

# **PEDAGOGY OF COMMERCE**

**Dr. Jugnu Khatter Bhatia I Dr. Sanjay Kumar**



**EZ EDUCATION**

# Pedagogy of Commerce

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# Preface



In today's fast-paced world, where economic landscapes are continuously evolving, the importance of commerce education cannot be overstated. Commerce education equips individuals with the knowledge, skills, and mindset necessary to navigate the intricate realms of business, finance, and trade. It empowers them to understand the dynamics of markets, make informed decisions, and contribute meaningfully to the global economy.

The book, *Pedagogy of Commerce* delves into the comprehensive landscape of commerce education, offering educators, students, and education stakeholders a roadmap to understanding and effectively teaching commerce as a school subject. This book is designed to provide a comprehensive guide for aspiring and experienced commerce educators, highlighting the essential components of teaching and learning in commerce.

The journey through this book takes us through a meticulously designed set of chapters that explore every facet of commerce education. From laying the foundation with "Commerce Education: A Path to Success," to understanding the "Meaning, Nature, and Scope of Commerce as a School Subject," each chapter builds upon the previous one to create a holistic understanding of the subject matter.

The chapters that follow delve into the essence of commerce education, dissecting its various dimensions and imparting valuable insights. Through chapters like "Aims and Objectives of Teaching Commerce at School Level," "Unit Planning and Lesson Planning in Commerce," and "Designing a Good Curriculum of Commerce," readers are guided through the intricacies of effective curriculum development and instructional design.

"Pedagogy of Commerce" also takes an in-depth look at the pedagogical tools and techniques that contribute to successful teaching and learning in commerce education. Chapters "Exploring Instructional Media" and "Skills of Effective Teaching" delve into the art and science of engaging and enlightening students.

The book further explores innovative teaching methodologies such as the "Project Method" and "Problem-Solving Method," fostering critical thinking and real-world application. Additionally, it examines the role of co-scholastic activities and the collaboration between educational institutions and commercial organizations in enhancing students' knowledge about the business world.

"Pedagogy of Commerce" acknowledges the pivotal role of educators, dedicating sections to understanding the qualities and responsibilities of a commerce teacher and the teacher's role in instilling the values of commerce. It also addresses the evolving landscape of education, emphasizing the importance of continuous professional development and introducing the readers to the NTeQ Model and technology-driven classrooms.

Assessment and evaluation are essential components of the education process, and this book needs to address these aspects. Chapters such as "Types of Evaluation in Commerce" and "Innovative Approaches to Assessment" provide educators with tools and insights to assess learning effectively in commerce education.

As we embark on this journey through the pages of "Pedagogy of Commerce," we hope this book becomes a guiding light for commerce educators, enabling them to inspire and empower future generations of business leaders, economists, and entrepreneurs. May this book serve as a testament to the importance of commerce education and its profound impact on shaping individuals who will shape the world of commerce.

*Editors*

***Dr. Jugnu Khatter Bhatia***

***Dr. Sanjay Kumar***



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## Linkage of School and Commercial Organizations for Strengthening Knowledge about Business

<sup>1</sup>Dr. Nazia Akhlaq & <sup>2</sup>Dr. ShahabUd Din

### *Abstract*

**Aim:** *In order to solve the issue of unemployment, this study will examine how academic learning, as well as industrial applications and practices, fit together. The materials were gathered both offline and online.*

**Purpose:** *In this ever changing scenario of education system the most significant educational improvement made is the changes in the modern education system that links school education with industry based techniques and practices. Today, it is highly needed and acknowledged that a strong connection is developed between academia and business in order to meet the need of businesses and also tackle the problem of unemployment. The objective of the Government and Indian educational planners has been to effectively link technical education with industry needs. Several new courses , training programs, teaching pedagogy, learning patterns, modern tools and techniques are introduced and implemented time to time to keep in pace with the needs of job market which are changing ever now and then.*

**Keywords:** *University-Industry linkage, employment, Education system, recruitment, Internships.*

### **Introduction**

Schools are regarded as the Centre for imparting education in the students and make them an educated and responsible citizen who can contribute in the development of the economy by providing the services and skills required for the jobs, with the change in technology and modern business practices it is becoming even more challenging for the schools and colleges.

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