

GAP BETWEEN COMMERCE EDUCATION SYSTEMS AND COMMERCE PROFESSION

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Abstract: Today commerce students face the problem of unemployment and low grade jobs. They are also the incompetent & unskillful to current jobs. Main blunder in curriculum is that absence of practical & qualitative knowledge. Antiquated syllabus and incomprehensive assessment have their limitations. Current needs of business, professional & employment sector are not analogous with commerce curriculum. Application of modern teaching methods, emphasis on practical knowledge, periodical assessment and updating of syllabus are the suggestions to overcome this problem.

Key words: Discrepancy of proficiency / competence, Qualitative and practical knowledge, Need of specific training, Comprehensive assessment method, Updated syllabus.

Introduction:

Education is very vital aspect of human life. Every human learns from his birth to his last moment. Formal and informal are the two types of education. Informal education does not require any school, teacher or any type of tuitions. Formal educations get through school, college, universities etc. For the human's in social and economic development points of view formal & informal are essential.

Today commerce is the very dynamic & substance branch of education. Mass of students was allowing preference to commerce field, because of its scope. Commerce students have ample opportunities' in their carrier. The employment unemployment survey of National sample survey office has reported low & stable rates of unemployment over more than three decades. (Press trust of India 2017)

A number of personal skills known as soft skill become essential for enhancing employability. In the era globalization, skill development gains

significance. Today employers prefer to trainable persons having basic transferable skills.

It is pertinent to note that most of the graduates are frustrated & feel that certificates issued after graduation not offer employable skills. Right type of imparting skills is a big question mark & that needs to be analyzed in right perspective. (Rao 2015)

Current State of Affairs: Issues & Challenges:

Scholarship, innovation & creativity are the keywords of university's master plan. It is the paradox of India's poverty, increasing population & the inability of public & private sector to provide for human well being, and nation's commitment to a global agenda. Trained & skilled human resources educate nation in the near future.

Education is the most important element for growth & prosperity of a nation. India is in the process of transforming itself into a developed nation in near future. Yet, we have more than 350 million people who need literacy & many more that have to acquire employable skill to suit the emerging needs of modern India as well as to globe.

Here is a picture of the current state of India's higher education domain. There are issues of poor quality graduates, lack of skill employability with only 10% of graduates are directly employable. Quality of education delivered in most institutions of global repute delivering quality education. Such as IIM & IIT's we do not have enough of them. There are very narrow ranges of course option offered. Education is a seller's market; there is lack of real competition, no incentive to provide quality education.

Is there lack of attractiveness in teaching as a profession? There is clearly a shortage of trained educators. Teaching is not an attractive profession; it's a last choice in terms of career. In fact, at many institutions fresh graduates are employed to teach, leading to poor quality of classroom instruction.

The present situation is that industry having to invest a lot of resources in training new hires, even after expending a lot on trainees a large portion of the trainees are not found suitable for the intended jobs. (The Forces of Changes in Higher Education – M Manoharan, University News Dec. 2017)

Objectives of the study :

- 1) To know about the job related problems of commerce student.
- 2) To recognize in defaults of commerce curriculum/ syllabus.
- 3) To study about the needs of corporate/ business sectors.
- 4) To study about the future challenges in commerce education sector.
- 5) To know about the practical situation of commerce fields.
- 6) To find out the reasons of unproductive commerce education.

Importance of the study :

Today majority of students are completing in their academic carrier in commerce field. But after completing education (Graduation, P.G, etc) they have to face some problems like seeking appropriate jobs in their field and also in their business/ professional sector. They do hard work but cannot fulfill their aim or dreams. So I think that to study their problems and reasons behind those problems and to make suggestions in these problems.

Limitations of the study:

- 1) This study is limited to only carriers of commerce student.
- 2) Here student's proficiency & incompetence related problems are considered.
- 3) Here student's social, economical problems are not considered.
- 4) In this study only defaults in curriculum are focused.

Problems of the student :

1) Unemployment -

Most of the commerce students do not get jobs due to discrepancy of their skill and competency. For e.g. some I.T companies in their management, financial & marketing dept. employees are required with specific skills.

2) Sub -standard jobs -

Commerce students do not get jobs as per their qualification. For e.g. majority of M.Com, M.B.A., C.S., qualified students apply for clerical, peon jobs.

3) Lack of information -

Most of the students have not access to information about new courses, new fields, for e.g. various jobs in I.T. companies, corporate sector, event management business etc.

4) Lower level confidence –

Students have full capacity, potential but due absence of confidence they did not achieve their goal. Students fear in speaking English and to acquire new knowledge & information.

