

# The role of classical and modern teaching methods in business education

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**Abstract.** *Nowadays the training-educational process is a dynamic and complex process which uses both classical and modern teaching methods in order to obtain performance in education. Even though traditional teaching methods have a formal character interaction between teacher and students, this is face-to-face and therefore students can give an immediate feedback. From this point of view classical teaching methods are important from time to time. In Romania, in the European context the role of effective learning strategies represents the key point for the education process. The role of teachers in developing creativity to those students who want to learn in an interactive way is very important because they should imply that students directly in the training -educational process. In this context the educational process must be student centered because only in this way their critical thinking and creativity is developed. We can say that when non-formal and informal learning is combined with formal learning the scope of pedagogy is accomplish. In contemporary context education is regarded as an innovative concept which is used to produce performance at the individual level and also, at institutional level, education provides support in order to build strategies according to the challenges from the labour market. The paper is based on a qualitative research, conducted on a sample of 100 people aged between 19 and 23 years old (students at a Business School). The key question raised at this point is: What is the role of classical and modern teaching methods in training-educational process? The objectives of this study are the following: 1). highlighting the context of higher education in Romania; 2). presenting the role of university strategy in contemporary context ; 3). highlighting the importance of using classical/modern teaching methods in business education; 4). presenting the role of innovation and creativity in business education; 5). presenting the analysis of qualitative research regarding the role of classical and modern teaching methods in education. Learning skills are developed both through modern teaching and learning strategies based on creativity and interactive learning methods.*

**Keywords:** training-educational process, higher education, university strategies, teaching methods, performance.

## Introduction

The study presents the essential ideas regarding the importance of using interactive/traditional teaching methods in the educational-training process (by teachers). It is important to mention that both methods give efficiency to all educational processes. The present study is based on a qualitative research whose scope is to find answers to a few questions regarding the importance of using teaching methods at a business school from Bucharest (by students).

In the contemporary context, when information is power “education and professional training are the most important investments at the level of individual,

organizations and last but not least at the level of each society” (Iatagan, 2012). Thus, participation in all activities of the educational-training process of the actors of academic life can only bring obvious benefits to the entire society in the future. This study is also based on a qualitative research. This research consists in a set of established questions that was addressed to a number of 100 persons. According to ten questions (the interviewed guide) relevant questions regarding the role of classical and modern teaching methods in education have been obtained. Interviewed persons were students at a faculty from Bucharest, Romania.

Several interesting answers were obtained regarding:

- The advantages/disadvantages of using classical/modern teaching methods in education
- The scope of using Internet as a teaching instrument
- The identification of their priorities as students at a business programme
- The role of innovation in educational-training process
- The learning principles using teaching interactive methods
- The competences of teachers who use the interactive teaching methods.

## **Literature review**

### ***Higher Education in Romania – characteristics in contemporary context***

In this section is presented Romanian specialist points of view regarding the characteristics of Higher Education in Romania.

The educational process comprises all the actions that educators (teachers) perform consciously and organized for those who study (pupils, scholars, students) in an institutional setting organized for the purpose of training and development of their personality to meet both requirements and professional challenges and challenges of life in general (Marinescu, 2009). The educational process is highly nonlinear (Bratianu, 2009), and aims to develop a pattern of thinking to help students to deal with their future (Bratianu, 2007).

The teacher, as a guide for young generations, needs to think primarily about achieving the educational ideal and to answer every time he/she enters the classroom the question: What am I doing here? (Marinescu, 2009). The various subjects studied by young generations throughout the years spent within educational institutions contribute to their development as individuals. They develop harmoniously, they appropriate love for their country or develop an ability to respect the environment. Therefore, the educational ideal becomes the benchmark of the entire teaching activity while contributing to fastening the content and resources of Romanian education (Marinescu, 2009).

In the contemporary context, as a result of a large number of students, Romanian education faces certain deficiencies in terms of quality of services provided. Also, viable solutions on how to finance university education must not fail to appear in order to guarantee the future existence of a competitive higher education.

In the past, before December 1989, when the number of admission seats was smaller than the number of high school graduates, what mattered was the distribution of graduates, which guaranteed a workplace and “the university did not have to analyse labour market fluctuations” (Nicolescu et al., 2007).

Currently, in the new competitive environment in which universities find themselves, it is necessary to implement a strategic plan that contains the current state of the university, its strategic goals and adequate strategies that the university will use in order to achieve its objectives (Nicolescu, 2007).

Strategies represent complex decision processes taking place at the level of the university, they are guided towards achieving the key objectives that the university has set forth. Thus, the strategies to be adopted must meet the following conditions: first, the creative use of all resources and skills for the purpose of achieving strategic objectives and second, obtaining sustainable competitive advantages that come from the external competitive environment (Nicolescu, 2007).

To properly develop and implement the academic strategy it is necessary to have features such as coherence, accuracy, consistency and completeness, effectiveness and reliability; it is also necessary to highlight the main features of the elaboration process, such as: dynamics, integrative and participatory nature and varying degree of demand. Also, it is important in making use of the intergenerational knowledge transfer (Lefter et al., 2011).

