

THE IMPLICATION OF COMMERCE EDUCATION IN INDIA- A STUDY

DR. MUNIVENKATAPPA

Associate Professor, Department of Commerce
Smt.VHD Central Institute of Home Sciences, Seshadri Road, Bangalore-01

ABSTRACT

The goal of higher education in the globalized economy of today is to empower individuals by acquiring knowledge and skills. The only things that can ensure a country's economic growth and act as a stimulus for human development are high-quality postsecondary education and pertinent research and development (R&D). The job market of today is completely out of alignment. Globalization has created new opportunities for skilled labour not just in India but globally as well. India's demographic profile places it in a special situation. Approximately 75 crores, or 60% of the working population, reside here. If market specific skills are imparted to commerce students, they can also serve the purpose as the economy of each nation is greatly influenced by the quality of its commerce education. It gives students the abilities and information needed to comprehend business and economic processes, which are critical to development and progress. The main objective of the current paper is to study present scenario of commerce education in India as well as challenges, opportunities in commerce education system with fresh relook. Further, suggestions to improve the standard of commerce education.

Keywords: Commerce, Commerce Education, Importance, Challenges, Opportunities.

1. INTRODUCTION

1.1 Background of the Study- The first commerce education was offered in India in 1886, 136 years ago. In 1886, the Trustees of Pachiappa's Charities founded the first commercial school in Chennai. Maherotra (1987). In 1895, the British government established a business school in Calicut, Kerala. Following that, in 1903, Presidency College in Kolkata started offering commerce studies (Mehrotra, 1987). At that same time, Shri Ram College of Commerce in Delhi also implemented it. In 1912, a new business venture in Bombay opened its doors: Sydenham College of Commerce and Economics. Established in the 1920s (1921–1922), the first fiscal commission made several important proposals. Significant advancements were made in several industrial fields as a result of these recommendations, especially in the areas of iron and steel, sugar, tea, cotton, and jute industries. The development of commercial colleges began quite quickly between 1920 and 1940. In 1926 and 1934, respectively, the Indian Institute of Bankers and the Institute of Chartered Accountants of India were established. Later, in 1944, the Institute of Works and Cost Accountants of India was established. It has grown tremendously since then. Departments of Commerce have been established by numerous colleges. Additionally, the number of students studying business is rising. For students opting for commerce studies after the age of twelve, a number of universities and colleges around the country have offered B.Com. and M.Com. Training programmes in business from 1950–1951. Consequently, courses in commerce were raised to the official levels of undergraduate, graduate, and postgraduate study.

1.2 Meaning of Commerce- The most powerful and important social institution in today's societies is commerce. It is a service-oriented social organization that offers products. Profit drives commerce, thus those who make use of it find it profitable to pay a fee to have others manufacture items and give services for them (Gamit, 2020).

1.3 Meaning of Commerce Education- Understanding the business world in all of its aspects is possible through studying commerce. It prepares its students for careers in the business sector that are both socially and personally beneficial. According to Cheseman, "the field of study that both directly and indirectly prepares entrepreneurs for their careers" is commerce education. According to Fredrik G. Nichols, "the main goal of commerce education is to prepare individuals to begin a career in business or, after beginning one, to achieve better results in that career and enhance their present levels of employment to higher levels," even as it contributes to the fulfilment of the broader objectives of education at any given level. (2020, Commerceopedia).

1.4 Structure of Commerce Education in India- Any country's business and economic progress is based on "Commerce Education." Through commerce education, society and business at large are protected. It provides instruction to pupils with an emphasis on skill development. Humanities and sciences are the other two basic academic subjects; commerce is one of them. Pursuing a study in commerce teaches students about business and trade, the nature of markets and their fluctuations, the fundamentals of economics, fiscal policies, industrial policies, etc. (Gamit, 2020). In India, at the intermediate level (10+2 level, or after class 10), students initially select "Commerce" as their topic of study. Undergraduate students can earn a B.Com. General degree by studying a wide range of subjects, or they can choose to specialize in one field to earn a B.Com. Hons. degree. For

