



**IMPACT OF COMMERCE AND BUSINESS EDUCATION ON
DEVELOPMENT OF ENTREPRENEURSHIP AND EMPLOYABILITY :-
AN ANALYTICAL STUDY**

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ABSTRACT

This Research Paper aims to evaluate the commerce education& how it motive student to be entrepreneur. How their current commerce syllabus help them to opt for business as future career option. It also focuses on perception of commerce student about entrepreneurship. Researcher intends to findout what all skills, knowledge provided by commerce education to student to develop entrepreneurship.

Key Words : Commerce Education, Employability, Entrepreneurship Development, Set of Skills.

INTRODUCTION

Education is an investment which brings sources of livelihood back to investor. Therefore, the need for harnessing manpower to productivity cannot be overlooked and hence, place a great emphasis on vocational zing the scope and range of education. Commerce is a stream for the education can be defined as a study of business and trading actives by selling or exchanging goods in the market to final customer. It is the study of money and money related transaction. Commerce education has a sea of option and opportunities for those who want to make their career and achieve their goal in life. studying under this stream have and intellectual look towards outside world The commerce education is quite a popular choice in India, as most students feel that the stream offers them a wide arena of career options and that would bring them both success as well as financial security easily. So the study focuses on current commerce education framework and its role towards contributing career of student especially with reference to entrepreneur. Soto do this study onabove said topic data is collected from commerce student of eminent colleges in the area of Vasai Taluka.

STATEMENT OF PROBLEM:

“Impact of Commerce Education on Development of Entrepreneurship: - An Analytical Study” Lack of knowledge, motivation and seriousness leads to wrong and unsuitable choice of career among commerce students. There is a lack of professional and practical experience in commerce syllabus of Savitribai Phule Pune University, Pune.

SIGNIFICANCE OF THE STUDY:

In the age of Liberalization, Privatization and Globalization (LPG) there is a large scope for commerce students to be an entrepreneur. Today's is a highly competitive and globalized scenario where more individuals should be job providers instead of job seekers in order to overcome the problems of unemployment and poverty and boost the country's economic development. Commerce education has the strength to neutralize these problems and for that, it is essential on the current commerce education framework and its role towards contributing to the career of a student especially with reference to an entrepreneur.

REVIEW OF LITERATURE:

1. **Prakashraj P Kumavat (2015)** - Since the job market is at a saturation point and the availability of jobs is getting reduced day by day, it is going to get exhausted in the near future. There is a requirement of entrepreneurs in the country who will help in economic development and overcome the problem of unemployment in the country. The education industry has only a spirit in promoting and sustaining and developing entrepreneurship in the country. Commerce education has the potential to develop entrepreneurial skills and abilities. Commerce education could provide a platform to find out the unseen entrepreneurs from the talented students.
2. **A. K. Mahto (2014)** - Education is a major constraint for promoting continued growth in the country. It is an important factor for the economy for upward mobility. In today's competitive age, it has become a necessity for the young generation for a better prospect and living for individuals, it is also a major instrument of achieving upward mobility. The reason behind this is that education is linked with employment, social status and living conditions. So in this 21st century where globalization is at its peak, commerce education plays a vital role in developing entrepreneurship among the people.

OBJECTIVES:

The main objectives of the present research paper are as under.

1. To study the current framework of commerce education.
2. To perceive the student's perception in selecting an entrepreneur as a career choice.
3. To assess the role played by teachers and students in framing the career choice.
4. To find out the influence factor of commerce education for selecting a career option.
5. To find the problem in selecting an entrepreneur as a career choice.

RESEARCH METHODOLOGY

The said research study is based on Primary as well as Secondary data. Primary data is collected via a Questionnaire comprising of 10 questions. A sample of 240 respondents, mostly from various institutions in Pune District of Maharashtra State, have given the responses.

