

COMMERCE FACULTY LIFE CYCLE IN HIGHER EDUCATION IN RAJASTHAN (A STUDY OF COMMERCE FACULTY IN GOVERNMENT COLLEGES RAJASTHAN)

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ABSTRACT

Whenever I think about commerce, I just click in my mind that what will happen with commerce in higher education in Rajasthan. Life cycle of commerce is not balance for few years, continuously intake of commerce student in higher education is decreasing year to year even institutions has seats but Institutions are facing crisis of admission in commerce except District headquarter colleges. in the Duration of pandemic covid-19 e-commerce was increasing in the nation, mostly all the things became digital. students don't have interest ratio is not become well, students do not want to take commerce while they have subject in school. After schooling they take admission in different stream due to less job opportunities after graduate. Due to continuous changes in technology and economy, we have to resolve this issue as soon as possible. here we will try to find out the gap and suggestion. It can be effective when we will have focused on given points.

Keywords: *Commerce, Product Life Cycle, Technology, Economics, e-Commerce, Higher Education.*

Introduction

If one turns the pages of history, Higher education in Commerce in India is nearly 102 years old. Formal commerce education was first started in India in 1886 at Madras by the Trustees of Pachaiappa's Charities in the form of commercial School. Thus the formal commerce education in India is nearly 118 years old. At collegiate level the Presidency College, Calcutta started Commerce classes in 1903. According to Evelyn Thomas, "Commercial Occupations deal with the buying and selling of goods, the exchange of commodities and the distribution of the finished products."

Many commercial subjects are also taught in vocational institutes. As we know that the trend of students towards commerce is decreasing continuously. Similarly, if it keeps on decreasing then commerce will be disappeared. Commerce is the backbone of economy. Commerce is the foundation of any society. India is a growing economy and the development of any economy rests on the shoulders of its commerce sector. The level of growth and the standard of living of the citizens are associated with the state of commerce in every distinct country. No nation or state can grow without the growth of commerce. The demands of the people are not confined to the goods manufactured in their countries only. They demand goods produced in other nations also. Today's e-commerce sector is on boom, all things became digitalized. operational function has changed, technology already established e-market and automation also improvise the business. But in reality, the economy is able to give as much profit as we want, one of the reasons for this is the lack of proper education. Only education can give a right direction to the economy and can give an advanced India to all of us. To keep the economy growing continuously, we have to be good economists and researchers.

At Undergraduate level the highest number 32.7% of students are enrolled in Arts/Humanities/Social Sciences courses followed by Science 16%, Commerce 14.9% and Engineering and Technology 12.6%. (AISHE Report 2019-20)

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Review Literature

D.S. Ranjitha (2016) according to her challenges, trends and issues are given in their research papers. There are various problems or challenges faced lack of skill, Lack of necessary guidance to the students, Lack of updated & industry based syllabus, complexity of the Subject etc. and she said colleges can improve the students' knowledge through by various program.

D. J. Balamurugan and L. Priya Bharsini (19 Feb, 2017) In their research paper they mentioned the challenges regarding the future development such as innovative teaching, training employability Skills information and communication technology.

Dr. M.k. Ghadoliya, Shri. khushal Das (08 August, 2019) their research paper related to future prospectus . So he said that technology play a vital role in commerce and management education sector. So the Commerce education must contain knowledge, Skills and Practices etc.

Rao Hanumantha and Rao srinivas (2008) According to them quality of higher education is the biggest problem for the commerce students. They said the professors and institutions are not provided the proper knowledge, internet and better infrastructure to the students. And time to time provided seminar and research for the development of teachers.

Devrshi Upadhyay (May – September 2016) according to him commerce sector is the good option for education. But in commerce sector students can faced the challenges like lack of infrastructure, e-merchandise and lack of well qualified commerce teachers etc. this type of challenges are faced by the commerce students.

Research Methodology

Secondary data can be used Newspaper, annuals and journals and some website etc and also can use primary data to know the interest of the student by interview, observation and self-reports.

Data Collection

Secondary as well as primary data will be useful for this research.

Sample Size

Sample size for this research should be greater than as usual research. We have taken Sample size 1000 students. We distribute questionnaire and collect the data and we get 986 responses out of 1000. 14 respondent did not give response or maybe we did not get that.

Research Objectives

- To study the enrolment ratio of commerce stream student in Government colleges in Rajasthan.
- To find out the reason of downfall of commerce in Rajasthan higher education.

Hypothesis

- H₁:** Student want to choose commerce stream.
H₀: Student do not want to choose commerce stream.
H₂: Less job opportunities after Commerce graduate.
H₀: Commerce graduate has lot of jobs after that.
H₃: Content of syllabus is up-to-date and relevant.
H₀: Content is syllabus is out of date and irrelevant with today scenario.
H₄: Apprenticeship can make it as job oriented.
H₀: Apprenticeship cannot make it as job oriented.

