



Thakur Educational Trust's (Regd.)
THAKUR COLLEGE OF SCIENCE & COMMERCE **tcsc**

UGC Recognized * Affiliated to University of Mumbai
(NAAC Accredited with Grade 'A' [CPGA-3.10] * ISO 9001:2008)

A STUDY ON THE FACTORS WHICH INFLUENCE A COMMERCE STUDENT TO
PURSUE A PROFESSIONAL COURSE W.R.T. MUMBAI SUBURB

University of Mumbai



SUBMITTED BY

SALONI JANGIR

UNDER THE GUIDANCE OF

DR. NISHIKANT JHA

THAKUR COLLEGE OF SCIENCE AND COMMERCE

KANDIVALI (EAST) - 400101



DECLARATION

I the undersigned **Miss Saloni Jangir** here by, declare that the work embodied in this project work titled, "**A STUDY ON THE FACTORS WHICH INFLUENCE A COMMERCE STUDENT TO PURSUE A PROFESSIONAL COURSE W.R.T. MUMBAI SUBURB**" forms my own contribution to the research work carried out under the guidance of "**Dr. Nishikant Jha**" and has not been previously submitted to any other University for any other Degree/Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

Name and signature of learner

SALONI JANGIR

Certified By

Name and Signature of Guiding Teacher

Dr. Nishikant Jha



Thakur Educational Trust's (Regd.)
THAKUR COLLEGE OF SCIENCE & COMMERCE **tcsc**

UGC Recognized * Affiliated to University of Mumbai
(NAAC Accredited with Grade 'A' [CPGA-3.10] * ISO 9001:2008)

CERTIFICATE

This is to certify that **Ms. SALONI JANGIR** has worked and duly completed his project work for the degree of Bachelor in Commerce (Accounting and Finance) from THAKUR COLLEGE OF SCIENCE AND COMMERCE under the faculty of Commerce and his project is entitled, **“ A STUDY ON THE FACTORS WHICH INFLUENCE A COMMERCE STUDENT TO PURSUE A PROFESSIONAL COURSE W.R.T. MUMBAI SUBURB”** under my Supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and facts reported by his personal findings and investigations.

COORDINATOR

PROJECT GUIDE

PRINCIPAL

DATE:

PLACE:

INTERNAL EXAMINER

EXTERNAL EXAMINER



ACKNOWLEDGEMENT

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the University of Mumbai for giving me chance to do this project.

I would like to thank my Principal, Dr. C.T.Chakroborty for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our Coordinator, Dr. Nishikant Jha for his moral support and guidance.

I would also like to express my sincere gratitude towards my project guide, Dr. Nishikant Jha whose guidance and care made the project successful. I would like to thank my College Library, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially my Parents and Peers who supported.

SALONI JANGIR



Plagiarism Checker X Originality Report

Similarity Found: 9%

Date: Friday, March 20, 2020

Statistics: 1923 words Plagiarized / 22466 Total words

Remarks: Medium Plagiarism Detected - Your Document needs Selective Improvement.

CHAPTER NO	TOPIC	PAGE NO
1	INTRODUCTION	11-30
2	RESEARCH METHODOLOGY	31-38
3	REVIEW OF LITERATURE	39-42
4	DATA ANALYSIS &INTERPRETATION	43-55
5	CONCLUSION AND SUGGESTION	56-58

6	BIBLIOGRAPHY	59
7	ANNEXURE	60-61

A STUDY ON THE FACTORS WHICH INFLUENCE A COMMERCE STUDENT TO PURSUE A PROFESSIONAL COURSE W.R.T. MUMBAI SUBURB

Abstract

This paper entails that Today's world is a very competitive and everyone needs to stay up-to-date, either its education or technology with the demand of circumstances. Every student in today's world is aware of his/ her desire and interest. They mostly choose the course that they like and pursue them for higher studies and in the end get the job of their dreams. That is why professional courses are now becoming popular with many students now.

Academic courses are fast losing their foothold in the market now because of the fact that professional courses give the students a higher advantage and they are already trained in a career which they would want to pursue jobs in. Thus, as a result, they would be at an advantage when they are studying in a professional course.

Choosing a career is often the hardest of choices because our whole life depends on it. Most of the students are confused which is why they end up making the wrong choices. The path to the right career option is wrought with difficulties such as-lifestyle choices, the viability of the profession and whether it would give long term returns. But the first and foremost problem that many people face before joining a professional course is that they either underestimate or sometimes overestimate their inborn capabilities. This primary mistake is many a times a career breaker, because people realize it.

CHAPTER 1: INTRODUCTION

INTRODUCTION:

College students choose their job fields for many reasons. The factors that affect this decision include family, passion, salary, and past experiences. In addition to these factors, race and gender can also affect what field a student may choose. Some professions have greater percentages of a certain gender or race. Another thing that plays a big role in a student's decision of what field to study is the people or role models in his or her life. These role models can include a parent, teacher, or a recent employer. When students are choosing a career, they may not have all the information about the job they are pursuing. The job may involve more math or science than students are prepared to study. Students may like one aspect of a certain job and not understand what other aspects come with that profession. For example some students may want to be veterinarians because they enjoy being around animals, but students may not realize how much school work is required to become a veterinarian. Also, students may not be open to all jobs in their area of interest. Over time, certain job fields have peaked in numbers versus other job fields; this can form a pattern. Tools that can help students in their decision for certain career paths include career fairs, job shadowing, or internships. These tools can expose students to more career fields or areas within a certain field that a student did not know about. Choosing a career path is a huge part of a young man or woman's life. The career path students choose will affect how they will live the rest of their life. A lot of students go through college without knowing what career path they want. Before students can pick a career path they need to experience what that career is like and what it involves.

Career choice is one of the most important decisions a student or a professional has to make. Whether that decision is to select a specialization, organisation or a profession, it should be made after careful consideration of the internal (including physical, emotional and intellectual demands) and external environment (which might include one's suitability to the type of work). This choice is crucial as it shall drive what will be the individual's daily schedule for the rest of their life. Furthermore, it will have a direct impact on their other aspects of life such as life style, self-satisfaction, work-life balance and quality of life. The career choice decision is also difficult not just because of the range of career options available to an individual in the current environment, but having an adequate understanding of a career without getting into it. Too often, only after a person has made sustainable commitments in time, energy, and money or has cut off other opportunities by taking steps to enter a career, does he or she find that it is not what was expected or wanted. Another difficulty lies in having a clear perception, occupational preference testing, guidance counselling, and experience in activities related to the career are all resources for making this choice. Making a career choice requires getting in touch with ourselves and our surroundings. There are clearly two ways of looking at and assessing options. On one hand it is about intuition and listening to the heart, which helps us create a vision of what one wishes to accomplish in life and how we influence the world. On the other hand it is about the evaluation of the inner self and the environment and use the brain to evaluate what option is the most suitable one. The former evaluation is usually made in a relaxing environment both physically and mentally. The latter involves considering the pros and cons of each of the options that come from first part. Having a worklife balance involves determination and persistence while looking ahead and at the same time being not hugely critical of the past and enjoy the accomplishments and achievements.

In this ever competitive world, you should always look for improvement in your area of expertise. Taking up a professional course is important to improve your performance in a given career. In order to acquire more advanced and better skills, many people today go for these professional courses. It further gives you confidence along with basic information. Professional

courses offer a large array of benefits, that is why it is highly recommended to enroll in such courses.

A professional course feeds our continuous need to upgrade our skills. It enables candidate to identify their strengths as well as weaknesses. These professional courses are frequently adjusted according to the need of the industry which benefits both new aspirants and working professionals.

A professional qualification is a qualification designed to train you up to meet particular standards in practice for a particular profession and give you certain expertise in a particular profession. This type of qualification is awarded in most cases by a professional body – an organisation that represents the interests of a certain set of professionals and sets standards in ethics and methods of practice within an industry. You might have heard of ACCA, ATT or CFA for example; they're all professional bodies for different types of finance professionals. From tax and accounting to management and advisory specialisms, there's something for everyone!

Some of the professional qualifications on offer can be the equivalent of a master's degree; some grant chartered status and membership of the professional body who awarded you the qualification as long as you've gain a certain amount and/or level of work experience as well.

You can study a professional qualification on a full-time or part-time basis. You do need to have some work experience in the field in most cases before you take on study for one of these gems, so it's most common that people study on a part-time basis whilst they work, either attending evening or weekend classes or via distance learning.

Working and studying can be tough, and you will need to be very organised and dedicated to do a good job of it and make sure you pass your exams. And there are *a lot* of exams...you could have to pass up to 15 different exams and assessments for some qualifications in order to meet requirements and complete the course!

But don't panic! If you're already having nightmares of having to cram for an inexorable tide of exams, it will come as no small relief to hear that you don't always have to do them all at the same time. It can be possible to stagger when you sit the exams for different modules. Breathe, guys, breathe!

Okay! So why would I need one? Is it essential?

The further you progress in your career and start to scope out potential new employers, the more likely it will be that you will be faced with demands for a professional qualification as part of the 'essential criteria'. You could find it very hard to crack into most senior or executive roles with a company without some form of extra qualification credentials to pull out of the bag. Employers want to be safe in the knowledge that you have the knowledge and skills required for their top jobs, and a professional qualification is one solid way of demonstrating that.

