

Commerce Education: A Door to enter in “Commercial and Technical world”

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Abstract

Commerce education is taking slowly a professional approach. Policy makers as well as users are adopting a more positive approach while looking at commerce education. New specializations curriculum and approaches are being brought in the commerce education. The reason for this change can be rightly understood if one looks at changing business and economic environment in the country. The industries are no longer in need of mono skilled or single skilled person, they expect a trained, qualified and multi skilled specialist who can meet the industry requirement properly. Importance of management education has been increased many folds. The growth of commerce, industry and trade bring about the growth of agencies of trade such as banking, transport, warehousing, advertising, etc. These agencies need people to look after their functioning. Increase in production results in increasing demand, which further results in boosting employment opportunities. Thus development of commerce generates more and more employment opportunities for millions of people in a country. The importance of commercial education in all over the world can not be overlooked. As all know that we are entering an age of commercial and technical revolution, and for the real progress of commerce and industry, we need many efficient and fully trained workers. This paper will explain about the importance of commercial education now days.

Keywords: Commerce Education, employment opportunities, development etc.

Introduction:

Commercial education is a must for all the young men of our country. It becomes all the more important in view of the fact that although we have already entered the field of commerce and industry. We do not have sufficient numbers trained hands. The field of marketing, accountancy, finance, auto loan, and management is called commercial education. The chief object of commercial education is to acquaint our young men both with the theoretical as well as practical aspects of all matters relating to commerce. As business administration and management requires high level of training and a good knowledge of economic and commercial science. If the standard of business and commerce in the world is to be improved, the study of commerce as subject at the college and university level is very important. The study of theories and practice of commerce, trade and industry enables a business man to see things in their true color. It equips him with the knowledge of the tendencies which are work in the business market. As well as it gives the details knowledge of Act and Law which a business man have to follow while taking decisions in that field of business.

Commerce Education:

Business education or commerce education is that area of education which develops the required knowledge, skills and attitudes for the successful handling of trade, commerce and industry. Commerce education is living discipline and is totally, different from other disciplines. Hence, it must charter new routes to service the aspirations of the nation. To man the economic development of the country and to meet the growing needs of the society, there is greater demand for sound development of commerce education in Indian Universities.

Objectives of Commerce Education:

The objectives of commerce education were not properly outlined and streamlined at the time of its initiation. The common subjects were taught at the time of initiation namely (1) Business method (2) Letter Writing, (3) Type Writing, (4) Short hand and so. Commerce graduates so as to fit them in secretarial or junior administrative services of commercial concerns. At the time of its origin, the term Commerce education was related with the term 'business activity'. Commerce is closely related with branch of Economics. Commerce includes book keeping, finance, Management Account, costing, financial accounting, banking, insurance, transportation, marketing, advertising and salesmanship etc. It also deals with related aspects like business organization, human resource management and e-commerce. Commerce education over the years has been developed in a sporadic manner. Objectives of commerce education were not properly outlined at the time of its origin. Different commissions on higher education did not spell out the very basic objectives of commerce education. For making commerce education more multi-dimensional, meaningful, competitive and quality based in the context of present needs of globalization, subjects like Research methods, Mathematics, Applied statistics, capital market, commerce communication, application of computer in business applications, and some short term course should be introduced at graduate level. Besides this, autonomous short term job potential courses should also be considered.

Objectives of the study:

- 1) To examine and evaluate the commerce education in present scenario.
- 2) To study the jobs available in commerce field.

Research Methodology:

Data Collection and Analysis:

The required data for the present study have been collected mainly from secondary sources. For the fulfillment of the above objectives, Government publications, research journals, periodicals, books & web site through internet have been used for data collection. In order to understand the progress of commerce education in India since independence and its present position, we have to rely on statistics.

Commerce and Higher Education in India:

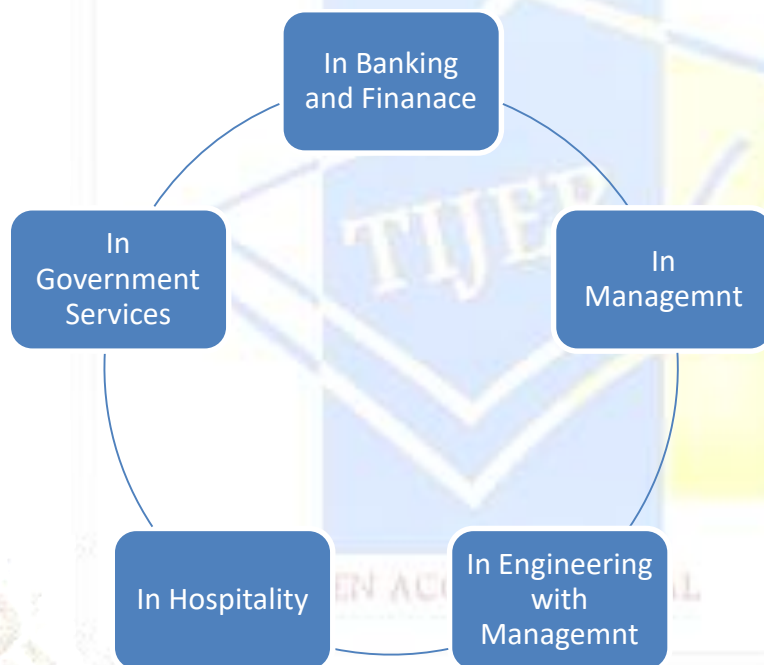
India's higher education system is the third largest in the world, after China and the United States. As of 2012-13 data, India has 523 universities, include 14219 colleges including 1800 exclusive woman's colleges, functioning under these universities, where 169.75 lakh students are enrolled. Today commerce education is taking global dimension. In our country, today, there is a lot of discussion and debate on designing challenging, competitive and knowledge based industrially relevant and application oriented courses for prospects of educational institutions in the emerging context of globalization are organized. Now a day, Commerce education has become a commodity just like manufacturing product. This is new trend of internationalization. Due to this trend Commerce education has become a marketable commodity. Commerce graduates and post graduates from the college and the Universities are now recognized as a 'potential talent' in the educational market. The present age of globalization is the age of competition. This competition is at the different levels. The educational sector has its own competition among aided and unaided institutions like any other type of manufacturing products. It is also expected that there would be a competition from some international institutions.

