

CURRENT TRENDS IN COMMERCE EDUCATION

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Abstract

The growing phenomenon of globalization, liberalization and privatization has been immensely influencing the Commerce Education. We must create a super industrial educational system and to do this, we must search for our objectives, methods in the future rather than past. Education must shift into future tense.” The Higher Education sector in India is very vast. The role of Higher Education in national development is well established. The objectives of Higher Education can be achieved only through qualitative change in the system. The output of Commerce Education should be multidimensional and with full global competitiveness. But we have to realize that the Commerce graduate have lack of practical knowledge. The practical oriented Commerce Education is a need of the age. Commerce education has played important role in Indian Industry & Indian Economy. There are number of challenges before the commerce education. Nation income & Employment Opportunities are depends upon the Quality commerce education system. Learning is a part of any systematic knowledge. Teaching and learning are Important Two sides of commerce education system. Business and Commerce education should be oriented to the practical problematic micro and macro situation. This orientation would enable a commerce graduate or a business graduate to meet several challenging situations in managerial decision-making.

Keywords: Commerce Education, Online Education, E-commerce, Current Trends.

“The progress of freedom depends more upon the maintenance of peace, the spread of commerce, and the diffusion of education than upon the labours of cabinets and foreign offices”.

-Richard cobden

INTRODUCTION

The growing phenomenon of globalization, liberalization and privatization has been influencing the Commerce & Management education. The technological revolution has further provided new dimensions’ E-banking, E-marketing, E-commerce, E-finance, E-investment paper less trading and governance has been gaining importance of all over the world. At the same time, the outsourcing business, call Centre, small business operation, IT based services etc. are expanding very fast. These developments demands paradigm shift in teaching and learning process. The new skills and training are required to scope up with these changes. The technological advances must be integrated into the basic fabric of Commerce education.

The aim of education is to acquire the knowledge and develop minds of students and skill. 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 the manner of future of needs. Commerce education is considered as one of the most popular career options in India. Commerce education is the backbone of the business. This education stresses on developing the people and making effective use of available resources. Commerce education develops the relationship of people with one another. Commerce education covers wide area of business and society. Commerce education gives to the people for democratic living, good citizenship and proper utilization of resources. It provides skill oriented education to students and society. The Quality of commerce & management Education depends upon the role of teachers & students participation in learning process. Learning process is also depends 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.

OBJECTIVES

- To know the education system in developing very fast both qualitatively and quantitatively.
- To study the current status in Commerce education
- To understand the problems and challenges in commerce education
- To study the current trend in commerce education
- To enlighten the knowledge in the field of Commerce & industry

METHODOLOGY

As we conducted a primary research at Sri Gaaythri college depending upon primary and secondary data. This college is Commerce College. We have collected primary necessary data from this college only. Interview & observation technique is used for primary data collection. This is an empirical study of recent trends in commerce education and I have collected secondary data through books, Journals, review of literature as well as daily news papers etc.

RESULTS

1. Activity based Learning

Class room teaching is the old and traditional method for learning. We have to change our teaching methods and have to improve our teaching skills with the following activities

- Classroom Seminar
- Discussions
- Teaching the Junior students by senior students□
- Success stories & guest lecture
- Project work
- Formation of core groups of student's work and student's tours.□
- Networking of support services□
- Nonacademic activities

2. Problems in the Learning Process

Today Information technology plays very important role in learning system. Traditional teaching method is become out of use today, so we have to accept new activity best education system for development of students Knowledge and skill. E-commerce, E-business & Internet system are become very important in learning process. There are various problems in teaching & learning process.

3. Problems in Commerce education

- Poor attendance of student in classroom.□
- Lack of practical work & field work.□
- Lack of industrial linkage.
- Traditional teaching method.□
- Examination and Evaluation system.

4. Basics of Educational system

Quality of education system is depends upon various element of education system. Which are very important today in education process. Our drop out ratio is very high as compare to world. We have to improve the following factors for the improvement of existing system.

- Teaching
- Learning
- Syllabus□
- Teachers
- Students
- Management

5. Challenges before the Commerce Education

- Emerging issue in global Economy, Commerce education.□
- Internationalization of Financial Market in the World.□
- Role of Foreign Direct Investment and Foreign Institutional Investment.
- Reform in Indian and International Economic Sectors.
- Challenges and Strategies for commodities markets in the world and in currency Market in International scenario.
- Challenges and Strategies for export and import of Trade, Commerce and Industries in global scenario.

CONCLUSIONS

Teaching is made with various activities that learning is become Powerful and also useful for the students to get employments and for the development their own business. Activity based commerce education gives more ability to the students in terms of knowledge perception analytical skill, and evaluation skill in the new economy the knowledge is the power. A student creativity is mostly depends upon his experience and subject knowledge which is relating to his effective learning. I hope that our main aim should be for quality education through the activity based education system.

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