Study for a professional qualification has become an integral part of school leaver programmes, Higher Apprenticeships and some graduate schemes, especially in area such as accounting. This goes to show just how important today's banking and finance employers feel it is that their

employees can work to particularly high standards. By supporting their school leavers and graduates with their professional qualification studies, they can guarantee that their future industry leaders are getting structured training in essential knowledge and skills, and will be able to contribute to their teams in the workplace in the best ways possible. For these reasons, companies often pay for their employees to study to achieve relevant qualifications. Nice!

The maintenance of high standards, ethics and professional conduct is big news in the banking and finance world, and there are loads of professional bodies representing the sector's different industries!

Professional qualifications are vocational qualifications, often involving an element of practical training. Usually, they are linked with a specific industry and are designed to help you improve and develop relevant skills for a particular career path.

Some careers require you to have certain professional qualifications in order to practise. For example, solicitors must complete the LPC before they can become a trainee solicitor.

Likewise, in order to obtain 'chartered status' in your chosen profession, you will be required to complete a professional qualification; for example, if you want to become a chartered accountant or a chartered engineer.

Commonly, if you wish to become a member of a professional body or institute, you will also have to do a professional qualification. As a result, most professional qualifications are accredited by professional bodies.

For example, many graduates who want to become chartered accountants will study towards an ACA or ICAEW (The Institute of Chartered Accountants in England and Wales) qualification.

Most sectors have some sort of industry-specific award or professional qualification; it's not just the usual suspects, such as lawyers, doctors and accountants, who study for professional qualifications. For example, you can get professional qualifications in areas such as advertising, marketing, sport and banking.

It can take anywhere between a few weeks and several years to achieve certain professional qualifications. Flexibility is often the key to completing a professional course, as most working full-time. As a result, many professional courses are done part-time or are offered through distance learning people study whilst working full-time. As a result, many professional courses are done part-time or are offered through distance learning.

Many of the large graduate schemes, school leaver programmes and traineeships require their trainees to work towards a particular professional qualification, whilst simultaneously gaining on-the-job experience.

IS DOING A PROFESSIONAL QUALIFICATION WORTH IT?

Some professional qualifications can be very pricey, such as the LPC, and you'll have to work out if it will be a sensible investment. However, your employer might be able to fund or contribute towards the cost. For example, many law firms will retrospectively cover the cost of the LPC for all of the trainees that they take on.

You will also need to factor in whether or not getting a professional qualification is worth the time and effort. Will it help your career? Will it bring you extra recognition or improve your salary?

Some students spend money on acquiring a professional qualification before they are even guaranteed a job.

Before enrolling on a professional qualification course, ensure that the qualification you'll receive is respected in your profession, and check that it is accredited by an established professional body.

The key thing to remember is that a professional qualification might improve your employability, but it isn't a sure-fire route to employment.

There are also a number of professional qualifications offered by professional bodies, which are essential entry qualifications for various careers. For example, if you want to be a solicitor, you will have to take the Legal Practice Course (LPC).

These qualifications offer practical training and are mainly focused on providing entry into a profession, or allowing you to develop your career further once you've already made it halfway up the career ladder.

So whether you want to make yourself stand out from the crowd when applying for jobs, pursue a career in academia, train for a career or simply continue to study a subject you love, make sure you pick the right postgraduate course for you.

In medieval universities, a master's degree or doctorate often took 12 years to complete. Blimey! Thankfully though, nowadays you can get a postgraduate qualification in a much shorter time.

Generally, a postgraduate degree is a degree which you study for once you have finished a bachelor's degree.

Some postgraduate degrees require the completion of particular bachelor's degree, others don't. Currently, approximately 540,000 students are enrolled on postgraduate programmes in the UK.

As a general rule, you need to have completed a bachelor's degree before doing a postgraduate degree (although there are some exceptions).

There are four main types of postgraduate degrees: taught courses, research degrees, conversion courses and professional qualifications. Many postgraduate courses are studied at university, but some courses are taught in a commercial environment.

Taught courses

There are two main types of taught courses: master's degrees and postgraduate diplomas (or certificates). A taught master's degree usually takes place over one or two years and mostly involves the completion of a dissertation or project.

You can do a Master of the Arts (MA), a Master of Science (MSc), a Master of Business Administration (MBA) or a Master of Engineering (MEng) degree.

You can also study integrated master's degrees, which form part of your undergraduate degree. Bear in mind though, that not all master's degrees are taught courses in their entirety.

For example you can do a Master of Research degree, which is more focused around independent research. A Master of Research degree is still a taught course, but 60% of it has to focus on an individual research project.

Postgraduate diplomas or certificates are academic or vocational qualifications. A postgraduate certificate normally takes around four months, whereas diplomas usually last around nine months.

You could study a subject which is completely new to you, or you could choose a course which builds on what you learned in your bachelor's degree.

Postgraduate certificates or diplomas can provide a route to particular careers, or they can work as a stepping stone towards studying a master's degree. However, sometimes they are awarded to those who did not fully complete a master's degree.

Research degrees

A huge part of postgraduate study revolves around independent research. Research degrees are often referred to as doctorates. The main types of doctorates are: PhDs, DPhils, integrated PhDs and professional doctorates.

Doctorates can be taken after a master's degree or, in some cases, after a bachelor's degree, during which the master's is usually earned along the way. Doctorates are generally completed over two to four years.

The main component of a PhD is the doctoral thesis. This is a research project on a specialist topic and can be between 40,000 and (wait for it) 120,000 words. It should be worthy of publication and add something new to your field of study.

Of course, there is another reason to do a doctorate (aside from immersing yourself in a subject you love): you get to put 'Dr' in front of your name!

An MPhil is similar to a PhD, but lower in the academic pecking order. Instead of completing that mammoth 120,000 word research project, you'll be conducting an individual research project of around 30,000 to 35,000 words. It is still well respected, but you won't get to call yourself 'The Doctor'.

If you want something a little less traditional, you could look into doing a 'New Route PhD' or a professional doctorate. Professional doctorates combine professional skills with academic knowledge in a PhD.

These degrees are more vocationally-minded than traditional PhDs and are often taken to further people's professional careers. You'll still be completing an original piece of research, but there's also a taught or directed study element to the doctorate.

Conversion courses

Postgraduate degrees aren't all about academia and shimmying up the academic career ladder. Further postgraduate study is sometimes needed for certain careers.

Postgraduate conversion courses give you that vital lifeline if you haven't studied a relevant undergraduate degree for the profession you want to pursue. They give you the option to transfer to a different subject area.

Conversion courses are usually one year taught courses and are often heavily vocational. There are different levels of conversion courses: certificate, diploma and master's.

A law conversion course (or a Graduate Diploma in Law [GDL] for those in the know) offers people who didn't study law at undergraduate level to get a foot in the door of their chosen career in law. Equally, you can do conversion courses in other subjects, including psychology, social work, business and I.T.

If you've come to the end of a three-year undergraduate degree course and suddenly realised medicine is your calling then there is a Graduate Entry Medicine course, which takes four years to complete; this is a fast track for people who have not studied medicine as their first degree.

And of course, let's not forget the PGCE (Postgraduate Certificate of Education) — a hugely popular conversion course for graduates who want to teach.

Advantages:

1. Keeps you in form

When you take up a professional course, you are exposed to not only the new and fresh ideas but it also keeps you updated with everything that is going in your area of interest. You are constantly faced with challenges running in the market such that solutions for the same can be generated. It helps in keeping you in form through constant learning.

2. Sets you apart from others

In today's competitive market, employers look for people who have a distinct quality to offer to their business. You get to inculcate new things and advanced concepts that give you the ability to face the challenges with a more tactical approach. You get to take more creative and innovative perspective toward solutions that will set you apart from others.

3. Ability to contribute more

As you inculcate knowledge through constant learning, you have much more to contribute to your organisation than your counterparts who haven't been a part of this professional development. Moreover, you are exposed to new ideas, perception and knowledge that gives you a competitive edge over others.

4. Enhances your creativity

Creativity is something that never stops evolving but it needs constant feeding. Learning different ways to do a thing and getting acknowledged with the ongoing trends, enhances our creativity. You just can't get stuck to your old means of doing things. By trying out different approaches continuously, you can improve your creativity and further sharpen it.

5. Professional approach to customer demands

Professional course teaches you the best way to attract and engage your customers. Through this you can meet your clients' demands more effectively and in a more professional manner. This increases the trust of your customers on you and they keep on coming for more.

6. Better career opportunities

Since jobs in private sectors are increased in recent years, opportunities for the student of professional courses are also increased. There are a lot of chances of placement for the students of professional courses. Companies in every sector are increased due to the increment of globalization and MNC culture. The option of self employment is also available in other fields.

7. Focus on practical knowledge

The professional course are based on practical knowledge. These courses are more focused to developed important skill in students. Due to different type of skill, students can get jobs in different.

8.Options of self employment

A very good opportunity of self employment is available for the students of professional courses. The students can work in some well established company to take experience. After getting experience they can make their career in self employment. Even they can provide employment to others and helps in minimizing unemployment problems.

