

Improving the Academic Achievement of Commerce Students through a Multimedia Approach

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Abstract: *In this study, the aim is to improve the academic achievement of commerce students by using a multimedia approach. The study identifies the difficulties faced by commerce students in understanding communication and warehousing concepts, and the hypothesis is that there is no difference between the pre-test and post-test scores of commerce students. The research methodology used is experimental research with a quasi-experimental design, using pre-test and post-test scores as the dependent variable and multimedia approach as the independent variable. The study uses a convenience sampling method, with 60 students participating in the study over a period of six weeks. The results show a significant difference between the pre-test and post-test scores of the experimental group, indicating that the multimedia approach positively impacts the student's academic achievement. Qualitative data is also collected through focus group discussions and interviews to gain insights into the student's learning experiences*

Keywords: Academic, Achievement, Multimedia

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