

A study about views of students on challenges in commerce education

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Abstract

The existence of business lies on the background of commerce. Commerce covers the business arena which deals with buying and selling of goods. The education providing commerce knowledge has gained significance since its inception. The complexities have increased and in order to understand the basic existence of business, commerce education has become very important. Commerce education is a wide field which covers a number of avenues available to students who aspire to have a good career and successful life ahead. Commerce education through its existence has tried to develop the skills, personalities of individuals who have created a place for themselves. But there are many who are not able to use the required skills which commerce education provides for.

Hence the following paper seeks to understand and know as to why –

1. Commerce graduate have low employability skills
2. Commerce graduate have lack of potentiality to compete
3. Commerce graduate seeks low paid jobs

And hence attempt is made in the paper to know about the various lacunas in commerce education.

Keywords: Education, Commerce, Business, Knowledge, Employability

Introduction

Over the period of time business has flourished, become more complex and also have diversified in various fields. To keep in pace with the growing complexities there is need for appropriate and right form of education. Commerce education has an opportunity to provide and develop skills and supply with the required knowledge to meet the challenges of this complex business which is prevalent in today's modern day world.

Commerce education should provide appropriate knowledge and skills to student so that they can develop and cope with the market requirement and make a place for themselves in the market. Before understanding the employability skills of commerce graduates, it is necessary few questions like What is the current state of commerce graduate in the market? What is the actual requirement of the market? Do they possess required employability skills? Are they competent enough to face complexities of business? And what other reasons behind their inability to face the current situation. So the present study will highlight on the present status of commerce graduate.

Objectives of the Study

1. To Study the lacunas faced by the commerce graduates.
2. To Study the reason for the lack of employability skills and abilities of commerce graduates.

Literature Review

Problems and Challenges of Commerce Education in Darrang District, Assam-Journal of Humanities and Social sciences- Abdul Aziz has studied the problems and challenges of commerce education and its contribution to the society. He

also made a comparative analysis between commerce education and arts education.

Commerce Education-Challenges & Opportunities-Dr. Samir Mazidhbhai Vohra-In his paper has covered the current scenario of commerce education; he tried to list the challenges and opportunities of commerce education in India. He has identified key challenges and recommendation to revitalise the commerce education.

Challenges of Commerce Education in India-Suraksha, Ritu, Deepak Bhatia in their paper have tried to present the issues before commerce education in India.

Industrial requirement and Commerce education in globalization-Dhaval Desai published in Abhinav national monthly referred journal of Research in Commerce & Management-In his research paper he tried to understand the problems of business education, understand new aspects and trends in business and new approaches to business education.

Research Methodology

Research has been conducted on Primary data and also secondary data.

Primary Data consists of 3 methods:

1. Observation – Personal observation was conducted from various commerce colleges and personal experience of problem faced from rural commerce colleges and city colleges also.
2. Questionnaire –Questionnaires were distributed to student of commerce graduates through simple random sampling.
3. Interview – Discussion was conducted among students of M.com II from Department of Commerce S.P.P.U.

Secondary Data Consists

1. Commerce journals and magazines.
2. Various Internet websites.

Hypotheses

The hypotheses of the study are as follows:

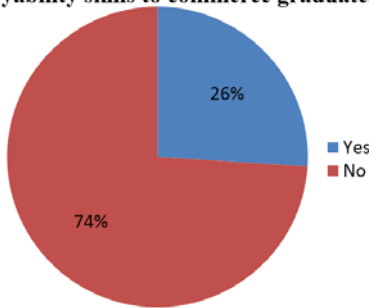
- H_0 = Commerce education offer good employability skills and ability.
- H_1 = Commerce education do not offer good employability skills and ability.

H_0 means Null Hypothesis, while H_1 means Alternative Hypothesis. If Commerce education offer good employability skills and ability, the Null Hypothesis shall be accepted (H_0), else Null Hypothesis shall be rejected (H_1) and Alternative Hypothesis will be accepted.

Data Analysis and Interpretation

I- Does Commerce Education provides god employability skills to students?

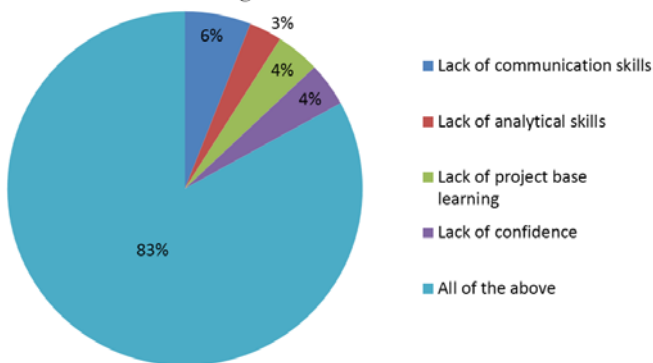
Does Commerce education offers good employability skills to commerce graduates?



