

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

I. INTRODUCTION

A Commerce Education is a business education. Commerce Education is that area of education which develops the required knowledge, skills and attributes for the handling of Trade, Commerce and Industry.

The increasing complexity of business and commerce organisation in the present-day world would make it obligatory for students to be conversant with modern principles and practices of management and accounting. During the first 10 years of schooling students are not given formal instructions of commerce and accountancy subjects.

Against this background, it becomes necessary that at the higher secondary stage(F.Y.J.C.), instruction in these 2 aspects be given in such a manner that students have a good understanding of the principles and practices bearing on business, trade and industry and their relationship to the society.

Experiential Learning

Experiential Learning is the process of learning through experience and is more specifically defined as “Learning through reflection on doing”. It is the process whereby knowledge is created through the transformation of experience. It encourages students to put their skills to the test, and involves hands-on experiences that enhance traditional forms of learning. As such, compared to experiential education, experiential learning is concerned with more concrete tissues related to the learner and the learning

Objectives of the Study

- To identify difficulties faced by the students in understanding E-Business
- To improve difficulties faced by the students in E-Business through experiential learning
- To find out the difference between pre-test and post-test scores of students.

Hypothesis of the Study

- There is no difficulties faced by the students IN understanding E-Business
- There is a significant difference between pre-test and post-test scores of students.

II. RESEARCH METHODOLOGY

Experimental research method was chosen to conduct the present study. Within the experimental research design pre experimental design i.e. one group pretest posttest design is used.

One-group pretest - posttest design

In this design the researcher administers a pretest, then the treatment and finally a posttest. The effects of treatment are judged by the difference between the pretest and posttest scores. The design is represented as follows:

$O_1 \quad X \quad O_2$

Where O_1 - Pretest

X - Treatment

O_2 - Posttest

Sample and sampling technique

Sample:

A sample is a small portion of the population that is selected for observation and analysis. The sample comprises of 25 students of Std. XII from Alpha Junior College of Commerce

Sampling Technique:

Purposive sampling technique was applied to select school (Alpha Junior College of Commerce) and class (XII). Students were chosen by using simple random sampling technique

Tools for data collection:

The researcher used self-constructed pretest and posttest questionnaires. Following questionnaire were used for data collection:

1. E-Business Pre-test questionnaire.
2. E-Business Post-test questionnaire

III. FINDINGS AND DISCUSSION

The reference to objective and hypothesis related to the problem of understanding the basic concept of E-business and business services was found . Therefore, it's hypothesis that students do not face difficulties in understanding the basic concept of E-business is rejected. It can be conducted by understanding the basic concept of E-business when faced by students of S.Y.J.C.

The reference to objective 3 and null hypothesis, the difference between the mean score of the Pre – Test (12.95) and Post – Test (21.86) was found to be 8.91, therefore hypothesis is rejected and it can be concluded that after the remedial teaching given by the researcher students were benefited and difference in the mean score of the Pre-Test and Post-Test was noted. From the result it can be conduct that after the identification of problem faced by S.Y.J.C. students in understanding the E-Business through Experiential Learning in O.C.M.

The researcher gave the experiential learning showed improvement in understanding the E-business in O.C.M.

The findings of the study suggest that students face difficulties in understanding the basic concept of E-business. The hypothesis that students do not face difficulties in understanding the basic concept of E-business is rejected. The difference between the mean score of the pre-test and post-test was found to be 8.91. Therefore, the hypothesis is rejected, and it can be concluded that after the remedial teaching using experiential learning, students were benefited and showed

Conclusion: Experiential learning can be used as a tool to improve understanding of E-business in commerce education. The findings of the study 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.

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