

Pedagogy of Commerce

AIMS & OBJECTIVES





EDUCATIONAL AIMS

- ▶ Educational Aims are set of long term goals which may be achieved through proper planning.
- ▶ It consider the purpose of education and focus on long term outcomes.
- ▶ The base for educational Aims is provided by philosophy.
- ▶ There is no specific time frame for aims.
- ▶ It gives direction to educational objectives.

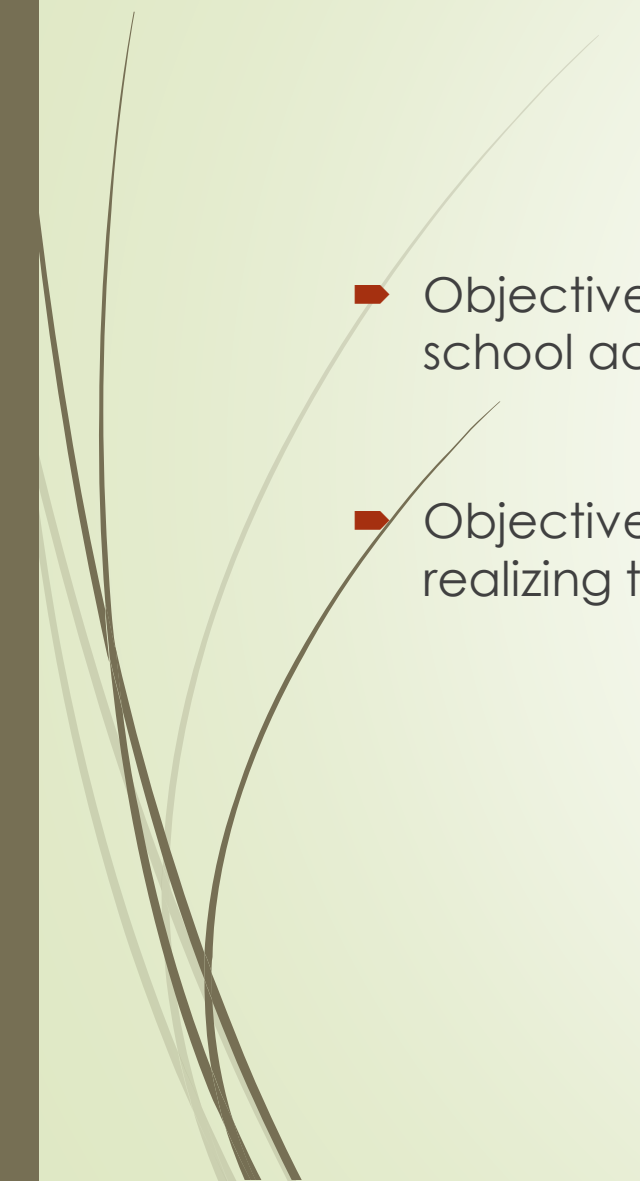


SOURCES OF EDUCATIONAL AIMS

- ▶ Society
 - ▶ Needs
 - ▶ Aspiration
 - ▶ To solve the Societal Problems
 - ▶ Culture
 - ▶ Knowledge
 - ▶ Curiosity
 - ▶ Instinct to Explore
 - ▶ Willingness to know
 - ▶ Individual
 - ▶ Cognitive Development
 - ▶ Affective Development
 - ▶ Psychomotor Development
- 



OBJECTIVES

- ▶ Objective is a standard or goal to be achieved by the pupil when the work in the school activity is completed. -Carter V. Good
 - ▶ Objective is a desired change in the behavior of pupil as a result of experience for realizing them lies with the teacher.
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DIFFERENCE BETWEEN AIMS & OBJECTIVES

➤ Aim is foreseen and that gives direction to an activity.

- Carter V.Good

➤ An objective is a point or end in view of something towards action is directed, a planned for change sought through any activity what we set out today.

