

A STUDY ON INNOVATIVE TRENDS IN COMMERCE LEARNING

Dr.Devaki K K*

*Assistant Professor, P.G Dept of Commerce, MMKSDM College, Mysore

Abstract

Commerce education carefully studies the singular's activity which is damaging to the society as a whole and recommends the methods of their prevention. There are then certain commerce issues which are of direct interest to the society. The problem of money is protection, incidence of tax collection, import-export, the development of agriculture, industries and such affect the society as a whole. Commerce carefully studies these problems in the light of social welfare and gives its unbiased assessment. Commerce education gives the knowledge of well earnings with great business. The Higher Education sector in India is very immense. The role of Higher Education in National development is well established. The objectives of Higher Education can be achieved distinctly through qualitative change in the system. The result of Commerce Education ought to be multidimensional and with full worldwide competitiveness. In any case, we have to realize that the Commerce graduate have absence of practical knowledge. The practical oriented Commerce Education is a need of the age. The principle objective of education is to develop Human Resources to face any challenges of the life. The role of commerce education is to develop Human resources to overcome the challenges in the field of commerce and business. To achieve this objective the commerce education should be focused on linkage with business and industries. It ought to be more practical and as like on work preparing and hands on experience.

Keywords : Practical oriented, Commerce, Education

Introduction

The main 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 principal foundation 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 developed from a subject to a fully fledged workforce in the majority of the universities and had acquired a pride of place among different academic disciplines. The developing phenomenon of globalization, liberalization and privatization has been influencing the Commerce education. The technological revolution has further provided new dimensions' E-banking, E-marketing, E-commerce, E-finance, E-investment paperless trading and governance has been acquiring importance of from one side of the planet to the other. At the same time, the reevaluating business, call Center, private venture operation, IT based services etc. are expanding very quickly. These developments demands outlook change in teaching and learning process. The new abilities and preparing are required to cope up with these changes. The technological advances should be integrated into the essential texture of Commerce education. A career in e-commerce demands both a real knowledge of the business world and the element make a business work just as technical understanding and capabilities. E-commerce education, very much useful for giving a complete picture of the business and the e-commerce occupations in k. E-commerce education courses include some of the essential aspects of business, ensuring that the knowledge incorporated, need to maintain the whole of the business. Other E-commerce education like Internet Merchant Bank Account, Web Hosting, Web Site Design,

Advanced Certificate Provider of Online Transactions and Shopping Cart Software are well known in western countries. E-Commerce Jobs are additionally available in the some other specific areas, so taking a course can be really worthwhile, and give a set of abilities that you won't learn elsewhere. The primary objective of education is to develop Human Resources to face any challenges of the life. The role of commerce education is to develop Human resources to overcome the challenges in the field of commerce and business. To achieve this objective the commerce education should be focused on linkage with business and industries. It ought to be more practical and as like on work preparing and hands on experience

Objectives

- To expose themselves to and to interact with the real life circumstance and in the process to help the society.
- To have practical orientation of study hall guidance. Accordingly, this scheme is expected to helping learning while working and earning while learning.
- The education system is developing very quickly both qualitatively and quantitatively.
- Imparting knowledge in the field of Commerce and Industry.
- Developing abilities in commercial operations and teaching proper professional interest, attitudes and values

Roles of Commerce Education

Webster defines Education as the process of educating or teaching. Education is further defined as to develop the knowledge, ability, or character of students. The principle purpose of education is to educate all students and give everyone equal an open door as a means to succeed in life. The significant variables of education include giving the necessary knowledge and ability. As indicated by Eric Hoffer, "The central assignment of education is to embed a will and office for learning; it should produce not learned however learning people. The genuinely human society is a learning society, where grandparents, parents and children are students together". The role of Commerce education is very much challenging and generally vital to prepare Business leaders and entrepreneurs. There are challenges experiencing significant change from school to work. High rates of youth unemployment have become a primary problem in India, so additionally in numerous countries. To weed out this problem grant of education especially commerce and business which encompasses a whole parcel of livelihood activities is a significant arrangement. Therefore, the essential objective of Commerce Education is to provide an improved livelihood to the people at the lower part of the pyramid by empowering them to discover how the Commerce education can be leveraged for sustainable inclusive development.

New Trends in Commerce Education & Research

Commerce is the exchange of items of value between Persons or Companies. Any exchange of money for an item, service or data is considered a deal of Commerce. The Internet and an efficient postal system have made International Commerce convenient for Business just as people. Education is developing inherent abilities and power of students. It is the process by which society deliberately communicates its accumulated knowledge, ability and values starting with one generation then onto the next. Education in the largest sense is any demonstration or experience that formatively affects the brain, character or actual capacity of a person. Coming up next are new trends in commerce education.

