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THE NEED FOR INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN TEACHING OF COMMERCE

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Abstract

Modern age brings developments which are very useful for people helping them with their jobs and everyday activities. The use of modern teaching aids in schools and colleges is one of those changes that came with the modern age. Technology plays an important role in today's education system.

In comparison to old days, there are many new opportunities for teachers as well as for the students today. To use this, teachers started to replace their old aids in teaching with the new. The old teaching aids include blackboard with a chalk. That was everything what teacher could use while teaching. Those were very hard and monotonous times because students just had to sit and listen to their teacher. Those past times were also very hard for teacher as well because he did not have many opportunities to make lesson more interesting to his students. The situation today changed a lot. The old times of blackboard and white chalk are slowly disappearing. The board is still there but it is much enhanced.

Technology became to play a very important role in today's education. Improvement of technology led to many new inventions which teachers started to use in education. In this

way, education advanced to a degree where teachers get many new aids together with an opportunity to make their lesson more interesting to students. The students could also use those inventions in order to help them while learning and doing their home works.

The present research paper aims to highlight the importance of practical application of modern teaching aids in commerce. To fulfill the objectives, data will be taken from final semester students of commerce. Through this paper, the researcher will try to elaborate the value of commerce from students' point of view and will also try to elaborate how practical application of modern teaching aids will enhance the value of commerce for students.

1.1 Introduction

Commerce is a broad subject which includes Management, Finance, Marketing, Entrepreneurship, Economics and many more. Thus, commerce offers number of career making opportunities to students. Since the number of qualified people are increasing day by day, so it is not so easy to get employed in any public or private undertakings. But commerce provide one more option to the individuals where qualification does not matter and it is called "self employment" option or "entrepreneur", what only need here is that 'practical knowledge' of dealing in commerce. Today there are lots of such options like investment in share market, investment in mutual funds related schemes, being a financial broker, financial consultants, tax consultants etc. which needs practical knowledge rather than only qualification to make career or to earn money. Practical knowledge is also required to know whether our savings are getting correct value or not and where should our investment be made. People generally invest in bank without having much knowledge of inflation. These all things need practical knowledge. Every service a traditional bank provides is available these days through online service. Starting from transferring money from one account to other up to running the day-to-day transactions of the bank are provided through internet. Through the networking of banks, this has become a reality. Capital market transactions, financial analysis and related services are available on the online platforms. Thus, today with theoretical knowledge, it is also very important to provide practically knowledge to the students regarding the above mentioned concepts through Information and Communication Technology so that, they can understand the concepts clearly and can create self employment or other source of income in it. There are various websites also like moneynhai.moneycontrol.com, trakinvest.com, dsij.in/stock-market-challenge etc. where demo class can be provided to the students regarding investment option and can help them to become smart in this field.

1.2 Review of Literature:

Sureshramana (January, 2007) conducted a study on the topic titled "Integrating new technology to Commerce curriculum: How to overcome Teachers' resistance?" In the study, the researcher found that teachers are motivated to use a computer when a computer is available in their classroom. Many teachers believe that lack of adequate computers in the colleges is responsible for effective implementation of new technology. Even proper training facility is not available to teachers to acquire ICT. The

researcher suggested that all the stakeholders like classroom teachers, management, parents, students, educational experts must be involved in the planning and implementation of change.

Girish Kumar Sahni (March, 2016) conducted a study on “**Teaching of Commerce with ICT: A Novel Approach**”. The researcher concluded that use of ICT makes teachers’ task of teaching more easy, interesting and innovative by incorporating multimedia (images, videos, colors, animation, etc) besides just plain text. It enables teachers to help students to retain the learnt material for a longer time by involving multiple senses of students like touch, visual and auditory.

1.3 Research Gap

While going through the literatures it has been found that research has been done on aspects like teachers resistance regarding the use of technology, teaching of commerce with ICT etc. but no research has been made on importance of the use of technology in teaching of commerce. This study aims to elaborate how technology can enhance the value of commerce for the students and attract them towards self employment.

1.4 Objective of the study

This research paper aims to highlight the need of modern technology as teaching aids for the students of commerce in colleges.