74% respondents responded by saying that commerce education does not offer employability skills whereas 26% said that it offer employability skills. This shows that commerce graduates feel that they lack employability skills because they don't get appropriate jobs after finishing their graduation and in the existing competition, commerce graduates often fall behind because of lack of appropriate employability skills.

II- What Lacunas are faced by commerce graduates?

What are the various lacunas faced by the commerce graduate?



Commerce graduate are not employable because of certain lacunas at their end, they lack communication skills,

analytical approach. They face problems because they don't have project based learning and hence they lack confidence.

6% respondent responded by saying that commerce graduates faced lack of communication skills.

3% respondent responded by saying that commerce graduates faced lack of analytical skills.

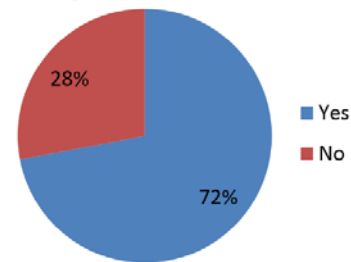
4% respondent responded by saying that commerce graduates lack of project base learning.

4% respondent responded by saying that commerce graduates faced lack of confidence.

83% respondent responded by saying that commerce graduates faced all of above problem.

III- Do Commerce Graduates earn less than other graduates?

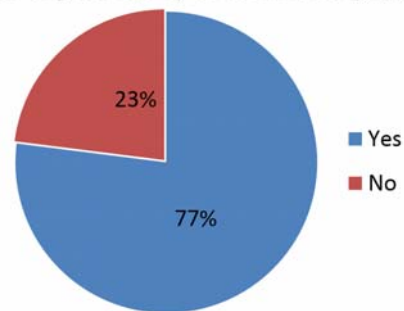
Earnings of Commerce Graduates



Since they lack employability skill and confidence it become difficult for them to face the real life situations and they usually land up in low paid job.72 % respondent responded by saying that commerce graduate get less paid than other graduates whereas 28% respondent do not agree with the statement.

IV-Do they lack enough potential to compete?

Lack of potentiality of commerce graduates



Commerce education at large does not give opportunity for certain things like on job training, project based learning, developing analytical attitude and Creative thinking they lack the required potential to deal in the competition, along with this lacunas they also do not pose required communication skills and confidence.

77% respondent responded by saying that commerce graduates lacks potentiality to compete in the business world whereas 23% respondent responded don't agree with it.

V- Un professional approach of commerce education:

Commerce courses are considered as un-professional, commerce education does not come under professional

careers. They lack the professionalism in their approach hence have a tough challenge from professional courses like MBA. Hence 100% respondents have agreed to the statement that Commerce education is unprofessional in nature.

VI- Obsolete Curriculum of Commerce Education:

Most of the curriculum is obsolete and does not carry any relevance in today's time this proves that commerce graduates lack employability skills as compared to other educational fields. 100% respondents have agreed to this.

VII- Traditional approach and outlook of the society:

To add to the factors, the general attitude and outlook of the society is that commerce is only for those students who score average marks and hence this course is not able to achieve the required benefits. 100% students agree with it.

Findings from the Study

1. Commerce graduates lack practical knowledge, communication skills, lack appropriate analytical knowledge, lack of project based knowledge, lack of confidence, personality skills and ability to compete in the market.
2. They lack additional skills like leadership, personality, self-motivation and team work. And hence they are not acceptable for employment OR not able to catch the opportunities available to them.
3. The psychology view of people in the society that a person with average intelligence normally opts for commerce has to change as early as possible

Other Findings

1. Most of the commerce graduates lack right approach to learn new thing, right tendency of working hard, right attitude to develop and take up the course only as pass time than actually learning something from the curriculum.
2. The timings of the college, the schedule of lectures, and the learning outcomes are not taken so seriously either by the students or the teachers.
3. The number of commerce graduates passing out is more than the actual demand for job available to them. And hence there is mismatch of supply and demand of commerce graduates. This is one of reason for commerce graduates to remain unemployed.
4. There is no universal or similar curriculum approved for commerce education, hence a number of topics remain unattended because they are not included in the syllabus.
5. The conventional methods of teaching –learning has to be changed. Lectures have to be more interactive in nature than pure teaching.
6. Hence H₀ is rejected and N₁ is accepted with the statement that Commerce education does not off

Suggestions

1. A Special Board has to be appointed which shall draft syllabus to commerce, business and management and which has to be commonly accepted by all universities all over India. This will reduce comparison of students from different universities.
2. The medium of instruction after 12th standard for commerce stream should only be in English.

3. The analytical approach has to be changed. And commerce education has to be full time course. The time available should be utilised for practical application and further enhancement of student's personality and ability.
4. Teachers of commerce faculty should be given on job training to increase their analytical abilities and personalities.
5. Internship should be compulsory for passing the course.

Conclusion

Commerce education is one of the prime and important faculty which has got wide spread ability and acceptance from the society provided it is taken up in a right a perspective. It should not be treated as a course or faculty for average students but should be treated greater importance because growth of commerce and industry will help the society.

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