

Why pursue Commerce for Graduation?

Normally, students are unaware of the fact that 12th is the initial and crucial stage of building a career. With complexity & uncertainty driven by change & innovation, day-by-day, it is becoming difficult to choose right option. They take the decision with puzzled and ambiguous minds and end up selecting a wrong stream thereby opening doors to worst consequences in the long-term career prospects. Choosing the right stream has a long-lasting impact on a student's future. It has been often noticed that students start hating their subject after some time or quit their subject midway or start feeling frustrated about their wrong career choice. The decision they once took out of peer pressure or parental pressure or due to lack of knowledge now becomes the burden of their life. Hence, it is very important for any student to choose the stream carefully for better career prospects in future.

Over and above, we are sold many ideas, products and philosophies by market influencers. E.g. Of late, we are sold by our society that 'without science & technology background there is no job'. There is no future in Commerce and Arts. But this is absolutely wrong. There are many options other than Science and Technology such as Bachelors in Business Administration (BBA), B.Com (Hons), BBA LLB, BA LLB, Bachelors in Liberal Arts, Bachelors courses in Data Science etc which offer better career prospects than regular science courses. Infact many of the top executives posts such as CFO, CEO are from the Commerce background.

The only important thing to remember is that if you are planning to pursue commerce and management courses you should do it from top universities and colleges. Infact the above-mentioned commerce courses offered by some of the top institutions such as NMIMS School of Commerce, NMIMS School of Law, Flame University, some Indian Institute of Management (IIMs) and Delhi University are at par with courses offered by top engineering colleges of our country in terms of skill development, building creativity & problem solving abilities and providing employability and hefty salaries.

What sets these universities and institutions and their courses apart from regular commerce colleges and courses offered by them is the innovative pedagogy and curriculum adopted by them and regular updation of the same as per the changing needs and demands of the corporate world.

Some of the USP's of the courses offered by these institutions are:

Campus Infrastructure: The campuses have the most modern Classrooms with Smart teaching Boards, Wifi enabled campus, Computer Labs, Language Labs, Rich Library with E-books research and company databases. The human infrastructure is equally robust comprising of highly qualified professionals like Doctorates, Chartered accountants, MBA's, etc who train the students with the best possible skill sets.

Course Content: One of the biggest USP's of private university is, that they can design their own course structure. The Academic council of these institutes comprises of rich alumni who are placed at top positions in multinational companies. With their input, the course is designed in such a way, that it suits the practical requirements of the Industry and it becomes easy for the industry to absorb the graduates.

Pedagogy: By using conventional methods such as PowerPoint Presentations theoretical and conceptual knowledge is imparted which is very important at the graduation level. But to supplement this and to make it more effective short videos, animations, Tedx talks and corporate examples are used. But in today's dynamic environment learning theory is not sufficient but its application is equally important and therefore in every subject case studies are used extensively. Students are given case studies beforehand and during the lectures discussions happen in which students get to learn different perspectives which results in their holistic learning.

Roleplays are used in subjects such as Effective Communication, Soft Skills, Indo Socio Political Economic Systems and Current Affairs, Advertising and Media and Business Law in which students are able to hone their communication and human relation skills. In subjects such as Essentials of IT, Operation Research, Business Analytics and Marketing Analytics students get hands on experience on software packages such as Advanced Excel, SAAS, SPSS and 'R' which helps them in inculcating technical skills which are need of the hour and are in great demand in the corporate world.

Simulation and Management Games are used in subjects such as Operation and Supply Chain Management, CRM & Marketing Strategy to replicate the Corporate Setting in which students test and apply the concepts which they have imbibed during their classroom lectures. In every subject students are given Individual & Group Assignments and Projects followed by presentation on the same. These projects give them practical perspective, industry exposure and also help in establishing a Corporate connect which is of paramount importance in today's competitive world.

Cosmopolitan crowd – The students in these institutions come from all across the country and they bring their diverse values along with them. Studying in such a cosmopolitan environment will give good exposure to a student and will prepare him for the corporate world.

We are lucky that some of the above mentioned courses such BBA, B.Com (Hons) and BBA LLB are available in our Dhule city at SVKM's NMIMS, School of Commerce and courses such as MBA-Tech and MBA-Pharma are available at NMIMS, Shirpur.

At Dhule, NMIMS spreads, in 33 acres of campus and is committed in transforming its students into matured citizens of a nation and future maestros of corporate world. The campus has School of Commerce which offers two 3 year courses namely Bachelor in Business Administration (BBA) and B.Com (Hons) which is affiliated to NMIMS University. These courses are same as offered in Mumbai campus and have been operational since last 3 years at Dhule campus. School of Law affiliated to NMIMS University will be starting their 5 years integrated dual degree BBA LLB from this year. It also has Institute of Technology (IOT) offering Engineering courses and Institute of Pharmacy (IOP) both affiliated to Babasaheb Ambedkar Technical University (BATU) and CBSE School offering schooling from 1st to 10th in the same campus. It has also started offering CBSE 11th Commerce and Science from this academic year. The campus has Inhouse hostel (separate for Boys and Girls), which will reduce travelling time, which is a time consuming element in metro cities. Hostels are well equipped, furnished, with reading room facilities, sports room, Mess, Laundry and other essential services being available within hostel. Another USP of Nmims is-

International Linkages – There are various short term and long term mobility programs under which NMIMS University has done tie ups with various international universities which are available to University students.

Dual Degree programs – Under these, students can do 2 years degree course from NMIMS and can cover remaining 2 years degree at International University and will be entitled to get Bachelors Dual degrees from two university

Twinning programs – Under these programs, students can study two years at NMIMS and go to an International University for the completion of their final year. In some Universities they are also entitled to Masters program on the basis of 5 years education at NMIMS.

Therefore I urge student fraternity not to turn a blind eye to Commerce and Management courses especially when these courses have so much to offer. Even students who are planning to join their family business can benefit from these courses as they not only offer you employability but also inculcate entrepreneurial, leadership and managerial skills which are essential for running any business Also, many students blindly go to Mumbai and Pune and do engineering and commerce courses without doing cost-benefit analysis of these courses and regret afterwards. Wrong choice means big cost in terms of time, money, resources, frustration, anxiety and loss of competitiveness. Some of these courses are being offered right in our own backyard and right under our nose in our own city offering all the benefits enumerated above such as expertise, managerial skills, leadership, creativity, analytical ability and above all employability.

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