Secondary Data is collected as a Desk-based review of existing information on entrepreneurship. Various Research Articles, reports and studies, Reference books on commerce education, Entrepreneurship Development and the Research Methodology on commerce education have been referred to. Published literature in the form of books and articles from journals, business magazines, newspapers, websites, etc. will be used to collect the secondary data.

GEOGRAPHICAL AREA OF RESEARCH STUDY

The researcher has selected Pune District of Maharashtra State as a geographical area of the present research study.

DATA ANALYSIS & INTERPRETATION

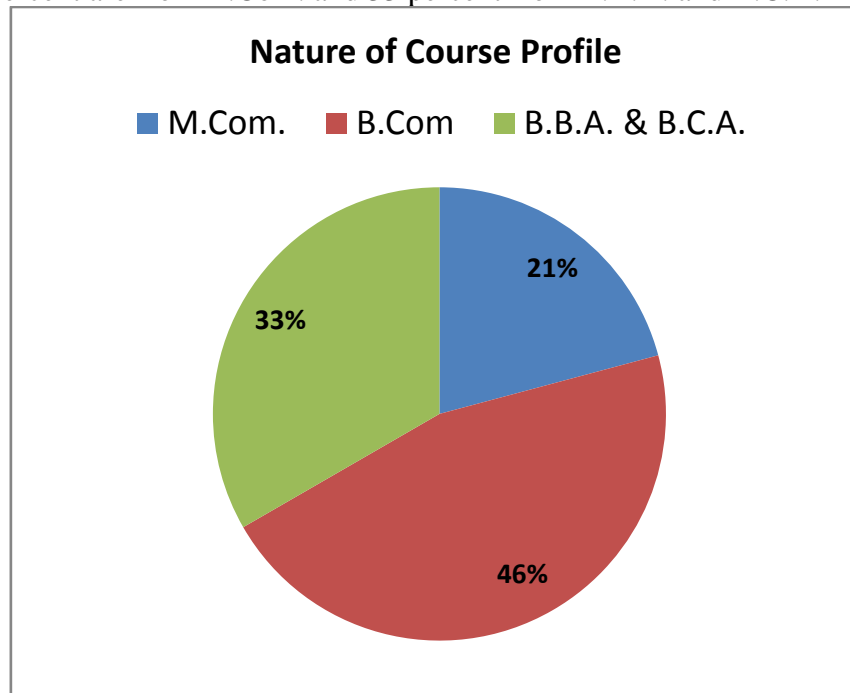
Q.1 Course profile of sample respondent Commerce Students -

Table No. 1 - Analysis of Sample respondents according to Course Profile

Sr. No.	Nature of Course Profile	Number of Sample Respondents	Sample Respondents in Percentages
1	M.Com.	50	21.00
2	B.Com.	110	46.00
3	B.B.A., B.C.A.	80	33.00
Total		240	100.00

(Source : Primary Data)

From the above table No.1, it is observed that, 21 percent sample respondents are from M.Com., 46 percent are from B.Com. and 33 percent from B.B.A. and B.C.A.



