ABSTRACT

In this thesis, an attempt is made to find out what is required to become an entrepreneur, whether current commerce education provides it or not and what is required to do to nurture next generation entrepreneurs. Commerce education has the strength to make students aware and motivate them about entrepreneurship. It can play an important role in equipping next generation entrepreneurs but at present it is more theoretical without having real time practical exposure. The current curriculum does not match with the requirement of industry and economy. This study also focuses on what practical improvement is required in the present curriculum and teaching methodology in order to make commerce education as motivational education for self employment.

During the survey, it was observed that at present commerce education is not able to develop risk taking ability, decision taking ability, time management, problem solving ability, creativity and research skill. Also, commerce education face to provide information about how to make business plan. Majority of the respondents under the survey are of the opinion that commerce education is not effective in providing knowledge about business planning, marketing management, strategic management and different social and economic aspects. The further evaluation of collected data reveals that syllabus and teaching methodology are effective means to develop entrepreneurial skills among students.

Entrepreneurs are not born they can be develop through proper education and training. The collected secondary data of rural self employment institute reveals through
proper training we can improve the settlement ratio of training and make them self employed.

There are various hurdles like fear of failure and lack of risk taking ability, lack of information and knowledge and lack of interest towards business to start and run own business. To overcome these hurdles there is a need to run effectively Entrepreneurship Development Program at institutional level. Unfortunately majority of the educational institutes fails to run it due to unavailability of resources like well trained faculties, strong network with government agencies, etc.

It is a requirement of today’s highly competitive and globalized scenario that more individuals should be job providers instead of job seekers in order to overcome the problems of unemployment and poverty. Commerce education has strength to neutralize these problems and for that, it is essential to upgrade commerce curriculum and make it entrepreneurial one. We have to revamp commerce education in a comprehensive manner. Incremental changes are inadequate and it requires radical changes.

To motivate more number of students towards entrepreneurship and to provide all required inputs in an effective manner, it is essential that entrepreneurship should be introduced as a specialization in the commerce degree curriculum just like EDI (Entrepreneurship Development Institute) Ahmedabad.

Technology and globalization are ushering and era of unprecedented changes. The need and pressure for change and innovation is immense to enrich the practical knowledge of the students. Inplant training shall be mandatory in the forth semester for period of at least 10 weeks. In this training students will have to study problems in industrial perspective and submit the report to the University. Such inplant training will
provide an industrial exposure to the students as well as to develop their career in the high-tech industrial requirements.

Under the change circumstances, it is expected that educational institutions should play a pivotal role by providing indoor and outdoor training to their students regarding entrepreneurship to make them competent enough in the global era. For the purpose of creating more number of entrepreneurs in future indoor training can be provided through initiating small business centers at institutional level like hotel management and outdoor training through internship.

The upcoming time is a time of digital trade. Adoption of E-commerce among college and university level seems to do a remedy in creation of next generation entrepreneurs. So, it is essential that learning of E-commerce and business software’s like Tally Soft, Tax Soft, SAP, etc. leads to be provided practically through regular curriculum to enhance E-competence of commerce students.

To impart analytical skills and capability to work independently and to have learning of solving a problem through all its stages by understanding and applying project management skills. It is essential to add project work in regular degree course which will help commerce students in drafting business plans, business estimations, marketing plan, etc.

Commerce educational institutions need to adopt subjectwise lab-teaching methodology which helps them to nurture students learning abilities so that they may acquire skills and instill confidence in them. Lab-teaching methodology can become a key component to understand subject more easily.
In competitive environment commerce educational institutions may strive to innovate to prove a differentiated program. The efforts at differentiation to provide higher educational standard that are more competitive and more effective in meeting goals of students are needed. For enhancing students creativity, research skills and overall personality different students educational committees should be form by assigning educational task to them, so that they can learn practically the different managerial aspects like planning, decision making, organizing, communication, leadership, etc. the committee should carry out the work of arranging educational fairs, entrepreneurs-students interaction programs, etc.

Finally the thesis provides that for improving the general standard of the commerce education with reference to entrepreneurship, it is recommended to adopt resource mobilization technique. Under which inter university faculty learning programs should be arranged for upgrading knowledge of faculties in practical entrepreneurship which will help them to guide their students properly on entrepreneurship.