

## Prospects And Challenges in Commerce Education

**Monika Kataria**

Asst. Prof.(ABST)

Dr. Bhim Rao Ambedkar Govt, College,  
Sri Ganganagar (Raj.)

### Abstract

Commerce education provides an in-depth knowledge of business and industry. It plays a very important role in country's economic growth. Commerce is base of many streams of education such as management, insurance, accounting, taxation, finance, business law, marketing etc. Through commerce education, students are exposed to business world. There are various courses available to commerce students which help them to gain competencies and knowledge required for job in industries. Many challenges are also there in the way of commerce education. Present paper discusses various prospects and challenges in commerce education. Further it also discusses solutions to improve commerce education.

*Key words: commerce education, business, opportunities, prospects, challenges*

### Introduction

Commerce education is very important to gain knowledge of business, trade, industry and commerce. It is the backbone of the business and development of the nation. It provides the knowledge for various specialized and professionalized study related to the business. Commerce is a composite study of accounts, economics, and business studies. These are the three pillars on which commerce stands. Without Commerce, there is no business. Commerce provides direction, stability in the organization, and most importantly, it provides growth to the organization. Accounts help the organization to see the true and actual condition of business with the help of journal, ledger and balance sheet etc. Economics is also a very important aspect of commerce which provides business knowledge on how to use limited resources for business and get a maximum profit. Business studies provide knowledge about sales management, Human resource management, marketing management, Business laws etc. That's why without commerce, there is no business. Commerce is a study of all the activities carried out in business, such as accounting, organization, planning, advertising, manufacturing, marketing etc.

Commerce education is the area of education which develops the required knowledge, attitude and skills for the success handling of trade, commerce and industry. According to the needs of the business and society independent professions have emerged in the form of Chartered Accountant (CA), Cost and work accountant, Company Secretary (CS) and business administrator (MBA) Commerce Education, as a branch of knowledge imparts experience of business world.

### History of commerce education

The growth of industry in the recent past has demanded a specialized and professionalized education in the field of commerce and industry. Education of commerce was started by private commercial institutions. To start with only book-keeping was taught. Accounting people called Munims used to train junior Munims under their apprenticeship. Later on private commercial institutes started teaching of book-keeping and accountancy. History of Commerce in higher education is very old. For such an education, Madras became a pioneer state where it started in 1886. The Government of Madras laid the foundation of commerce education by setting-up commercial institute in Madras. Two other institutions were established during the next ten years (by 1896). Government of India also started commerce college at Calicut and Presidency college at Calcutta. In India Commerce education at University level made its first beginning in 1913 when Sydenham College of commerce and economics was established by Bombay. A very rapid growth of commercial educational institutions was observed during 1920-40. The Indian Institute of Bankers was established in 1926, the Institute of Chartered Accountants of India was established in 1934. Later on in 1944, Institute of Works and Cost Accountants of India was established. In 1955, the Federation of Insurance Institutes was established.

In earlier days commerce education was linked to clerical and accounting personnel only. However due to demand and after economic liberalization in India things have started changing. Many institutes are offering practical exposure in the field of accounting, banking, taxation, e-commerce etc.

To cope with the increasing demand for the trained people to transact commercial and governmental jobs, it became essential to introduce the commerce education at school level. To start with the teaching of short-hand and typing was introduced in Government schools and aided schools and afterwards the teaching of commerce was introduced in such schools. Since then there has been steady increase in commerce courses and its related branches all over India, there is hardly any university or college which don't have commerce department.

**Pattern of Commerce Education In India**

In India commerce education is available after secondary school education. Science and arts subjects are available for students at secondary school level whereas commerce subject not available for students.

**Table-1 Pattern of Commerce Education in India**

Secondary Education		Higher Education		Professional Education
<b>Secondary School Level</b>	Higher Secondary Level	Under Graduate	Post Graduate and continuing education	Specialized and expertise education
<b>Class I to X under state/central board</b>	Science Arts Commerce	B.Com and other specializations in B.Com	M.Com M.Phil Ph.D	CA/CMA/CS/Actuaries/Law/MBA

**Review of Literature**

Nath Chimun K. (2006) has rightly said as “the contemporary business education scenario in the advanced economies has a clear bias towards a close linkage between industry and business education. Such a linkage would enable in identifying skill and manpower requirement. The content and delivery system must be tailored to meet the specific needs of the target groups, for whom the course is designed As a matter of fact, today the industry sector is also looking forward keenly to the business education to provide pragmatic solution to their problems both long term and short term in the form of well trained and adequately skilled human resources. However the commerce education has failed to offer relevant courses to meet the requirement of the industry and make the product saleable.”

Savalia (2014) highlighted that providing commerce education right from the schools. Other than commerce, in science and arts, we can see different specialized courses but in commerce, we can see only accounting and taxation. Many students are unfamiliar with their specialized fields. As the market is growing vast, there is a need for human resources with efficient commerce knowledge who could deal with all matters of business.