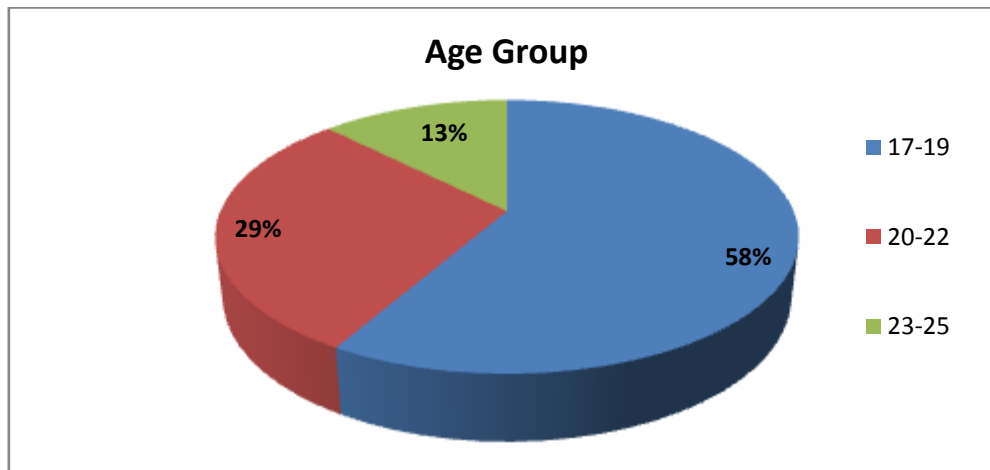
Q.2 Age Group -

Table No.2 - Analysis of Sample respondents according to Age group

Sr. No.	Age group	Total No. of Sample Respondents	Total No. of Sample Respondents in Percentage
1.	17 to 19	140	58.33
2.	20 to 22	70	29.17
3.	23 to 25	30	12.50
Total		240	100.00

(Source : Primary Data)

From the above table No.2, it is observed that, out of 240 sample respondents 140 are in the 17 to 19 age group, 70 are in the 20 to 22 age group and the 30 that is 12.50 % are in the age group of 23 to 25.



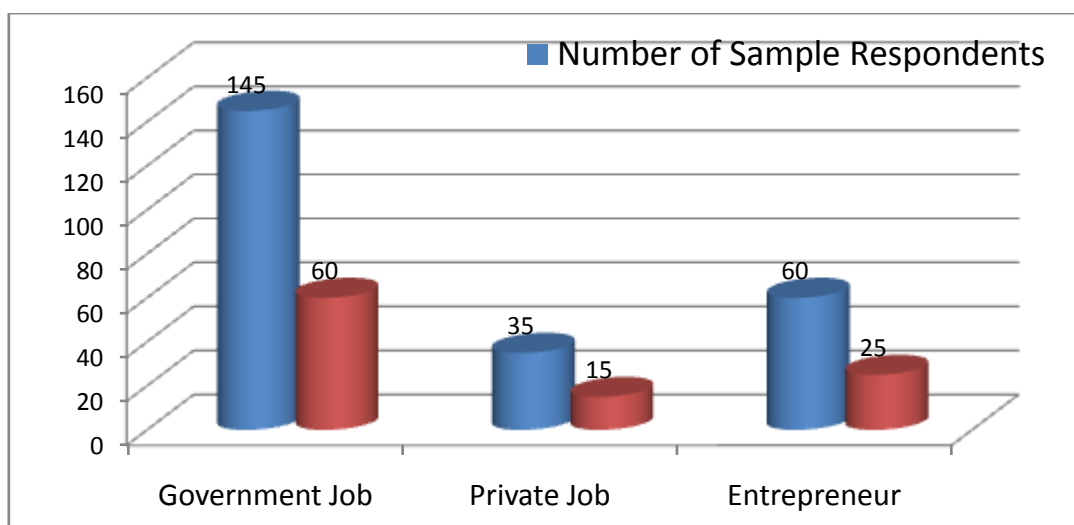
Q.3 What career you would like to option after education?

Table No.3 - Analysis of Sample respondents opinion regarding career after education

Sr. No.	Nature of Career	Number of Sample Respondents	Sample Respondents in Percentages
1	Government Job	145	60.00
2	Private Job	35	15.00
3	Entrepreneur	60	25.00
Total		240	100.00

(Source : Primary Data)

From the above table No.3, it is cleared that, 60 percent sample respondents are given preference to Government Job, 15 % are given preference to Private Job and 25 % sample respondents are given their preference to Entrepreneurs.



