ABSTRACT

Commerce education is the backbone of business and serial development of the Nation. Commerce education develops the relationship of people with one another. It covers wide area of business and society. It also gives to the people for democratic living, good citizenship and proper utilization of resources. Commerce education provides skill oriented education to students and society.

Keywords: Commerce Education; Challenges and Opportunities

INTRODUCTION

Commerce education plays and essential role in today’s dynamic business and economic environment. The rapid trade of globalization and technological changes have made difficult for organizations to survive in the competitive world. As a result the importance of commerce education have been increased many folds. So it is expected from the commerce discipline to produce quality according accounting, tax and business, professionals. In the recent scenario commerce education as become marketable commodity. Today commerce education taking global dimension and also is taking slowly and professional approach.

Commerce education is that form of instruction which both directly and indirectly prepare the business man for his calling. Commerce education has emerged as one of the most potential pursuits in the wake of industrialization. Most of the education commissions constituted in post independence India to explore higher education have undoubtedly held that the commerce education is primarily meant for providing the students in depth knowledge of different functional areas of business so as to prepare people required by the community for the purposes of trade, commerce and industry.

Commerce has grown from a subject to full-fledged faculty in most of the universities and acquired a pride of place. The technological revolution has further provided new dimensions E-banking, E-finance, E-marketing, E-commerce, E-investment, E-trade world become a village. Commerce education is education it’s required and develops knowledge skills attitudes for the handing of trade commerce and industry the recent commerce education has emerged accountant cost & works accounts. Company secretary & business administrator commerce education is totally different from other disciplines it must create new routes to nation commerce is dedicated to developing tomorrow’s leaders manager, professionals.

RESEARCH OBJECTIVES

For this study the following objectives are as follows.

1. To study the commerce education history
2. To study the commerce importance
3. To study the commerce opportunities and challenges
4. To examines new aspects and trend in commerce education
To developing skills in commercial knowledge and operations.

**RESEARCH HYPOTHESIS**

Commerce education makes new opportunities therefore unemployment problem has decreased.

**RESEARCH METHODOLOGY**

For this purpose of the study the data is collected by secondary sources. i.e. Various web sites, books and research papers.

**Commerce Education**

The first commerce school was established in Chennai in 1886 by Trustees of pachiyappa’s charities. Commerce classes started in the presidency college, Kolkata in 1903. The Sydenham college of commerce and economics was established in 1913 as the first institution for higher education in commerce. In post-independence period, commerce education has emerged as one of the most potential pursuits in the wake of industrialization, economic development and techno-managerial revolution. Commerce has grown from a subject to a full-fledged faculty in most of the universities and had acquired a pride of place amongst different academic disciplines.

Commerce is the exchange of items of value between persons or companies. Any exchange of money for a product, service or information is considered a deal of commerce. The internet and an efficient postal system have made international commerce convenient for business as well as individuals.

E-commerce involves conducting business using modern communication instrument like internet, fax, telephone, e-data interchange, e-payment, money transfer system. E-commerce provides multiple benefits to the consumers in the form of availability of goods at lower cost, wider choice and save times. People or consumer can buy goods with a click of mouse button without moving out of their house or offices. Similarly, online services such internet banking, tickets includes airlines, railway, bus bill payment, hotel booking etc. have been tremendous benefit for the customers. E-commerce education has been phenomenal in making a deep impact on higher education.

Education should be three part process of importing knowledge, developing skill and attitudes and value toward life and society in general. Commerce education is considered as one of the most popular career options in India.

**Challenges**

1. Emerging issue in global Economy, Commerce and Management
2. Challenges and Strategies for controlling inflation and promoting growth.
4. Role of Foreign Direct Investment and Foreign Institutional Investment.
5. Reform in Indian and International Economic Sectors.
6. Challenges and Strategies of IMF and WORLD BANK for International competition.
8. Challenges and Strategies for commodities markets in the world and in currency market in International scenario.
9. Challenges and Strategies for export and import of Trade, Commerce and Industries in global scenario.
Opportunities

At the undergraduate level, Bachelor of Commerce, a three year full time course. And Master of Commerce at the postgraduate level. After completing course in the field of Commerce, a student can join any private institute or government organization as a specialist in any of the Commerce stream and they can also pursue professional courses such as Company Secretary, Chartered Accountant, and ICWA. A graduate in Commerce can also opt careers in financial services as a Financial Consultants, Stock Brokers, Merchant Bankers, Budget Consultant, Financial Portfolio Manager, Project Formulation Manager, Tax Consultants. Careers in Management are also available in the field of Personnel Management, Production Management, Financial Management, Marketing Management, and Material Management, other areas of Management such as Hotel Management, Hospital Management, Tourism Management, Event Management, Office Management, Export and Import Management.

In the Bank, call for Commerce graduates and post graduates with specialization of Banking.

Insurance Companies can also call for Commerce graduates and post graduates with specialization of Insurance. Industrial segment are also call for Commerce graduates and post graduates with specialization of accounting skill including Computer Technology.

CONCLUSION

With a growing emphasis on information, global economy, Higher Education was viewed as increasingly essential for the world’s population. Information Technology and Mobile Technology is now forcing education sector to change according to the need of the time.

The most emerging dimension of the Business and Commerce education in the 21st century is the need for Business School to use technology and make it integral part of course contents.

Education now becomes an industry, there is explosion of technologies and knowledge in all sphere. The quality of Commerce Education has become a major marketing issue in the changing environment. As per specialization, a practical training should be provided to the students. By making relevant and practical oriented Commerce Education, we may impact global competitiveness to our students. As a part of the society the social awareness among Commerce students is the emerging need of present time.

REFERENCES

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