- NCERT



DIFFERENCE BETWEEN AIMS & OBJECTIVES

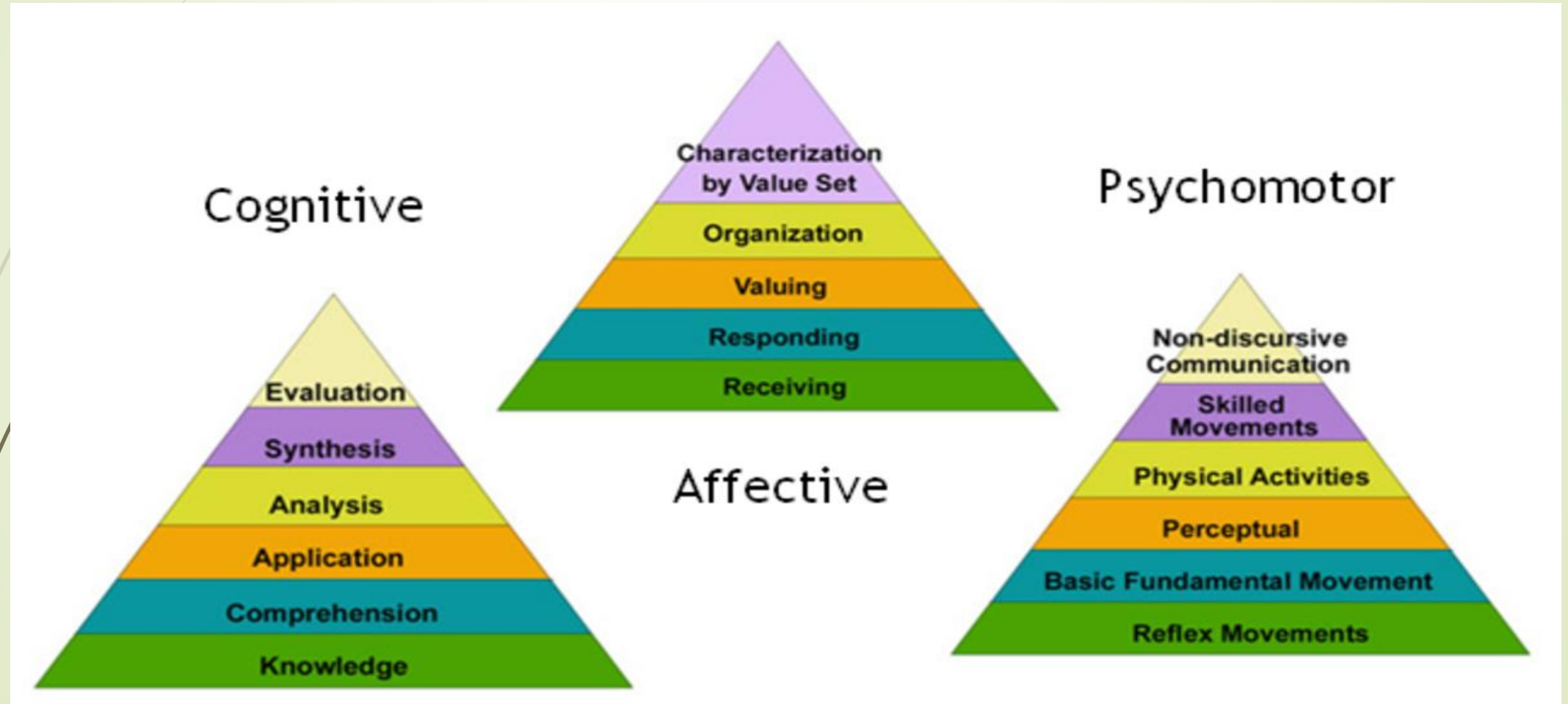
AIMS

- ▶ Indefinite & vague in nature
- ▶ For long term purpose, that direct individual towards excellence
- ▶ Subjective, indirect and formal
- ▶ General statement and broad
- ▶ Idealistic
- ▶ Long period is needed to

OBJECTIVES

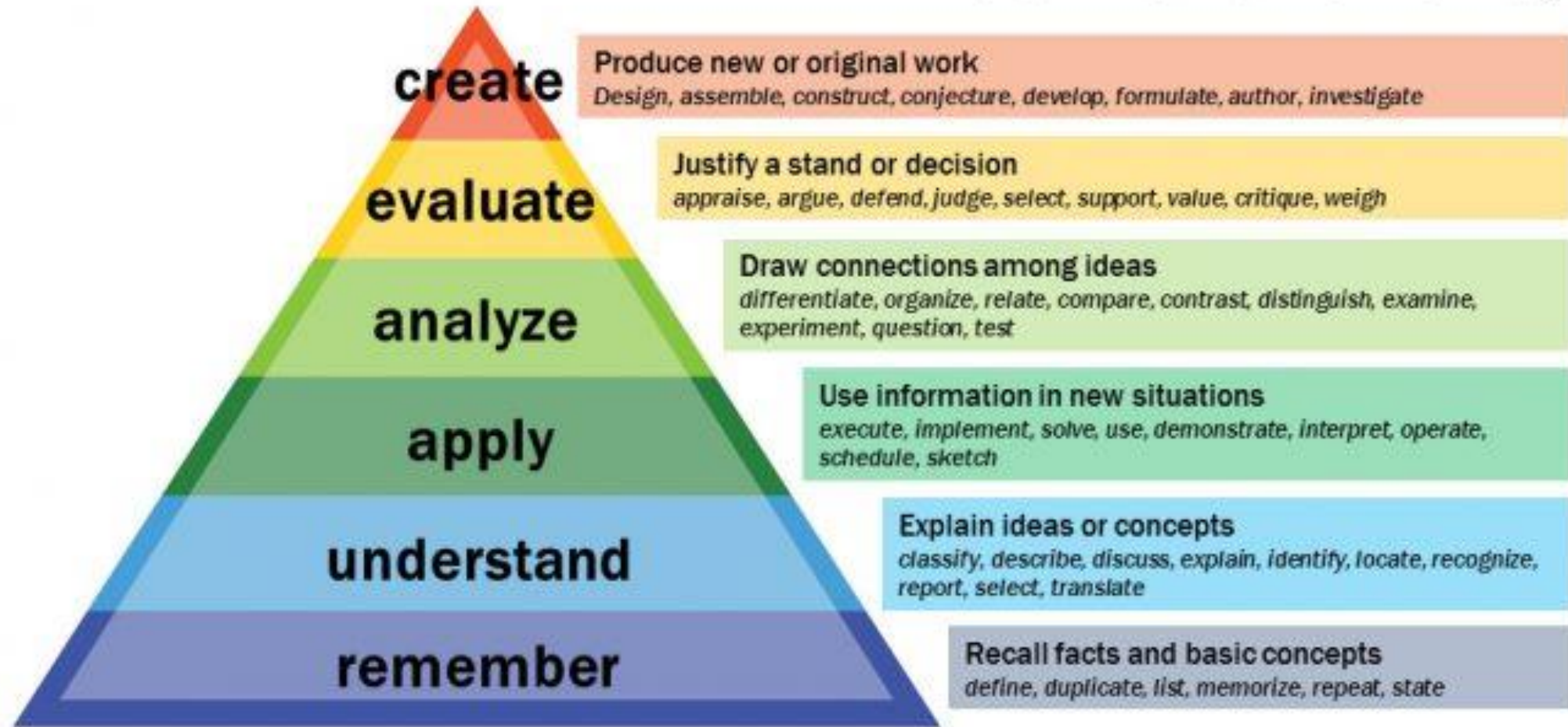
- ▶ Definite & clear
- ▶ Short term Goals
- ▶ Objective, direct and functional
- ▶ Specific
- ▶ Base is psychology
- ▶ Practically possible to realize
- ▶ Time bounded