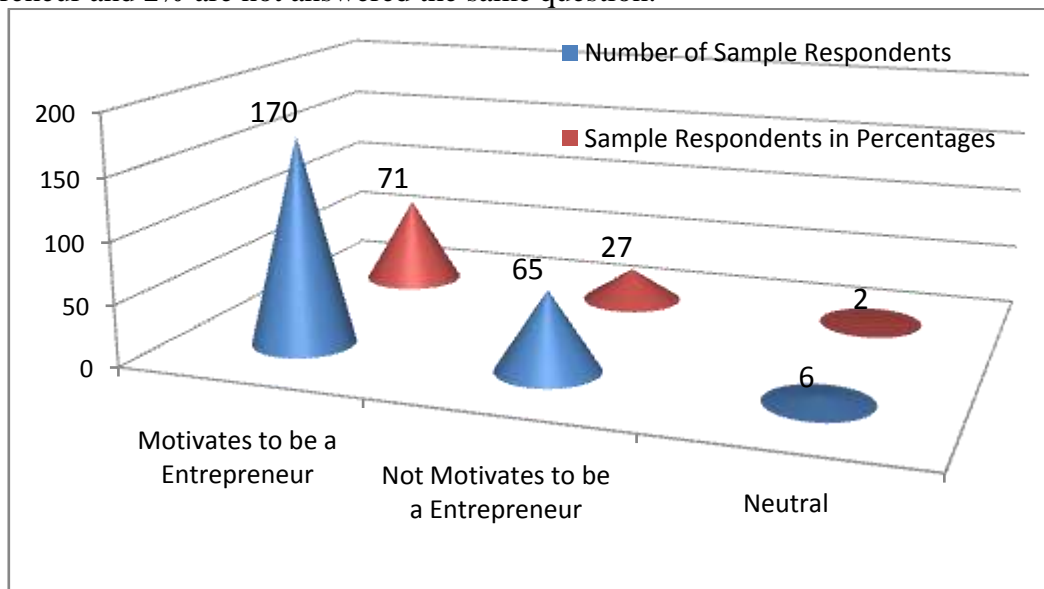
Q.4 Is your current Commerce syllabus motivates you to be entrepreneurship?

Table No.4 - Analysis of Sample respondents opinion regarding Commerce Syllabus

Sr. No.	Nature of Opinion	Number of Sample Respondents	Sample Respondents in Percentages
1	Motivates to be a Entrepreneur	170	71.00
2	Not Motivates to be aEntrepreneur	65	27.00
3	Neutral	06	02.00
Total		240	100.00

(Source : Primary Data)

From the above table No.4, it is observed that, out of 240 sample respondents 71 % respondent's opinion is that Commerce syllabus of Savitribai Phule Pune University, Pune motivates to be a entrepreneur, 27 % are same that commerce syllabus is not motivates to be a entrepreneur and 2% are not answered the same question.



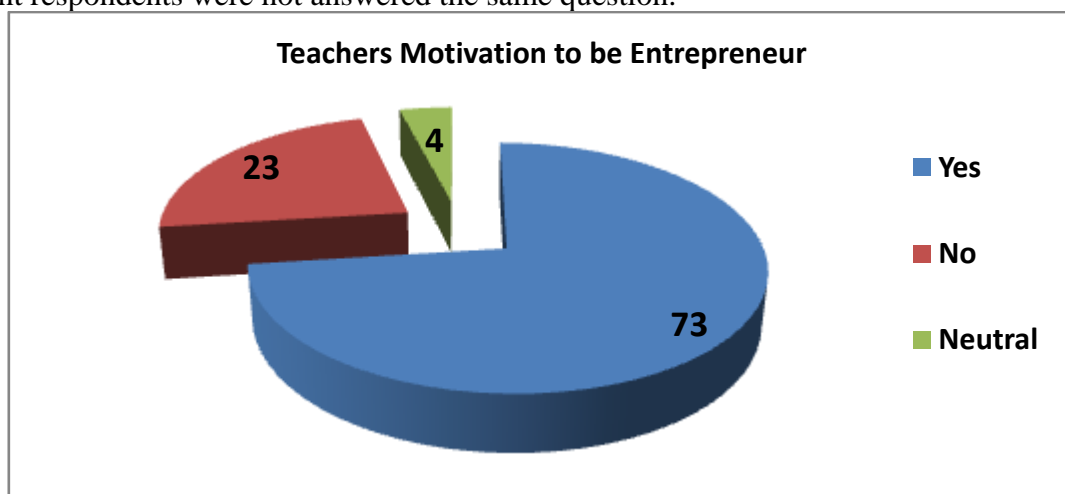
Q.5 Commerce Teachers motivation to you to be a entrepreneurship -

