ABSTRACT

In a democratic country like India, education has its own worth. The commitment of our nation to ‘Education’ is reiterated by the Right to Education Act passed in the Parliament on 4 August, 2009. The equality of education envisaged by the Indian Constitution will be meaningful only when equality of learning outcome becomes a goal of education. For this, the teachers must find ways of giving each child the help and encouragement he needs, rather than ensuring identical treatment of all children. The teachers can use different strategies in teaching for the full utilization of the intellectual powers of the children, which will in turn help them to survive in the age of enormous technological and social complexity.

In the present study, the investigator tries to find out the effectiveness of certain Behavior Modification Models on Achievement in Commerce among students at Higher Secondary Level. Experimental Method was used to conduct the study. The major tools used in the study were Lesson transcripts based on Contingency Management Model, Direct Instruction Model, combination of Contingency Management Model & Direct Instruction Model, Commerce Interest Inventory, Commerce Attitude Scale and Raven’s Standard Progressive Matrices. The study was conducted on a final sample of 200 students, divided into three experimental groups and one control group of 50 students each. Since the Behavior Modification Models are practice oriented, it has implications to educational practitioners, educational planners, teacher educators and curriculum designers. The major findings of the study holds that under appropriate conditions, a sizeable portion of the population can be brought to a high level of Achievement in the subject, Interest in the subject and Attitude towards the subject. The findings of the study also suggests that, the teacher can tailor instruction to the needs of most of the students in the classroom by employing behavior modification models in the classroom. For this, it is desirable that the teachers should have a fresh look at their teaching approach in terms of the Behavior Modification Models.