

COMMERCE DIGEST



E-MAGAZINE BY COMMERCE DEPARTMENT

MEANING AND IMPORTANCE OF COMMERCE

“COMMERCE IS THAT PART OF BUSINESS WHICH IS CONCERNED WITH THE EXCHANGE OF GOODS AND SERVICES AND INCLUDES ALL THOSE ACITIVITIES WHICH DIRECTLY OR INDIRECTLY FACILITATE THAT EXCAHNGE”

1. Commerce tries to satisfy increasing human wants
2. Commerce helps to increase our standard of living
3. Commerce links producers and consumers
4. Commerce generates employment opportunities
5. Commerce increases national income and wealth
6. Commerce helps in expansion of aids to trade
7. Commerce helps in growth of industrial development
8. Commerce encourages international trade
9. Commerce benefits underdeveloped countries
10. Commerce helps during emergencies



WHAT AFTER 10+2 COMMERCE ?

1. Finance
2. Banking
3. Chartered Accountancy
4. Company Secretary
5. Insurance
6. Foreign Trade
7. Stock Broking & Investment Analyst
8. Economics



Career Options in Commerce



WORKSHOP ATTENDED BY THE COMMERCE FACULTY

WORKSHOPS AND ORGANISERS	ATTENDED BY
Workshop on changes in Accountancy curriculum by Professor D.K. Goel and Arya Publications.	MR. Sushil Mishra (<i>Incharge</i>)
Workshop on Case Study in Business Studies by Professor D.K. Goel.	MS. Madhur Dewan
Enrichment Programme by Department of Education.	MS. Madhur Dewan
Workshop on Typology and changes in Accountancy curriculum by Professor G.S. Grewal.	MS. Asha Ghildiyal

List of Colleges offering BMS/BBA (FIA)/BBE in DU

- Saheed Sukdev College of Business Studies , Vivek Vihar
- Deen Dayal Upadhyaya Vollege , Karampura
- Shri Guru Teg Bahadur Khalsa College, North Campus
- Gargi College, Sri Fort
- Maharaja Agarsen College, Mayur Vihar, Phase – I
- Shri Guru Govind Singh College of Commerce, Pritam Pura
- College of Vocational Studies, Sheikh Sarai
- Shivaji College, Raja Garden
- Lakshmi Bai College, Ashok Vihar
- Keshav Maha Vidyalaya, Pritam Pura



List of Colleges offering BBA in Indraprastha University, Delhi

- Maharaja Surajmal Institute, Janakpuri
- Maharaja Agrasen Institute of Management Studies, Rohini
- Vivekanand Institute of Professional Studies, Pritam Pura
- Jagannath International Management School, Vasant Kunj
- Bhai Parmanand Institute of Business Studies, Shakarpur
- Ideal Institute of Management and Technology, Karkardooma
- Rukmini Devi Institute of Advance Studies, Rohini
- Delhi Metropolitan Education, Greater Noida
- New Delhi Delhi Institue of Management, Tughlakabad
- Meera Bai Integrated Institute of Technology, Maharani Bagh



INNOVATIVE CAREER OPPORTUNITIES OF COMMERCE EDUCATION IN THE CHANGING BUSINESS SCENARIO

Innovative Career Opportunities in Commerce Education In most of the cases, educational career directly links with professional career. Because the person who opts for a particular academic program wants to do job in the same field. Hence the decision should be taken at the very beginning of the intermediate level. Only those students who have an interest in working with numbers and enjoy reading & analyzing numerical data and who aspire to make a career in the

financial and business world are ideally suited for commerce. One who prefers commerce as a field of study can make career in the following subjects: Accounting Auditing Banking Business Management Company Secretary (CS) Chartered Accountant (CA) Cost & Works Accountant (CWA) Among all these career opportunities CWA is a new innovative branch of study in the field of commerce and business during the last century. There are a lot of job opportunities for CWA professionals like as Chairman, Managing Director, Finance Manager, Chief Executive, and General Manager etc. in many public and private sector organizations.

Future Prospects of Commerce Education in the Changing Business Scenario

With the increase of FDI and also with more internationalization of Indian economy, the demand for such commerce students will grow up who can speak different languages, who can move easily between cultures and countries and above all, who have adequate skill to work efficiently in global environment. The silver-lining is that a few leading universities and colleges have already taken serious concern on this issue. They have adopted a number of measures like modernization of curriculum, introduction of need-based and relevant job-oriented courses, replacement of teaching by chalk and duster with new pedagogy like audio-visual training, business games, computer-aided teaching, case study, group in respect of modernization of commerce education. Now, Commerce education has to face new challenges and threats in terms of quality, competition, technology and human resource development. This calls for improvement in the quality of commerce education in order to fulfill the demand of the corporate bodies for employable commerce graduates/ post graduates who have adequate skill.

CAREER OPPORTUNITIES FOR COMMERCE STUDENT

Traditional, time-tested avenues of employment making way for newer opportunities and career paths, and today, most students are faced with a bewildering array of choices of colleges, study subjects, fields of specialization and methodologies. Students are faced with the unenviable task of having to make choices based on popular opinions or trends. Very few, if any make choices based on potential and real aptitude. This means that most new entrants in the professional field are there because they hope that they are in the right place and not necessarily because that is

what like and are good at doing. Apart from this, we will find that with newer seats of higher education opening up across difficult. Highlighting one's abilities and hidden or unique strengths becomes even more crucial in the race to stand out from the crowd. Graduates from institutes located in unusual geographies will be hit even harder with a new class structure based on one's graduating institute rather than one's merit emerging. Both companies and job seekers lose in the ensuing chase. As companies resort to greater eliminatory tactics, they run the risk of letting real talent slip through the employment net.

REENA MAHAJAN
XII D



ROLE OF COMMERCE EDUCATION IN THE CHANGING BUSINESS SCENARIO

Basically commerce is a fundamental stream of academic discipline along with science and humanities. The study of commerce involves the understanding of business or trade with special emphasis on market, economies, fiscal policies and industrial policies. It includes Accountancy, Business administration, E-commerce, Finance , Economics and Marketing. With the increase of FDI and also with more internationalization of Indian economy, the demand for such commerce students will grow up who can speak different languages, who can easily move between cultures and countries and above all, who have adequate skill to work efficiently in global environment. Very few educational institutions have already taken serious concern on this issue. They have adopted a number of measures like modernization of curriculum, introduction of job oriented courses, replacement of teaching by chalk and duster with new pedagogy like audio-visual training, business games, smart class, computer aided teaching, case study, group discussion and project work etc. They have also arranged for soft skill development of their students. Now commerce education has to face many new challenges and threats in terms of quality, competition, technology and human resource development. This calls for improvement in the quality of commerce education in order to fulfill the demand of the corporate bodies for employable commerce graduates.



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Thank You