

Student Perception Towards Commerce Education: A Study with Special Reference Selected Students from Tumkur University, Karnataka

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Abstract

This paper examines the student perception towards commerce education has been discussed keeping in view of the factors influencing for choosing commerce education and student perception towards their career choice. For this purpose the researcher used both primary and secondary data. For the purpose understanding the conceptual information and present scenario of commerce education the researcher used various secondary sources like, Articles, reports, websites etc. in order to evaluate the student's perception towards commerce education, the primary data have been collected through structure questionnaire method. The total of 182 post graduate commerce students have been selected in the Tumkur University, out of which 122 female students and 60 male students' participated. For the purpose of analysis and testing of data, the statistical tools like Mean, Standard Deviation and Two ANOVA, Charts have been employed in the study. The study reveals that Job availability and interest in the subject are influencing students for choosing commerce education and student's response towards career choice in commerce education, good job availability, allows for independence, flexible career options challenges me intellectually, provide job security and provide good future earnings are the factors which influences more for career choice in commerce education.

Keywords: Students, Perception, Commerce Education

Introduction

Development of any nation is solely depends on the quality of human resources and good human resource is produced through quality education. Education provides people with an opportunity to reflect on the social, cultural, moral, economical and spiritual issues and contributes towards the development through propagation of specialized knowledge and skills.

India, even after 70 years of its independence is far away from the goal of universal literacy, the fact that, India's higher education system is charming out millions of graduates who are unemployable's speaks of the need to improve the quality of education in the country. However on a positive note, India is engaged in the use of higher education as a powerful tool to build a knowledge –based information society of 21st century. Indian professionals are considered among the best in the world and are in a great demand, this signifies the inherent strength of the Indian educational system.

Commerce education in India has changed in the last one and half decade. Commerce education started with a view to prepare the manpower requirements of industrial world at large. As field of study the commerce education is almost century old. It was first started in India in the year 1889 in the pre independence ear, it was treated as a center for attraction with limited objectives of providing clerical and accounting personnel with an emphasis on training in typewriting, shorthand letter writing and business methods which ultimately widen due to the growth in trade, commerce and industrialization and then became a part of the main stream of higher education in India.

Review of literature

Surakshaet. AI (2013) studies issues and challenges of commerce education in India. The study reveals that commerce education need to be holistic, targeted and customized with aim to remove the gap, that exist

between industry requirement and academic curriculum focusing on attitude, corporate awareness, growing and developing managerial skills. Therefore it is the need of hour to reorient and redesigning the commerce education in such a way that it will be relevant for society. Therefore, the government should try to establish the new drifts to improve the educational system of the country.

Ritu Gupta et. al (2013) studied challenges and opportunities in commerce education, the study is based on the secondary data. The study examined the job opportunities in commerce and problems of commerce education in India and given suggestion for re-designing of commerce education. Finally the study reveals that, a successful course in commerce exposes the students to different business administration strategies and principles to operate successful in borderless world, colleges have to maintain high standards, gain a multidiscipline perspective, ability to work in a different work culture, strategies planning development etc., to internationalization their curriculum and course to ensure greater in staff across the border our market is vast and their requirement are varied.

Rupaliambadkar (2015); the study made an attempt to examine the role of MOOCs in designing the future accounting education scenario in india. It is believed that MOOCs are set significantly transforming the way accounting education is perceived by offering online courses to enter world. After examining the role and prospectives of MOOCs, the issues, concerns and challenges associated with implementing them in accounting education in India. It may be pointed out that MOOCs success and their contribution to accounting education to India will face obstacles in their infancy stages.

Molloy Marks (2016); studied the several issues which have been linked with influencing a student's attitudes towards the accounting profession. The result of the study shows that, the three main factors influences the students decisions to pursue in accounting education, namely long term earnings, job market conditions and a genuine to accounting education, the findings of the study supports that, the argument that a gap has emerged between academic study and professional practice and as result of accounting education is no longer serving the needs of its graduates, the study also concludes that, the majority of the students still hold the traditional view of the profession as book keeping and number crunching oriented, however female students did not have more favorable in accounting profession.

Parimala Ramesh (2017) has studied commerce education in India and its challenges and opportunities. The study is an outcome of a review of a substantial number of secondary data on the current issues and challenges in higher education in India; higher education in India and commerce education presents completion world. The study reveals that, the country at the begging of the 21st century is to become a developed society by the year 2020, which requires that not only a vibrant economy driven by knowledge has to be ushered in soon.

EleniGemanouet. al. have examined the students perception of accounting profession by employing work value approach. This working paper introduces new theoretical framework to examine similarities and differences between major Malaysian and English students. It concerns attributes and outcomes associated with the accounting profession and relationship between the accounting profession and the relationship between student perception and intention to pursue on accounting career. The findings of the study indicate that both the groups hold positive profession oif accounting profession and there is a significant correlation between student's perception and their intension to pursue career in profession. The study also indicates that Malaysian and English students hold differing perceptions concerning the accounting profession's attributes and outcomes.