Disadvantages:

1.High Competition

One of the main difficulties of pursuing a professional degree is the level of competition that exists in the market. Numerous people are highly talented and passionate in working in the fields, and competing with them can be a task.

2.Lack Of Good Institutes

Though there are a plethora of institutions which provide professional education. But there is a lack of proper and well-established institutions. Only a few education institutes are good in every aspect. So it is challenging, for the students to take admission in an institute on which they can completely trust for the overall development.

3.Requires Regular Update

Just completing a course in a specific period is not enough. You need to update yourselves according to your industries requirements; otherwise, professional courses will not be of any use to you. Therefore, it is necessary to be updated according to your work and field of industries.

4.May not build a solid academic foundation

The very fact that professional degrees are so specialized can act as a disadvantage as well. Since you would not have a general academic foundation to fall back on, changing careers later on in life would be more difficult if you have studied a professional degree.

5. No Option for Distance Education

At a time when distance learning and correspondence education have become commonplace, allowing you to work while you learn, professional degrees and courses are generally full-time only, requiring a hefty time commitment.

Importance:

Landing a job and getting ahead in your career have a lot to do with the professional qualifications that you have. Without strong skills you will be left in the dust by other, more qualified candidates. During slower economic times when there is far more competition for every available job, you need a good way to market yourself and your abilities, and having stellar professional qualifications can really help you do just that.

The best way to get some added credentials for your resume is to take professional qualifications tests and seminars that can give you some added knowledge in your field and will bulk up your resume. If you are unsure of where to take these classes or tests or are undecided as to what extra certifications you would like, talk to people who are in your dream job. Find out what professional qualifications they have received and whether they have found such extra certifications useful. Find out where they took the tests, how much studying is involved and the cost. Then, decide if such certifications would be beneficial to you in your career.

If you have decided that you do want to get some professional qualifications, search for specific classes in your area to get added credentials on top of the degree you already have. Most classes are geared towards professionals and will meet on the weekends, in the evenings, or online. You can get many certifications just by passing a class, or by taking a specific test. Either way, make sure you study hard and try your best as these qualifications can be incredibly beneficial.

Another reason why professional qualifications are truly important to your career is that they can enable you to negotiate a higher pay rate. When you sit down to discuss salary, explain to your boss the level of schooling you have had and how you have been certified as a professional in your field. This can be a big selling point in securing that raise or in getting a promotion in your current position.

Professional qualifications are a way of establishing yourself as a professional in your field who has extensive knowledge. Having such certifications can mean the difference between landing a great job with great pay and continuously losing out on jobs to people who are far more qualified. It can never hurt to get more education and professional qualifications will truly pay off for your career.

Professional courses play an integral role in 21st century workplaces. You can judge the importance of professional-courses in two ways. First, it is quite necessary for job seekers to do these kinds of courses to make themselves more valuable to potential employers. Second, it is vital for corporate houses to utilize professional courses in their new-hire training programs and employee development initiatives.

From last many decades, the professional courses like computer-courses have been playing a crucial role in the Indian professional scenario. These courses are greatly popular among students, as these help them to gear up for opportunities in professional lives. Generally, professional-classes can be segmented in to undergraduate and postgraduate levels. Every professional course has its own eligibility criteria through which the students need to pass before they can enroll themselves.

Various courses:

Commerce is a major stream nationwide which has an industry-oriented syllabus and approach. The higher education options also provide a very strong base with career-specific courses which are needed more so now in a world where economic borders have become blurred.

Systematically look at the commerce stream, its subjects, the higher educational disciplines on offer and the subsequent careers one can make out of it. The current global economic conditions make commerce more important now more than ever, so if you are wondering whether to go for it or not, the shining future prospects are definitely a plus point in that direction.

The subjects on offer for Commerce (11th and 12th grade)

Higher education and Career streams with Commerce

B.Com/B.Com(Hons)

The Bachelor of Commerce is a 3-year degree which covers most of the industrial topics related to the commerce background. It serves as a good base if one wishes to go forward in the corporate sector or pursue higher education. It also serves as a good major degree if a student pursues other professional courses (which we discuss later on) on the sides.

It is advisable to pursue post graduation after B.Com or else to pursue another professional course alongside it in order to increase your chances to ace in competition. Some of the most popular options available are C.A, M.Com, M.B.A, C.M.A, and C.S.

The career options after B.Com are available in the following sectors: Accounting firms, Policy planning departments, Business consultancies, Banks, Investment banking, Budget planning, Education sector, Capital management departments and many others.

B.E/B.A(Hons) Economics

With the precarious condition of the economy of the world, the higher education of this subject has gained more importance than ever. It is a professional course which paves the way for the

government as well as private sector jobs in the profiles of Consultancy, Analysis, Banking, management, and Administration.

A graduate degree in Economics coupled with a masters degree in the same is a very powerful signal in the job market of your capabilities. One could either opt to do an M.A in Economics afterwards or go for an M.B.A, other professional courses are also an option.

The industries available after a degree in economics are as follows: Economist, Actuarial science, Public finance, Data analyst, Risk analyst, Investment analyst, Stockbroking etc. Economics is a highly sought out degree in both government and private corporations.

B.B.A/B.B.M (Bachelor of Business Administration/Management)

This is a three-year course which explores core business subjects which serve as a great platform if you wish to make a career in the business development and management sector. It also provides a solid base if a student goes for higher studies.

It is advisable that a student either pairs this with a professional degree or else goes for higher studies. An M.B.A is a preferred choice since these graduates are well versed with its core subjects.

The career fields open for these students are Business administration, Analysis, Sales, Marketing, Policymaking, Human resources, Production, and operations etc. These job prospects are present both in the government and the private sector.

B.M.S (Bachelor of Management Studies)

Bachelor in Management Studies is a 3-year course which is a practical degree in management practices and concepts. It consists of core managerial subjects.

Students can opt to go for professional courses like C.A, C.F.A, and C.S alongside this degree or opt for higher education and go for an M.B.A. The sectors open for students of B.M.S are business management, Human resources, Operations, Administration, Business processes and analysis, banking sector, investment sector etc.

B.F.A (Bachelors in Finance and Accounting)

Bachelor in finance and accounting is an industry-oriented course. Along with preparing a student with expertise in the said streams, it also provides a solid structure to base your higher education on.

The career sectors which utilize this degree are: data analysis, data scientists, banking, tax management, chartered management accounting, chartered public finance accounting, business advisory etc.

C.A (Chartered Accountant)

Chartered accountancy is one of the most sought-after and challenging courses in our country provided by the Institute of Chartered Accountants of India (ICAI). This is a professional course which makes it possible to pursue careers in the field of the financial auditor, analyst, tax consultant, advisor, etc.

The financial department of any organization is maintained by a C.A. They can have a private practice or choose to work with any government or private organization. The departments they deal with are: auditing, financial accounting, tax management, cost accounting, consultancy, management accounting

C.M.A (Cost and Management Accountant)

Cost and management accountancy is another professional course offered by the Institute of Cost Accountants of India (ICAI). It trains the students in the professional approach to cost auditing, recording, planning and controlling.

The job profile is focused on Business Strategy and Value Creation, having expertise in both Management and Accountancy. The various sectors a C.M.A student could opt for are banking, finance, education, training, research, development etc. These opportunities are provided by both government and private organizations.

C.S (Company Secretary)

Provided by the Institute of Company Secretaries of India (ICSI), Company Secretary is a professional course which is open to students after 12th boards. This provides expertise in the legal and regulatory framework of any organizational body.

A company secretary provides services in the following departments: Corporate governance and secretarial services, corporate law advisory and representation services, financial market services and management services. They can employ themselves with any government or private firm, or else practice independently.

Post Graduate Diploma in Banking (PGDB)

If you are really concerned about enhancing your career in banking sector then you may consider pursuing a PGDB course. You get to learn more and more about the banking sector. You will earn more practical knowledge of banking through this Diploma course. PGDB course will definitely provide you with a rewarding career after graduation in commerce hence without any doubt PGDB is one of the best courses after B.Com if you want to enhance your career in the banking sector.

Insurance Courses

Learn about different insurances in these courses. Whether it is Personal insurance or property insurance or any other, learn about them in separate insurance courses. Risk management is also taught in these courses. You are exposed to the mainstream of various insurance hence you get a chance to earn a secured career. Undoubtedly this is one of the most preferred courses after B.Com. It is the time to learn about Finance related courses after B.Com.

Financial Risk Management (FRM)

One of the most required personnel in almost every company is Financial Risk Manager. You get to learn about issues that might lead to financial crumbling. Learn about more and more about risk factors involved in Finance of any company. It is definitely a rewarding course option after B.Com hence you can go for this one if you are expecting a career in finance.

Chartered Financial Analyst (CFA)

There are a number of CFA institute from where you can pursue this course after B.Com. The main job of a CFA is to suggest a company about various investment options. They help companies in making their investment decisions. They are mostly recruited by Banks, insurance companies, pension funds, and investment houses. Being a CFA you provide assurance in the financial field for any organization.

