

## “MANAGEMENT AND COMMERCE EDUCATION IS CONTRIBUTING TO IMPROVE INDIAN VALUE SYSTEM: A STUDY”

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### ABSTRACT

*This paper is based upon the case study method and literature survey related to research work conducted in educational institutes and offices where commerce and management persons are enrolled in education or working after completion of degree. Curriculum of many commerce and management institute providing management and commerce education are based upon already set curriculum from state and private universities and authorities. Students, who are attending commerce and management education, obtain a wide range of benefits from and it is a strong belief of them that they are getting social education along with attaining direct and indirect social benefits. There is correlation between earnings and attainment of values for both commerce and management people. Education among people is a powerful tool to attain power and earnings. Present study explores the role of commerce and management education in developing the Indian values among professional completed commerce and management education and students attaining commerce and management education. Empowerment of people and to equip them with the ability that will enable them explore the confidence & knowledge according to their abilities and manipulate it for their survival to establishing themselves. Commerce and management education enables people to cultivate good habits and develop right attitude towards work, family and society.*

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### INTRODUCTION

Curriculum of many commerce and management institute providing management and commerce education are based upon already set curriculum from state and private universities and authorities. Students, who are attending commerce and management education, obtain a wide range of benefits from and it is a strong belief of them that they are getting social education along with attaining direct and indirect social benefits. There is correlation between earnings and attainment of values for both commerce and management people. Education among people is a powerful tool to attain power and earnings. Present study explores the role of commerce and management education in developing the Indian values among professional completed commerce and management education and students attaining commerce and management education. Empowerment of people and to equip them with the ability that will enable them

explore the confidence & knowledge according to their abilities and manipulate it for their survival to establishing themselves. Commerce and management education enables people to cultivate good habits and develop right attitude towards work, family and society.

### OBJECTIVES

1. To find out role of Education in development of Indian values among students of Management and commerce.
2. A bird's eye view over other benefit of Management and commerce education

### WHAT CONSTITUTE INDIAN VALUES

Some of the important social values in India are cooperation, modesty, dignity, group harmony, patience, moderation in speech, careful listening, respect etc. all above values are strongly rooted in Indian culture which can be called as Indian values. In India all above values are necessary for the proper functioning of the family, society and also necessary to individual for their growth and survival in the society. In India the feeling of group solidarity and less competition within the group all above values are having their strong place in the life of Indians. Most of the Indian social values are practiced from the past and these are the essentials of the cultural norms also. Indian values and norms are having their roots in Ramayana, Bhagwatgeeta since past of its civilization, during medieval period different thinkers and religions have contributed to improve the cultural and social values in India. Indian values seem to be a life style while we think and study it in a broad sense. There are so many postulates of Indian values present but for this specific study author has taken few of them and discussed particular values with the respondents. The values for which researcher has discussed are cooperation, dignity, self-confidence, modesty, vision for life, social and family responsibilities and the relationship and effects of their education's contribution in developing and to understand these values.

### STATUS OF COMMERCE AND MANAGEMENT EDUCATION IN INDIA

Management and commerce education in India had performed well in producing management and commerce graduates in India, so far because of this reason we can see many successful and great personnel in corporates and business houses. The economy of the country is growing rapidly now even the Prime Minister of India is now emphasizing on the economic and industrial growth in the country. Business schools and institutes are growing well now and new Institutions for commerce and management are set up rapidly. The b schools and universities providing education of management and commerce are performing well and their number is increasing rapidly.

### METHOD

The study explores two major aspects: (1) Role of Education in development of Indian values among students of Management and commerce. (2) A bird's eye view over other benefit of

Management and commerce education. Case study method was used in this study to get understanding of these social phenomenon. Participants were asked to share their experiences and challenges during their education and career. Semi structured interview technique was used to collect the data from participants. Main themes selected for the responses were family and social background, support from the family, academic experiences, challenges, values and norms, decision making, freedom, spouse selection, marriage timings, knowledge of legal rights, domestic support to exercising rights, knowledge of political system, self-esteem and self-confidence. Participants of the study were selected from students getting education at management and commerce colleges of Indore, teachers and personnel working in business, industries and bank. A qualitative interview method was used this did not permits a large number of respondents. Total ten respondents from students, academics and professionals each were selected as the sample of the study. All the interviews were held in offices and education institutes of the respondents in a single session. The interviews were audio recorded and transcribed later for the purpose of the analysis. The consent for the interview and appointments were taken in advance from all the participants. All the interviews were held in bilingual situation English and Hindi both the languages were used.

## CONCLUSION

According to the findings of primary data analysis and review of secondary data conclusion of this piece of work is that maximum number of students studying in business schools and Institutions providing commerce education are accepting that they are aware of Indian values and during enrollment in the courses they are emphasized for the values of Indian culture. During business education they are studying human psychology, communication, value systems and working culture it is somehow developing their sense towards Indian values and culture. The professionals working in corporate and business along with academics also have accepted that they are aware of Indian values and culture and their academics has provided them opportunity to understand this. Along with the Indian values, norms and ethics respondents are having insight that their education of business and commerce has created sense of responsibilities for society and family in them. Behind the success of business these values are somehow essential and contributing to be successful continuously.

## DISCLAIMER

The views expressed in this paper writing express the findings of the research work done by the author and in the writing of this write-up the author has taken the liberty of expression of her own views also based on review of secondary data. The research work is entirely completed by author and she has not put any ideas or expressions of respondents/other authors directly.

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