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## QUALITY IN EDUCATION – A CASE STUDY METHOD OF TEACHING IN COMMERCE

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### ABSTRACT

*“Education is a horse and Experience is a jockey”*

Commerce teaching has always been different vis a vis other courses. Initially the case study was followed and practiced only by the international schools. Today it has been more or less adopted by almost all of them.

Case studies allow learning by doing. They stimulate the reality of a situation. In a sense cases are laboratory materials and offer a reasonable substitute for actual experience by bringing a variety of management problems and opportunities into the class room. Today, a college degree has become a necessity for most careers, and graduate Education desirable for an increasing number.

It seemed appropriate to begin this discussion of the challenges and opportunities facing higher education in the new century by reviewing with you several of the issues that were of particular concern to the Researchers of Education..

This paper has thus made an attempt into the sight of the case study method of teaching concepts in the current scenario. The paper has also attempted a small case study lesson plan to focus more on the concepts of teaching as well has bought the methods of teaching in the field of marketing and adverting. The paper has divided the lesson plan of case study into four sections like Introduction about Advertising, Types of Advertising, Cases relating to Advertising, Creative Execution by the Students.

**KEY WORDS:** Education, Case Study, Creativity, Methods of Teaching, Knowledge.

## **INTRODUCTION**

Professors should create an atmosphere filled with inspirations to thought, research and culture. Young men ... [will] resort to them to hear their lectures, to breathe their spirit, to copy their example, and to submit themselves to their guidance.

- Henry P. Tappan,

Commerce teaching has always been different vis a vis other courses. Initially the case study was followed and practiced only by the international schools. Today it has been more or less adopted by almost all of them. The basic difference between commerce teaching and teaching of other courses is the need to simulate real life management situations and problems. Several methods are available which enable the teacher to create real life situations in the class and explain the concepts and management technique through them.

## **OBJECTIVES**

To get the learners out of the habit of being a mere receiver of facts, concepts and techniques and help them into the habit of diagnosing problems, analyzing and evaluating alternatives and formulating workable plans of action.

To train the students to work out answers and solutions as opposed to relying upon the authoritative crutch of the teacher/counselor or a textbook.

It is true that reading books, articles and listening to lectures alone cannot develop managerial skills. For most problems especially in case of marketing, readymade answers do not exist or perhaps cannot exist. Each situation is different requiring its own diagnosis and evaluation before action can be initiated.

Case studies allow learning by doing. They stimulate the reality of a situation. In a sense cases are laboratory materials and offer a reasonable substitute for actual experience by bringing a variety of management problems and opportunities into the class room.

## **ISSUES OF COMMERCE EDUCATION**

Issues concerning the powerful forces driving change in our society and our world:

- ⊙ The globalization of commerce and culture,
- ⊙ The lifelong educational needs of citizens in a knowledge-driven, global economy,
- ⊙ The increasing diversity of our population and the growing needs of under-served communities,
- ⊙ The exponential growth of new knowledge and new disciplines,
- ⊙ The compressed timescales and nonlinear nature of the transfer of knowledge from campus laboratories into commercial products.
- ⊙ And the rapid evolution of information and communications technologies which obliterate conventional constraints of space, time, and monopoly and drive rapid, profound, and unpredictable change in our world.

## **THEMES OF HIGHER EDUCATION**

### **The Themes of Change in Higher Education:-**

It seemed appropriate to begin this discussion of the challenges and opportunities facing higher education in the new century by reviewing with you several of the issues that were of particular concern to the Researchers of Education.

### **THE CHANGING NATURE OF THE NEED FOR HIGHER EDUCATION**

Today, a college degree has become a necessity for most careers, and graduate Education desirable for an increasing number.

- ♣ A growing population will necessitate some growth in higher Education to accommodate the projected increases

in the number of traditional college age students, roughly 15% across the globe in the next decade, and considerably more in states.

- ♣ But even more growth and adaptation will be needed to respond to the educational needs of adults as they seek to adapt to the needs of the high performance workplace.
- ♣ Furthermore, such educational needs will be magnified many times on a global scale, posing both a significant opportunity and major responsibility to American higher Education.

### **QUALITY TEACHING THE NEED OF HOUR**

Today we have entered an era in which educated people and the knowledge they produce and use have become the keys to the economic prosperity and social well-being. Moreover, Education, knowledge, and skills have become primary determinants of one's personal standard of living. One might well argue that it has become the responsibility of democratic societies to provide their citizens with the Education and training they need, throughout their lives, whenever, wherever, and however they desire it, at high quality and at an affordable cost.

This paper has highlighted a case study method of teaching in the field of Marketing with special reference to advertising. The cases will help the students to know more about the advertising in a wider concept. A small focus has been made in relation to the Advertising.

### **CASE STUDY LESSON PLAN**

A small attempt has been made in relation to the case study method of teaching in field of Commerce and Management. A brief description about the lesson plan has been framed out as an intro into the world of case study methods of teaching. The lesson plan has been divided into four sections.

