PEDAGOGY OF COMMERCE

Dr. Sarfaraz Ahmad

M.Com., M.Phil. (Commerce),
M.A. (Economics), M.Ed., Ph.D. (Teacher Education)
Assistant Professor
Department of Teacher Education (B.Ed.)
Halim Muslim P.G. College, Kanpur, UP, India

PEDAGOGY OF COMMERCE

Copyright© : Dr. Sarfaraz Ahmad

Publishing Rights® : VSRD Academic Publishing

A Division of Visual Soft India Pvt. Ltd.

ISBN-13: 978-93-91462-25-3

FIRST EDITION, JANUARY 2022, INDIA

Printed & Published by:

VSRD Academic Publishing

(A Division of Visual Soft India Pvt. Ltd.)

Disclaimer: The author(s) are solely responsible for the contents compiled in this book. The publishers or its staff do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the Authors or Publishers to avoid discrepancies in future.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the Publishers & Author.

Printed & Bound in India

VSRD ACADEMIC PUBLISHING

A Division of Visual Soft India Pvt. Ltd.

REGISTERED OFFICE

154, Tezab mill Campus, Anwarganj, KANPUR–208003 (UP) (IN) Mb:9899936803, Web: www.vsrdpublishing.com, Email: vsrdpublishing@gmail.com

MARKETING OFFICE

340, FF, Adarsh Nagar, Oshiwara, Andheri(W), MUMBAI–400053 (MH) (IN) Mb:9956127040, Web: www.vsrdpublishing.com, Email: vsrdpublishing@gmail.com

PREFACE

The primary goal of Teacher-Education is to prepare teachers for quality education. This is possible only by enhancing teaching skill and familiarizes the latest pedagogy of teaching among teaching fraternity.

To get the above-mentioned goal in Commerce discipline this book is designed. It is written with the hope to import knowledge among the teachers of Commerce discipline how to maintain effective teaching in class room.

This book is being produced keeping in mind for B.Ed. course in Commerce Teaching, prescribed by NCTE and implemented by various universities. I did not claim that it is an exhaustive account of Commerce Teaching in B.Ed. but only a little effort to bring the scattered material on the same.

In completing this task, I have turned many pages of the helping book, e-content, journals and magazines. I have made an effort to make it flawless but if any mistake is found either in spelling or collecting data, I will improve it in my next edition. For it I need the supports and fruitful advises of the teachers and students who are constructive critics in my eye. Without your feedback my endeavor will be only endeavor, it will come on the ground of reality with your fruitful and magnificent advices.

I hope that the book will fulfill the needs of students and teachers and it will also meet with the objective it has written for.

 $Sarfaraz\ Ahmad$

ACKNOWLEDGEMENT

In the name of Almighty God, The Most Gracious and The Most Merciful

To improve the quality of teaching behavior of pupil - teachers is ultimate objective of Teacher Education Program. The purpose of this book is to help pupil- teachers to make desired changes in their teaching behavior.

In accomplishing this task, I show my humble thanks to Almighty God who bestowed upon me. His blessings, gave me strength, courage and good health. Without His grace it was not possible for me to bring out this book among academicians and Research scholars. I look with gratitude towards one and all whose generosity, compassion and benevolent nature has only contributed to the realization of this book

I would like to thank everyone from the core of my heart for their cooperation and coordination in writing this book.

I would also like to thank those writers and educationists whose cooperation has always been available directly and indirectly to me.

I want to thank my teachers, friends, colleagues, parents and my family members who have always assisted and supported me.

This book is a result of consistent pursuance of **VSRD ACADEMIC PUBLISHING** who published this book from his publication in time with full cooperation.

CONTENTS

CHAI	PTER 1: NATURE AND SCOPE OF COMMERCE	
1.1.	INTRODUCTION	1
1.2.	AIDS TO TRADE	2
1.3.	FUNCTIONS OF COMMERCE	3
1.4.	NATURE OF COMMERCE	4
1.5.	SCOPE OF COMMERCE	5
1.6.	INTERRELATIONSHIP BETWEEN COMMERCE, INDUSTRY AND TRADE	5
1.7.	DISTINCTION BETWEEN COMMERCE, INDUSTRY AND TRADE	6
_	PTER 2: IMPORTANCE OF COMMERCE CATION & ITS PLACE IN THE CURRICULUM	
2.1.	INTRODUCTION	8
2.2.	IMPORTANCE OF COMMERCE EDUCATION	9
2.3.	PLACE OF COMMERCE IN THE SCHOOL CURRICULUM	10
CHAF	PTER 3: AIMS OF TEACHING COMMERCE	
3.1.	INTRODUCTION	14
3.2.	AIMS OF TEACHING	15
3.3.	TEACHING-LEARNING PROCESS	16
3.4.	DIFFERENCE BETWEEN AIM AND OBJECTIVE	17
3.5.	AIMS OR GENERAL OBJECTIVES OF COMMERCE TEACHING	18
3.6.	OBJECTIVES OR INSTRUCTIONAL OBJECTIVES	19
3.7.	PSYCHOMOTOR DOMAIN	21
3.8.	WRITING OBJECTIVES IN BEHAVIOURAL TERMS	27
3.9.	TAXONOMY OF TEACHING OBJECTIVES	30

