

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

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ABSTRACT

The concept of commerce education is not a novel concept. 19th century can be mark out as the foundation of commerce education. The teaching of skill based courses of 'typing' and 'book keeping' were the starting steps in this education. Today at the time of corporatization the stand for giving birth to efficient manpower that is required in the corporate sector is on the shoulder of this education. After seeing the importance of this type of education and to improve this, there is need to deeply acquaint with education in commerce. In this paper we concentrated on the thought of Commerce Education and the recent problematic issues in commerce education. Further, an attempt has been made to enumerate certain suggestions to improve the quality in commerce education system.

KEYWORDS

Commerce Education, Higher Education, Electronic Learning.

INTRODUCTION

Education is the mean which permits people to move up in the world, seek better jobs and ultimately succeed in their lives. The Time has moved out when physical labor was considered for performance measurement of a country. Now at the time of globalised economy and high degree of competition among countries, the educational level of its workforce decides what type of the success of a nation has. However the education in India has historically been a constant great effort, due to both its large population and lack of resources. This trend is still persisting in the twenty-first century. Despite the significant efforts the country has placed in to move forward from their educational struggle still one-fourth of its population remains illiterate. So the prime requirement is to provide education. Then for the purpose to participate in the global economy, technological training and experience are necessary to be concerned in education. One can see the difference in practical skills or using the knowledge in the students getting education through new technology. The upshot of Commerce Education till now has revealed that it has the potential to achieve this challenging task of educating millions and create as well as maintain the academic standards significantly in a competitive world of today. No doubt commerce education can perform this purpose but this is facing some leakages that are putting this stream of education in darkness. Because the time has changed and we have entered in modernized era that demands involvement of technology in education. So here needs arise to identify these problems and to change accordingly to achieve this general goal. Therefore, this paper highlights the grounds of commerce education to highlight the weaknesses present in commerce education at current scenario. Moreover, this specifies certain measures to promote quality in commerce education system.

COMMERCE EDUCATION AT PRESENT

It is commonly agreed that 'holistic development' of the individual should be achieved through education. Further, such advance should be in accord with the society and the nature. The question arises whether commerce education is fulfilling this or not. Business/ Commerce Education is that part of education which develops the required knowledge, skills and attitudes for the successful handling of trade, commerce and industry. Till years, commerce education is business education. But, in tune with the needs of the business and society, independent professions have emerged in the form of chartered accountant, cost and works accountant, company secretary and business administrator (M.B.A.). Thus, the cream of commerce has gone and it remained now as an academic discipline giving general and liberal education. The nature and scope of commerce education has changed with an boost in commercial activities and expansion of banking, insurance, transportation and other related services,. From a vocational bias in the initial years, the focus changed to providing liberal business education. Some experts even gave different objectives for different stages or levels of education. But time requires Commerce Education should be a three-fold process of imparting knowledge, developing skills, and inculcating proper attitudes and values towards life and society in general. It must enable the individual to develop the activity and skill to earn and carry on reasonable standard of living and it must also enable him to develop his creative faculty to the utmost so that intellectually, morally, physically and spiritually he is in a position to enrich his personality. In the globalization time, international business has become a crucial part. Then ICT or use of technology can be a better option in the hand of economy and it can be connected to education in commerce to enhance the quality of this education.

HOW TECHNOLOGY IS IMPORTANT IN EDUCATION/ COMMERCE EDUCATION

Now at present time, to insert to education and to provide knowledge at all levels, technology is playing great role. Infact, adding up technology with education, has become crucial in social science education. The role of technology in the field of education is four-fold: it is included as a part of the curriculum, as an instructional delivery system, as a means of aiding instructions and also as a tool to enhance the entire learning process. Thanks to technology because of which education has gone from passive and reactive to interactive and aggressive.

Education is essential in corporate and academic settings and in time of worldwide dealing, it is necessary to connect education with the use of technology. In the earlier, education or training is just used to facilitate workers do things differently than they did before. In the latter; education is as the mechanism towards creating curiosity in the minds of students. It is clear that most developed and middle-income countries have made significant investments in ICT in education in recent years. They did it because they realized the value of it in education. In contrast, the level of ICT in education investment in low-income countries typically remains small. The challenges to be addressed in order to bridge this gap include they must be affordable to almost countries. Through ICT, in this field lots of stages can be expressed more effectively than earlier, so it is in demand to provide Commerce education. Business knowledge, stock market, banking, insurance and many more are in connectivity of technology, so need to provide education with using technology is essential to prepare the efficient man force

COMMERCE EDUCATION PROBLEMS

Ever after, we have traveled a long way and Indian economy is not just new but has become very mature and as of present, it has become an international player. This is because of liberalization and globalization policies and a shift from planned economy to market oriented economy etc. The above changes calls for a professional move forward, which can be brought about by professionally run Commerce and Management institutions offering commerce and management education. Commerce education is a living discipline and is totally different from other disciplines. Commerce learns all those human activities which are economic activities. Economic activities may be professions, employment and business. Commerce gives the knowledge of well-earnings with good business. The improvement in the business is directly related to the urge in people to give the best to the world. Profit earning with consumer satisfaction are the true goals of business today. "As the economy becomes more industrialized and society becomes more complex, the knowledge and skills required to deal with the situations also change. So there is need to redefine the requirements in commerce for better utilization of economic activities. Hence, for enabling students to acquire the desired capabilities, contents of courses and their combinations need to be revised, diversified and made more flexible".