Table No.5 - Analysis of Sample respondents opinion regarding Motivation by Commerce Teachers to be Entrepreneur

Sr. No.	Teachers Motivation to be Entrepreneur	Number of Sample Respondents	Sample Respondents in Percentages
1	Yes	175	73.00
2	No	55	23.00
3	Neutral	10	04.00
Total		240	100.00

(Source : Primary Data)

From the above table No.1.5, it is observed that, out of 240 student respondents which were selected as research sample 175 that is 73 percent were of the opinion that they were motivate4d by their teachers to do own business, 55 that is 23 percent were of the opinion that they were not motivated by their teachers to be a entrepreneur and the 10 that is 4 percent student respondents were not answered the same question.



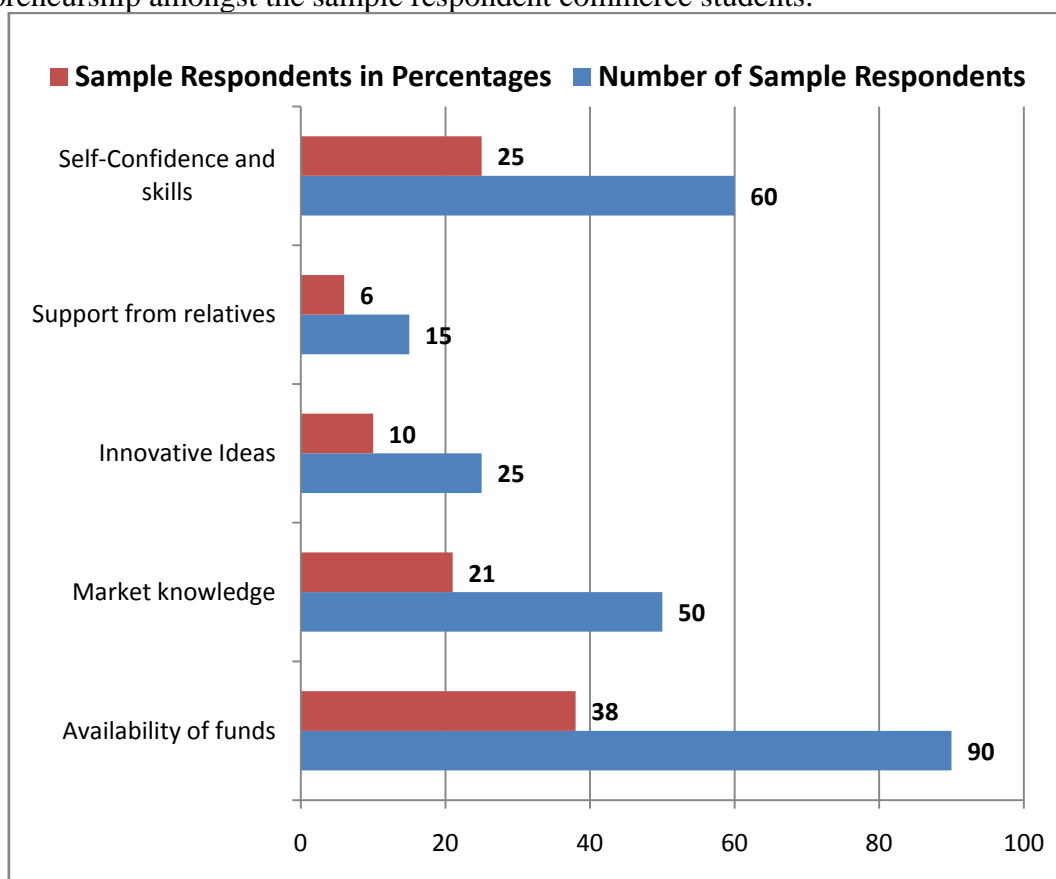
Q.6 Which of the following factor help in developing entrepreneurship?

