



VOCATIONALISATION OF COMMERCE EDUCATION: CHALLENGES AND SUGGESTIONS

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ABSTRACT

Mahatma Gandhi once said that we were getting education too expensive for a starving country. After the independence of India, several efforts have been made to reform our system of education. There has been a series of reforms and also a large scale expansion of education. All of it has failed to satisfy requirements of our nation. The University Grants Commission in India launched the scheme of vocationalisation of education in 1994. It has been found that vocational education is not offered in lieu of general education but grows out of it. Supplementing and enhancing main stream education is the goal of vocational education. The main objective of vocational education is to fulfill the manpower requirement for national development and social requirement for employment.

INTRODUCTION:

In the era of liberalization, globalization and privatization, commerce education should be made more industry-oriented. It should develop required knowledge, skill and attitudes for the handling of trade, commerce and industry through teaching, learning and research in commerce. Tomorrow's leaders, entrepreneurs, managers and professionals should be developed.

2. Objectives of the study:-

DHAVANE P. M.

1 Page



Following are the objective of the study:-

- (1) To know the meaning of vocationalisation of commerce education.
- (2) To find out the challenges before vocationalisation of commerce education.
- (3) To provide ways for vocationalisation of commerce education.

3. Commerce Education:-

According to Chessman “*Commerce Education is that form of instruction which both directly and indirectly prepare the business man for his calling.*” During the post-independence period, commerce education has emerged as the backbone of industrialization. Almost all of the Education Commissions in independent India to explore higher education stated that the commerce education is primarily meant for providing the student in-depth knowledge of different functional areas of business in order to prepare person required by the society, for the purposes of trade, commerce and industry.

4. Vocational Education:-

Vocational Education means the education that prepares people for specific careers, trades crafts or a professional at positions at various levels from a trade, a craft technicians or a professional position like engineers, chartered accountant, company secretary, and cost and works accountant, doctors, architects, lawyer etc.

5. Vocationalisation of commerce education:-

Today’s business world feels that the commerce graduates and post -graduates lack in right kind of skills which are required for working in the business world. There is a mismatch between product and demand. We have to make our product market oriented in order to make them saleable. In order to make marketable product, we have to bring dynamic changes in current commerce education system. We have to make commerce education more and more industry oriented. Academicians, students, business world and even parents have to think about these changes.

In simple words, Vocationalisation of commerce education means making commerce education more and more business oriented by imparting required skills, knowledge, mindset and culture among the commerce student.

6. Challenges before vocationalisation of commerce education:-

Following are the challenge before vocationalisation of commerce education:-



(a) Unpopularity at competitive examination:-

The syllabus of commerce at competitive examination is not attracting even the meritorious commerce student.

(b) Inadequate teaching aids:-

Teaching aids like commerce lab, C T V videos, L C D etc. are not available in many colleges.

(c) Lack of proper infrastructure:-

It is sometimes remarked that many colleges are not having adequate infrastructure.

(d) Improper syllabus:-

The syllabus of commerce is inadequate, outdated and needs to be revised keeping pace with today's requirements'.

(e) Technology and language problems:-

In order to create a candidates necessary for working in today's business world ,ICT skills, soft skills and proficiency in English are required but proper infrastructure ,quality trainers and friendly environment are not available .

(f) Lack of practical method:-

The present day's business education giving more emphasis on conceptual knowledge rather than offering insights at how activity actually functions. It is a vital challenge before vocationalisation of commerce education.

(g) Limited exposure to particular subject:-

The concept of specialization is not adapted to the fullest extent in business education.

7. Ways for vocationalisation of commerce education:-

Following are the ways for vocationalisation of commerce education :-



(a) Academic oriented courses:-

For giving liberal commerce education, developing quality of mind, logical thinking, initiative, attitude to life and a general understanding of business is required.

(b) Vocational/self-employment oriented courses:-

Vocational/self employment oriented courses such as taxation, management accounting, financial analysis, cost Accounting should be started on a large scale.

(c) Job oriented courses:-

Job oriented courses such as computer courses, accounting, salesmanship, advertising, secretarial practice etc. should be started on a large scale.

(d) Management oriented courses: -

The institutes of management in the country are catering to the demands of managerial personnel of industries. We need a second level of personnel to cater to the requirements of small scaled industry.

(e) Redesigning Syllabus:-

As business operation need more knowledge and skill, syllabus should be designed in such a way that it must contain knowledge component, skill component and practice component.

(f) Financing career oriented course:-

An appropriate model for financing career oriented courses should be evolved. Government should provide well-set infrastructure, college should provide quality education place and students should borne the cost of quality education.

(g) Internship and workplace tours:-

Academic institutions have to work together with several local businesses and establishments. Students should be sent to industry for internship and training.

8. CONCLUSION:-



Universities have to respond to corpora demand; have to make linkage with corporate sector. The syllabus of commerce education mostly contains knowledge, skill and practice component. Placement should be the ultimate goal of any commerce education. Syllabus should be designed in such a way that student should satisfy the want of corporate sector by adopting ways mentioned above. In short, with the willingness, efforts, active involvement and cooperation of government, UGC, research scholars, educational institutions, students and parent's vocationalisation of commerce education will become possible.

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