

कला एवं धर्म शोध संस्थान, लोक कल्याणकारी ट्रस्ट, वाराणसी

REFEREED JOURNAL

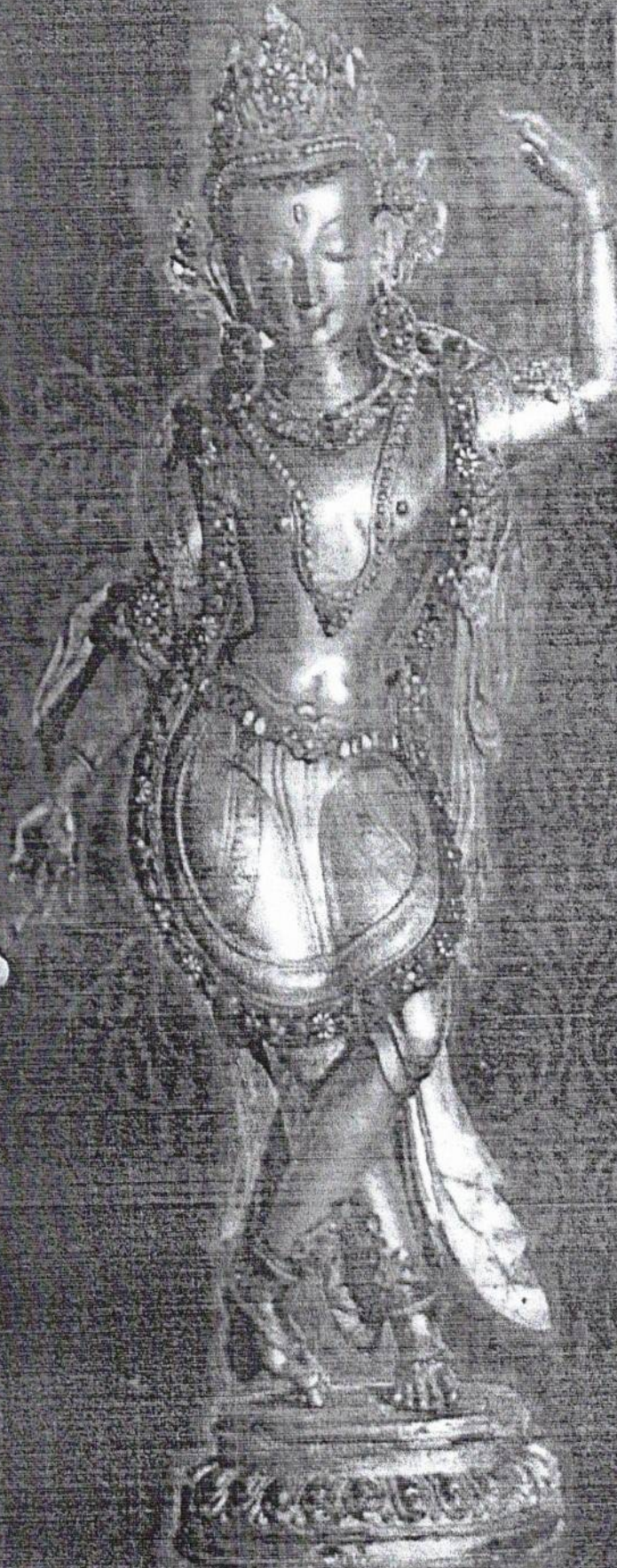
# कला सरोवर KALA SAROVAR

( भारतीय कला एवं संस्कृति  
की विशिष्ट शोध पत्रिका )

प्रधान सम्पादक  
डॉ० प्रेमशंकर द्विवेदी

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*(Signature)*

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**"COMMERCE & MANAGEMENT HIGHER EDUCATION: CHALLENGES, ISSUES & OPPORTUNITIES IN THE SECTOR" (General)**

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**Abstract**

Commerce & Management education has played important role in Indian Industry & Indian Economy. There are number of challenges before the commerce education. Commerce is considered as one of the most popular career options in India. This education stresses on developing the people and making effective use of available resources. The present paper is an attempt to highlight the issues and challenges before commerce & management education in India. Since last two decades a numbers of changes and developments have taken place in the social and political arena and as a consequence, India being a developing country is facing new challenges to cope with, which put high demand on the educational system of the country. At present India is in a juncture of evolution involving social, cultural and economic changes etc. On one hand, the number of employment opportunities is declining, whereas on the other hand Industry doesn't find commerce graduates up to the marks in terms of skills and knowledge. Thus, Commerce education need to be holistic, targeted and customized with aim to remove the gap that exist between industry requirements and academic curriculum focusing on attitude, corporate awareness, grooming and developing managerial skills.

**Key words:** Commerce Education, Challenges & Issue, Opportunities of Commerce Education, Suggestion & Recommendation, etc.

**Introduction**

Commerce & management education is mostly about business education. It covers wide range of subjects such as Business Economics, Accounting, Taxation, Finance, Auditing, Business Law, Banking, E-commerce, Entrepreneurship, Information Technology & Business administration etc. Commerce education imparts the business knowledge, develops skill & attitude and adds value to life and society in general. In India, formal education in commerce starts after 10th school standard. It has got both general line as well as professional line. General line covers XII standards in commerce, B.com, M. Com, M. Phil and Ph. D. On the other hand, professional line covers CA, CS, MBA, IT, Cost and Work Accountant, LLB and different business related diploma course such as PGDMM, PGDCA, PGDFM, PGDHRM etc. Commerce education is very dynamic, often changes with the changes of business environment.

**OBJECTIVES OF THE STUDY:**

1. To study the importance of Commerce Education in India.
2. To find out the challenges & issues in the area of commerce education.
3. To identify opportunities in the commerce education.
4. To Suggestion and recommendation for development of commerce education.

**MEANING OF COMMERCE EDUCATION:**

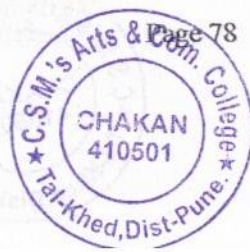
Chesseman defined Commerce Education As - "Commerce education is that form of instruction which both directly and indirectly prepare the business man for his calling." Fredrik G. Nichols defined as - "Commerce education is a type of training which, while playing its part in the achievement of the general aims of education of any given level, has for its primary objective the preparation of people to enter upon a business career, or having entered upon such a career, to render more efficient service therein and to advance from their present levels of employment to higher levels.

**RESEARCH METHODOLOGY:**

The present paper is based on secondary source of data. The secondary data is also collected from various reference books, national, international published research journal, magazines, annual reports, news paper & net internet websites, etc.

**IMPORTANCE OF COMMERCE AND MANAGEMENT EDUCATION IN INDIA:** The importance of trade, Commerce and Management are going on magnifying. The highlighted below points signifies the importance and need of Commerce and Management Education in India.

1. Only one thing gives the sound of education and that is all about life in all its manifestations. At present, Commerce and Management education constitutes a vital part in our life's activities.
2. The growing trends of business and Commerce Organisation in the present situation with an immense and increasing complexities, call for the core need of Commerce and Management education in India. It is very important that Commerce and Management education should be Industry linked to meet the needs of challenging scenario.
3. At the post reforms stage with the opening up of doors in the form of LPG (Liberalization, Privatization and Globalization) and continuous trends in technological advancement, had made it difficult for the smooth Survival of Business Organisations.



  
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