Financial Modeling

Here in this course, you are taught to develop the model of financial statement that will further help in the Financial analysis. You also learn the skills of financial management in this course and afterwards, you also provide financial solutions to the companies. You learn the skills of investment, credit, profit, equity and so on. Without any doubt, these skills will help you in fetching the dream job after B.Com. So if you want to draw a career in Finance then you can consider pursuing this course after B.Com.

Masters of Commerce (M.Com)

M.Com is among the highly preferred courses after B.Com. This is also a highly recommended course after B.Com by experts as well as commoners. Just like MBA, institution matters in M.Com as well. We suggest you pursue this course from a reputed institution only. In M.Com you get to learn about Accounting, Economics, Business, Finance, Taxation, Statistics, Management, and Marketing. These are the fields in which you will earn specialization during your masters. After this you get a chance to enhance your career in the respective field. Mostly M.Com exams in universities/colleges occurs semester wise. You can either go for choosing regular commerce college or you can also pursue your masters through distance learning. It solely depends upon your convenience. This 2-year post-graduation course after B.Com will definitely lead to a secured career. You can expect a moderate package after pursuing M.Com.

Chartered Certified Accountant (ACCA) Designation

The Chartered Certified Accountant (ACCA) designation is a globally recognized accounting certification that focuses on topics such as financial management, reporting, taxation, auditing, leadership, and ethics. Unlike the CPA, ACCA is more internationally recognized and applicable as it focuses on IFRS as opposed to U.S. GAAP. However, this means that ACCA is less appropriate in the United States. Additionally, it no longer counts for CPA exam exemptions.

The ACCA accounting designation consists of three levels (modules) and up to 13 exams. It and takes around three years to complete. As there are many exams in the ACCA, the pass rate can vary from 30% to 80% depending on the exam.

Certified Investment Management Analyst (CIMA)

This designation focuses on asset allocation, ethics, due diligence, risk measurement, investment policy and performance measurement. Only individuals who are investment consultants with at least three years of professional experience are eligible to try to obtain this certification, which signifies a high level of consulting expertise. The Investment Management Consultants Association offers the CIMA courses. Individuals who hold CIMA designations are required to prove their expertise through continual recertification, which requires CIMA designees to complete at least 40 hours of continuing education every two years. CIMA designation holders tend to have careers with financial consulting firms, which involve extensive interaction with clients and the management of large amounts of money.

Factors:

Parents' Desire/Parental Pressure:

Choosing a career just to live up to the parents expectation is the most common decision taking by students at an early stage, which they tend to regret later. Most of the students from business families are by default expected to choose commerce and hence B.Com or BBA as their suited career course. Some who resist submit to the parental pressure leading to an unsuccessful career graph. Such influences under the garb of adhering to their guardians wish are considered unfruitful for the students in long run.

Past Performance:

This is in fact the most unjustified and distorted basis of analyzing one's performance and interest area. In India, we are not only churned in an old education system of rote learning but we believe in the numbers to prove our caliber. This practice of determining one's interest field based on one time exam performance has often led to a wrong career decision.

Potential:

Potential of a student can be legitimate criterion for choosing a career. Very few are able to identify their potential and choose their subject of knowledge based on it. A career selected on the basis of one's potential has greater prospect of assuring success.

Academic Ability and Aptitude:

Many students choose their major based on their academic ability. However, some students do not have the ability or the work habits to succeed in some majors that may require more study than other fields of studies. These students may find a better fit in a less work intensive major that requires fewer difficult classes. This affects the career paths of these students. Other students have the ability to handle majors with greater workloads and choose the career path that will lead to a job requiring more education. Examples in this category include veterinarians, doctors, or lawyers. For jobs such as these, students need more than one degree. On the other hand, some students have the drive to put in the work in very labor intensive fields but do not have the intelligence to perform the tasks that are needed for their chosen field (Beggs et al., 2008). These students often receive help from tutors, special education teachers, and special exceptions when taking exams and doing homework. Students are given every opportunity to excel and work in their field.

Placements:

We wish to choose a profession that can provide for our bread and butter. Placement opportunities in a particular university are thus considered most important factor for the students when they harp about their career choice. Good placement options are an important motivation driver for students in their Career Planning.

Personality Driven:

Most of the people choose their interest field on the basis of their personality and character. It can be the other way around also, when a career chooses them based on their personality. Here personality includes not only the outward presentation of a student but the perception he/she holds about society. A good communicator, who has good command on his/her language skills, is more inclined towards a mass communication stream. Similarly, a good leader who has the capacity to influence masses chooses a management field. Personality traits always help in deciding a good career, for it is easy to hone the skills we already acquire.

Affordability:

This is the basic and the most essential criterion for most of them who set out to make their career. Affordability or Paisa in lay man's language determines the purchasing power of individuals who dares to dream. In India, when Right to Education aims to ensure education for all, it fails to distribute the standard quality of education. One, who can afford it, can only receive the ace quality training, knowledge and plum opportunities. Most of the students neglect their interest and choose a career that fits their pocket well.

Interest in Field:

Some students grow up knowing what they want to do in life. These are the students who will go the extra mile to reach their dream job. However, students often settle on a different path due to many factors they can't control. Students will research their chosen career path and explore everything about it. The salary and benefits of that job do not play a role in this decision. In a research study the factor "match with interest" rated over job characteristics, major attributes, and psychological and social benefits in importance when students choose a major. Students will seek out schools that are well known for that major or trade.. Most students today are more concerned with the amount of money they can earn. However, there are a few students who pursue their dreams.

Family Business:

Students whose parents own and operate small businesses may want or feel obligated to follow in their parents' footsteps. Students may consider the ease of life that is available to them because a job would be available to them right out of school, they could hold a high position within the business, and there is a possibility that they might own and operate the business one day. However, children of family business owners often have more experience with how the business world operates. These students have often worked in the family business their whole life, experiencing all of what their parents went through in the day to day operation of the business. This can have a positive or negative effect on the student.

Economic Stability:

Many students believe that to live a comfortable lifestyle they need to be economically stable. When these students look into a major or a career path, they seek out the higher salary jobs or they look for majors that involve the most job security. The 11 financial aspects that students consider include high earning potential, benefits, and opportunities for advancement. Given the current economy, and American culture, many students think they need a high paying job to make it in society these days. Along with stability during their career, some students may even look ahead to retirement. Students want to make sure they are secure for the rest of their lives, and may look into careers that have benefits to help them in the long run.

Peer Influence:

Similar to parental attachment, peer relationships have been found to influence an individual's career choices. As adolescents separate from their families, secure attachments are transferred and fostered in peer relationships. As a result, young adults with positive peer relationships experience a sense of freedom in regard to making career choices, allowing them to explore career options in greater depth. Close interpersonal relationships provide individuals with opportunities to learn about themselves through peer interactions.

Tools Used for Career Choices:

Students may be unsure about a career path or may be unable to choose between two career paths. There are tools for students in college and high school to help them choose a career. These tools include career tests, career counseling, job fairs, and job shadowing. Career tests usually offer a wide range of questions that will pool all of a student's interests and group them into possible job fields and majors. Career tests can show where students need development in skills or experience. Students can also take advantage of many college prep courses to help them to sharpen skills that are needed to be successful in college. Some courses involve taking tests that will show activities and interests that can help students decide what path to follow. Guidance counselors can also help students by trying to match the personalities of students to careers that would fit them best. Counselors also help students to enhance skills such as communication, leadership, teamwork, and information gathering. When students graduate from college, counselors can help students into the career field. Counselors help students put resumes together, practice interviewing techniques, and find job openings in related fields.

Recruiting:

Recruiting is another factor that plays a role in a student's decision making process. Students can be recruited by different schools because of academic performance. Schools and corporations both use recruiting as a way to draw in more students or potential employees. Students are recruited by companies to bring in new ideas and more talent to help companies grow. Recruiters from companies will show the benefits of working for that corporation to try and sway the student's decision. Recruiters use videos, brochures, coffee mugs, and many other things to promote their company. One way recruiters can meet students is by going to career fairs and colleges. Recruiters will go to a career fair to promote the company to future college graduates. Career fairs are face to face meetings between jobseekers and employers and are a great way for students to see what companies have to offer.

Employment After Graduation:

In today's workforce it is getting harder for college graduates to get jobs in their field of interest. Students get discouraged when entering the workforce if they cannot find a job related to their major. Sometimes the economy limits the number of jobs that are available for recent college students. Students may have to wait long periods of time for a job in their chosen field, settling for jobs that are lower paying and out of their field of interest. Students who have outstanding student loans are forced into other fields to earn money to pay off loans. Employers are becoming more selective in their search for new employees, often requiring more experience in the work force. Students often expect to start out with a high paying position. In contrast, most newly graduated students have to start from the bottom as interns and work up. There are a few positions that start at the top out of a student's field; students trained as doctors, nurses, or veterinarians, for example, have a better chance of getting high

paying positions. Students lack the skills or experience needed to perform tasks for the jobs in their field. Students may lack people skills, often meaning that a student is shy or has a hard time communicating with the public. Students who have never worked also lack the basic job skills that are needed to perform day to day operations. While in college, students often do not have a job. This leads to a lack of experience, and students have to take lower level positions when starting out in their careers. There are a number of students who do land a great job when graduating from college. This happens if a student has worked for a company for a long period of time during college or during summers. Students who get great jobs may also be highly qualified for the job, or the job may be in a field with high demand.