#### *The importance of using classical/modern teaching methods in business education*

Teaching methods represent “a set of forms, methods, technical means and principles of their use, by means of which content is circulated in order to achieve the objectives”(Ionescu and Chiş, 1992).

In the contemporary context, we can distinguish two phases of teaching, namely: “traditional teaching, classical and modern teaching, new, psychological, the difference between the two consisting of the design and organization of learning situations (rigorously conducted in the first case and having various degrees of autonomy in the second case)”(Marinescu, 2009).

Traditional teaching takes into account memorizing and reproducing knowledge, the student works alone and is required to follow the lecture, the teacher’s presentation or explanation. Modern teaching takes into account cooperative learning, the student communicates with the teacher in order to solve the situations set forth by the latter. In this case, the teacher facilitates and moderates learning (Cucuş, 2006).

Although currently modern teaching strategies are more and more used, a harmonious blend with traditional ones is necessary for a good training of the student / scholar.

In my opinion, different strategies presented in literature review can be used in business education, such as (Cucuş, 2006): cognitive strategies - that take into account teaching games; strategies that take into account thinking from concrete to abstract and vice versa; strategies that allow the freedom to get involved in a discussion; heuristic strategies that encourage the discovery of new things on one’s own through trial and error; mixed strategies, which can combine, in my opinion, two or more of the above mentioned strategies.

#### *The role of innovation and creativity in business education*

When it comes to the role of innovation and creativity in the context of business education one can mention various interactive teaching strategies such as “innovative strategies that give rein to the teacher’s imagination and intelligence, being possible for him/her to creatively combine new types of practices in order to ensure effective action”(Oprea, 2009).

Also, a crucial role plays the use of heuristic-conversational strategy, when students are directly involved in the debate, being given a moment in which they can think freely and creatively.

Interactive teaching strategies involve as group strategies organizing students into teams in order to achieve certain objectives, such as finding solutions to a certain problem or creating alternatives (Oprea, 2009).

To meet the challenges that may arise in the business environment, students are asked to perform complex tasks such as developing portfolios, case studies, reflective journals or projects. Increased attention is required from their part when they perform these complex tasks because a successful future in the business field depends on the way in which they address specific situations both theoretically and practically.

*Presenting the analysis of qualitative research regarding the role of classical and modern teaching methods in education*

In order to achieve the qualitative research, a sample of 100 respondents was used, undergraduate students (second year of study) from the Faculty of Administration and Business, University of Bucharest. Therefore, after a precise definition of the issue under investigation, a focused group discussion began according to the interview guide (FOCUS-GROUP). There were four groups (twenty five students in each group).

The interview questions were the following:

1. What are the advantages of classical teaching methods? What are the disadvantages?
2. What are the advantages of modern teaching methods? What are the disadvantages?
3. Do you believe that Internet, as a learning tool, helps stimulate student creativity?
4. In your opinion, what is the purpose of using classical and / or modern methods in the educational-training process?
5. As students of the Faculty of Administration, what is the hierarchy of your priorities in terms of education?
6. Innovation in business opens new horizons. Do you believe that innovation occupies an important place in the educational-training process?
7. In your opinion, what are the principles of learning when using interactive teaching methods?
8. In your opinion, what are the competences of the teacher who uses interactive teaching methods?
9. Do you believe that Romanian higher education needs to use more frequent interactive teaching-learning methods?
10. How do you see the future of Romanian higher education in 10 years?

The analysis of the answers to question number one outlined the following ideas:

- The advantages of classical teaching methods are: they stimulate the student's capacity for knowledge, the information being perceived in an easy way; each idea is explained in detail, the information transmitted has a larger volume and it is accompanied by further explanation, that urges students to take notes; they are less costly; information presented by the teacher is written down by students, and so it is more easily kept in mind by them.

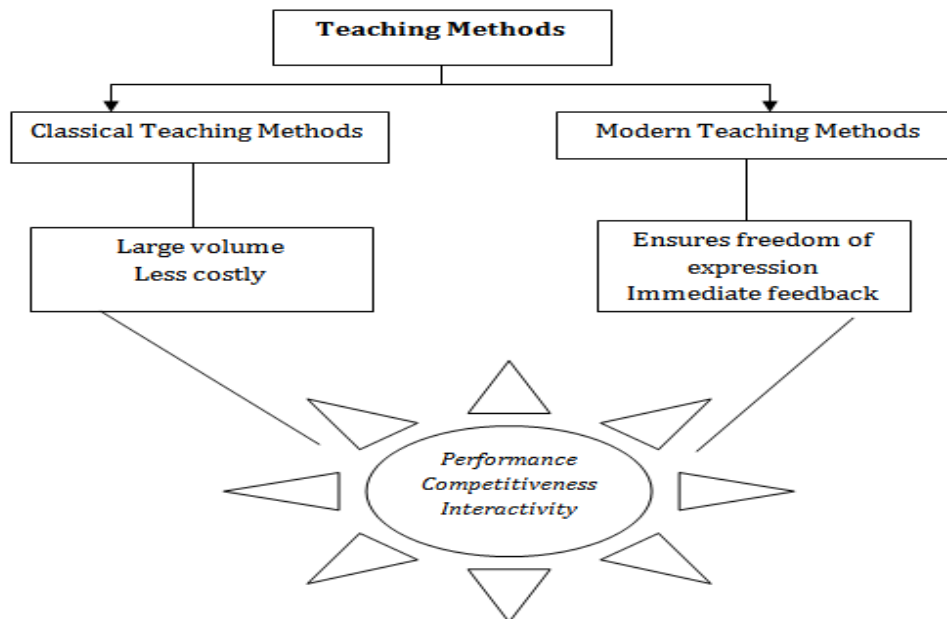
- The disadvantages of classical teaching methods are: students' creativity is not stimulated, teaching can become monotonous; they are not interactive; there is little