Limitations

- Research area is too broad.
- Sample size is greater than as usual research.
- To know the interest level of huge amount of students towards commerce

Issues and Challenges/ Re-design of Commerce

- **Less Job Opportunities:** The issue is that lack of job opportunities and traditional syllabus. Over the years no major changes in syllabus according to the trend of market. Only B. Com degree is not sufficient for job, we must add some professional course along with. This course was conducted in the year 2013-14 in 20 government and 17 private colleges which benefitted

605 and 494 students respectively, when student take admission in UG-I year then they can choose it. After some time, this course became disappeared from colleges. It was a nice initiative by higher authorities.

- **Outdated Syllabus:** In colleges, Universities and schools, syllabus is out of dated. commerce syllabus is similar to other courses and do not provide any competitive advantage to student. As students do not have any specific skills or specialized knowledge, they start their carrier as clerks, or junior accountants. Now challenge is that to change the trend of teaching pattern, Examination pattern, syllabus and make it more interesting.
- **Lack of Counselling:** Common issue arise is that Lack of counselling when students passed 10th class and going to choose stream. They don't know that which stream is better for me and where should we go. There are so many pressure (family, peers and social etc..) on students to choose career option then they got confused and depressed. Job opportunities.
- **Scope is not limited after 12th Commerce:** Scope is broad but enrolment ratio is less, then challenge is how to increase enrolment ratio and create interest and encourage to students? While field of commerce is broad with more job options.
 - Few Job fields
 - Economics
 - Mathematics and Statistics
 - Accounting
 - Banking
 - Chartered Accountants
 - Company Secretary
 - CWA (Cost and Works Accountancy)
 - Stock Broking
 - Agriculture Economics
 - Management
 - Business Consultancies
 - Foreign Trade
 - Public Accounting Firms
 - Educational Institutions
 - Investment Banking
 - Industrial Houses
 - Budget Planning
 - Multinational Companies

Statistics

Government colleges 2017-2020 statistics of commerce stream UG-I year (Application status of candidate who applied and admitted in commerce UG-I year).

Table 1

Year	No Of Colleges	Total Seat	Total Applied	Male Applied	Female Applied	Male Admitted	Female Admitted	Total Admitted
2017	114	22560	25657	16363	9294	10998	6364	17362
2018	113	22400	22219	14116	8102	10386	5927	16313
2019	114	27988	20386	12704	7682	9210	5594	14804
2020	127	29180	19303	12359	6944	9432	5412	14844
Total		102128	87565	55542	32022	40026	23297	63323

In the given (Table-1) it is cleared that number of applications for admission in commerce graduation and admitted ratio is decreasing year by year. Last five year data of enrolment of commerce students who applied for graduation is not in a good numbers.