CHAPTER 2. RESEARCH METHODOLOGY

OBJECTIVES:

1. To analyze which is the most opted course and on an average how many people are applying for the professional course.
2. Over a period of time there has been an increase in the number of professional courses, so how many people are aware about it.
3. This examines the factors that affect students when choosing a professional course.
4. Which is the most affecting factor responsible in choosing a professional course.
5. To study the growing importance of professional courses in the growing competitive era.

SCOPE OF THE STUDY:

1. To study which is the most preferred course among commerce students.
2. To study how many people are aware about professional courses.
3. To study the most affecting factor responsible in choosing a professional course.
4. The importance of professional course in growing competitive era.

LIMITATIONS:

1. Since the study was only carried out in only one province, the results may not be generalisable to the whole country.
2. The sample size selected was 50 respondents which isn't enough to understand such a huge population's mind-set and to get accurate information.
3. the numbers of factors that influence career choices are too many and too complex i.e. they are very closely inter-related, the research could not investigate all the factors. The key factors, which were considered to be significant from commerce students' perspective, were considered.

DATA COLLECTION:

PRIMARY DATA:

Primary data is the data which is collected first time by the researcher. Primary data is helpful in gaining up to date knowledge and also accurate responses from the respondent based on your requirement. The primary data was collected through data collection done by a single questionnaire. The aim of the questionnaire was to find out data to obtain the above mentioned objectives and to spread awareness about the research and to learn more about the research. A survey was made in order to gain more insight w.r.t. what people think about professional course. Survey was being sent to people of different age groups starting from age 15.

SECONDARY DATA:

Every research is dependant in secondary data. For this topic as well secondary data was required to complement the primary data and to gain maximum results. Secondary data is the data which has previously already been collected by someone in order to complete their research. Similarly for this topic there was a fair amount of secondary data already available which was easy to access. The information was obtained from various websites, reading through research journals and by reading articles relating to the said topic. It wasn't difficult to club the secondary data and to go ahead with the research.

SAMPLE:

SIZE:

The sample size for the research is 50 respondents. 50 respondents were chosen from the age of 15 onwards. Age 15 was chosen because the students start planning for their future career goals.

TECHNIQUE:

The sampling technique used in the research is Random sampling. Random sampling means that the respondent hasn't been chosen due to any said quality but instead is done randomly.

INSTRUMENT:

The sample instrument used in this research is a questionnaire. One questionnaire was been prepared which comprises of 10 questions. There was a combination in the type of questions asked like yes or no type questions and multiple choice questions.

HYPOTHESIS OF THE STUDY:

A hypothesis is a proposed for the problem to be discussed. The hypothesis is framed in such a way that the objective of the study is satisfied. Framing of hypothesis is an integral part of research project as on the basis of hypothesis research problem is designed and the research is carried on. Two types of hypothesis can be framed i.e. null and alternative hypothesis. Null hypothesis states that there is no relation between 2 variable being studies and alternative hypothesis states that there is relationship between both the variables.

The hypothesis is designed in such a way that it helps us in finding out if there is any relationship between the variables being studied. The study of the topic is based on following hypothesis:-

Hypothesis 1:

Ho: Majority of the people do not apply for professional course.

H1: Majority of the people are not aware about the professional course.

Hypothesis 2:

Ho: There are no factors to be considered while choosing a professional course.

H1: There are many factors to be considered while choosing a professional course.

Hypothesis 3:

Ho: There is no importance of professional course in the near future.

H1: There is a lot of importance of professional course in the near future.

SIGNIFICANCE OF THE STUDY:

Research shows that the students are working to live their life rather than living for the work. Just because of that the term career anchors has emerged which can be defined as ones self-concept incorporating perceived career related talents, values, abilities motivations and needs. Broadly these career anchors are creativity, autonomy, security, stability, competency and independence. An employee always wants to balance between his work and personal life so that there is no need for him to keep hopping on the jobs for his comforts. Individuals also liable to get influenced from their families' choices related to their occupational choices. Family also affect the decision to change their job or go for geographical transfers, or even to depart from an organization forever . The career choices is the decision in the individual's life that is influenced by multiple factors which includes cultural values, family background, personal attitude and career expectations and many more. Career choice is the phenomenon which is very multifaceted and complex. Furthermore it is hard to understand and predict if there are number of factors that influence it in different ways.

CHAPTER 3. REVIEW OF LITERATURE

REVIEW OF LITERATURE:

Kniveton (2004)⁷ in his study concerning influences and motivation on which students base their choice of career takes into account the variables of birth order and gender and the relative impact of a number of influences such as school teachers and parents on career choice. In addition it, explores student's motivations when considering their careers. Their study found that parents have a greater influence than teachers in the students selection of career. Their study was conducted with 348 young people in the age group of 14-18 who completed a questionnaire and also took part in an interview concerning their choice of career. In a question "Who was most influential in helping you select the job / follow the career path you are aiming for ? Parents were shown to have greater influence than teachers.

Bardick et al (2006)⁹ uses the Comprehensive Career Needs Survey to assess the career plans of junior high school students in Southern Alberta, Canada. Junior High students are asked (a) What they plan to do after they leave high school; (b) their confidence in finding an occupation they enjoy, obtaining training or education, and finding work in their chosen occupations; (c) how important it is to work in their community and (d) where they anticipate working. Results indicate that junior high students intend to pursue further education and work and are optimistic about achieving their career goals. Results suggest that career planning programs need to begin at the junior high level and that junior high students need to be involved in career program planning and future needs assessments.

Ferry (2006)¹⁰ conducted a qualitative study which explored factors that play key roles in rural high school seniors and young adult's career choice process. Participants of the study included high school groups, college groups and young adults. Focus group process was selected as the preferred research method. The study confirms existing knowledge about the great impact that family, school and community have upon young adult's self identity and career choice. All come into play in providing input into the adolescents perception of self, educational efficacy and vocational interests. The study adds to the understanding of the critical role parents play in shaping career choice. Through educational expectations and perceptions of occupational appropriateness, parents were found to have key roles in shaping career choices. The findings also points to the importance of extending career educational efforts beyond adolescents to families and communities.

Rathge, Mullis and Mullis (2009)¹⁵ in their study selected participants from 18 randomly selected schools, 6 urban schools and 12 rural schools and administered the Career-Decision Making Questionnaire. Students responses were analysed and compared across variables of

gender, grade level, parent education and residence. The most significant influence for students seemed to be the parents, including both fathers (37 percent) and mothers 23 (percent). The study summarised that many adolescents in North Dakota are subject to many influences in making future career decisions. Parents continue to be seen by adolescents as a major influence in their lives, and a large number of adolescents see consistency in their career ambitions and their parents career ambitions for them. Broader social influences such as economic conditions also seem to be reflected in adolescent choice of occupations. There were some differences in adolescent responses due to urban or rural residence, gender and parent education.

Neuenschwander and Kracke (2011)¹⁹ – Career development is a lifelong endeavour that starts already in childhood and usually ends in old age after retirement from paid work. Although career development can be regarded as a life-time biographical project with relevant demands in every life phase, adolescence is a period with particular challenges for the individual. Career goals have to be developed and first choice concerning educational trajectories have to be made, funneling future career options and pathways. These choices have to be well prepared by exploring one's own abilities, interests and values and the career opportunities provided by institutions. There is considerable individual variability in how adolescents cope with this task. Personal characteristics as well as social, institutional and economic contexts play an important role for the way in which adolescents prepare for their future occupational career. This article provides an overview of theoretical approaches to career development and introduces concepts of vocational guidance and policy implications. Career development is conceptualized as a set of transitions in the life course and as a stressful challenge for adolescents. It is regarded as the interplay of individual, social and institutional contexts.

Bregman and Killen (1999)²⁷ examined the role of parental influence in adolescent's and Young Adult's Reasoning about career choice in interviews with 72 high school and college students evenly divided by gender and age (16, 19 and 22 years old). Adolescent's evaluation of career decisions were contrasted with acts involving prudential, moral and socialconventional consequences. The results showed that adolescents and young adults supported adolescent's career choices for reasons of personal growth and rejected their choices when their decisions were based on interpersonal relationships or hedonism. Furthermore, career decisions were judged to be distinct from moral, social-conventional and prudential issues. Parental influence was judged to be most important when the adolescents' decision had negative moral consequences or focused on short-term goals; however, the use of bribery and threat of punishment were rejected as appropriate methods of parental influence across all types of decisions, with the exception of prudential concerns.

Rani, Gupta, and Sharma (2013) studied the relationship between career maturity and decision status, academic performance, and locus of control using an ex post facto 2X2 factorial design. The sample consisted of 600 students studying in XI standard. Statistical analysis using t-tests and analysis of variance revealed that career maturity was significantly higher in students who are decided about their careers, high academic performers, and participants with an internal

locus of control. However, no interaction effects were seen. This study brings out the links between individual factors and career maturity.