TAXONOMY OF EDUCATIONAL OBJECTIVES



REVISED BLOOM'S TAXONOMY

Bloom's Taxonomy



GENERAL OBJECTIVES OF TEACHING COMMERCE

Objectives of Teaching commerce at Pre- Secondary level

- At this level, students are imparted the knowledge of commerce indirectly.
- Students are undergoing continuous development of memory, logic and decision-making powers.
- They have faith in reality.

Objectives of Teaching of Commerce at Secondary Level

- To acquaint with commercial facts.
- To cultivate interest towards commercial facts.
- To prepare student for higher secondary level.
- To acquaint them with family budget.
- To cultivate social consciousness.

GENERAL OBJECTIVES OF TEACHING COMMERCE

Objectives of Teaching of commerce at Higher-Secondary Level

- Cultivation of vocational efficiency.
- Knowledge of national and international problems.
- Cultivation of scientific attitude.
- Cultivation of qualities necessary for a skilled trader, consumer and distributor.
- Cultivation of coordination with different subjects.
- Cultivation of economic citizenship.
- Cultivation of cooperative spirit.
- Cultivation of broad national attitude.
- Cultivation of mental faculties.

WRITING OBJECTIVES IN BEHAVIOURAL TERMS: ROBERT MEGER METHOD

List Of Action Verbs (Cognitive Domain)

Objectives

1. Knowledge
2. Comprehension
3. Application
4. Analysis
5. Synthesis
6. Evaluation

Action Verb

- Define, Select, State, Measure, Recall, List, Recognize, Write
- Explain, Illustrate, Indicate, Present, Formulate, Classify, Judge, Select, Interpret, Translate
- Predict, Assess, Compute, Construct, Use, Find, Demonstrate, Explain
- Analyze, Divide, Conclude, Compare, Differentiate, Criticize, Separate, Justify
- Argue, Select, Discuss, Conclude, Organize, Predict, Generalize, Summarize
- Judge, Identify, Evaluate, Avoid, Criticize, Defend



WRITING OBJECTIVES IN BEHAVIOURAL TERMS: ROBERT MEGER'S METHOD

List Of Action Verbs (Affective Domain)

Objectives

1.Receiving

2.Responding

3.Valuing

4.Conceptualization

5.Organization

6.Characterization

Action Verbs

Listen, Receive, Accept, Perceive, Select

Answer, Develop, State, Perceive, List, Select, Write

Accept, Influence, Participate, Recognize, List,
Indicate, Increase, Decide

Differentiate, Relate, Analyze, Demonstrate,
Compare, Indicate

Organize, Correlate, Judge, Select, Select, Relate,
Determine, Form

Revise, Develop, Change, Demonstrate, Accept, Identify

WRITING OBJECTIVES IN BEHAVIORAL TERMS: RCEM SYSTEM

Bloom Taxonomy

1. Knowledge
2. Comprehension
3. Application
4. Analysis
5. Synthesis
6. Evaluation

RCEM objectives

- Knowledge
- Comprehension
- Application
4. Analysis
5. Creativity
6. Creativity

Mental Abilities

- Recall, Recognize,
Relate, Cite Example, Discriminate, Classify,
Interpret, Generalize
Reason, Formulate hypothesis, Establish
hypothesis, Infer, Predict
Analyze, Synthesize, Evaluate



REFERENCES

“Educational aims and Objectives.” Wikipedia.com

“Difference between educational aims and objectives.” Pedia.com

