

## **EXECUTIVE SUMMARY OF THE MINOR RESEARCH PROJECT**

### **TITLE OF THE PROJECT**

**“A STUDY OF TEACHING PEDAGOGY AND EMPLOYABILITY OF BUSINESS EDUCATION”.**

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### **INTRODUCTION:**

Commerce or Business education has National and International repute. Business education must be relevant and useful to the business, industry, society, country and community in general. Business education must prepare and train the young generation to meet global requirements. The challenge before the business education is to promote relevance in the knowledge and skill of their product and make them marketable. Business education is a fast growing subject; institutes of higher education have main responsibility for equipping individuals with the advanced knowledge, skills, attitudes required for position of responsibility in government, business, industry and professions. Thus the need of the hour in business education is establishment of business laboratory for training, industry interaction, updating curriculum, equal and uniform access to rural and urban students, change in teaching – learning process, inculcating values and ethics in the subject, equipping the students with current advanced soft skill to fit into international standards. Hence the topic: “A study of teaching pedagogy and employability of business education.”

### **OBJECTIVES OF THE STUDY:**

- To study the need for laboratory and skill development in business education.
- To identify the determinants that comprises the quality business education.
- To study the students performance in acquiring the knowledge, skill and attitude in tune with demands of global market.
- To establish linkages between teaching pedagogy and employability of students.
- To offer suggestions on the above study.

### **METHODOLOGY:**

The study intends to use both primary and secondary data. The primary data is collected through canvassing questionnaire, Interviews, observation and discussion with the teaching community of city, urban and rural colleges affiliated to Bangalore University. The secondary data is collected from published source like books, journals, periodicals, internet source. The collected data will be classified, processed, tabulated and analyzed with some statistical tools and interpreted the results to arrive at findings. Based on the random sampling method total 200 respondents comprising teachers of teaching B.Com and BBM from City, urban and rural degree colleges of Government, Aided and Unaided colleges affiliated to Bangalore University would be selected for the study.. Broadly the results relate to:

- Teaching pedagogy and employability of business education
- Job skills which required in business education to get into employability.
- Agreement/disagreement of the respondents with respect to different subjects taught and how the subjects enable the students develop different skills for employability.
- Relationship between academic, curricular and co-curricular activities helps the students develop employability skills.
- The study of business education under undergraduate level help the students pursues higher education.
- Importance of different skills such as problem solving skills, leadership skills, negotiating skills, team building skills oral and communication skills could be achieved through the study of business education.
- Understanding the relationship between business education syllabus employability skills.
- Attitude, skills and knowledge aspects through the study of business education.
- The role campus interview, placement cell in the college in creating and providing employment opportunities to the students.
- The importance of industry institute interface in achieving the quality education in general business education in particular.
- Need of the training and development aspects in undergraduate level not only teaching and learning business education but also development of training skills.
- Study of B.Com/BBM course structure enhances the pupils to pursue the professional course such CA, ICWA, MBA etc.
- Effectiveness of teaching pedagogy through ICT (Information and Communication technology).
- The need of the public – private partnership (PPP) in order to achieve quality, equity and accessibility in society.

## **MAJOR FINDINGS:**

Colleges affiliated to Bangalore University where colleges having B.Com/BBM course in cities, urban and rural areas are selected for the study. (11%) Government first grade colleges directly controlled by Department of collegiate Education Government of Karnataka, Grant in Aided (12%) and Un-aided (77%) colleges are managed by Private Management thus majority of the colleges coming under Un- aided colleges. 75 per cent of the colleges do not have business laboratory. Placement Cell coordinates the placement activity in the campus for students in the final year of their programme of study. Maximum 10 per cent of students are getting jobs through placement cell as per the survey opinion. 69 per cent viewed that the present teaching

pedagogy in business education is fit enough to employability development of all types of skills. More than 75 per cent opined that Co - curricular activities such as college festival, cultural activities, inter collegiate programmes, NCC, NSS, improves not only leadership skills, participating skills, communication skills, but also learn the cleanliness and discipline .There is a mixed response but majority of the respondent opined that subjects like Management (47%), Accounting (52%), banking (73%), Human resource management (50%), financial management (62%), taxation (67%), auditing and computer fundamentals (65%), subjects taught in the class under B.Com/BBM level definitely equip the students understand fundamentals they can survive in the job market.78 per cent were under the opinion that industry experts, job provider and corporate sectors have good experience and practical problem in education system and how to improve the right education at bottom level and practical exposure and dept in skills learnt both functional as well as soft skills. Oral and communication skills (71%), problem solving skills (45%), leadership skills (28%), team working skills (25%) and negotiation skill (19%) are widely considered as the skills most demanded by the corporate. (63%) and(68%) of respondents opined that the corporate sector should play active role in curriculum design and development while framing the syllabus and sharing the best practice of their work situation.64% of respondents mentioned both theory and practical oriented syllabus are very much necessary.49% of the respondents expressed their views that communication skills are very important to seek better job. 32% CV writing, Interview facing practices 32%, Case study occupies 19% and 17% of respondents highlighted the group discussion are important practices which helps the students build their creative thinking on the particular job situation. Major portion 68% of the respondents favours that on the job training (OJT). The educational institutions have to take bold steps to tie-ups with leading players in the corporate world to arrange for the internship program. (77%) and (22%) of the respondents opined that campus interview and placement cell in the college level should play an active role in providing jobs where the job providers/organizations are invited to conduct aptitude test, group discussion, skill test and one to one interview to select the students to place suitable jobs in their establishments. 51% of them consider lack of industry interface, 28% of them opined that inexperienced faculty and only 21% of them highlighted out dated syllabus are the main present pressing problem faced by present system of business education. Out of 200 respondents under study 41 per cent (82 respondents) have opined and gave a equal weight age to both class room teaching and on the job training are important in effective learning process in business education. 83 (41 per cent) and 84 (42 Per cent) almost same opinion towards learning present business education could help not acquiring academic knowledge such logical thinking, decision making ability, risk bearing capacity, planning, organization, directing the managerial aspects but also equipping employment skills such as consultant, assistant, coordinators, working with own job. (42%) opined that learner centric method more suitable in under graduate teaching learning process.

### **CONCLUSION:**

After complete study, discussion with the respondents and careful analysis of data it would conclude that respondents have good opinion about the higher education in general and business education in particular. Majority of the respondents, that is faculty of commerce and management expressed that there is good job opportunities ample scope for higher studies to business education students. The subjects and syllabus are very much updated to suit the current need of the job market. There is a lot of scope to join B.Com and BBM course.