

Effective Methods of Teaching Business Education

Talal Albaqami

Correspondence: talal-is@live.com

COLLEGE OF BUSINESS, CLAYTON STATE UNIVERSITY, MORROW, GA, USA

Abstract: Business education is the area that covers our daily lives. Despite the profession pursued by an individual, we are exposed to the business at every step of life. Business varies from taking decisions about buying a pair of shoes or a loan for the purchase a house. All of these decisions are driven by our knowledge of the business. In today's world, there is a need for every individual to understand business and have knowledge about its activities. This article highlights the efficient methods for business education that can help the students in fulfilling their goals and objectives. This paper concludes recommended the teachers of business to go beyond the traditional methods of teaching and take valiant steps to make the business education more lively and interesting for children.

Keywords: Curriculum, Methods, Profession, Teacher, Education, Business



1. INTRODUCTION

Learning can be termed as the change in behavior that is brought out by the adaptation of different experiences, information, and motivation. It can also be defined as the development of the capabilities of an individual. Learning is not something that is static, but it is a factor that can be developed during the lives of students and keeps on changing with their age and results in finding out how that knowledge can be used.

Business education plays a significant role in today's era. Different companies are also concerned about the phenomenon and think that whether the executives in future will be able to manage the companies by the use of concepts and techniques or not. Therefore, the learning of a particular student should not only relate to the knowledge imparted by the instructor but with their attitudes and the approach that is chosen by them for the particular subject (kshetra, 2013). By keeping an eye on the business education, a question arises that if it is this much important, then why this subject is founded by students at senior level, kept dry and boring and reflected of not having any insights into the real world. We as the masters of business education, realize that the awareness among children is misplaced (kshetra, 2013).

Traditionally the methods used in teaching business courses to us are useful for making students understand the concept in a logical way, but this method leads the students in making them passive because of the unilateral nature of communication. It is difficult for an individual to

adapt learning without the participation of audience and it is not a practical method of teaching as it is not able to show the real picture of the situations in the business world. Therefore, there is a considerable need for thinking different from the typical lecturing methods of teaching business. Enhancing teaching business aimed to give the students enough knowledge about the business from a practical angle (Allinson, 1976).

2. Difference of Business Education from other Fields

In the current environment of business, change is necessary. The industry now needs the graduates in business studies that should have a real personality and capable of the responsibilities of teamwork, leadership skills, professionalism, ability to identify problems, analytical skills, and the best communication skills that lead to the efficient public relation. Therefore, our business education should focus on enhancing these skills of students to make them capable of facing the changing world of business rather than memorizing the theories. For this purpose, there is a need for adopting practical approaches in the teaching methodology.

3. Teaching Methodologies

There are some of the teaching methodologies of business studies in an innovative way. Following are the practical methods of teaching business studies courses to enhance the experiences of learning for students. These include; Role plays, case Studies, projects based on Research, learning in teams, group discussions, visits to industries, audiovisual aids, and problem-based methods of learning, seminars and workshops, PowerPoint presentations, written exercises, etc.

3.1 Case Study

Students can learn the practical situations in business with the help of case studies of different companies. Case studies give a clear knowledge of the tactics of business that are required when a student enters into the practical working environment. Case studies result in allowing case discussions by the teacher and the debate among students is encouraged.

3.2 Projects based on Research

The learning activities based on the research in any projects provide the opportunities to students to work on the problems that are faced in the real business world. The teachers who are efficient make the project that is relevant to the world outside a classroom and help the students in understanding the link between activities that are conducted in the classroom and a practical environment (Mohammad, 2015). This type of method can develop the abilities of students in setting their personal goals.

3.3 Industries Visiting

Teachers can take their students to visit the companies that can help them in understanding how different companies operate. The field orientation between enterprises and factories provide the students with the experiences of the real world (Mohammad, 2015).

3.4 Problem-Based Learning

There is a question often asked by teachers that how they trigger their students ability of thinking. The method of problem-based learning is instructional that guides the students to learn something about learning. Teacher allows students to work in groups for getting solutions to the problems in real world. These questions engage the students and pledge in learning the subject.

3.5 Seminars and Workshops

The seminars and workshops are important, and there is a need for all students to take part in such activities. Workshops help in bringing the best out of students by enhancing their public speaking skills (Mohammad, 2015). These type of seminars can be conducted by the experts from the corporate sector.

4. CONCLUSION

Various teaching methodologies can enhance the skills of students and enable them to master the subject area. In the current era, all of the decisions are driven with the help of principles of business. There is a need for every individual to understand business and have knowledge about the enterprise activities. Therefore, it is the responsibility of teachers to try the efficient methods of teaching business studies to make a better tomorrow for their students.

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