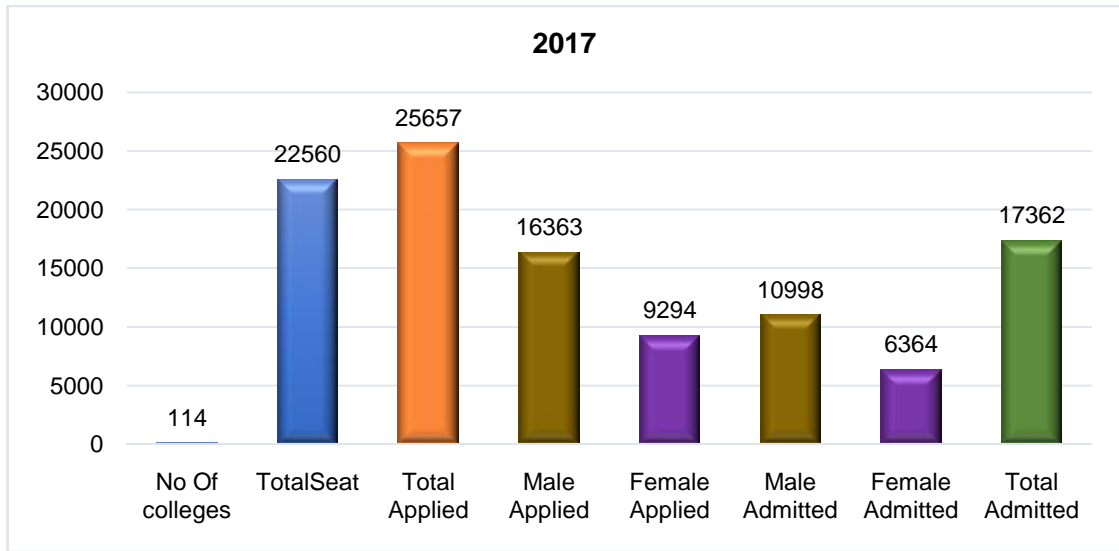


Figure 1

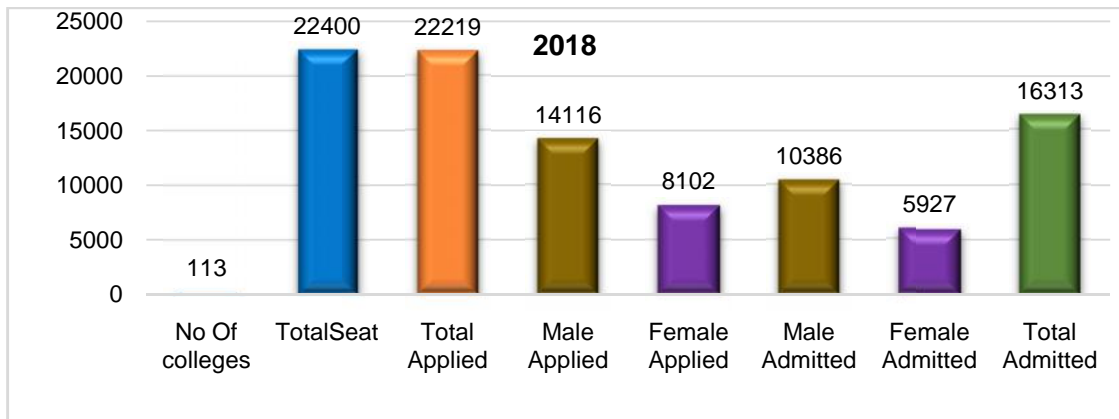


Figure 2

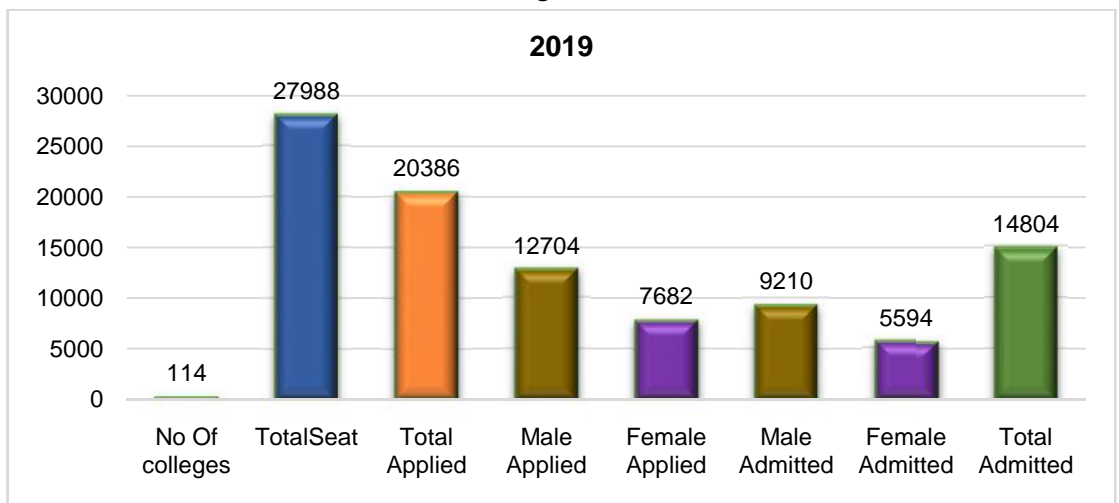


Figure 3

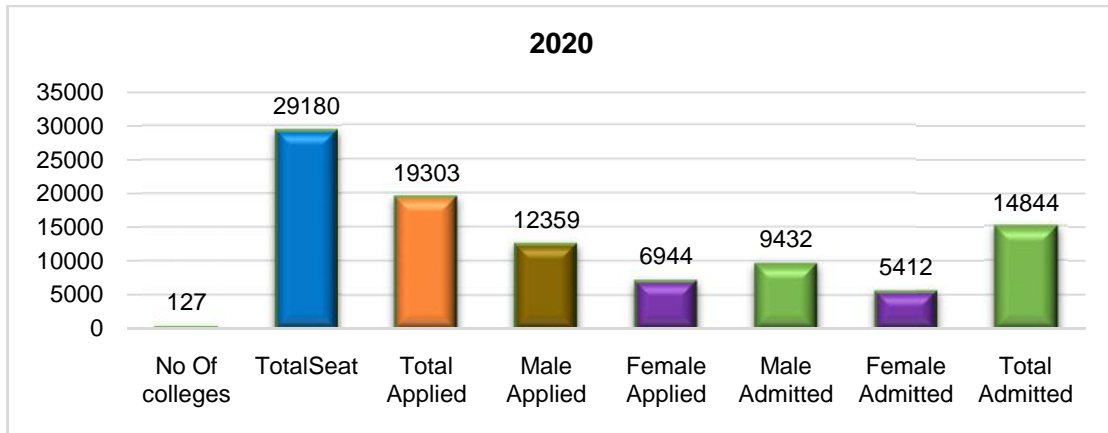


Figure 4

Data of Interest Level of Respondent

Interest level (986 students response)