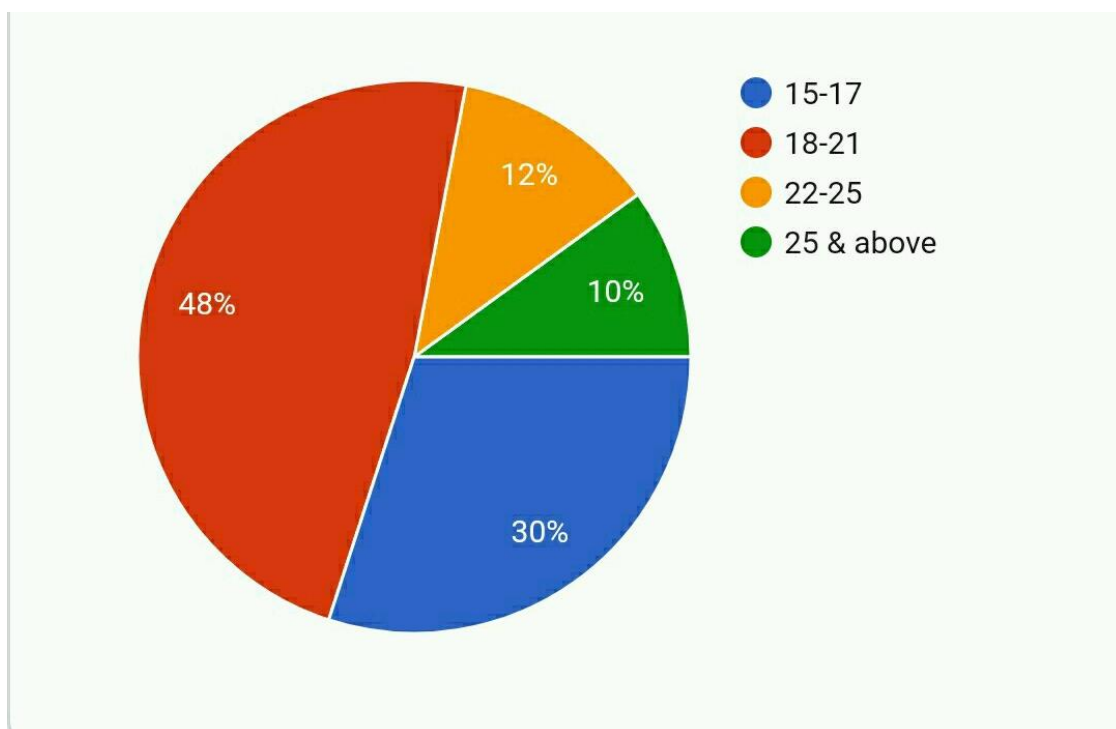
Borchert (2002) explored the role of personality and opportunity in career choices. Data was collected from 325 students using an anonymous survey. Personality was seen to have a significant influence on career choice of the students. However, environment and opportunity were not perceived by the participants as having a substantial influence on the same.

Dahiya (2014) explored the differences in career maturity based on gender and stream of study in 120 students studying in secondary schools in Rohtak, India. Career Maturity Inventory was used to collect data. Descriptive statistics revealed differences between the groups. Female students and students from Science stream were found to have higher career maturity. Students from Commerce stream were found to have higher career maturity than those from the Arts stream but had lower career maturity than students from the Science stream. Inferential statistical techniques were not used for analysis. Therefore the results need to be interpreted keeping this limitation in mind.

CHAPTER4. DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION:

1. Age?



Data analysis:

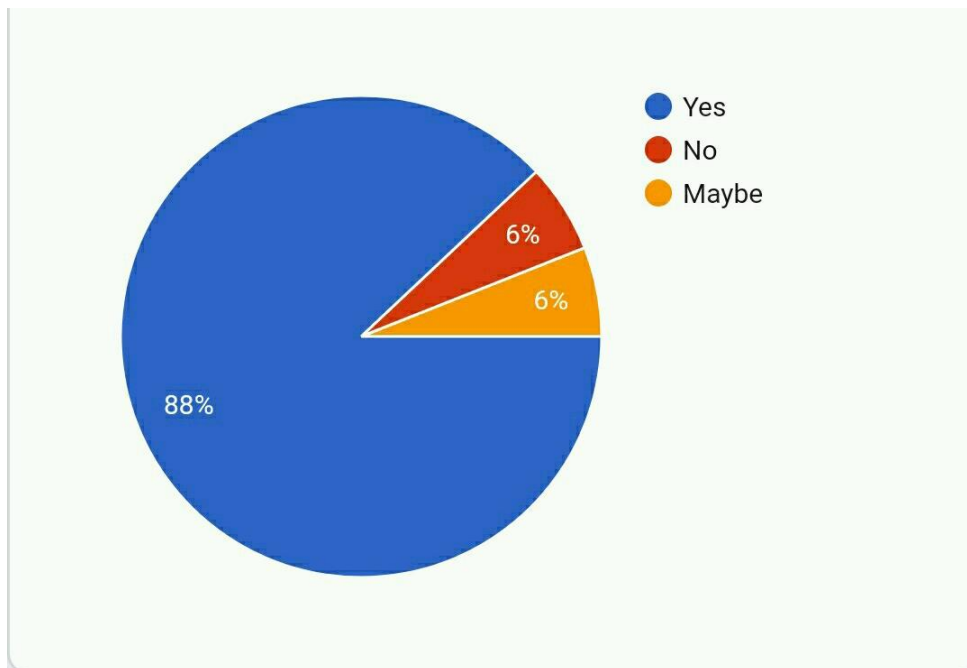
There are 30% of respondents who belong to age group 15-17

There are 48% of respondents who belong to age group 18-21

There are 12% of respondents who belong to age group 22-25

There are 10% of respondents who belong to age group 25 & above.

2. Are you aware about the following courses: CA,CS,BBA,MBA,LLB,CFA,Etc.?



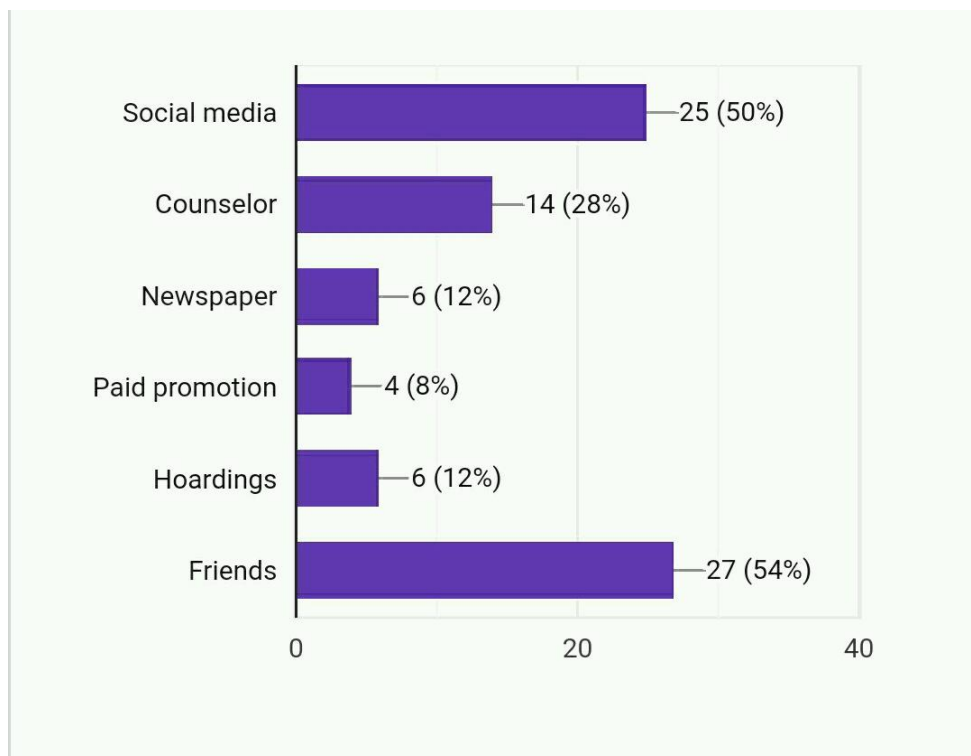
Data analysis:

88% voted for yes which means they are about different types of courses

6% voted for no.

6% voted for maybe.

