

# Improving Learning of Business Service Through Group Learning

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**Abstract:** *This article focuses on improving the learning of business services through group learning. Commerce education plays a vital role in developing the necessary knowledge, skills, and attitudes for handling trade, commerce, and industry. Business services, characterised by their intangible nature, heterogeneity, and customer participation, are essential for organisational growth and success. Group learning is an effective method that encourages active student participation, critical thinking, problem-solving, and communication skills. This study aims to identify the difficulties faced by commerce students in understanding business service topics, provide remedial measures to enhance learning, and assess the difference in pre-test and post-test scores.*

**Keywords:** Group Learning, Critical thinking, Problem-solving

## I. INTRODUCTION

The modern world is very fast and complicated. It is a world of commerce and business. Every country tries its level best to have frequent trade and commercial dealings with other countries to improve its economy. The prosperity and the growth of the economy of a nation depend upon its business, trade and commerce and highly developed industries. The modern business requires highly trade and skilful young man

A commerce graduate keeps his eyes on profit and loss, the rise and fall in the business and the demand of the modern time. He knows well how to deal with the customers. He can advertise the items and commodities of his company and the country well. A well-organised company needs a well-educated manager. The progress of a nation depends upon its economy and a well-set economy is possible only when it's managed by commerce graduates. Keeping in view the importance of commerce and commercial institutions. This institution is training boys and girls in commerce education.

### 1.1 BUSINESS SERVICE

Business services are services that are primarily consumed by organisations.

### 1.2 NATURE OF BUSINESS SERVICE

- Intangible
- Heterogeneous
- Non-stocking
- Non-transferable
- Participation of customers
- Types of business services

### 1.3 BANKING SERVICES

Banking services are those services which facilitate finance to the business. Like a bank providing the facility of loan to the business. Business needs finance to purchase properties and for its daily routine expenses. This requirement of finance is fulfilled by taking a loan from the bank. Apart from this draft facility, locker facility, debit card and credit card facility are also provided

- Insurance services: -
- Transport services

- Warehousing
- Communication

#### **1.4 GROUP LEARNING METHOD**

Group learning is a method of learning that takes place in a classroom in which students are given the opportunity to express their views and thoughts on a given topic. Group learning enables students to discover deeper meaning in the content and improve thinking skills. In group learning students work with their classmates to solve complex and authentic problems that help develop content knowledge as well as problem solving, reasoning. Communication and self-assessment skills.

#### **1.5 BENEFITS OF GROUP LEARNING METHOD**

- Students could learn from and to teach each other.
- It facilitates greater transfer of previous knowledge and learning.
- It enhances social skills and interactions.
- Group learning breaks the monotony and students get boosted.
- Students improve their Vocabulary skill.
- It makes the unit of study challenging, interesting, motivating, engaging and fun oriented.
- It focuses on a student centred approach to teaching and learning.
- Student from diverse backgrounds are provided with the opportunity to be heard share experiences & skills and to participate in unique ways

#### **1.6 NEEDS OF THE STUDY**

- Students need to be much operationally disciplined and attuned to best practices e.g. Strategy formulation, learning and marketing.
- They need to be more entrepreneurial and innovative.
- They need to have greater accountability and be able to demonstrate impact and results.
- They need to operate in a financially sustainable way to earn profit.
- Providing students with experience of working in teams with the objective of developing their organisational skills and time management.
- Developing in students a sense of personal confidence in their ability and encouraging their versatility and adaptability.
- Problem faced by the students of Alpha college is they find difficulties in understanding the basic terms and rules of insurance and banking.
- Keeping in view the importance of various business services in day to day life this study aims to understand the difficulties faced by the students of Alpha college and to give remedial measures for the improvement in understanding the concepts of banking & insurance.

#### **1.7 STATEMENT OF AIM**

Improving learning of business services through group learning.

#### **1.8 OBJECTIVES OF THE STUDY**

- To find out the difficulties faced by commerce students in business service topics.
- To provide remedial measures to improve learning of business service in commerce.
- To find out the difference between pre-test and post test scores in commerce.

#### **1.9 HYPOTHESIS OF THE STUDY**

- There are no difficulties faced by commerce students in business service topics.
- There is no difference between the pre-test and post test scores in commerce.

**1.10 DELIMITATIONS OF THE STUDY: -**

- The present study is limited to only one college of Mumbai city is Alpha Junior College.
- The present study is focused only on the 12<sup>th</sup> standard students of commerce.
- The present study is limited to the difficulties related to group learning methods.
- The study consists of only 15 students.

**Selection of 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 pre-test, then the treatment and finally a post-test. The effects of treatment are judged by the difference between the pre-test and post-test scores.

**The design is represented as follows:**

**O1 X O2**

Where O1 - Pre-test

X - Treatment

O2 - Post-test

**Sample:**

A sample is a small portion of the population that is selected for observation and analysis. The sample comprises 15 students of Std. 12<sup>th</sup> from Alpha junior college. Purposive sampling technique was applied to select college (Alpha junior college) and class (12<sup>th</sup>). Students were chosen by using simple random sampling techniques.

**Data collection**

The researcher used self-constructed pre-test and post-test questionnaires. The Mean Method was used to analyse the pre-test and post-test scores of students.

**II. ANALYSIS AND FINDINGS**

**Difference between the mean value of the scores acquired by students in Pre-test and Post-test**

Sr. No.	Test	Total no of students(N)	Mean	Difference of Mean
1	Pre - Test	15	M1 -14.86	5.47
2	Post – Test	15	M2 -20.33	

The above table shows the difference of mean value of the score acquired by the students in pre-test and post-test. Mean of the pre-test and post-test of students is calculated in the table Mean of post-test scores **20.33** is much higher than that of mean of pre-test scores **14.86**. The difference in the mean is **5.47**. The null hypothesis 3 is rejected.

**III. CONCLUSION**

The reference to objective and new hypothesis HO<sub>1</sub> means related to the problem of understanding the basic concept of business services was found 20.33 therefore new hypothesis HO<sub>1</sub> proves that students do not face difficulties in understanding the concept of business service. With reference to objectives and new hypothesis HO<sub>2</sub> the difference between the mean score of the pre-test (14.86) and post-test (20.33) was found to be 5.47 therefore new hypothesis HO<sub>2</sub> is rejected and it can be concluded that after the remedies teaching given by the researches students were benefited and difference in the mean score of the pre-test and post-test was noted,

From the result it can be concluded that after the identification of problems faced by grade 12<sup>th</sup> students in understanding the concept of business services. The researcher gives the remedial teaching showed change and the

frequency of wrong responses decreased in post-test. The remedial teaching showed improvement in understanding the topic.

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