



A STUDY ON PARAMETERS IMPACT ON STUDENTS WHILE CHOOSING COMMERCE EDUCATION

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ABSTRACT

The education in commerce stream has been enormously influencing the growing phenomenon of liberalization, globalization and privatization. As one of the key contributors to the monetary growth of the nation Education system of India is often cited. Per annum, the higher education size of India is about \$40 Billion. Business Education in India, is very significant measure of education in commerce education. Rather than the other disciplines, it is an active discipline and it is completely different. For successful handling of commerce, trade and industry commerce is an area of education which generates the required knowledge, skills and attitudes. The input that enables to meet the requirements of present day stiff struggle business environment is provided by commerce education. The input that enables to meet the requirements of present day stiff struggle business environment is provided by commerce education. In providing right path of action for their growth and survival commerce education helps the students or scholars. To the growing acceptance as a developments of skills, source of awareness, creativity and prosperity which are essential preconditions of economic prosperity of any country the level of speed at which commerce education is currently expanding in this area is in itself a testimony

KEYWORDS: Education, Commerce, India, Students

INTRODUCTION:

In Indian Industry & Indian Economy commerce education has played important role. Before the commerce education, there are number of challenges. Upon the Quality commerce education system, the Nation income & Employment Opportunities depends. Of any systematic knowledge . learning is a part. Of the commerce education system, teaching and learning are Important Two sides.

The Commerce & Management education has been influenced by the growing phenomenon of globalization, liberalization and privatization. All over the world new dimensions' like Ebanking, E-marketing, E-commerce, E-finance, E-investment paper less trading and governance has been gaining importance by providing the new technological dimensions at the same time. In teaching and learning process these developments demands paradigm shift. Into the basic fabric of Commerce education, the technological advances must be integrated.

To acquire the knowledge and develop minds of students and skill is the main aim of education. In the manner of future of needs today our challenge not to give education to the students but as per LPG policy it has been necessary to train to our students.

In India, the most popular career of education is Commerce & Management education. The backbone of any business is Commerce & Management education. On developing the people and making effective use of available resources this education stresses. The relationship of people with one another is stressed by this education. Wide area of business and society is covered by commerce education system. Democratic living, good citizenship and proper utilization of resources has been given to the people by commerce education. s Skill oriented education is provided to students and society.

In learning process, the Quality of commerce & management Education depends upon the role of teachers & students participation. Upon the teaching aids like Library facilities, Academic activities such as classroom seminar, field work as well as study tours and non-academic activities of the college the learning process depends.

About certain problems Expansion of liberal commerce education, as a matter of fact indiscriminate expansion in its wake has been brought up. In qualitative degeneration the quantitative expansion has definitely resulted. In being selected to such positions which were once considered his domain at one time today a commerce graduate has little edge over his counterparts.

In preparing the students for competitive examinations either the present courses are not adequate. The students are not equipped by the present system of commerce education for jobs that demand knowledge of a technical or specialized nature or taking up jobs requiring knowledge of general subjects. Even as a qualified book-keeper commerce graduate is not being accepted for the time has come.

REVIEW OF LITERATURE:

In India, the new innovations and dimensions of commerce education have been highlighted by Radhika and Dr. Vazir SN (2014). The commerce education has

been facing new challenges and threats of quality, competition, technology and human resource has been identified by the researcher. In order to fulfill the demand of the corporate bodies for employable commerce graduates/ post graduates who have adequate skill they suggest for improvement in the quality of commerce education.

On applying marketing concepts to the higher education sector, Nicolescu, L. (2009) focuses. It starts by reviewing some of the main marketing concepts and continues with an overview of how such marketing concepts can be used for higher education. The extent and limits in their application are identified and discussed and also the marketing ideas suggests which is highly used and still have to be developed.

The output of commerce education should full global competition in the study examined by Dhaval Desai (2018) but we have to face that commerce graduate and post graduate have look of practical knowledge. In this age we want practical oriented commerce education. Those who are needed for corporate and industries requirement for them some science and engineering institute developed practical oriented coerces and skilled person. A major marketing issue in the changing environment has become for the quality of Commerce Education. A practical training should be provided to the students as per specialization. We may impact global competitiveness to our students by making relevant and practical oriented Commerce Education.

The Commerce Education its objectives, its problems, its job potential, its quality and its relevance to the present day needs of our country is highlighted by the author in this paper by D. Obul Reddy (2007). To the present day needs of our country The learned members may take this opportunity for an objective introduction about the Commerce Education- its job potential, its quality, its relevance, its objectives and its problems. Towards new meaning and usefulness let it not be said that men of our generation failed to give it a timely turn.

In present era, the relevance of Commerce Education, have been highlighted by Dr. Nilesh and Gajjar (2013). To render more efficient service therein and to advance from their present levels of employment to higher levels the general aims of education of any given level, has for its primary objective the preparation of people is having entered upon such a career or preparation of people to enter upon a business career is the researchers also points out that the Commercial education is a type of training. There is a need to make commerce graduation courses more meaningful and purposeful.

"Marketing Approach in the management of Higher Education Institutions" has been conducted by Mihaela Diaconu (2011) and in the current market conditions of higher education institutions the objective of the paper is to present relevant aspects of the marketing approach of the universities activities. To find solutions to the problems of stakeholder characteristics and to the competition on the educational market universities are placed in the position. There is a rich specialized literature appeared especially after the '80s concluded by the author that presents the marketing tools which allow the construction of viable competitive strategies as components of university management performance.

OBJECTIVE OF THE STUDY:

To study the parameters impact on students while selecting commerce education

RESEARCH METHODOLOGY:

- In this research paper, 500 students have been targeted to analyze the parameters impact on students while selecting commerce education
- Close ended questionnaire has been used for this study.
- Students from Ahmedabad City have been approached for this study.
- One sample T-test technique has been used for this study

DATA ANALYSIS:**1. "Wide Scope of Career":**

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
"wide scope of career"	-2.012	499	.045	-.118	-.23	.00

H0: Students do not believe "wide scope of career" after commerce education.

H1: Students believe "wide scope of career" after commerce education.

Interpretation:

As per the above table it is seen that significance value is 0.000 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that Students believe "wide scope of career" after commerce education.

2. Fees Structure:

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
"fees structure"	-2.012	499	.045	-.118	-.23	.00

H0: Students do not believe "fees structure" intend to select commerce education.

H1: Students believe "fees structure" intend to select commerce education.

Interpretation:

As per the above table it is seen that significance value is 0.000 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that Students believe "fees structure" intend to select commerce education.

3. Easy Admission Process:

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
easy admission process"	-2.810	499	.005	-.168	-.29	-.05

H0: Students do not believe "easy admission process" intend to select commerce education.

H1: Students believe "easy admission process" intend to select commerce education.

Interpretation:

As per the above table it is seen that significance value is 0.000 which is lower than standard value 0.05, So Null hypothesis is rejected and it is concluded that Students believe "easy admission process" intend to select commerce education.

CONCLUSION:

In such competitive and growing economy, much of the expansion takes place in

education industry which particularly requires the type of knowledge and skills that commerce stream related courses offer. Indian market is huge and their requirements are various. It must be required varied courses and not one straight jacket. The commerce stream courses also must keep pace with the changes as the changes are very fast. To open universities and correspondence courses there is a huge requirement. Micro specializations which are skill oriented or job oriented should be developed and n selected colleges new nomenclature should be introduced which are financially sound and have the necessary infrastructure facilities. With a Memorandum of Understanding with industry With regard to practical training, guest lectures, teacher training etc such colleges may be asked to have industry linkage.

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