WEAK SPOT IN COMMERCE EDUCATION

- The **requirements of the business** have changed and problem of commerce education is that it is still an academic discipline that is giving general and liberal education. The need of independent professions have emerged in the form of chartered accountant, cost and works accountant, company secretary and business administrator (M.B.A.).
- Another thing is that Commerce education is a living discipline directly connected to society and the aspirations of country demand for sound development in education with the **continuously changing** that is taking place now a days. There must employ new routes to tune-up with the changes. But, what has been going in the name of Commerce education? In the process of catering to everybody, we are not able to provide to the needs of any body.
- Its objective should not be just to take out technocrats and managers for the industry but also to **train the people** to handle the problems with ease and comfort.
- Another problem is that in **secondary level** no clear idea about this subject is provided. They come to know about it after taking part in this subject. This becomes a factor of non awareness.
- Very **new terms** has come to commerce i.e. E-Banking, E-Commerce, and E-Financing. But in theory, no deep understanding is provided, whereas it demands for practical understanding on these to the students. So the education of commerce now become wide and it needs proper training.
- Another is in **syllabus content** of this subject that covers no practical knowledge. Also no job guarantees as it is difficult to find job in the same stream by only getting education.
- A thing that is becoming the reason for its non popularity is that no syllabus out of commerce becomes the part competitive exams. .
- In many States like Gujarat Commerce graduates are not eligible for teacher training courses such as B.Ed courses, whereas mostly arts and science students get preference.
- Commerce as a subject is **losing demand** as this education does not give clear solution of business problems, whereas high risk is attached with business. Now there is Craze for Medicine, Engineering, Management and IT courses.
- **No preference** for commerce graduate either in employment or in admissions to professional courses like C.A, CWA, CS, M.B.A. etc. So the commerce graduate people cannot get advantage of that knowledge
- Poor students or economically backward students **cannot afford** the extra fees for computer classes, tuitions, or like this. So it demands the means of additional costs and efforts.
- One of the foremost problems is **shortage of commerce teachers**. There is High student low teacher ratio continue. There are adhoc teachers who have no job satisfaction that may be reason for the performance of teachers and ultimately the performance of students.
- One **problem is in research in commerce** due to non availability of data in case of empirical secondary data based research, where data is required from institutions out of their websites. They don't disclose data that is needed for research.
- **Inadequate teaching aids** like commerce lab, CTV-Video films. It is seen in many commerce colleges that are not good in infrastructure.
- Time has changed. Requirements have changed. But still there are **untrained and ill-equipped teachers**.
- In the ICT and globalization time, it is still more content oriented rather than skill and practice oriented.
- Even the **content** (syllabus) of many subjects in commerce is **not up-to-date** with latest scenario. So many a time commerce graduates are found lacking communication and decision-making skills.
- There is **shortage of practical exposure** both to the teacher and teaching methods in commerce. Perhaps commerce may be the only practical subject which is theoretically taught without practical exposure.
- Nowadays, the outcome of lots of colleges and universities is only the degree holders and majority of them **lacks knowledge**. It is quite evident that if a student lacks proper knowledge, problem lies in the curriculum and the quality of teaching
- The under graduate level commerce is facing innumerable challenges for the survival which face competitions with BBA programmes in particular and other UG professional programmes in general that are if costly then job oriented, if not job guaranteed the atleast they are on less cost. Therefore the content and focus of traditional B.Com programme has to be changed and modified to make it more practical and professional.

SUGGESTIONS FOR IMPROVEMENT IN COMMERCE EDUCATION

In India everybody is out to abuse and knock down the systems. Nobody thinks of improving the system. This was the quotation of Dr. APJ Abdul Kalam who said "Ask what we can do for India and do what has to be done to make India what America and other western countries are today". So need to follow this. Higher Education is basically recognized as a service due to the fact that this sector has a huge potential of customer in the form of students worldwide. People get employment through their education and knowledge and for social welfare at this time prime requirement is new technology based workforce. So this can be start with the education system of the nation. Here are some suggestions to improve the commerce education system. As like:

- **Appropriate Education policies: Policies for education** should be framed after scrutinizing the difference between Modern system and Traditional System.
- **Focus on improving the performance of teachers:** must focus on improving the performance of teachers as they are the role model for students.
- **Require to cutback in time and cost:** that engage in providing education to commerce students. This can be hold back by using the latest as well as suitable technology to reach the learners situated at the remotest corners of country at the shortest time in minimum cost.
- **Updated and required Curriculum:** As there is liberal and traditional education in commerce in India. The requirements of the students and needs of the society target groups must be considered while designing the Subject and curriculum. Hence, it is suggested to upgrade, modernize and diversify the structure and curriculum of liberal commerce education in all colleges and universities across Indian states.
- **Training for Personality Development:** As we are living in the age of multinational companies, so huge attention has to be paid towards personality development of our students that could diminish complications for them as job seekers. While re-designing the commerce curriculum, efforts should be made to make personality development training as a regular part of the curriculum. It must be in Commerce and Management education to provide an all round development of the personalities, so that they can manage the affairs of the organization more efficiently and effectively.
- **Supported by Efficient Operations:** The keys required in terms of research innovations, quality assurance, dedicated network for efficient delivery, development of resource material and systems up gradation must be supported to education system efficiently.