example, a candidate will get a B.Com. (Hons.) in

Accounting if they choose to specialize in accounting at the bachelor's degree level. A distinction is awarded to the student who does very well on the final exam. A candidate may elect to specialize in any of the topics taught at the undergraduate level, including economics, finance, accounting, and commerce, during their postgraduate studies. He/she will be awarded as Master of Commerce (M.Com.) in commerce subject. Following that, research degrees like the M.Phil. and Ph.D. can be pursued. Honorary doctorates are given to recognize extraordinary accomplishments in particular fields of education or employment. Unlike more traditional disciplines like music and literature, commerce offers professional education. Having a grasp of commerce is beneficial for those who want to pursue management degrees following graduation. Through specialized departments of commerce, numerous universities, organizations, and departments provide programmes in commerce worldwide. The AISHE (All India Survey on Higher Education) report for 2021-22 states that traditional commerce degrees are offered by more than 1043 Indian universities. In India and outside, many of premier organizations provide commerce education and training at different levels, encompassing certificate, diploma, and degree degrees. Institutions and professional associations administer entrance tests, such as the GMAT, CAT, state CET, Undergraduate Entrance Test (UGET), Postgraduate Entrance Test (PGET), and others, in order to determine admission. On the other hand, depending on how well they did on their most recent qualifying test, students may occasionally also be granted direct admission (Singh, Rani, Singla & Singla, 2015).

Fig 1: Contents of Commerce Education (Source:

Accounts & Financial Management	Economics & Business Environment	Business Laws & Ethics	Marketing Management
<ul style="list-style-type: none"> • Financial Accounting • Cost Accounting • Management Accounting • Financial Statement Analysis • Taxation 	<ul style="list-style-type: none"> • MicroEconomics • MacroEconomics • International Trade • Economics Policies • Indian Economics 	<ul style="list-style-type: none"> • Company Law • Contract Law • Labour Law • Corporate Governance • Intellectual Property Law 	<ul style="list-style-type: none"> • Marketing Research <ul style="list-style-type: none"> • Consumer Behaviour • Advertising & Sales Promotion • Brand Management • Retail Management

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Commerce is the basis for many professional occupations, including finance planning, accounting, taxation, banking, insurance, and brokerage, in addition to academia and research. Those who thrive in commerce, commodities, marketing, accounting, finance, and finance typically or usually pick commerce. Students in higher education may decide to specialize in commerce. This makes it possible to pursue additional research in fields related to commerce. Undergraduate and graduate programmes in commerce are offered at university departments and colleges across the country. Postgraduate and research-level specializations are offered. The study of commerce can encompass a variety of topics, such as accountancy, economics, mathematics, business, finance, marketing, etc.

1.5 Importance of Commerce Education- A career in commerce is one of the most sought-after professions in India. It serves as the foundation of trade, industry, and commerce. One of the main goals of this type of education is to teach students how to make the most out of the resources available to them. Globalization and technology have made traditional commerce education obsolete in today's world. Its current fast-paced corporate climate requires a quick restructuring of its structure. Also, A foundation in commerce is vital and helpful for a wide range of business, trade, commerce, and industry sectors. A commerce or business education is essential for the benefit of students and other involved stakeholders in order to properly manage finances, manage time, make decisions, record and maintain activities, manage risks, develop entrepreneurial skills, manage taxes, manage trade and marketing, manage business communication and etiquette, prepare bookkeeping records, prepare accounting statements, and interpret them, among other things. Students that study commerce are better equipped with the skills, information, and mindset needed to successfully manage trade, business, and industry. In response to the needs of business and society, the independent professions of chartered accountant, cost and work accountant, company secretary, and business administrator emerged (MBA). Education in commerce provides exposure to the business world in all of its forms. In order for students who choose to major in commerce to obtain employment, it is imperative that commerce education undergo a proper transition, such as changing the syllabus to reflect current market realities. Keeping up with the increasing unpredictability of the business environment requires doing this. The daily lives of the students are directly impacted by commerce education. Students who specialize in commerce have the knowledge and abilities to pursue a variety of job options in industries like accounting, finance, marketing, human resources, and entrepreneurship. An essential component of a nation's economic prosperity is commerce education. (Agrawal, 2021).



