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**Ajanta Prakashan**

## 5. Contribution of Commerce Education in Building Entrepreneurship

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### Abstract

In this study it was tried to find out contribution of commerce education in the entrepreneurship development. Commerce education ES not only degree it is 1 sort of training course where student learn multiply subject. To merge your business ideas and diligence for to earn profit it's called enter entrepreneurship. And business education or commerce education is an education policy that helps to teach not only to build enterprise but also perform business activities. In past decades people think business is all about risk bearing and don't need all books to understand market.

Since the job marketing is reaching a saturation point the availability of jobs may be exhausted in near future .Creating entrepreneurs will help our nation's economic development as well as creation of new job opportunities. The education industry sector, by promoting entrepreneurial Spirit could itself become a sustained growth industry. commerce education provides a prospective for tile ground to develop entrepreneurial skills and abilities like thinking independently, identification all job opportunities risk taking abilities etc. Today every country needs entrepreneurs for 360 degree development of that particular nation. Commerce education code row wide a hunting ground to identify the hidden entrepreneurs from the talented crop of student.

This research paper deals with the contribution of commerce education in building entrepreneurship.

**Keywords:** Commerce education, Entrepreneurship development, entrepreneurship, skills.

### Introduction

Lately in business, commerce education and research R enter related Toms which include bored areas of finance, human resource marketing, accounting, entrepreneurship development,



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business law etc. to promote economies of our nation we necessitate professional commerce community, accountant and economist with sophisticated particle and, IT Knowledge, to develop, evaluate and examine the market of the large scale business form and other allied sectors. Thus, our commerce education system, curriculum, should be designed in such a way that it facilitate all aspects of business environment and also play significant role to improve quality of commerce education.

As we all know that entrepreneurship is other backbone of a country's economy. it requires a flow of capital, technology, skills and talent. Many people read short success stories and assume that it isn't challenging and other people having strong fear to face losses, both types of people getting failure in business because of quick entry and lacking restart business.

Today commerce education sector is living discipline and is completely diverse from other disciplines, Therefore, it must charter new route to service the ambitions of the nation for common man, the economic development of the nation and to convene the growing needs of the society, theret, is huge demand for sound development and commerce education in India institute/Universities. But consequently, commerce education remained only literal and general education for last decades.

### **Review of literatures**

1. Roshan, Ara (2011) conferred the total from the proceeding ,a workshop command and J and K (India), board of college education on the importance of commerce education. the workshop highlighted the necessity for creating student- targeted and streets free commerce course off study and targeted the necessity for restructuring the prevailing commerce course of study the whole business world is undergoing not worthy change is requiring advanced study and analysis.
2. Definition of ferrante Coincides with Arenius' and De clerq's, who describe Entrepreneurship as an activity, which involves " the discovery, creation and exploitation of opportunities aimed add the introduction of , e.g. new goods and services, new way of organizations or new process" (Arenius and De clerq 2005: 250 with reference to Venkataraman 1997; Shane Venkataraman 2000.
3. Martin Lackus 2015, explained region behind promoting entrepreneurial education researcher and experts is that entrepreneurship is seen as a large engine for economic growth and job creation (Wong et al., 2005). Entrepreneurial Education has to look out

for the increasing globalization, uncertainty and, complicated world in which we live, requiring all people and organization in society to be increasingly equipped with entrepreneurial competencies (Gibb,2002).

4. Ashish B. Gattani 2017, As per his PHD thesis, Internal and external Motivation plays an important role in influencing a person and move Bring his energy towards a practical task. During a survey most of respond expressed that interest in education and entrepreneurship are the major factors that motivated them towards entrepreneurship. Interest in entrepreneurship serves as intrinsic motivation and education as external motivation.

### **Objectives**

1. To know the impact of commerce education on entrepreneurship development skills.
2. To know commerce education scenario in Amaravati division.
3. To check contribution of commerce education in entrepreneurship development skills.

### **Research methodology**

#### **Secondary method**

Secondary method is those data, which is already available in the form of magazines, research journals and books etc. for this research work secondary data has collected from Internet and research paper.

#### **Impact of commerce education on entrepreneurship development skills**

Business takes a more and more contribution in Indian economy for increasing the GDP and decreased the rate of unemployment. When the Indian finance minister introduced a new policy in the name of (LPG) Liberalization, privatization, and globalization in 1991. The Indian market was open globally and Indian entrepreneurs had got the opportunity to develop the business. In today's era, for starting a new venture we needed commercial knowledge. this commercial knowledge provides by commerce education. Commerce education has the power to endure knowledge of these commercial aspects in the graduate students to make entrepreneurs. In commerce education, there are number of skills that help to build entrepreneurship. Communication, leadership, decisions making, time punctuation, innovation. A skilled manpower supply indispensable for business growth. Commerce education plays an important role in today's fast- paced Business Environment. Privatization, globalization and implementation of technology have made it difficult for rapidly changing organization to

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### Certificate

This is to certify that Prof. Joshi Teena Devraj, Asst. Professor, Department of Commerce, Govindlal Kanhaiyalal Joshi (Night) Commerce College, Latur. has participated / presented research paper entitled "Contribution of Commerce Education in Building Entrepreneurship" in the A One-Day Multidisciplinary National Conference on "Azadi Ka Amrit Mahotsav' - Achievements in Various Fields of India in 75 Years" organised by Shrimati Sushiladevi Salunkhe College Of Education, Osmanabad. on 25<sup>th</sup> April 2022.

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