

INNOVATIVE METHODOLOGIES IN TEACHING ECONOMICS

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Innovation in teaching methodologies has become inevitable in the academe. The faculty of Jose Rizal University has been developing the syllabus of various programs by integrating methods in enhancing a student- centered environment with the use of contemporary ways with the aid of technology. This research aimed at identifying certain innovative methods to improve learning experience and inculcate to students the value of the Economics subject they were taking. At the start of the second semester SY 2014-2015, a pre- determined set of Economics students were selected as subjects for the study. Pre- assessment and post- assessment were given to determine levels of their comprehension and analytical skills. A one- month run of the interventions were applied to establish the level of impact of these innovative methodologies in the students' learning experience through their perception of these methods. Real- life situation discussions, use of social media and utilization of news clippings were among the interventions applied during the duration of the study. Results revealed a significant shift in the perception of students after the new deliveries of the subject were introduced. This proved that students are receptive to changes and these have encouraged them to participate and interact with the use of mediums that are more relevant, practical and technology- driven. It is then recommended that these innovative methods be integrated strategically to the current syllabus of the Economics subject and eventually to all subjects under the Business Administration Program.