Fig 2: Importance of Commerce Education(Source:

Dr.Tushar Choudhari-www.slideshare.net)

2. REVIEW OF LITERATURE

Anis Ur Rehman and Dr. Yasir Arafat Elahi (2012) they asserted that there is a great need for educational initiatives that are specifically created to expand students' understanding of and exposure to entrepreneurship. It is necessary to distinguish between regular business courses and entrepreneurship courses in terms of both content and teaching methods. They also discussed how Indian entrepreneurial cum commerce education has developed.

Dr.Kishor Moharir, (2013) He emphasized that because there aren't enough employable students, a commerce degree offers excellent work prospects to students, but this benefit isn't being fully utilized. Therefore, in addition to the government and regulating body, the university, colleges, faculty, students, and the general public are all equally accountable for the current condition of affairs. Everyone must come together and collaborate in order to bring about the beneficial change that will ultimately impact nation-building, which is education's primary goal.

Dhaval Desai (2016) made the case that postgraduate students and graduates in the business world lack the proper business skills that are expected of them in today's commerce curriculum. The current educational system is totally out of date in today's globalized corporate environment since it places a greater emphasis on the classroom, theoretical instruction, a lack of practical and work-related skills, etc.

Jain, Dr. Jatan Kanwar (2018) in his research, he attempted to draw attention to the problems and obstacles that India's commerce education faced. One of the main reasons for India's economic growth is the country's educational system, and one of the most popular career paths for young people in India is a commerce degree. It is the foundation of trade, industry, and the economy.

Tabasum H. & Venkatesh S. (2021) their research indicates that commerce education is crucial in fostering economic growth in India by offering opportunities in the domains of business, industry, and consumption. It is also discovered that, although placement is relatively low due to large output, commerce education is essential.

Dr.Bhandari Mousami (2023) she discovered that commerce education may make a big contribution to economic activities including job and profession creation, entrepreneurial development, and poverty reduction in order to promote inclusive growth and sustainability. This is predicated on a number of important factors, including the best use of available resources, enhanced management of the factor of production, regional imbalance, changes in young people's perceptions of economic activities, savings, investment, and capital formation, and the courage and drive that come from receiving a business education.

3. OBJECTIVES

- To determine the significance of commerce and the way it is presented in India.
- To study educational options in commerce for students and connected individuals.
- To identify opportunities available for commerce students.
- To examine the challenges in commerce education.

4. METHODOLOGY

This study paper centers on multiple reviews that have been published regarding the significance of commerce education in India. The research study is based on secondary sources, which include articles published on different websites, commerce periodicals and journals, discussions with students, alumni students, other faculty members, professionals in the field of commerce, and personal observations.

5. CHALLENGES OF COMMERCE EDUCATION

The need for higher-quality education is one of the major issues affecting commerce education in India. To deliver high-quality education, many educational institutions require additional resources for infrastructure, staff, and curriculum. The curriculum for commerce education needs to be revised to reflect the demands and developments of the market today. The curriculum must be updated frequently to guarantee that students are receiving the newest information and abilities. India's commerce curriculum is too theoretical and needs additional hands-on experience. To enhance their problem-solving and decision-making abilities, students

must be exposed to real-world business issues in a practical setting. Students and parents believe that compared to other majors like engineering and medical, a commerce education gives less employment options. This perception needs to be changed by highlighting the diverse career opportunities in commerce.