1.5 Research Question

1. Whether students are interested in ICT as teaching tools or not for getting the concepts of commerce practically?

1.5. Research Methodology

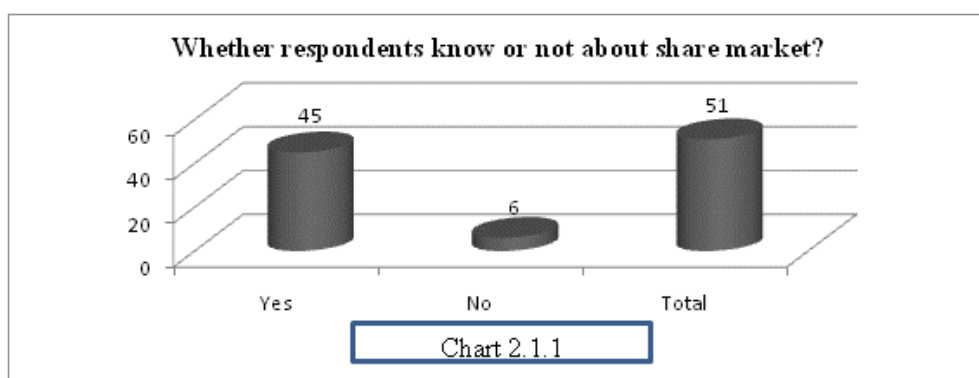
The area for the study confined to Dibrugarh and Tinsukia district, Assam. The total population for the study is 483 as per statistical record, out of which 51 respondents have been taken as sample which include 34 male and 17 female respondents. Present research paper is designed to highlight the need of ICT as teaching aids for the students of commerce. To fulfill the objective secondary data is collected from internet and other research papers and journals, and, primary data is collected from final semester students of commerce. Final semester students have got almost all the concepts of commerce and hence Informations were collected from them to know whether along with theoretical concept they possess practical knowledge also and whether there is a need of ICT in teaching the concepts of commerce practically. Primary data are collected from the final semester students (2019) of four different colleges with the help of a well structured questionnaire and personal investigation. Time period for the study was November 3- December 10, 2020. The method used to collect primary data is judgment sampling. The reason for using judgment method is to know whether there is any need to introduce ICT as teaching tool in commerce to teach the concepts of commerce practically.

1.6 Rationale of the study

In today's world, getting a job is very difficult because vacancies are less and numbers of qualified persons are increasing day by day. Commerce is a broad subject which also teaches a person to create self employment, so it is necessary for the students to know the things practically rather than knowing the things theoretically only. Thus, the present study aims to elaborate how the use of ICT in teaching of commerce will enhance the value of commerce for the students and help in creation of self employment or other source of income for them.

2. Analysis & Interpretation

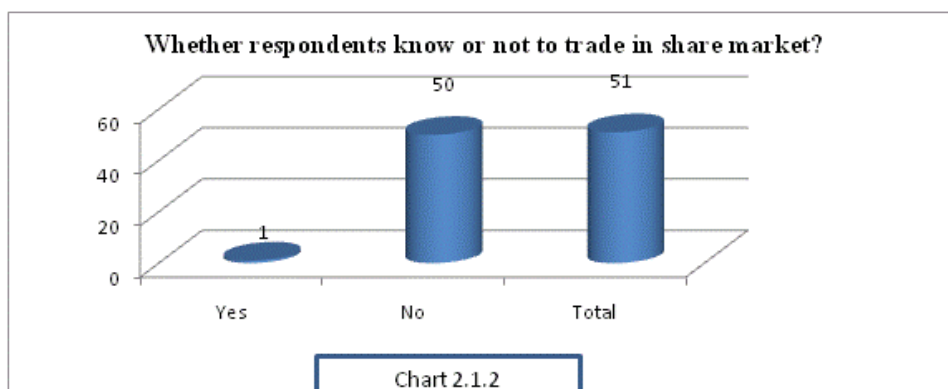
2.1.1 Whether respondents know or not about share market?



Source: Field study

Analysis and Interpretation: Share market is the market where one can trade in shares of companies i.e. one can buy and sale shares. It can be seen in the figure, 45 respondents are aware about share market and 6 respondents do not know about share market. In percent terms, 88% respondents know about share market and remaining 12% respondents do not have any idea about share market.

