<https://www.marketing91.com/indirect-marketing/>

Conclusion:

Commerce education is practical based, and all attempts should be taken by the teachers to create the possibilities of giving practical exposures to the learners in the classrooms and try to connect with all the available community resources. Teachers needs to very compassionate in making meaning learning engagements with the learners. Case study is one such compassionate method of developing creative problem-solving skills along with analytical skills. Learning

through case study method also develops excellent communication skills and fosters leadership. It is the great opportunity for the learners to learn group work and develop cooperative attitudes for their peers and for their teachers. The school principals, curriculum framers and parents should in coordination should gather their information and skills for ensuring the usage of case studies for learners of not only commerce but also for the learners of other related subjects.

References

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