

# Enhancing Academic Performance of the Students through Experiential Learning

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**Abstract:** *Commerce education is crucial in developing knowledge and skills necessary for handling trade, commerce, and industry. However, the complexity of modern business practices requires students to be conversant with modern principles and practices of management and accounting. This study aims to identify the difficulties faced by students in understanding E-business and improve their understanding through experiential learning. The experimental research method was chosen to conduct the present study using a one-group pretest-posttest design. A sample of 15 students from Alpha Junior College of Commerce was selected using purposive sampling technique. The researcher used a self-constructed pretest and posttest questionnaire to collect data. The findings suggest that students face difficulties in understanding the basic concept of E-business, and after the remedial teaching using experiential learning, students were benefited and showed improvement in understanding E-business. Therefore, experiential learning can be used as a tool to improve understanding of E-business in commerce education.*

**Keywords:** Commerce Education, Experiential Learning, E-Business,, academic performance

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