Pratap et al., (2015) highlighted that through commerce education; students are exposed to the outside environment of the business to the world. It also gives them guidance for them in applying principles while doing business. Commerce education gives them confidence and a positive attitude. They also mention that commerce graduates have a lack of practical knowledge. It ensures better management of its resources; they also understand the concept of savings, investment, and capital formation.

Deswa (2017) opines that nowadays, commerce education is taking a professional approach. Commerce education has been changed due to industrial and economic advancements. The change in technology provides a new dimension and reduces the paperwork. They also highlight more on the education system.

**Methodology Of Study**

This research paper is focuses on the challenges and opportunities in commerce education. The study is based on primary and secondary sources which consist of personal observations, discussion with the students, alumni students, other faculties and professionals in commerce field, commerce magazines and journals, and various internet websites.

**Objective Of Study**

1. To study various courses available for career opportunities.
2. To Study various areas where commerce education applies.
3. To study prospects in commerce education.
4. To study challenges in commerce education.
5. To analyze the problem in commerce education and to provide suggestions.

**Importance Of Commerce Education**

Commerce education in our country has been developed to support growing manpower needs of business enterprises. Commerce education is important and helpful for various areas of business, trade, commerce and industry. Commerce education is important to the students and related people for the purpose of proper management of money, work

management, decision making, keeping record and maintenance of activities, management of risk, building entrepreneurship skills, tax planning and payment, trade and marketing management, business communication and etiquettes, preparation of book keeping records, preparation of accounting statement and their interpretation. It is also important for the students to get the knowledge of different theoretical and practical situations of business world.

A graduate in commerce had ample opportunities as he can join any private institute or government organization as a specialist in any of the Commerce stream and they can also pursue professional courses such as Company Secretary, Chartered Accountant, and ICWA. A graduate in Commerce can also opt careers in financial services as a Financial Consultant, Stock Brokers, Merchant Bankers, Budget Consultant, Financial Portfolio Manager, Project Formulation Manager, Tax Consultant etc. A graduate in commerce with specialization in Banking & Finance will have opportunity in Banks and Insurance companies.

**Career Prospects in Commerce**

Every economy strives hard for attaining economic growth. In order to attain economic growth, one needs professional economists and accountants with advanced training to evaluate and analyze the complexities of large scale financial management. In this era of mass production and large scale industries, trained and qualified managers are required to control huge financial investment, production and labour. Commerce education covers diversified fields of management, accounting, marketing, finance, economics, taxation, banking, commercial law etc. Commerce stream provides various career options to the students. Some professional courses like Chartered Accountancy, Cost and Work Accounting and Company Secretary ship can be done immediately after class XII and the admission is on the basis of qualifying test. Other options like B. Com, M. Com, BBA, MBA etc. also help in availing different job opportunities. The brief description of these courses is given below.

1. **Chartered Accountancy:** It is the best option for the students who are good at accounting. As above said the admission is on the basis of qualifying test after class XII. Chartered Accountants usually occupy high and respectable posts in the organization. They are the ones responsible for handling accounts and finance related matters, deal with money management, prepare, analyse and audit accounts along with providing financial advice.

2. **Cost And Work Accountancy:** Another area for the students having command on accounting is Cost and Work Accountancy. Cost and Work Accountants monitor all costs involved in making a product or providing a service from raw materials and labour to administrative costs and overheads.

3. **Company Secretaryship:** It is for the students interested in company's stock listing, legal study etc. Company Secretary ensures the efficient management of the organization. This course can also be joined after class XII like above two professional courses.

4. **B. Com./M. Com.:** B. Com. is a good bachelor degree programme as after its completion lots of avenues are opened. Students can take up various competitive exams i.e. UPSC, banking services, insurance services, combined defense services etc. This is the basic course for entry in large companies. After completion of B. Com students can also go for higher studies like M. Com, MBA, MA (Economics) etc. M.com is a post graduate course programme designed to develop the skills for taking higher jobs.

5. **Bba/Mba:** Management is possibly most sought after career today. BBA is undergraduate level course for business management. It provides the basic foundation of business management to the budding minds. MBA is master degree programme . An MBA provides the manager with tools and skills needed to identify new opportunities for the success of the organization.

6. **Chartered Financial Analyst (CFA):** Students interested in investment can join this course. This is a post graduate programme conducted through postal tuition. It provides expertise in the area of management accounting as also a range of financial services, covering perfect planning, merchant banking, portfolio management, venture capital, hire purchase, credit rating and other allied areas.

7. **B.Ed./Ph.D.:** B.Ed. is a professional course for the students who want to take teaching as a career. Willing Students can join B. Ed course for school teaching. If they want to proceed for higher level and have interest in research then they can go for Ph.D.

8. **Banking And Insurance:** One of the most promising avenues for commerce graduates is banking and insurance. Banks have diversified their activities into range of corporate, personal and non-banking financial services including house finance, leasing and hire purchase. The selection in nationalized banks is done through Bank Probationary Officers Exams conducted by respective nationalized bank. With increased

business activity and the entry of foreign insurance companies, insurance also offers lucrative opportunities with appropriate knowledge and training. Universities and private institutions offer graduation in actuarial science and insurance.