- **Regular Standard Workshops:** Workshops should be organized regularly and frequently to train the students properly and giving realistic knowledge. Workshop activities must be evaluated properly. The government should organize orientation programmes/workshops periodically to impart knowledge to the teachers and also on the subject matter of system and procedure, rules and regulations and the duties of all the teachers.
- **Need to boost acceptable knowledge in teaching staff:** A teacher plays a very important role in making education effective and successful. He/She should be enriched in relevant current knowledge in the subject areas. There is need to change teacher's mindset and apart from the books, different practical problems of the real business world should bring to the class room. Committed teachers with changed mindset will definitely be able to bring about desired changes. We have to take on ourselves in line with the requirement of changing environment. There is a tremendous need for quality education to equip the population with skills to handle competitive situations.
- **Get rid of Corruption:** For save the society and country from knowledge less future it is required to combat corruption, that is running in each of the step involved in education, whether for educational resource allocation, policy framework and distribution of responsibilities between different stakeholders.
- **Facilitate to work out on Societal Problems:** There are many social issues that can be solved out by commerce education, like the problem of poverty which is the reason for the destruction of the poor. Commerce by studying the causes of poverty and suggesting method of their removal can serve more to mankind. To make the commerce education an assistance a true business and economy there is need to develop information management skills through commerce education to execute tasks, to solve problems.
- **Raise sheet of Admission:** One of the prime problems is the lack of sheets in commerce education when they take admission students have to take in others subjects due to shortage of sheets. So sheets may be improved to give more popularity to commerce education.
- **Practical knowledge of management suggestions** to small scale companies by the students by making it the part in course. So that before going to corporate world they will be able to take decisions in different situations. Like project can be given for this.

OPPORTUNITIES FOR COMMERCE EDUCATION

As we have entered into twenty first century where, everything is going to be corporatized whether education, public news, politics etc. And commerce education is the education which is meant for corporate world. So, Commerce stream may be a first-rate choice for future as there are many courses in commerce that gives you a good career break, like CA, ICWA, CS, CFA, MBA etc. for students interested in accounting, investment and management. More importantly, most of these courses can be done along with your degree, means, you can register with the respective institutes and clear the foundation courses and entrance exams, so that after graduation one can clear them quickly. Therefore, this education can do what the time is calling for.

According to Pandya, P. (2012) Opportunities that can avail through this are: Commerce education have bright future if it follow

1. Academic Oriented Courses for giving liberal commerce education, for developing quality of mind, logical thinking, initiative, attitude to life and a general understanding of business.
2. Vocational/Self Employment Oriented Courses such as taxation, management accounting, financial analysis, cost accounting.
3. Job Oriented Courses such as computer accounting, salesmanship, advertising, secretarial practice etc for small jobs.
4. Management Oriented Courses: In India, there are many small and tiny industrial units, particularly in the rural areas which need management orientation and a fair dose of management culture. We should strive to create a new class for search of MANAGERS for them with complete practical base just as engineering and medicine. They may be even 5 year integrated courses with commerce laboratory/workshop.
5. Build rapport with trade, Commerce and Industry and establish University Industry Hub
6. Bring out the industry needs and requirements.

CONCLUSION

In the era of global world today, to achieve the economic development of the country and to meet the growing needs of the society, there is greater demand for sound development of people that can be achieve by commerce education in Indian Universities. However, today Commerce education is in front of numerous problems. These problems have a direct bearing on the course objectives, course content and course conduct. These issues need serious attention and close scrutiny. Time has come to readdress the commerce education and bring innovative changes into its fold. This is the time of MNCs and globalization, so it demands to keep pace with the changing business environment. This can accomplish with the help of latest technology to make every student capable for requirements. Knowledge must be improved time by time of teachers and visiting faculty simultaneously. Government should give sufficient funds for improvements of the Visiting teachers or Adhoc teachers because they have no job satisfaction .

It is sky-scraping time to re-orient and re-design the commerce education in such a way that it will be pertinent for today and tomorrow. Therefore, need for soul searching for an objective appraisal which will provide the basis for evolving a new strategy for giving a better deal to commerce education in the years to come. It is well said that if a doctor is corrupt only a patient is mistreated, if a politician is corrupt, possession is corrupt but if the teacher and education is corrupt, the whole nation is at risk. The scenario in India is at the same way, where the education system is badly corrupt. Hence an effective education system is must come into force to change the country and make able to face the world.

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