

Effective teaching methods and lecturer characteristics a study on accounting students at Universiti Malaysia Sabah (UMS)

Abstract

Teaching methods used in class differ from subject to subject. Since accounting is a professional subject, it is very crucial to have someone who is equipped with all the knowledge and skills to teach this subject. This study attempts to enlighten the perceptions of the undergraduate accounting students on the teaching methods and lecturer characteristics that they considered as an effective in their learning process. In this study, various aspects on teaching method and lecturer characteristics are tested which include learning-centered approach, teaching-centered approach, knowledge, attitude and personality of a lecturer. Unit of analysis in this study is the accounting students registered with the School of Business and Economics, UMS. Questionnaires are used as instrument in this study and are distributed to all accounting students. These questionnaires were then analyzed using the Statistical Package for Social Science (SPSS). From the bivartiate analysis, the findings reveal that all independent variables have a positive influence in effective teaching perceive by students especially when single regression is employed but when multiply regression is used, only lecturer characteristics variables and teaching centered approach have positive relationship with effective teaching. The results imply that lecturer characteristics also play an important role in determining the effective teaching especially in accounting subjects.