TableNo.6 - Analysis of Sample respondents opinion regarding factor helps in developing entrepreneurship

Sr. No.	factor helps in developing Entrepreneurship	Number of Sample Respondents	Sample Respondents in Percentages
1	Availability of funds	90	38.00
2	Market knowledge	50	21.00
3	Innovative Ideas	25	10.00
4	Support from relatives	15	06.00
5	Self-Confidence and skills	60	25.00
Total		240	100.00

(Source : Primary Data)

From the above table No.1.6, it is cleared that, out of 240 sample respondents 90 (38%) are of the opinion that availability of funds helps in developing the entrepreneurship, 50 (21%) says that, market knowledge is important for developing entrepreneurship and 60 (25%) respondents opinion is that, self-confidence and skills are important for developing entrepreneurship, 10 percent respondents are saying that, innovative ideas are important and 6 percent respondents opinion is that, support from relatives are important for developing entrepreneurship amongst the sample respondent commerce students.



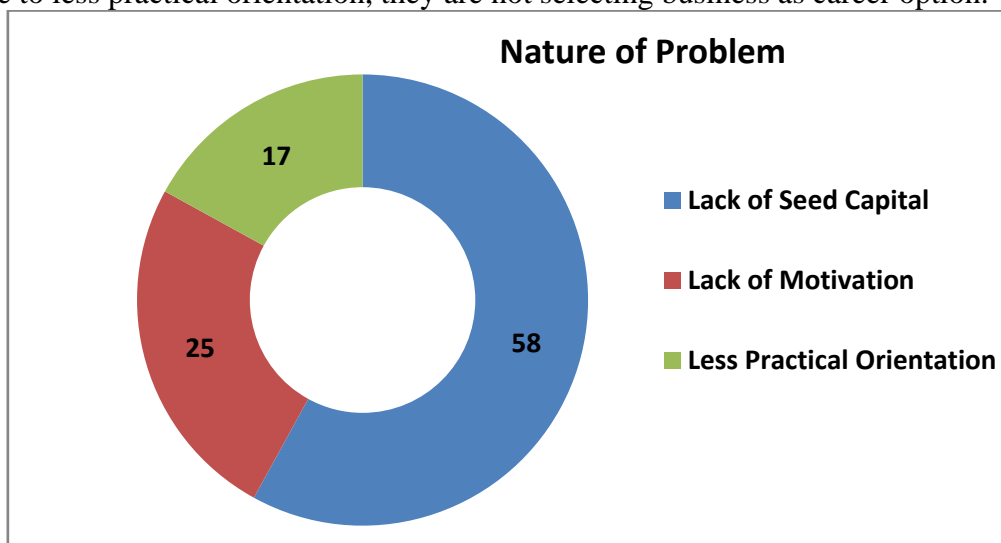
Q.7 What are the problem behind not selecting business as career option?

Table No.7 - Problem behind not selecting business as career option

Sr. No.	Nature of Problem	Number of Sample Respondents Commerce Students	Sample Respondents in Percentages
1	Lack of Seed Capital	140	58.00
2	Lack of Motivation	60	25.00
3	Less Practical Orientation	40	17.00
Total		240	100.00

(Source : Primary Data)

From the above table No.1.7, it is observed that, out of 240 selected student respondents 140 that is 58% are the opinion that, due to lack of seed capital, they are not selecting business as career option 650 that is 25 are of the opinion that, due to lack of motivation, they are not selecting business as career option and 40 that is 17 percent respondents were of the opinion that, due to less practical orientation, they are not selecting business as career option.