interaction between teacher - students and between students - other colleagues; their use leads to a state of narrow-mindedness.

The analysis of the answers to question number two outlined the following ideas:

- The advantages of modern teaching methods are: interactivity; more attention from students; information can be better used in practical purposes; sending the course in electronic format can reduce the time it would take obtain it by attending the course; the idea of novelty provides a certain dynamic to the educational-training process; information is more structured; there is a direct interaction between teacher and student, obtaining immediate feedback; open discussions on a certain topic attract the interest of students; it ensures freedom of expression.

- The disadvantages of modern teaching methods are: students distance themselves from classical reading; information is not retained precisely; modern teaching methods are not used very often; there may be different opinions and this may hinder communication; modern teaching methods are more expensive than classical ones.



*Figure 1 Teaching Methods - Characteristics*

Source: Author's contribution.

With respect to question number three most respondents replied that Internet, as a learning tool, helps stimulate student creativity. Relevant aspects of the discussion have been outlined as follows:

- by using the Internet one can access different information in all fields;
- there are numerous educational videos or interactive games that are shown on the Internet;
- Internet offers unlimited access to information;
- various topics that help stimulate creativity can be seen on the Internet;
- Internet offers a variety of information, which, once selected and interpreted can help develop creativity.

With respect to question number four relevant opinions in the debate were selected, such as:

-the purpose of using classic or modern methods of teaching in the educational process is to achieve socialization among students but also among teacher-students in order for concepts taught to be exemplified

- their role is to help the personal development of each student;
- the aim of modern teaching methods is to convey information so that the student can understand in a practical way what was described in theory;

With respect to question number five most respondents surveyed said that they want to continue their studies with master and doctoral programs in the field in order to fathom knowledge, but also to get a job in the business field after graduation.

With respect to question number seven respondents listed some principles of learning using interactive teaching methods, such as:

-attention, interest for what is being discussed, desire to learn, a better understanding of the subject taught, effective communication, maximum efficiency from both the teacher and the student, stimulating imagination.

With respect to question number eight the following competences of the teacher using interactive teaching methods were identified, such as: distributive attention, better organization, imagination, innovative spirit, openness towards the student, creativity, consistency, responsibility, patience, commitment, flexibility, dynamism, love for what is new, self-confidence.

With respect to question number nine most respondents considered that the Romanian higher education needs to use as often as possible interactive methods of teaching and learning because there is still a high presence of classical methods of teaching that are frequently used by teachers who do not use modern methods of teaching that might stimulate the interest of students.

Finally, with respect to question number ten in the survey, relevant opinions have emerged, as follows: "I hope that Romanian education will be more modern, using more often innovative teaching methods"(Catalin, 19 years old)" ; "I think that in ten years, Romanian higher education will evolve due to technology that is increasingly used in the educational process"(Florentina, 21 years old); "I believe that in 10 years a series of changes will occur and bring a touch of novelty to the entire educational system "(Andreea, 19 years old).

## Conclusions

This study provides essential information regarding the main characteristics of higher education in Romania. It is important to note that important changes have occurred in the last decades. Romanian higher education is more and more competitive. Romanian students take part in the interactive courses and can receive a feedback from teachers. This is the context of using modern teaching methods in education process. However, teachers' use of classical methods is also an interesting approach, because through them students can synthesize information easier.

In business education creativity and innovation play an essential role because through them a student can achieve performance. Teachers establish for them several tasks when they need to be creative and smart. They need to be a part of a team and to perform several activities in order to develop new skills.

What is written above refers to a few elements regarding higher education in Romanian universities. But we also need to think about strategy, university strategy because universities like entities have strategies. So, at the university level it is important how universities strategically implement plans in order to obtain positive results according to the objectives established. So, efficiency and reliability of information are essential because they provide dynamism and accuracy to the elaboration process.

All the answers obtained in this research were presented in this study.

In conclusion, it is important to mention that “education should help resolve problems faced by contemporary society” (Iatagan, 2012, p.21). In this context, it is undeniable that education is an element which is useful for economic competitiveness, while also determining technological and social changes through the processes of scientific research and innovation which ensures the individual's achievement within society (Iatagan, 2012).

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