**9. Stock And Securities:** It is another area which provides ample opportunities for those with financial bent of mind and information management skills as all trading is now computerized. Short terms as well as long term courses are offered by different institutes for gaining knowledge required to enter this field.

So, there are lots of opportunities for commerce students in a multitude of careers both in financial and non-financial sector. The need is students have to set their mind according to their interest, in concrete form towards a particular option so that they can do it in best possible manner.

**Challenges in Commerce Education**

Commerce education is the backbone of trade and business and continuous development of the country and considered as one of the most popular career in India. It covers wide range of business and economy. Commerce education provides to business and society that hope to use it for the betterment of self, business and society at large. It provides skill oriented education to students and society. But quality of education system in India has been lagging for quite sometimes more in comparison to the quantity. The various challenges in commerce education are listed below.

1. Commerce subject is not available up to secondary level at school like arts and science. Because of this it is hard to get basic knowledge for the students to take admission in commerce stream and understand it's importance of study.
2. The syllabus of commerce courses not provide practical work knowledge and industry oriented experience. Due to this students are not able to get suitable job. There are many curriculums, which are outdated and has lost their importance in present, which lacks students to deal with current scenario.
3. Many curriculums emphasis on conceptual and theoretical knowledge without offering as activity or phenomenon actually works.
4. There is absence of any specific body to promote and to create awareness about commerce education. Many people suggest Science and Arts education for career.
5. Proper infrastructure and required facilities are not available in institutions, which lacks

students to get skill development and proper learning.

6. Lack of faculties is also a very big issue. Faculties are not recruited as per rules also. Most of the faculties are recruited on visiting or on Ad-hoc basis, due to which sometimes faculties won't able to work with their full capacity and efforts.
7. The graduate level management and commerce institutions fail to have contact with research institutes and industry, which lacks students to knowledge improvement and enhancement.
8. Many of the institutions and colleges didn't have facilities like projectors, digital libraries, well designed classrooms with modern devices like computer, internet etc.
9. The commerce faculties are expected to teach all commerce subjects in spite of their specialization.

**Suggestions**

Some suggestion to improve commerce education in India are given below-

1. Education system at school needs to be improved. It should include subjects related to commerce up to secondary level as other subjects of arts and science.
2. The traditional courses need to be updated in such a manner which provides practical knowledge to the students.
3. Schools and Colleges need to provide proper counseling and guidance for choosing right course for their career.
4. The Management institutes and colleges should maintain good contacts with research institutes and industries, which will be useful for students for their skill development.
5. Current business practices and modern terms need to be included in the syllabus. Syllabus of various courses should be updated time to time. Modern terms, current business practices and case studies should be included in syllabus, so that students can understand about various current phenomenons in business world.
6. Colleges should be provided autonomous status by university grant commission, which helps in making good syllabus and study with proper evaluation process and timely declaration of results.
7. University grant commission has started SWAYAM MOOC's platform for digital teaching and learning. This platform needs to be promoted so that students get benefited through various courses. It will enhance their

knowledge and help them in their career development.

### Conclusion

Commerce education is very important and helps to gain knowledge of various accounting, commerce, trade, management and finance related areas. There are tremendous opportunities available where commerce educated students can go for job and show their knowledge and competencies acquired during study. One of the best thing is that commerce graduate can also become a good Entrepreneur as per knowledge and skills acquired during their study. The industries and colleges are not summed up, but there is need to sum up commerce institutions with industries, so that students can learn practical aspects of work with theoretical

Knowledge. Everything is possible when teachers of commerce give their self effort to make changes in commerce education to meet with modern or changing scenario. At same time students also need to give their self effort to develop the soft skills and hard skills required for outside industrial environment. Industries are not making their efforts toward promoting and developing commerce education as per their need, due to which they are not getting suitable candidate for job role specified by them. The modern means of education are adopted slowly by teachers of commerce. They need to adopt it with good pace to mark their presence with current or modern requirements and provide better teaching learning aids to students.

### References:

1. Aggarwal, J.C. Teaching of Commerce: A Practical Approach. Vikas Publishing, 1996.
2. Bansal, Rohit. "Challenges and Future Trends in Commerce Education in India." International Journal of Techno-Management Research, vol. 5, no. 3, 2017, pp. 15-25
3. Deswal, Vijay. "Challenges and Opportunities in Commerce Education in India." International Journal of Advanced Research and Development, vol. 2, no. 6, 2017, pp. 870-872.
4. Mahto, A.K., and S.K. Jha. "Need to Relook Commerce Education in India." Indian Journal of Research, vol. 3, no. 5, 2014, pp. 143-146.
5. Singh, Partap, et al. "Role of Commerce Education in Inclusive Growth of India." International Journal of Latest Trends in Engineering and Technology, vol. 6, no. 1, 2015, pp. 311-320.
6. <https://www.icats.co.in/opportunities-challenges-success-commerce/>
7. <https://theknowledgereview.com/emerging-challenges-and-trends-in-commerce-education-in-india/>