Objectives of the Study

1. To study the current scenario of commerce education in India.
2. To examine the student's perception towards commerce education in India.

Hypotheses of the Study

The present study student perception towards the commerce education tested the following two hypotheses

H₁

There is no significant difference in the level of perceptions towards factors influences for choosing commerce education.

H₂

There is no significant difference in the level of perception towards the factors influences career choice in commerce education.

Research Methodology

The present study is includes both primary and secondary data. For the purpose understanding the conceptual information and present scenario of commerce education the researcher used various secondary sources like, Articles, reports, websites etc. in order to evaluate the student's perception towards commerce education, the primary data have been collected through structure questionnaire method. The total of 182 post graduate commerce students have been selected in the Tumkur University, out of which 122 female students and 60 male students' participated (table 1). For the purpose of analysis and testing of data, the statistical tools like Mean, Standard Deviation and Two ANOVA, Charts have been employed in the study.

Table-1: Sample Size

Description	N	Percentage
Male	60	32.97
Female	122	67.03
Total	182	100

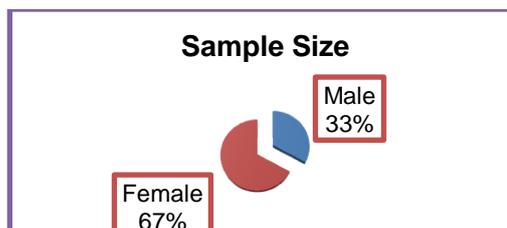


Table-2: Factors influencing for Choosing Commerce Education

Factors	No Influence	Little influence	Some influence	Moderate Influence	Strong influence	N	Mean	St. Dev (%)
interest in the subject	12	8	43	58	61	182	3.81	25.09
Teachers or Lectureres	59	29	60	21	13	182	2.45	21.84
Ease of earning degree	109	60	10	3	0	182	1.49	47.34
parents and family	50	24	28	37	43	182	2.99	10.64
career guidance	14	19	30	66	53	182	3.69	22.35
performance in the subject	24	22	51	75	16	188	3.20	24.87
friends	132	16	19	6	9	182	1.59	53.70
job availability	16	10	9	53	94	182	4.09	36.94

Source: Primary Data

Table 2 shows that, factors influencing for choosing commerce education and it indicates that, the highest weighted mean for job availability i.e., 4.09 followed by interest in the subject i.e., 3.81 and carrier guidance have 3.69 mean, performance in the subject is 3.20. the lowest mean is found in ease of

earnings degree and teachers or lecturers viz., 1.49 and 2.45 respectively. Therefre it can be concluded that, Job availability and interest in the subject are influencing students for choosing commerce education.

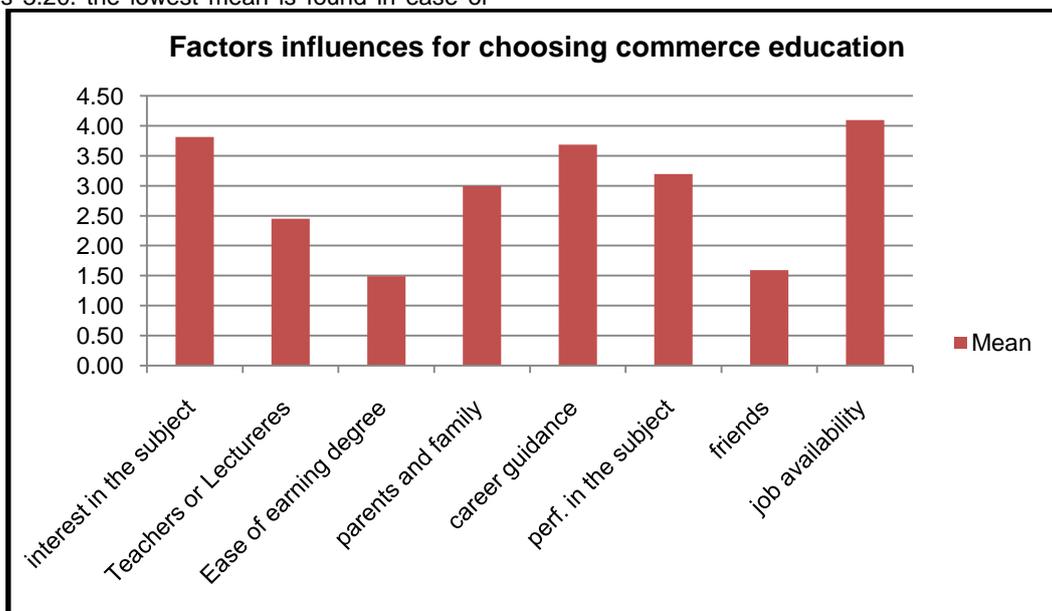
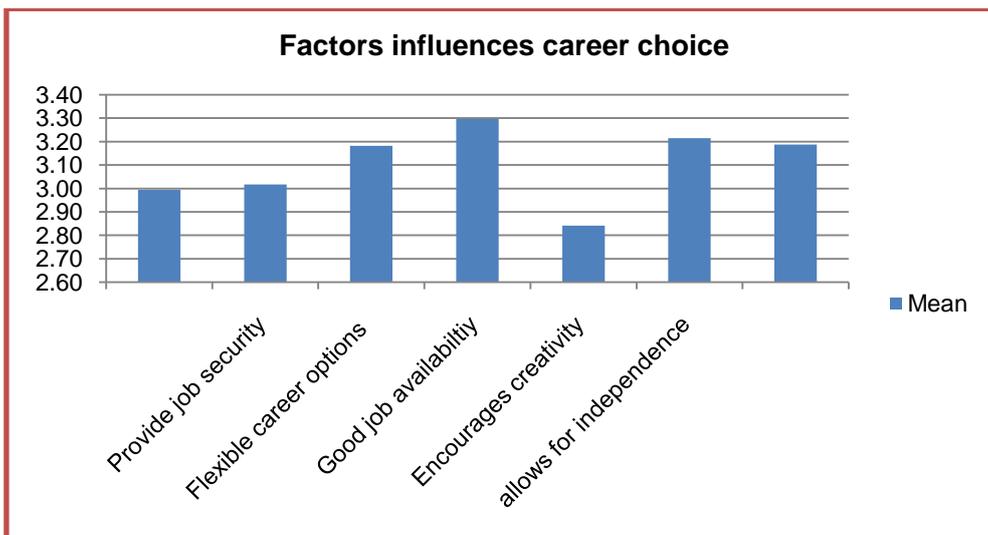


