



A STUDY ON PERCEPTION OF STUDENTS TOWARDS COMMERCE EDUCATION

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ABSTRACT

Choosing the right course is a big decision and it is important to get it right, as it can impact your future success. Higher Secondary education level is the most important stage for a child it is the stage where the child is at the cross road. The findings of the study especially related to the factors considered by the students in selection of particular stream at secondary level of education can be utilized in strengthening the policy stands. Another important rationale of the study is that the information from this study might give parents a more accurate depiction of their students' choice and behaviors. This information might facilitate communication and understanding between students and their parents. The optimistic approach of the study tends to provide input to the body of knowledge to understand the perception of students' choice of commerce education.

KEYWORDS: Commerce, Education, Higher Secondary, Students.

INTRODUCTION:

The first major education decision that a student has to take in the Indian situation is after passing high school stage at the end of class X, that is, while entering high secondary stage, also called junior college in some states. Entering High School is perhaps the most crucial phase in the life of a teenager. This is the time when he/she has to make concrete plan about his/her future, which in turn will determine the course of the rest of his/her life. It is at the high secondary stage where the teenager have to select or make selection of stream that is whether Academic or Vocational. The Academic course is further divided in to general stream (commerce and Arts) and science stream. Education in its widest sense – formal and informal is important in that it enhances the quality of life of the individuals and the community as a whole. Secondary education is a stage of education where the students have to choose their future. In the current scenario, education in general and Higher Secondary education in particular have become complex. As a result of changing nature of Higher secondary education lot of issues have become more pertinent in the present times. Out of many issues, one important issue is the decision regarding choice of particular stream at this level of education. Choice of the stream is often complex, multi-faceted decisions, and often boils down to a few key factors. Everyone has to make choices at different stages in their life. Some of the most crucial decision in an individual life is related to their education; in particular what combination of subjects they decide to take for secondary education. The decision at this stage is the foundation stone for the whole future life. The decision at this stage prepares the young person's for the world of work. This is the stage where the student finds himself on a road which has different ways which put the students in the dilemma.

Higher education in India is basically a state funded sector, and the state is financed by the Society from and through various tax revenues. As such the stake holders have every right to ensure proper and smooth financial management of and discipline in the Indian higher opportunities and challenges in Indian higher education system, and critically analyzes the recent initiatives and steps taken for revival of proper and smooth financial management of and discipline in the Indian higher education. It is an imperative to provide the structure and details of the design, development and implementation of and the mechanism set up to ensure the fulfillment of the objective laid down in the Indian higher educational policies.

REVIEW OF RELATED LITERATURE:

Student's decision to enter into Higher secondary education and to choose suitable courses deploys critical and complex discourses. There is no single factor at work. There are always combinations of factors that influence the decision regarding choice of subjects or courses. Kerin, Harvey, & Crandall (1975). Interest in a course topic or subject is often the driving force behind students' enrollment in classes (e.g. Anderson et al., 2006, p.1311; Curran & Rosen, 2006, p. 145; Malgwi et al., 2005, p. 278; Smith et al., 2006, p. 4). A student's perceived interest in a course is based on factors such as subject matter, topics, and major readings (Babad & Taybe, 2003, p. 391). when considering core benefits, students are not buying degrees; they are buying the benefits that a degree can provide in terms of employment, status and lifestyle, among others (Cited in Cubillo, 2006, pp-104). Students whose parents are educated, they are having high aspiration for their children. Highly qualified fathers can adequately guide their children to the next step in succeeding in the college-educated workforce. Family involvement in the education of underserved students is restricted by limited

resources, time, confidence, and language skills (A Shared Agenda, 2004.). Reddy (2007) has brought out problems of commerce education and its reasons like high student low teacher ratio, lack of proper infrastructure, inadequate teaching aids, more content oriented rather than skill & practice oriented. The present system of commerce education in colleges in India is not able to produce graduates of required knowledge and skill readily employable to meet the needs of organisations due to lack of quality teaching, lack of practical reaching and learning by doing although increasing demand of commerce education, pointed out by Sekar and Rajendran (2003). Three hypotheses have been framed for the study. The study is based on primary data, survey method was used. Questionnaire was administered. Statistical tools such as arithmetic mean, percentage were used to quantify the data. The sample consisted of 44 educators from the Department of Commerce, J.N. Government College.

OBJECTIVE OF THE STUDY:

To study the perception of students towards 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.
- Chi-Square technique has been used for this study

DATA ANALYSIS:

1. Association between gender and choosing commerce education.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	381.103 ^a	5	.000
Likelihood Ratio	456.121	5	.000
Linear-by-Linear Association	345.8598	1	.000
N of Valid Cases	500		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.30.

Interpretation:

From the above Pearson Chi-Square statistic table it can be seen that $\chi^2 = 381.103$. Significant p value is less than 0.05 which suggested that null hypothesis is rejected. So it is concluded that there is significant relation between gender and reason for joining commerce education.

2. Association between gender and scope of commerce education.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	341.234 ^a	4	.000
Likelihood Ratio	401.431	4	.000
Linear-by-Linear Association	314.617	1	.000
N of Valid Cases	500		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 32.03.

Interpretation:

From the above Pearson Chi-Square statistic table it can be seen that $X^2 = 341.234$. Significant p value is less than 0.05 which suggested that null hypothesis is rejected. So it is concluded that there is association between gender and scope of commerce education.

3. Association between gender and easy admission process of commerce education.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	398.386 ^a	4	.000
Likelihood Ratio	530.343	4	.000
Linear-by-Linear Association	435.561	1	.000
N of Valid Cases	500		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 32.03.

Interpretation:

From the above Pearson Chi-Square statistic table it can be seen that $X^2 = 398.386$. Significant p value is less than 0.05 which suggested that null hypothesis is rejected. So it is concluded that there is association between gender and easy admission process of commerce education.

CONCLUSION:

This trend exists in Ahmedabad city as well. It is found that the number of students selecting the general stream especially commerce is more compared to the number of students selecting the Science stream. The number of students in commerce stream is more than twice the number of students in the Science stream, in Ahmedabad city in the year 2016, 72 percent of the student had selected general stream in Academic course. This thing has attracted the investigator's attention to know what may be the reasons that has/have attracted the students towards the Commerce stream, what could be the reasons that might have discouraged the students to select the science stream, whether parents have influenced their children in the process of the selection of the stream at Higher secondary level and many more. These are some of the questions that have aroused in the mind of the investigator, which needed to be answered. Also, the investigator feels that the students after SSC examination faces a lot of trouble and are in a dilemma which Academic course to select and reject because their selection decides their future and on this selection he/he has to formulate his/her future plans, which in turn detrainments the rest of his/her life. While making this selection or rejection of stream, there may be a number of factors, which might be influencing them.

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