6. OPPORTUNITIES AVAILABLE FOR COMMERCE EDUCATION

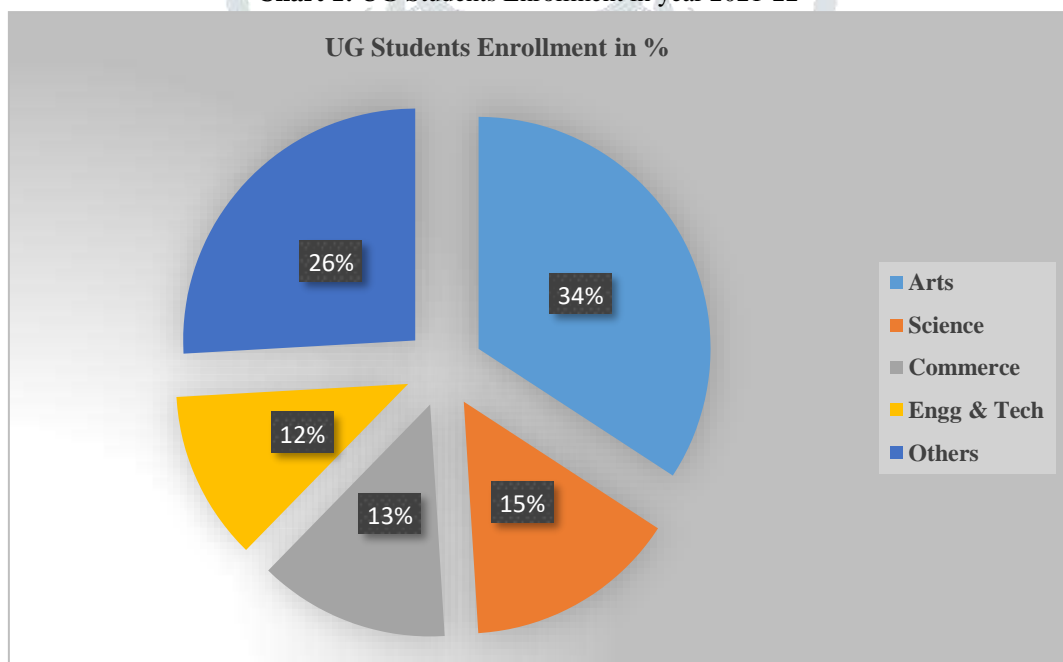
Graduates in "Commerce" can pursue a wide range of professions and jobs. Finance and accounting have the potential to benefit all facets of society when you take into account the part they play in the daily operations of every person and company. The different career and employment options open to graduates in commerce are listed below:

- The administrators and controllers of India's entire commerce and management sector are students studying commerce and management. Students can pursue their future ambitions in the core areas of financial services, such as merchant banking, stock broking, taxation, portfolio management, project expertise, financial and capital planning, etc., after receiving a Master's degree in commerce or management.
- After earning their UG and PG degrees in commerce, students have access to a wide range of employment. They can further their education by enrolling in specialized courses like ICWA and CA.
- Undergraduate and graduate students specializing in commerce who pass relevant competitive tests are also qualified to work in the banking sector as cashiers, accountants, and financiers.
- Students majoring in commerce have the opportunity to work for financial companies and offices, insurance companies, banking institutions, financial outsourcing firms, financial teaching institutes, private and public audit firms, various government undertakings, offices in multipurpose companies, and many more (Dr. Vijayakumar, 2018).

7. KEY FINDINGS & SUGGESTIONS

- As per latest AISHE (All India Survey on Higher Education) report of 2021-22, the Under Graduate (UG) enrollment was highest in Arts -34.2%, followed by Science-14.8%, Commerce it was 13.3% and in Engg and Technology it was 11.8%. Whereas at PG (Post Graduate Level) the enrollment was again highest in Arts-20.9 lakhs, Commerce & MBA- 11.6 lakhs and in Science-9.5 lakhs. Hence, showing downward trend in Commerce because of various reasons. Chart shown below-

Chart 1: UG Students Enrollment in year 2021-22



(Source: AISHE Report 2021-22)