Table-3: Students Response Towards The Career Choice

Factors	Strongly disagree	Disagree	Agree	Strongly agree	N	Mean	St. Dev (%)
Provide good initial earnings	2	9	159	12	182	2.99	75.78
Provide job security	5	12	140	25	182	3.02	63.54
Flexible career options challenges me intellectually	18	11	73	80	182	3.18	36.02
Good job availability	4	5	106	67	182	3.30	49.95
Encourages creativity	16	18	127	21	182	2.84	54.37
allows for independence	3	24	86	69	182	3.21	38.56
Provides good future earnings	5	2	129	46	182	3.19	59.17

Source: Primary data



From the above table 3 indicates that, student's response towards career choice in commerce education, good job availability, allows for independence, flexible career options challenges me intellectually, provide job security and provide good future earnings have highest weighted mean 3.30, 3.21, 3.18, 3.02 and 3.19 respectively. Therefore student's response towards career choice in commerce education, good job availability, allows for independence, flexible career options challenges me intellectually, provide job security and provide good future earnings are the factors which influences more for career choice in commerce education.

Testing of Hypothesis

Further the researcher formulated two hypotheses and for the purpose of testing these hypotheses, the researcher employed Two ANOVA, the results of the test have been shown in Table-4. Hypothesis 1 is relates to factors influencing for choosing commerce education and student the

perception of the students, it clear from the table-4 is that in both between factors influences and between the level of perception of the students F value is less than the significant value (i.e., 0. 001 < 2.359, 0.792 < 2.359) hence null hypotheses is accepted. Therefore it can be concluded that there is no significant difference between factors influences and perception level of students towards commerce education. The second hypothesis of the study relates to factors influencing career choice and students perception. Therefore the statement of the hypothesis is,there is no significant difference between the factors influences for career choice and perception level of the students. The calculated F value between the perception level of the students is than the critical value (i.e., F- 0.00) therefore it can be concluded that, there is no significant difference in the perception level of the students towards career choice in commerce education.

Table-4: ANOVA (Two-Way)

Items	Source of Variation	SS	df	MS	F	P-value	F crit
Factors influencing for choosing Accounting Education	Rows	6.300	7	0.900	0.001	1.000	2.359
	Columns	3586.650	4	896.663	0.792	0.541	2.714
	Error	31716.950	28	1132.748			
	Total	35309.900	39				
Students Response towards the career choice	Rows	0.000	6	0.000	0.000	1.000	2.661
	Columns	54057.286	3	18019.095	30.897	0.000	3.160
	Error	10497.714	18	583.2063			
	Total	64555.000	27				

Source: Compiled From Table 2 & Table 3

Findings and Conclusion

The empirical study is conducted the 182 post graduate students over Tumkur University, Tumkur, Karnataka. The study reveals that Job availability and interest in the subject are influencing students for choosing commerce education and student's response towards career choice in commerce education, good job availability, allows for independence, flexible career options challenges me intellectually, provide job security and provide good future earnings are the factors which influences more for career choice in commerce education.

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