Educational career directly links with professional career. And also in some cases one who opts for a particular academic program wants to do jobs in that field. Hence the decision should be taken at the very beginning of the intermediate level. Students who have an interest in working with numbers, and enjoy reading and analyzing numerical data and who aspire to make a career in the financial and business world are ideally suited for commerce. One who prefers Commerce as a field of study can make career in the following field after taking the details about that particular field

- Economics
- Mathematics and Statistics
- Accounting
- Banking
- Chartered Accountants
- Company Secretary
- CWA
- Stock Broking
- Agriculture Economics

Management India is moving rapidly with the world, where every sector creates a new field of opportunities for Indian professionals. To choose the right career option for a 'bright future', teenager is now opening their career door in India and also in commerce. For choosing the right career option is really tough for the students and the parents as well. Nowadays, students are more concerned about their professional career to stabilize their personal life and to fulfill their desires in the professional world. For freshers to opt for a glorified career option, it became necessary to them that they know about the different career options available in India and in order to make a feasible career option a student has to choose from analyzing individual preferences and choices to shape best possible career in their life.

Career options for a student in commerce:



Career in Commerce - Banking and Finance: The commerce field consists of a wide range of interdisciplinary branches including Accountancy, E-Commerce, Finance, Business Administration and Marketing. To contribute in the growth of economy talented people are required. To serve the purpose, many commerce colleges in India are offering quality education. After completing course in the field of commerce, a student can join any private or government organizations as a specialist in any of the streams of commerce. Remuneration in this sector mainly depends upon the standard of organizations and the area of specialization.

Career in Management: This field is one of the most preferred fields among the young aspirants. For aspirants in the employment market, this field has opened endless opportunities in diverse fields with rewarding career in form of good remuneration, good chances of growth, better scope for professional growth. Moreover, in this throat cut competitive world where result counts more than anything else, bright and hardworking young people can reach to top positions. Fresh graduates of this field are generally recruited on-campus. Corporate organizations, multinationals, banks, BPOs, foreign financial institutions and others attempt to impress students from top B-Schools with lucrative job offers.

Career in Engineering with Management: Career in engineering with management is famous due to the prestige, positive job outlook, and higher than average salary with this field. If a student is creative and innovative and like challenges, then engineering is just right choice for a good career. The basic aim of engineering is to design and manufacture the hardware of life. Engineering also modify, create and repair efficient and economical products, by applying scientific principles of management one can identify variety of solutions. They have the expertise to create anything which can be used by people at large.

Career in Hospitality: The hospitality industry is one of the most flourishing industries in India. Hospitality can be defined as the services given to people. The travel and tourism sectors, hotel industries etc. are in constant need of the people. Those candidates who want to seek this career need to go through a rigorous training program to be able to sustain in this industry. One can choose a career in hospitality as management trainee, customer relation executive, marketing/sales executive, and house keeping management, kitchen management, fast food chains and related industries.

Career in Government Services: Career in government sector is most secured career. Most of students who study commerce want to pursue a career in government sector. In government sector there is job profile for almost every kind of qualifications. Government jobs are good for all as one gets good salary packages and enjoy life with the many facilities like medical facility and government accommodation. There are various new jobs in government offices and organizations, ministries, parliament, rural development sector, public sector and other allied sectors.

Conclusion:

So, the most emerging dimension of the Business and Commerce education in the 21st century is the need for Business School to use technology and make it integral part of course contents. Education now becomes an industry, there is explosion of technologies and knowledge in all sphere. The quality of Commerce Education has become a major marketing issue in the changing environment. As per specialization, a practical training should be provided to the students. By making relevant and practical oriented Commerce Education, we may impact global competitiveness to our students. As a part of the society the social awareness among Commerce students is the emerging need of present time. The importance of commerce education is being realizes every where in the world. The commercial institutions have been started at almost all the important cities in the world. It is wrong to presume that the student of commercial education have no future prospects. There is a boundless scope. The scope for a hardworking intelligent young man in the field of commerce is great. For many years to come there will be available jobs for a person having commercial education in commercial firms, banks, and industrial organizations.

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