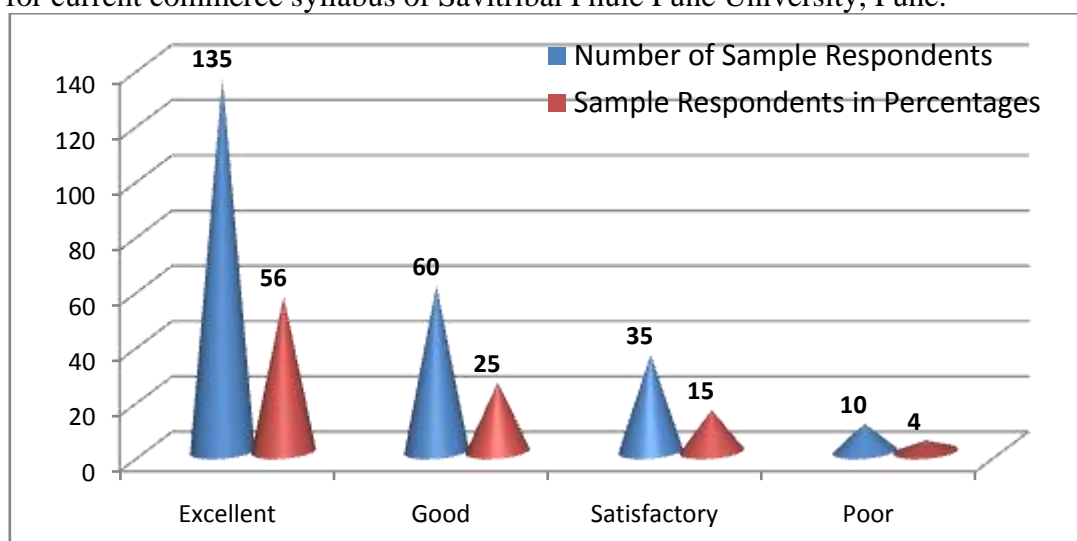
Q.8 Rating for current commerce syllabus of Savitribai Phule Pune University, Pune in promoting entrepreneurship -

Table No.8 - Problem behind not selecting business as career option

Sr. No.	Rating Nature	Number of Sample Respondents	Sample Respondents in Percentages
1	Excellent	135	56.00
2	Good	60	25.00
3	Satisfactory	35	15.00
4	Poor	10	04.00
Total		240	100.00

(Source : Primary Data)

From the above table No.1.8, it is observed that, out of 240 sample respondents 135 that is 56 % respondents are rating excellent for current commerce syllabus, 60 that is 25 % are rating good, 35 that is 15 % are rating satisfactory and only 10 that is 4 % are given rating as poor for current commerce syllabus of Savitribai Phule Pune University, Pune.



FINDINGS:

The main findings of the present research study is as under :