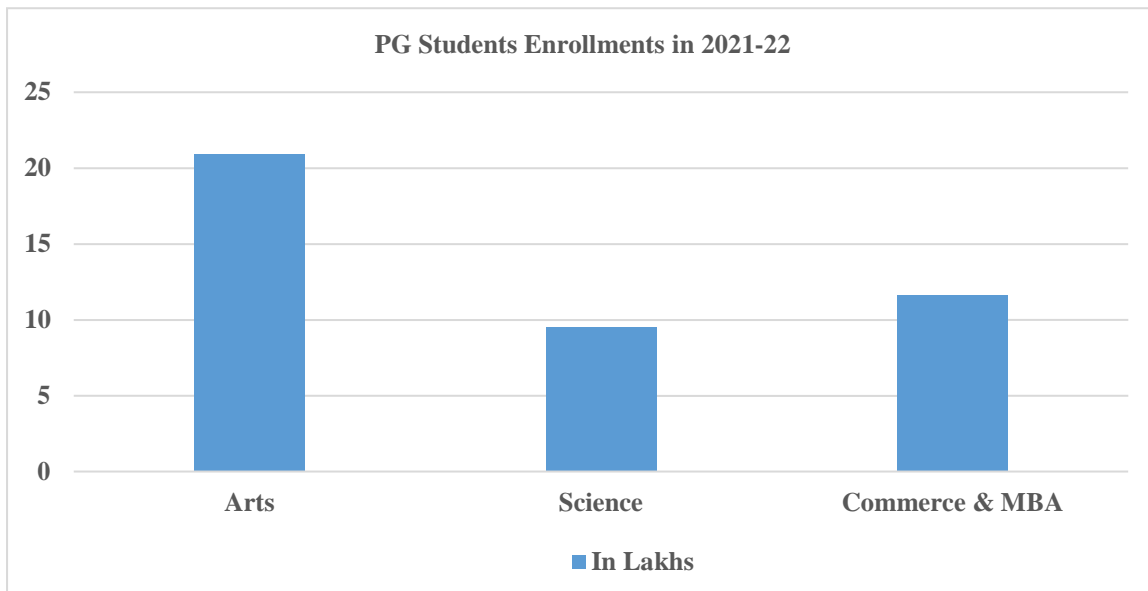


Chart 2: PG Students Enrollment in year 2021-22

(Source: AISHE Report 2021-22)

- Also, UG Students pass out percentage was also highest in Arts -24.16 lakhs, Science -12.53 lakhs, Commerce-11.08 lakhs & Engg & Tech.-8.47 lakhs, whereas it was at PG level Students pass out numbers were M.A.-7.02 lakhs, M.Sc.-3.56 lakhs, M.B.A-2.32 lakhs and in M.Com-1.9 lakhs showing less interest of students at post graduate level.
- The need for higher-quality education is one of the major issues affecting commerce education in India. For many educational institutions to offer superior education, they require additional facilities, experienced teachers, and updated curriculum. The curriculum for commerce education needs to be revised to reflect the demands and developments of the market today. The curriculum must be updated frequently to guarantee that students are receiving the newest information and abilities.
- India's commerce curriculum is too theoretical and needs additional hands-on experience. To enhance their problem-solving and decision-making abilities, students must be exposed to real-world business issues in a practical setting.
- Students and parents believe that compared to other majors like engineering and medical, a commerce education gives less employment options. The many employment options in business need to be highlighted in order to alter this view.
- The main goals of commerce education ought to be to encourage innovation and entrepreneurship. Students should be encouraged to develop their business ideas and given the tools and resources they need to make them profitable endeavors.
- Competition has grown as a result of globalization, and businesses now need to operate in international markets. Students studying commerce should be equipped with the knowledge and abilities needed to thrive in a global marketplace, as well as the ability to comprehend the opportunities and challenges posed by globalization.
- Finally, Technology integration into commerce education is necessary given the growing importance of technology in business and commerce. The requisite expertise in cutting-edge block chain, AI, and data analytics technologies should be held by the students.

8. CONCLUSION

In Conclusion, the future direction of the Indian economy is greatly influenced by the quality of its commerce education. In order to give students the abilities and information they need to thrive in the global marketplace, commerce education needs to be modernized and reformed in light of the shifting nature of business.

This entails revamping the curriculum, encouraging cooperation between industry and academia, and allocating funds for faculty development and infrastructural upgrades. India can produce a pool of bright and competent individuals who can propel the country's economic growth and development by tackling the issues affecting commerce education and concentrating on its potential for the future. An education in commerce may lead to more chances for employment, entrepreneurship, and innovation. To ensure a better future for the Indian economy, it is imperative to acknowledge the importance of commerce education and to make investments in it.

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