3. How did you come to know about professional courses?

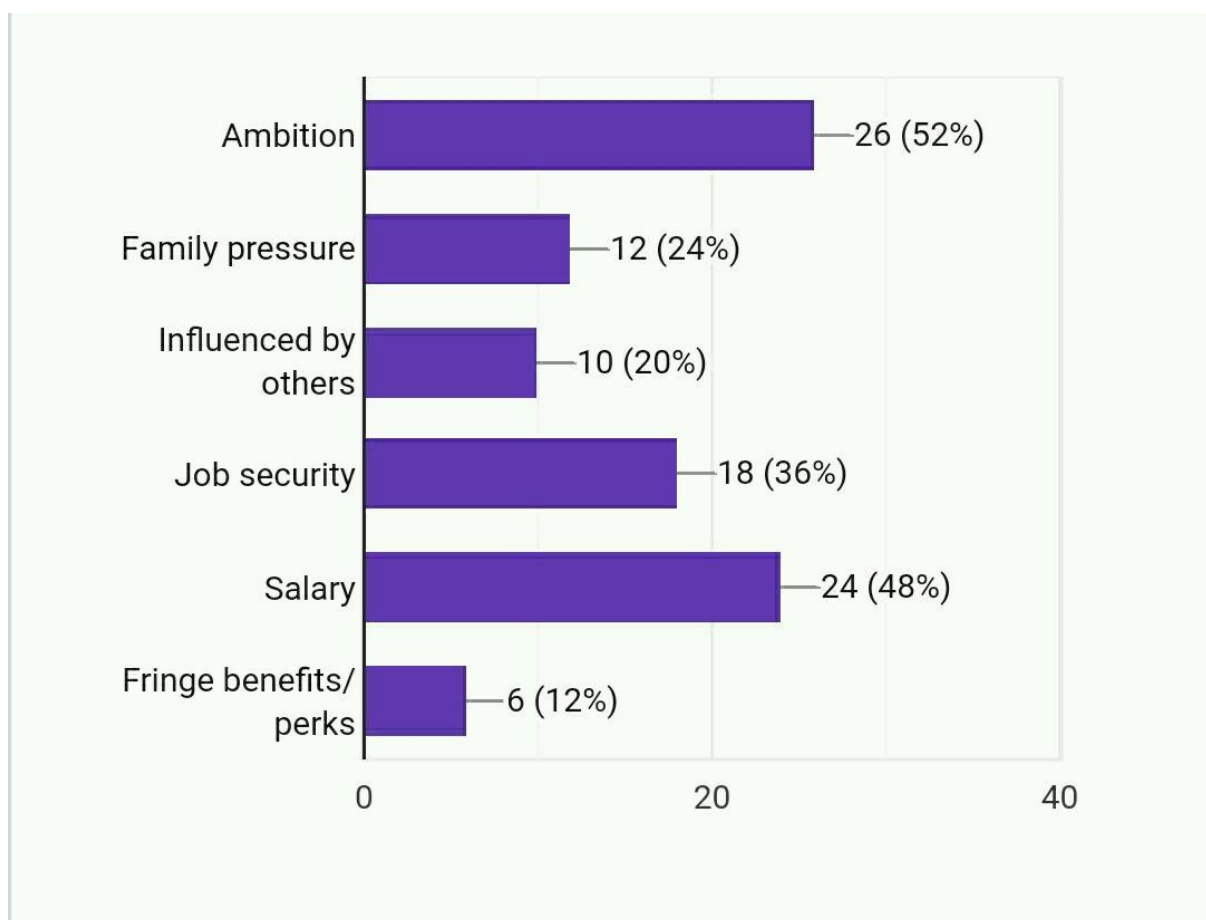


Data analysis:

There is a huge impact of friends and social media when it comes to having knowledge of courses. 50% of the respondents came to know about the professional courses through social media. 28% of the respondents came to know about the professional courses through counsellor. 12% of the respondents came to know about the professional courses through newspaper. 8% of the respondents came to know about the professional courses through paid promotions. 12% of the respondents came to know about the professional courses through

hoardings. 54% of the respondents came to know about the professional courses through friends.

4. Why do people choose professional courses?



Data analysis:

Every element is important in choosing the right professional course. However some element does stand out and is preferred by the voters.

52% respondents believe that ambition is one factor that helps them choose their preferred course. There is no denying it because that is the element that drive people to have better future and fulfil their goals.

24% of respondents choose careers because of family pressure. It could be due to family legacy or to make parents happy by accepting and believing parents knows better for their kids.

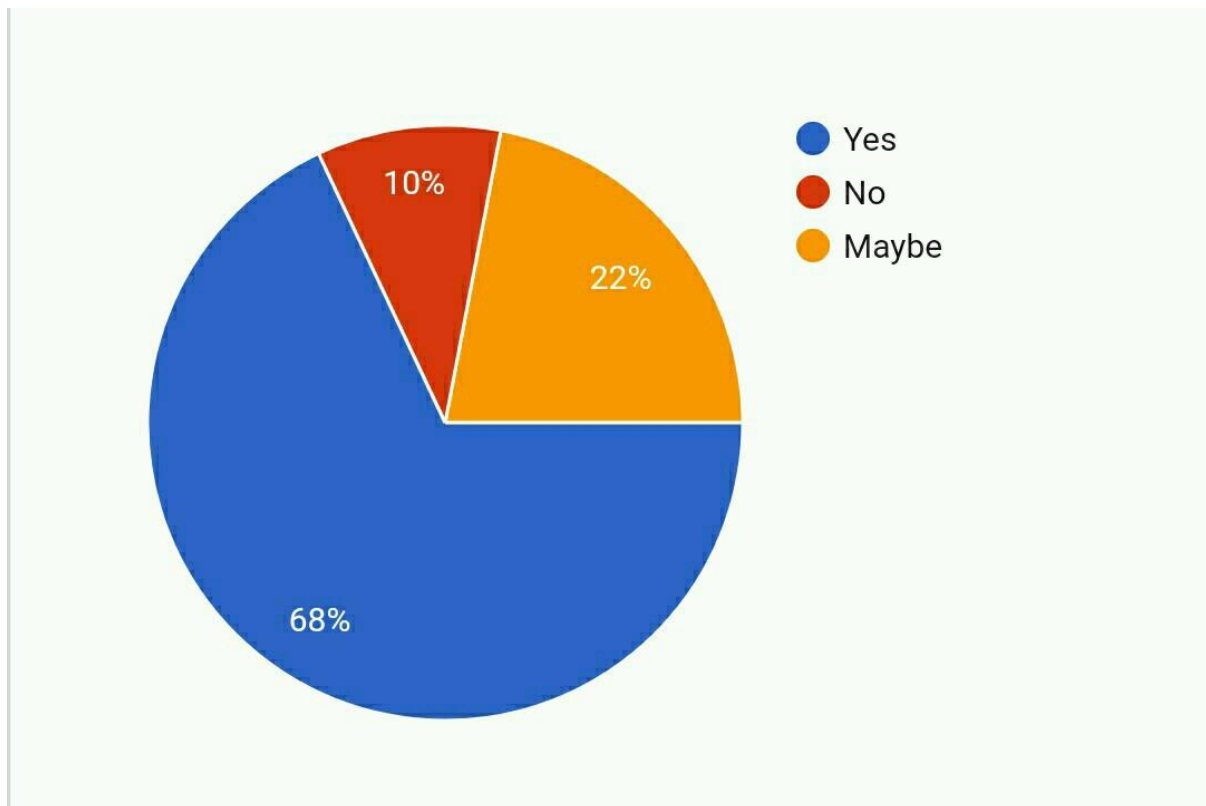
20% of respondents are influenced by others. There are many people in a student's life who can influence their career decisions. Most of the time, parents and friends play a large role, but coaches and teachers can also have a huge impact 10 on a student's life.

36% voted for job security. Many students believe that to live a comfortable lifestyle they need to be economically stable. When these students look into a major or a career path, they seek out the higher salary jobs or they look for majors that involve the most job security.

48% of the respondents motive is salary. The 11 financial aspects that students consider include high earning potential, benefits, and opportunities for advancement. Along with stability during their career, some students may even look ahead to retirement. Students want to make sure they are secure for the rest of their lives, and may look into careers that have benefits to help them in the long run.

12% voted for fringe benefits/perks. The goal of providing fringe benefits to employees is to ensure their comfort at the workplace, it also helps the company stand out for potential employees. In highly competitive markets, employers may find it challenging to retain top employees on salary alone. Fringe benefits serve as additional compensation.