S. No	Low	Moderate	Strong	Total
Female	260	92	72	424
Male	401	97	64	562
Total	661	189	136	986

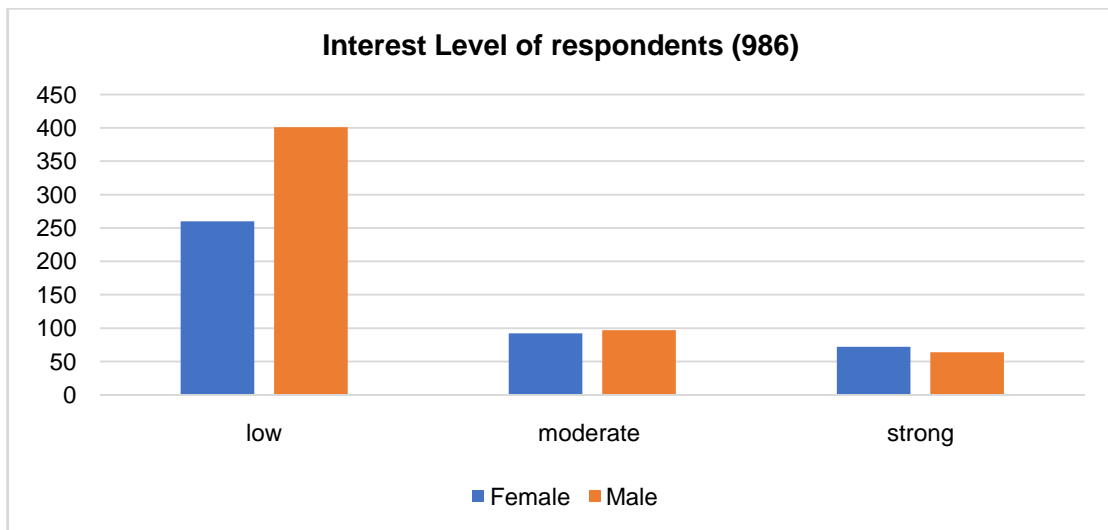


Figure 5

Suggestion

- **To Update Syllabus:** If any new course starts along with B. Com so we must keep that it should be attached with University syllabus with marking scheme. Mostly seems that MOUs works only for short interval, it should be added in new syllabus in school education and Universities with new trend and scenario.
- **Course Content:** courses should be designed in collaboration with industry and commercial sectors e.g., every year, according to need to ensure updated and relevant course content. Again we need to collaborate with professional courses.
- **Examination Pattern:** Examination pattern should be change, it should be application-based study. Practical part should be mention (such as internship, apprenticeship etc.) **It already mention in UGC report 2020 Apprenticeship Rules Act according to UGC guideline and**

report 2020, Amendments made to Apprenticeship Act and Apprenticeship Rules during 2014 to 2019 have opened the prospect of thinking apprenticeship programme to education.

- **Outcome based Approach:** Education should be outcome base approach with practical based then we can get the effective results. Universities or colleges must monitor it by any platform and portal. internship can be a full time for students.
- **Counseling Cell:** Scope is not limited after 12th commerce but ratio of enrolment in graduation is less. One of the most important point is that to Aware the students about it, how this study is necessary for you and the nation also. Few colleges are doing better work for the counselling, we need to increase more center and ways to give counselling in the colleges. for this Centralize monitoring should be arranged. Internationalisation:- To provide the global exposure too.
- **Internationalisation:** To provide students and faculty, teaching and research collaboration with quality foreign institutions can be initiated. Teaching faculty can be encouraged to initiate joint research projects with foreign faculty and to attend seminar, conferences of international level. It should give breathe to commerce stream. It will give exposure to students.
- **Infrastructure:** a lab can established in all colleges for research work it will make student enthusiastic towards study and infrastructure definitely will give environment for development of the student.

Research Scope

- A case study of school commerce stream student interest in higher education commerce stream.
- To study about lack of career counselling in school education or higher education.
- Comparative study on GER of commerce students in higher education among different state's higher education.

Conclusion

We got analyses from the data of government colleges students enrolment ratio decreasing year to year. **We have to coordinate with universities to update syllabus, exam pattern and placement the students. Proper counselling** is must in **schools and colleges. Job opportunities** are not less but **interest of students** about commerce is less due to old pattern. we must **develop infrastructure** and to give **environment** of study, **job oriented course** content and sound **scope. Encourage student** to choose this course and aware about the necessity of the course towards the individual and nation also.

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