2.1.2 Whether respondents know or not to trade in share market?

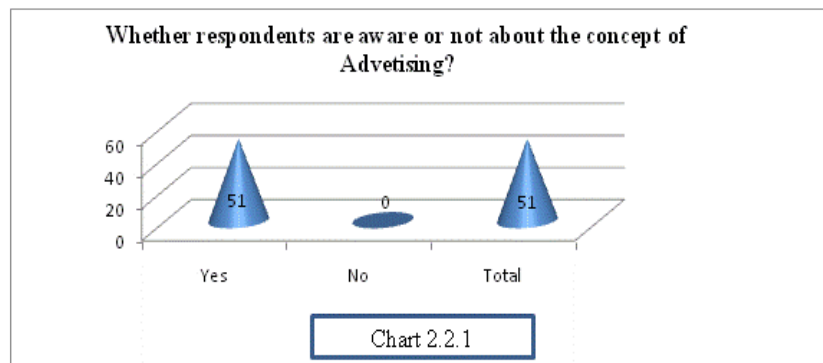


Source: Field study

Analysis and Interpretation: Trading in share market requires practical knowledge regarding where to open an account, how to buy securities

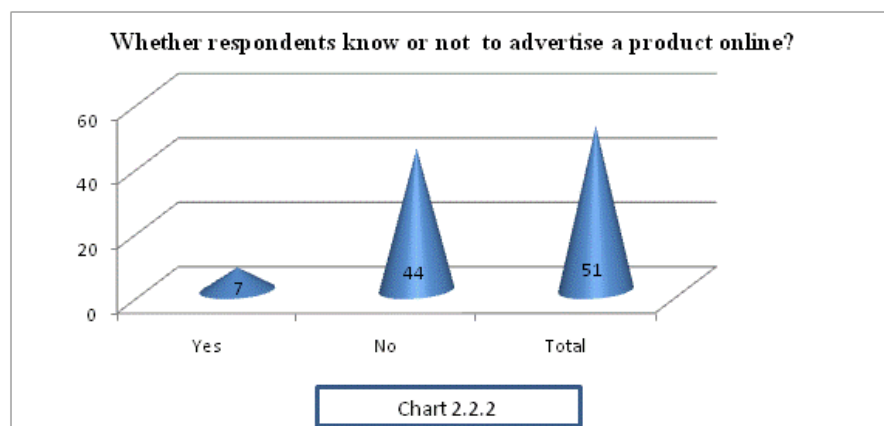
online, how to sell it, when to buy, when not to buy, how to see the chart, how to do fundamental analysis etc. It is found in the study that out of total respondents, 98.03% do not know to trade in share market and only 1 respondent i.e. equal to 1.97% know to trade in share market.

2.2.1 Whether respondents know or not about Advertisement?



Analysis and Interpretation: Advertising is a means popularizing a product or service among the customers or consumers with the aim to attract the customers towards it to buy the product or use the services. It can be seen that all the respondents are aware about the term advertisement.

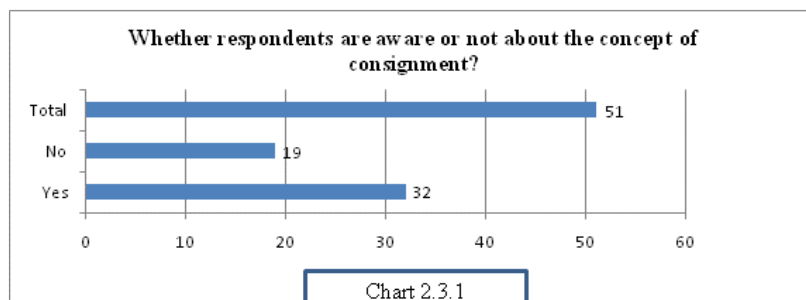
2.2.2 Whether respondents know or not to advertise a product online?



Source: Field study

Analysis and Interpretation: It is found that only 7 i.e. 13.72% respondents know or aware about advertising a product online and remaining 88.28% respondents do not know to advertise a product online.