E-Commerce

E-Commerce involves directing business utilizing modern correspondence instrument like Internet, Fax, Telephone, E-data interchange, E payment, Money transfer system. E Commerce provides multiple benefits to the consumers as accessibility of merchandise at lower cost, wider choice and save times. People or Consumer can purchase products with a tick of mouse button without moving out of their house or offices. Essentially, online services, for example, Internet Banking, Tickets includes Airlines, Railway, Bus Bill Payment, Hotel Booking etc. have been tremendous benefit for the customers. Ecommerce education has been phenomenal in having a deep effect on higher education. Development in the Internet over the most recent couple of decades significantly affects correspondence and research in the institutes. Numerous MBA"s, Working Professionals, Administrators, Housewives and comparable people who fell shy of time to go to a grounds program have been able to benefit immensely from online sources.

E-learning

It has become a significant mode of education. Since the regular courses in India are getting very expensive and profoundly competitive, distance and online education is quick developing as an astonishing choice for the students E-learning opportunities are immense in India. Even the distance education programs are serving wonderfully. Distance learning can be availed through different types, for example, interactive CD-ROM programs, Mobile learning projects, Telecourses or Broadcast course by means of Television or Radio, Postal correspondence programs and some more.

E-Governance

E-Governance is the future, numerous countries are anticipating for a defilement free government. E-government is one-way correspondence convention whereas E-governance is two-way correspondence conventions. The essence of E-governance is to reach the beneficiary and ensure that the services intended to reach the desired individual has been met with. There ought to be a pre-programmed message system to help the essence of E-governance, whereby the Government realizes the efficacy of its governance. E-governance is by the governed, for the governed and of the governed.

E-Banking

Online banking (or Internet banking or E-banking) permits customers of a monetary establishment to manage monetary exchanges on a secured website operated by the foundation, which can be a retail bank, virtual bank, credit association or building society. To access a monetary organization's online banking office, a customer having personal Internet access should register with the foundation for the service. Customer's numbers are typically not the same as record numbers, because number of records can be linked to the one customer number. The customer will connect to the customer number any of those accounts which the customer controls, which might be check, investment funds, advance, credit card and other records. Customer numbers will likewise not be the same as any debit or credit card issued by the monetary organization to the customer.

E-Marketing

Electronic marketing is directly marketing a commercial message to a gathering utilizing email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It typically involves utilizing email to send advertisements, request business, or request sales or gifts, and is meant to fabricate reliability, trust, or brand

awareness. Email marketing should be possible to either sold records or current customer database.

Telemarketing

The number of manufacturers of different brands are utilizing different television channels to sale their items from one side of the planet to the other. The targeted customers are the viewers of the television spread all around the world. The targeted sales are achieved by saving time, cost of sales and keeping away from all out chain of conveyance. An effective telemarketing process often involves two or more calls. The primary call (or series of calls) determines the customer's needs. The last call (or series) Prospective customers are identified by different means, including past purchase history, previous requests for data, credit limit, competition entry structures, and application structures. Names may likewise be purchased from another organization's consumer database or obtained from a telephone directory or another public rundown. The capability process is intended to determine which customers are probably going to purchase the item or service.

Challenges and Opportunities in Commerce Education

Commerce is considered as one of the most well known career choices in India. Commerce education is the backbone of the business and serial development of the Nation. This education stresses on developing the people and utilizing available resources. Commerce education develops the relationship of people with one another. Commerce education covers wide area of business and society. Commerce education provides to the business and society that how to use it to improve self and oneself. Commerce education gives to the people for democratic living, great citizenship and proper usage of resources. It provides expertise oriented education to students and society.

Challenges

- Challenges and Strategies for controlling expansion and advancing development.
- Emerging issue in worldwide Economy, Commerce and Management.
- Internationalization of Financial Market in the World.
- Role of Foreign Direct Investment and Foreign Institutional Investment

Conclusion

With a developing emphasis on data, global economy, Higher Education was viewed as increasingly essential for the world's population. Data Technology and Mobile Technology is currently constraining education sector to change as indicated by 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 piece of course contents. Education currently becomes an industry, there is explosion of technologies and knowledge in all sphere. The nature of Commerce Education has become a significant marketing issue in the evolving environment. According to specialization, a practical preparation ought to be provided to the students. By making relevant and practical oriented Commerce Education, we might affect worldwide competitiveness to our students. As a piece of the society the social awareness among Commerce students is the emerging need of present time.

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