1. It is observed that, out of 240 sample respondents 140 are in the 17 to 19 age group, 70 are in the 20 to 22 age group and the 30 that is 12.50 % are in the age group of 23 to 25
2. It is observed that, 21 percent sample respondents are from M.Com., 46 percent are from B.Com. and 33 percent from B.B.A. and B.C.A.
3. It is cleared that, 60 percent sample respondents are given preference to Government Job, 15 % are given preference to Private Job and 25 % sample respondents are given their preference to Entrepreneurs.
4. It is observed that, out of 240 sample respondents 71 % respondent's opinion is that Commerce syllabus of Savitribai Phule Pune University, Pune motivates to be a entrepreneur, 27 % are same that commerce syllabus is not motivates to be a entrepreneur and 2% are not answered the same question.
5. It is observed that, out of 240 student respondents which were selected as research sample 175 that is 73 percent were of the opinion that they were motivate4d by their teachers to do own business, 55 that is 23 percent were of the opinion that they were not motivated by their teachers to be a entrepreneur and the 10 that is 4 percent student respondents were not answered the same question.
6. It is cleared that, out of 240 sample respondents 90 (38%) are of the opinion that availability of funds helps in developing the entrepreneurship, 50 (21%) says that, market knowledge is important for developing entrepreneurship and 60 (25%) respondents opinion is that, self-confidence and skills are important for developing entrepreneurship, 10 percent respondents are saying that, innovative ides are important and 6 percent respondents opinion is that, support from relatives are important for developing entrepreneurship amongst the sample respondent commerce students.
7. It is observed that, out of 240 selected student respondents 140 that is 58% are the opinion that, due to lack of seed capital, they are not selecting business as career option 650 that is 25 are of the option that, due to lack of motivation, they are not selecting business as career option and 40 that is 17 percent respondents were of the opinion that, due to less practical orientation, they are not selecting business as career option.
8. It is observed that, out of 240 sample respondents 135 that is 56 % respondents are rating excellent for current commerce syllabus, 60 that is 25 % are rating good, 35 that is 15 % are rating satisfactory and only 10 that is 4 % are given rating as poor for current commerce syllabus of Savitribai Phule Pune University, Pune.
9. From the above research paper we can find out that despite of learning commerce i.e. (trade and business) education students does not want start their own business. Students are more interested in doing job rather being entrepreneur.
10. From the above study we can analysis that current syllabus and faculties (Teacher) of commerce education does not give them practical exposure. Its gives more focus on theoretical framework .so it current education system does not motivate students to be entrepreneur.
11. According to students the market knowledge & confidence, skills this two factors are very important to start any business.
12. From the above study we can analyze that students have lack of skill and confident and which restrict them to do suitable choice of career.
13. Students feel that current syllabus in commerce education is poor in inculcating entrepreneur skill amongst them.

RECOMMENDATIONS:

The some of the recommendations are as under :

1. Industry and Academia connect necessary to ensure curriculum and skills in line with requirements.
2. The new technologies offer vast opportunities for progress in all walks of life. It offers opportunities for economic growth, improved health, better service delivery, improved learning and socio-cultural advances.
3. Industry and students are expecting specialized courses to be offered so that they get the latest and best in education and they are also industry ready and employable.
4. Indian Commerce Education should concentrate more on providing quality education which is comparable to that of international standards.
5. Public Private Partnership is most essential to bring in quality in the Commerce education system.
6. Methods of commerce education also have to be appropriate to the needs of learning to learn, learning to do, learning to be and learning to become. Student-centered education and employment of dynamic methods of education will require from teachers new attitudes and new skills.
7. Methods of teaching through lectures will have to subordinate to the methods that will lay stress on self-study, personal consultation between teachers and pupils, and dynamic sessions of seminars and workshops. Methods of distance education will have to be employed on a vast scale.
8. The main purpose of Commerce Education is all round development of personality. But the present day education is neither imparting true knowledge of life and nor improving the talent of a student by which one can achieve laurels in the field one is interested.
9. In India's Commerce Education Examination reforms, gradually shifting from the terminal, annual and semester examinations to regular and continuous assessment of student's performance in learning should be implemented.
10. Change is required in current commerce education. The syllabus should be more practical oriented rather theoretical oriented.
11. Faculties of commerce should motivate students by providing them more and more industry and trade oriented knowledge.
12. Seminars & workshops should be arranged in order to boost skill and confidence amongst the students.
13. Financial and moral support should be given to student by resolving the problem faced by them.

CONCLUSION

In this research paper researcher has tried to find out how current commerce education impact on developing entrepreneurship. From the above research we can conclude that in today scenario students are more job seeker Rather starting their own business. The opportunity in jobs are more and risk is less as compare to business and current commerce education is not much effective to motivate or divert the choice of career of student. Today's in highly competitive and globalized scenario more individuals should be job providers instead of job seekers in order to overcome the problems of unemployment and poverty and boosting countries economic development India need more entrepreneur. Some necessary action are required in commerce education in near future.

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