The introduction about the topic of Advertising and its types will be discussed with the cases. The cases will high lighten the types of advertising which will entertain the students more into the world of advertising and quicker in learning as well as understanding the concept in a precise manner.

Creative Execution will make the Students to think and create their own definition for the concepts. This will encourage them to focus more on the concepts as well as love for the subject. This 'try this' formula will help them to think about the concepts thereby.

- ↗ Introduction about Advertising
- ↗ Types of Advertising
- ↗ Cases relating to Advertising
- ↗ Creative Execution by the Students

### **WHAT IS ADVERTISING?**

Keep your name before the public is the saga of Advertising. In 1904 the description of advertising was dramatically changed to "salesmanship in print". The wrong advertisement can actually reduces the sales of a product.

Try thisBased on your practical knowledge of advertising can you define advertising in a sentence.

### **Creativity:-**

Creativity is a very popular word in advertising circles. Advertising people often forget that 'it is not creative unless it sells'

Creativity must be use to present the selling idea in an imaginative way. Creativity can mean dramatically showing how a product fulfils a consumer need or desire

### **\*Case**

The hutch ad is a best example for Creativity. Wherever you go our network follows'

### **Try this**

Going by the concepts of creativity can you name an ad you have seen which you feel is creative? What makes it creative?

## **TYPES OF ADVERTISING**

### **Advertising to the Consumer:-**

#### ◆ **National Advertising**

National advertising offers a product or service to the general consumer audience across the country. It is also called 'general advertising'.

#### **\*Case**

Hindustan Motors Ltd launched its new contessa classic GLX Limousine. The car will be sold through a number of outlets throughout the country. As such each dealer will play a major role in the final sale of the car, the advertising does not mention items such as finance or service facilities. So the advertising is general in character.

#### ◆ **Local Advertising**

The advertising announces products that are available locally. Local or retail Advertising emphasizes price, availability location.

#### **\*Case**

Big Jo's in Delhi advertises its shop selling clothing, gift items etc., Akbarally in Mumbai; kids Kemp in Bangalore are other examples.

### **Questions**

Try in your own words

What is the Essential Difference between national and local advertising?

#### ● **End Product Advertising**

End Product Advertising is primarily directed at consumers, but it is also intended for the trade and industrial levels.

#### **\*Case**

Intel Corporation advertises Pentium Processors for which the target group should be the Computer Companies but it's targeted to General consumers, Consumers buy computers not Microprocessors. The Objective is to create a demand among consumers.

#### ● **Direct Response Advertising**

Direct response advertising calls for immediate action. It sells a product from marketer to the consumer without going through retail channels.

#### **\*Case**

A Company in Pune advertises its alphonso mangoes. If you send money to the company, it will send mangoes to your home, Oriflame cosmetics are not sold in shops. Readers have to call a telephone number.

### **Questions**

In your opinion, what is the main advantage of direct response advertising over mass media advertising?

## **ADVERTISING TO BUSINESS AND PROFESSIONS**

#### ◆ **Trade Advertising:-**

Trade Advertising is directed primarily to retail and wholesale merchants to convince them to carry the product. Trade advertising speaks directly to the retailer.

#### **Professional Advertising**

Professional Advertising is used to communicate with decision makers in professional fields about products and services.

#### **\*Case**

Doctors are told of new medicine and, medical equipment, architects are offered new construction materials and so forth

#### ◆ **Institutional Advertising:-**

Institutional Advertising aims to sell the image and expertise of a company rather than the product it makes. It is basically a long term indirect sales technique.

#### **\*Case**

Godrej -GE ran a double spread color ad in major business magazines. The ad highlighted their technical expertise and quality control standards that go into the making of every individual product.

## Non-Product Advertising:-

### ♦ Idea Advertising

Not all advertising is designed to sell a product or service. Both companies and non-profit organization often use advertising to convey ideas about some topic.

#### \*Case

Advertisement that communicates a message on behalf of some good cause, such as environment protection or prevention of child labour.

### ♦ Service Advertising:-

Service industries have expanded fast in recent years. Major service industries like bank, airlines, and hotels advertise heavily.

#### \*Case

Ads for Child Relief and You (CRY) asking for donations or purchase of greeting cards, the proceeds of which would go to poor children is an Public Service Advertising

### **Try for yourself**

Can you name an example of public service advertising and service advertising?

## CONCLUSION

As the world has entered into a new century, we face social and economic challenges triggered by globalization, technological change, and demographic change that have established the development of our nation's human and intellectual capital as our highest domestic priority. At similar critical periods in our nation's history, the government took strong action to address our citizens' needs for Education

Today our society is undergoing a profound transition, this time from an industrial to a knowledge-based society. Hence it may be time for a new social contract aimed at providing the knowledge and the educated citizens necessary for prosperity, security, and social well-being in this new age..

(Lisa A. Mets ,1997)As the competition among colleges and universities for students, faculty, resources, and reputations intensifies, there are growing concerns that the escalating "arms race" among colleges and university could create disruptive tensions among the higher education Therefore the demand for a quality education is the need of the hour.

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