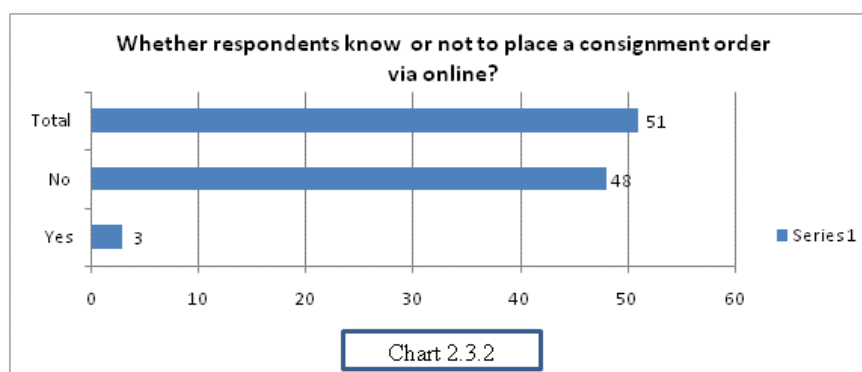
2.3.1 Whether respondents know or not what consignment is?



Source: Field study

Analysis and Interpretation: Consignment is an agreement for selling goods and services between consignor and consignee, where 'consignor' sends goods and services to the consignee and the consignee sales the goods and services on behalf of the consignor for commission or fees. It is found that out of total respondents 32 respondents i.e. 62.75% respondents are aware about consignment business and remaining 19 respondents i.e. 37.25% respondents are unaware about the concept of consignment. The topic "Consignment" is not included in the syllabus of any semester and it may be the reason why most of the respondents are unaware about the concept of consignment.

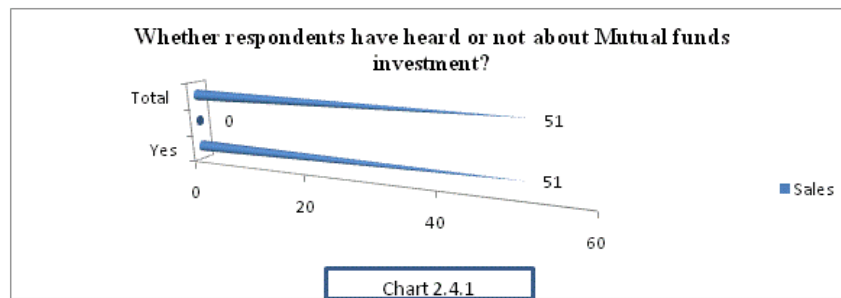
2.3.2 Whether respondents know or not to place a consignment order via online?



Source: Field study

Analysis and Interpretation: The next question is asked about placing the consignment order via online. It is found that only 3 students i.e. 5.88% of total respondents know to place consignment order via online and remaining 94.12% respondents do not have any idea regarding placing consignment order via online.

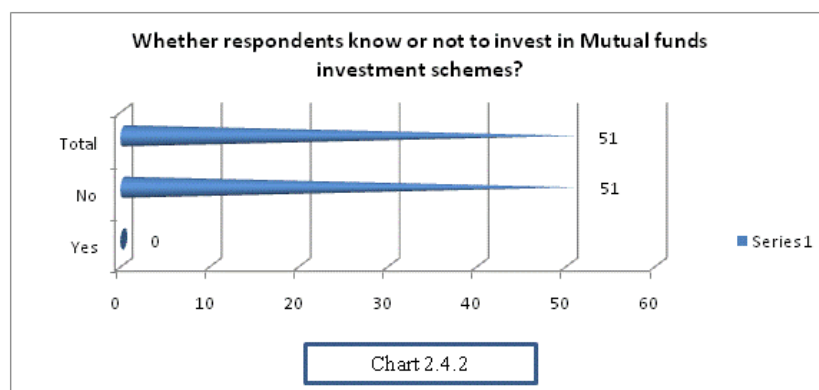
2.4.1 Whether respondents have heard about Mutual fund investment?



Source: Field study

Analysis and Interpretation: The next question is asked whether the respondents know about the concept of mutual funds investment. It is found that all the respondents are aware about the concepts of mutual funds investment. The concept of mutual fund investment is very nicely discussed in higher secondary as well as under graduation courses and in televisions as well some ads comes out which may be the reason why all the respondents are aware about mutual funds investment.

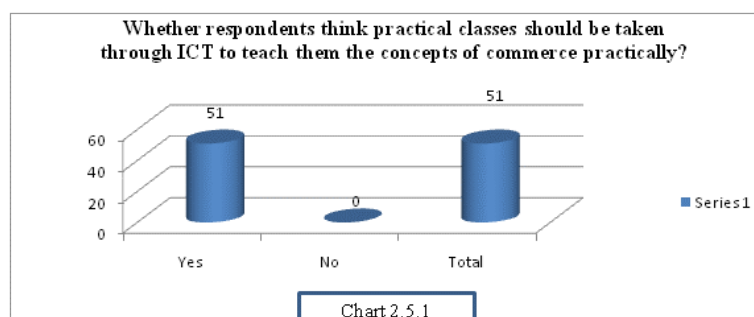
2.4.2 Whether respondents know or not to invest in mutual funds?