3.10.	WRITING TEACHING OBJECTIVE IN FORM OF EXPECTED BEHAVIOURAL OUTCOMES	30
CHAP	TER 4: CURRICULUM OF COMMERCE	
4.1.	INTRODUCTION	33
4.2.	CHARACTERISTICS OF CURRICULUM	34
4.3.	DIFFERENCE BETWEEN CURRICULUM AND SYLLABUS	35
4.4.	BASES OF CURRICULUM	36
4.5.	AIM OF CURRICULUM	38
4.6.	PRINCIPAL OF CURRICULUM	40
4.7.	USES, NEED AND IMPORTANCE OF CURRICULUM	43
4.8.	CURRICULUM DESIGN	43
4.9.	TYPES OF CURRICULUM	46
4.10.	A CRITICAL APPRAISAL OF THE EXISTING SYLLABUS	48
4.11.	SUGGESTION FOR IMPROVEMENT BY HERBERT A. TONNE	49
CHAP	TER 5: METHOD OF TEACHING	
5.1.	INTRODUCTION	51
5.2.	DIFFERENCE BETWEEN METHOD & TECHNIQUES OF TEACHING	52
5.3.	LECTURE METHOD	53
5.4.	DEMONSTRATION METHOD	54
5.5.	SUPERVISED STUDY METHOD	55
5.6.	PROBLEM SOLVING METHOD	55
5.7.	PROJECT METHOD	56
5.8.	DISCUSSION METHOD	57
5.9.	EXPERIMENTAL METHOD	58
5.10.	ANALYTIC - SYNTHETIC METHOD	59
5.11.	INDUCTIVE AND DEDUCTIVE METHOD	61

IN TI	PTER 6: EXPLOITATION OF LOCAL RESOURCE HE TEACHING OF COMMERCE VISIT OF CERS AND FACTORIES	
6.1.	INTRODUCTION	62
6.2.	LOCAL RESOURCES IN THE TEACHING OF COMMERCE	62
6.3.	THE COMMUNITY BEYOND THE CLASSROOM WALLS	64
6.4.	BRINGING THE COMMUNITY INTO YOUR CLASSROOM	65
CHAI	PTER 7: LESSON PLANNING	
7.1.	INTRODUCTION	68
7.2.	TO PROPER ORGANIZE SUBJECT MATTER REGARDING ACHIEVE THE OBJECTIVES OF TEACHING IS CALLED LESSON PLANNING	69
7.3.	DIFFERENT APPROACHES OF LESSON PLANNING	
	PTER 8: CORRELATION OF COMMERCE WITH ER SCHOOL SUBJECT	
8.1.	INTRODUCTION	82
8.2.	FEATURES OF CORRELATION	83
8.3.	TYPES OF CORRELATION	85
8.4.	RELATIONSHIP WITH OTHER SUBJECTS	86
	PTER 9: AUDIO-VISUAL AIDS AND THEIR USE EACHING OF COMMERCE	
9.1.	INTRODUCTION	93
9.2.	CHARACTERISTICS OF AUDIO-VISUAL AIDS	95
9.3.	DIFFERENT TYPES OF TEACHING MATERIAL	96
9.4.	EDGER DALE'S CONE OF EXPERIENCE	97
9.5.	AUDIO-VISUAL AIDS AND THEIR USE IN TEACHING-	

LEARNING OF COMMERCE99

TEACHING99

SOME IMPORTANT TEACHING MATERIAL IN COMMERCE

9.6.

CHAP	TER 10: TEXT BOOK OF COMMERCE
10.1.	INTRODUCTION104
10.2.	CHARACTERISTICS OF A TEXT-BOOK105
10.3.	IMPORTANCE OF TEXT-BOOK106
10.4.	CRITERIA OF GOOD TEXT-BOOK IN COMMERCE108
10.5.	CRITERIA FOR EVOLUTION OF COMMERCE TEXT-BOOK 108
10.6.	CHECK LIST FOR EVALUATION OF COMMERCE TEXT-BOOK
_	TER 11: COMMERCE ROOM: ITS NEED NIZATION & EQUIPMENT
11.1.	INTRODUCTION112
11.2.	RULE OF COMMERCE ROOM118
11.3.	ROLE OF TEACHER IN PERSPECTIVE OF COMMERCE ROOM119
CHAP	TER 12: COMMERCE TEACHER
12.1.	INTRODUCTION120
12.2.	OBJECTIVES OF A GOOD TEACHER121
12.3.	VALUES OF A GOOD TEACHER 121
12.4.	SUMUP126
	TER 13: MEASUREMENT AND EVALUATION MMERCE
13.1.	MEASUREMENT AND EVALUATION IN COMMERCE128
13.2.	HOW ARE MEASUREMENT, ASSESSMENT AND EVALUATION DIFFERENT?
13.3.	WHY ARE MEASUREMENT, ASSESSMENT AND EVALUATION IMPORTANT IN EDUCATION?130
13.4.	TOOLS AND TECHNIQUES OF EVALUATION130
13.5.	EVALUATION TECHNIQUES132
13.6.	QUALITIES OF A GOOD TEST134

13.7.	DIFFERENT TYPE OF TEST	. 136
13.8.	SHORT TYPE TEST	. 138
13.9.	CLASSIFICATION OF SHORT ANSWER TYPE TEST	. 139
13.10.	ADVANTAGES AND DISADVANTAGES OF DIFFERENT TYPES OF TEST QUESTIONS	. 141
	TER 14: KNOWLEDGE OF THE CONTENT UP IGH SCHOOL	
14.1.	INTRODUCTION	. 144
14.2.	CBSE CLASS-10 SYLLABUS	. 146
14.3.	ICSE COMMERCIAL STUDIES CLASS 10 SYLLABUS	. 147