5) Impoverished of skills –

Commerce student has not specific skills required in recent business modules, professional & employment sectors like communication skill, recent banking software's, modern management skills, financial management skills etc.,

Defaults in commerce curriculum:

Antiquated syllabus –

This is the major obstacle in carrier development of commerce student. An Indian universities curriculum is far backward compare to foreign universities. Due to this outdated syllabus there is a discrepancy between new needs and actual learning.

Incomprehensive Exam method –

Most Indian universities evaluation is based on theoretical method. There will be requirement of drastic changes. There should be a continuous & comprehensive evaluation system need to be developed.

Omission of practical knowledge –

In any business, trade, profession, corporate sector there is requirement of practical knowledge. But in our syllabus / curriculum there is absence of practical knowledge. For e.g. most commerce student cannot make banking transaction.

Absence of qualitative knowledge –

In most of the universities curriculum is based on quantitative knowledge. There is absence of quality knowledge. There are many universities & higher education institutes, every year majority students are graduated but there were not quality education among them.

Not relevant to present situation –

As per the present situation of business, profession & employment sector this curriculum is not relevant. For e.g. in share market, financial, marketing& taxation sector's actual situation is totally different from what

commerce student have his theoretical knowledge through inadequate evaluation system.

Demands of Business/professional/employment sector:

1) Banking sector -

a) Knowledge of banking software -

As per the need of modern banking sector, banks require different software's for operating their various transactions.

b) Computer typing -

To be an employee bank requires Marathi & English typing skill. Speed & accuracy are the requirement in typing skill.

c) Applied knowledge of e-banking -

Today in banking sector there is need of knowledge in on line banking, R.T.G.S, N.E.F.T, debit card & online payments etc.

d) Customer relation skill -

Today's banking sector has cut throat competition; every bank requires customer relations especially management level needs to be fast and friendly services to the customers.

e) Human resource management skill -

Especially on management level people require human handling skills in banking sectors various group leaders require personnel management skill for proper handling of people.

2) Business sector:

a) Recognition about business law-

Today businessman requires knowing various business laws. There is introduction of new laws and amendments of old ones. So businessman should know recent changes in laws.

b) Govt. policies, rules & regulations -

Today govt. constantly changes trade, industry & commerce policies, rules & regulations. So the student should know these recent changes.

c) Orientation about taxation -

Today govt. hike awareness about taxation in public. They made a radical change in taxation policy. Today taxation field is undergoing the biggest reforms in the form G.S.T a unified tax system for whole nation.

So commerce student should know about taxation and its practical knowledge.

d) Practical knowledge -

Business, trade & industry sector require practical knowledge. Without practical knowledge business cannot run. So the business sector demanded to practical knowledge.

e) Corporate sector -

i. Communication skill -

Today's corporate sector requires communication skills. Knowledge representation is essential. It is possible through communication. When communication skill will be developed then it should be effective and persuasive.

ii. Professional attitude -At present with this cut throat competition every employee has required a professional attitude. Employee requires recent knowledge, hardworking attitude & good communication skill.

iii. Specific skill -

Corporate sector require specific skill as per their field like construction, financial, marketing, I.T. & event management etc. So the business/ professional sector are expected to student about concerned skill.

Conclusion: So today commerce student has to face many carrier oriented problems. Student's does not get job as per their knowledge / skills. A default in curriculum is one of the major reasons behind this problem. Most of the Indian Universities / Education Institutes have not constantly upgraded their syllabus as per the current scenario. Present Education system is to failure, for the development of business/ corporate sector.

Suggestions:

1) Constant improvement in syllabus -

Universities should change their curriculum/ syllabus periodically. Syllabus should be change as per the current trends, recent concepts & innovative ideas. It should be change periodically as per the suggestions of experts & demands of business or professional sector.

2) Collaboration of universities & business sector -

The universities and local business association like chamber of commerce, Industrial forum, FICCI; Trade Association should have collaboration in preparing syllabus. Because business sector has an idea about real fact of its current condition (needs).

3) Comprehensive assessment method -

The universities, various education boards should make drastic changes in assessment system. They should apply seminars, oral interviews, group discussion, business games etc. Through this method actual assessment will be possible and student's competency level will be enriched.

4) Highlight on practical knowledge -

Today in education sector practical knowledge is essential especially in commerce fields. Specifically in business, service & professional sector. Through field visit, internship program, workshop, seminars etc. students can get practical knowledge.

5) Inclusion of recent trends -

When universities prepare syllabus they should consider recent trends in commerce & management. Because at present syllabus of many subjects are outdated for e.g. management, international business, secretarial practice & share market etc.

6) Appliance of recent teaching methods should be as follows -

- ❖ Group discussion
- ❖ Field visit
- ❖ Business games
- ❖ Advance H.R. skill methods
- ❖ Advance marketing skill developing methods
- ❖ Advance management skill developing methods

References:

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