Source: Field study

Analysis and Interpretation: The similar question is then asked by researcher but now from practical point of view i.e. "whether the respondents have any idea regarding how to invest in mutual funds". It is found that not a single respondent knows how to invest in mutual funds.

2.5.1 Whether respondents think there should be an arrangement of practical class through ICT to teach the concept of commerce practically?



Analysis and Interpretation: Lastly one question is asked to respondents to know whether they are interested in practical class through ICT to learn the concept of commerce practically. It is found that all the respondents think that a practical class along with the theoretical paper in the college should be made compulsory, so that they can get complete knowledge regarding its concept and working.

3.0 Findings, Suggestions and Conclusion:

3.1 Findings

The research paper reveals the following findings:

1. The study reveals that majority of respondents know about share market i.e 88% respondents have theoretical knowledge about share market and remaining 12% respondents do not know about share market as observed in table number 2.1.1
2. Out of 51 respondents only 1 respondent which is equal to 1.97% of total respondent have practical knowledge regarding how to trade in share market and remaining 98.03% respondents do not know or having no knowledge regarding trading in share market as observed in table number 2.1.2
3. Table number 2.2.1 shows that all the respondents have theoretical knowledge about advertising.
4. Table number 2.2.2 reveals that only 1.7 respondents out of total 51 respondents which is equal to 13.72% respondents are aware and have practical knowledge regarding advertising a product online.
5. It is found that out of total respondents 32 respondents i.e. 62.75% respondents are aware about consignment business and remaining 19 respondents i.e. 37.25% respondents are unaware about the concept of consignment as observed in table number 2.3.1
6. It is found that only 3 students i.e. 5.88% of total respondents know to place consignment order via online and remaining 94.12% respondents do not have any idea regarding placing consignment order via online as observed in table number 2.3.2
7. It is also found that all the respondents are aware about the concepts of mutual funds investment as observed in table number 2.4.1
8. Table number 2.4.2 reveals that not a single respondent is aware or know how to invest in mutual funds practically.
9. Lastly table number 2.5.1 shows that all the respondents think there should be an arrangement for practical classes through ICT for them so that they can get complete knowledge regarding any topic.

3.2 Suggestions:

1. Adequate number of computers with internet facilities should be there in each and every commerce colleges, so that practical teaching of commerce can be made possible.
2. There should be a practical class regarding investment in various securities and schemes like mutual funds, share market, taking into consideration the rate of inflation and value of money. It will help the students to understand the concepts clearly.

3. There should be a core paper or project work on *share market or share bazaar* and other similar topics as well as time to time seminars should be taken to make the students capable to deal in with these practically. It will also help to eliminate the cost of middle person.
4. If required, teacher should be appointed to teach the concepts of commerce practically with modern tools or training should be given to the teachers, so that they can provide practical knowledge to the students.

3.3 Conclusion

When technology is integrated into lessons, students are expected to be more interested in the subjects they are studying. Technology provides different opportunities to make learning more fun and enjoyable in terms of teaching same things in new ways. Students who are engaged and interested in things they are studying, are expected to have better knowledge retention. Technology can help to encourage active participation in the classroom which also is a very important factor for increased knowledge retention. By using technology in the classroom, both teachers and students can develop skills essential for the 21st century. The use of ICT in teaching of commerce will help the students to learn the things clearly and also it will help in creating 'self employment' in today's competitive generation.

Drawing inference to the research question, "Whether students are interested in ICT as teaching tools for getting the concepts of commerce practically" it is seen that students of commerce are much interested in ICT as teaching tools for getting the concept of commerce practically, because it will help them to keep the concepts for the long time and also help them to value their savings correctly. It will open the way for them to invest their money in best way as per their choice as ICT help them to know the things practically. Another reason why they are much interested in ICT is non availability as well as unaffordable cost which are charged by institutions dealing in such kinds of teaching as observed while interacting with them personally.

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