5. Would you opt for professional course?



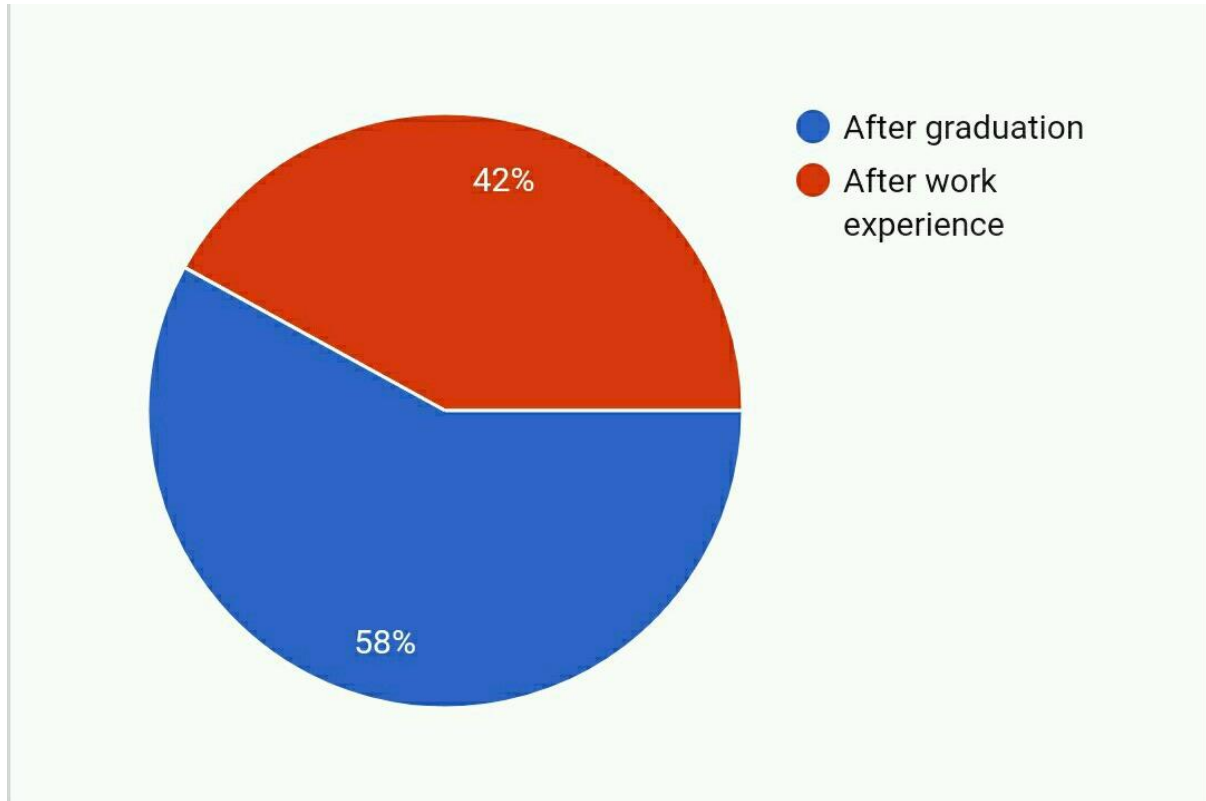
Data analysis:

68% voted for yes.

10% voted for no.

22% voted for maybe.

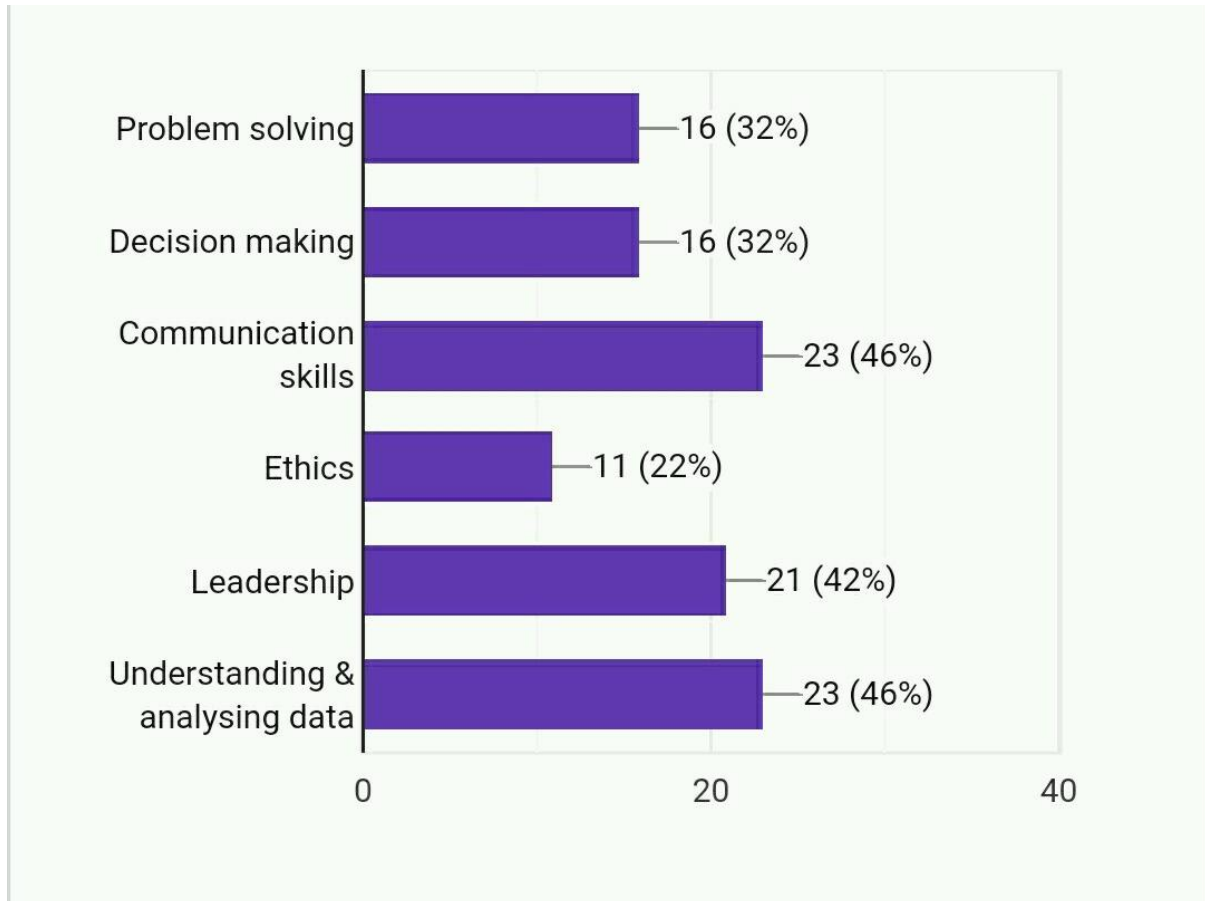
6. Do you prefer to opt for a course immediately after graduation or after some work experience?



Data analysis:

With 58% vote, majority of the respondents would like to opt for a work after graduation while 42% of respondents would opt for getting some work experience beforehand.

7. Which attributes according to you improve through professional course?



Data analysis:

32% voted for problem solving

32% voted for decision making

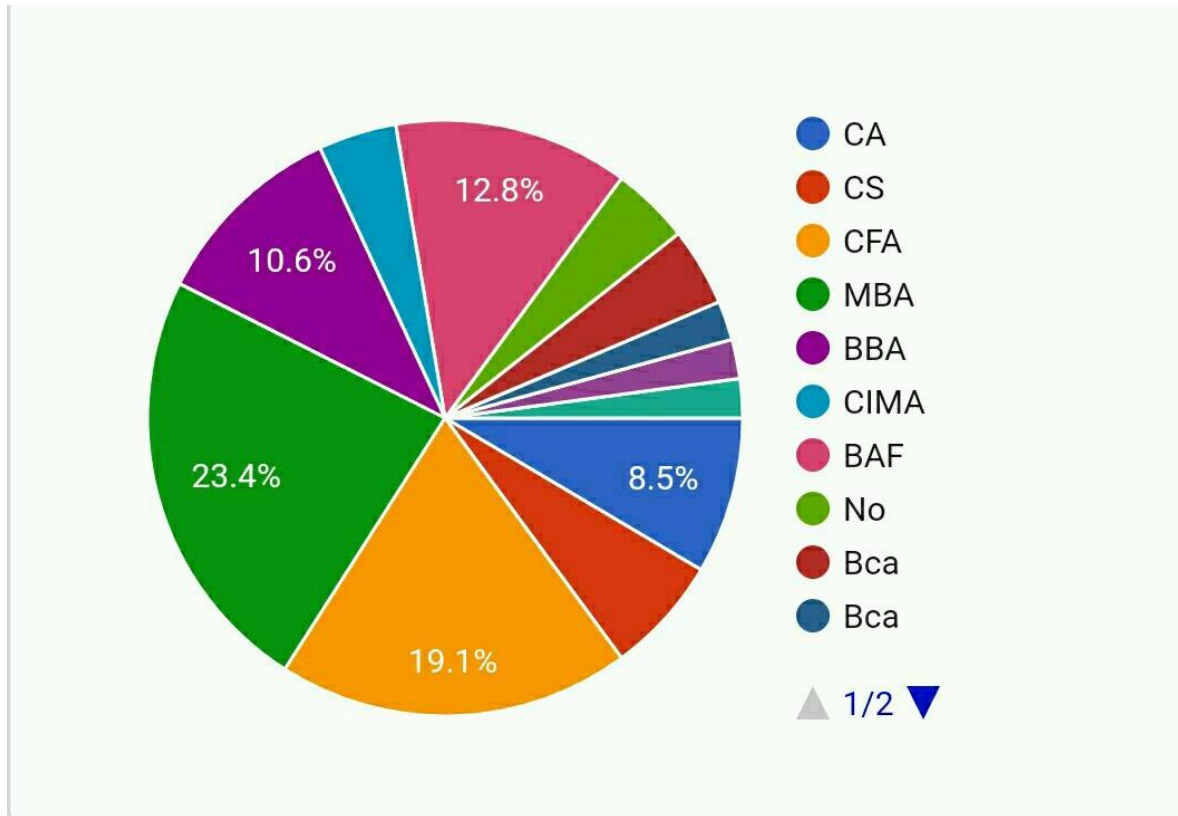
46% voted for communication skills

22% voted for ethics

42% voted for leadership

46% voted for understanding and analysing data

8. Are you pursuing any of the following course?



Data analysis:

23.4% opted for MBA

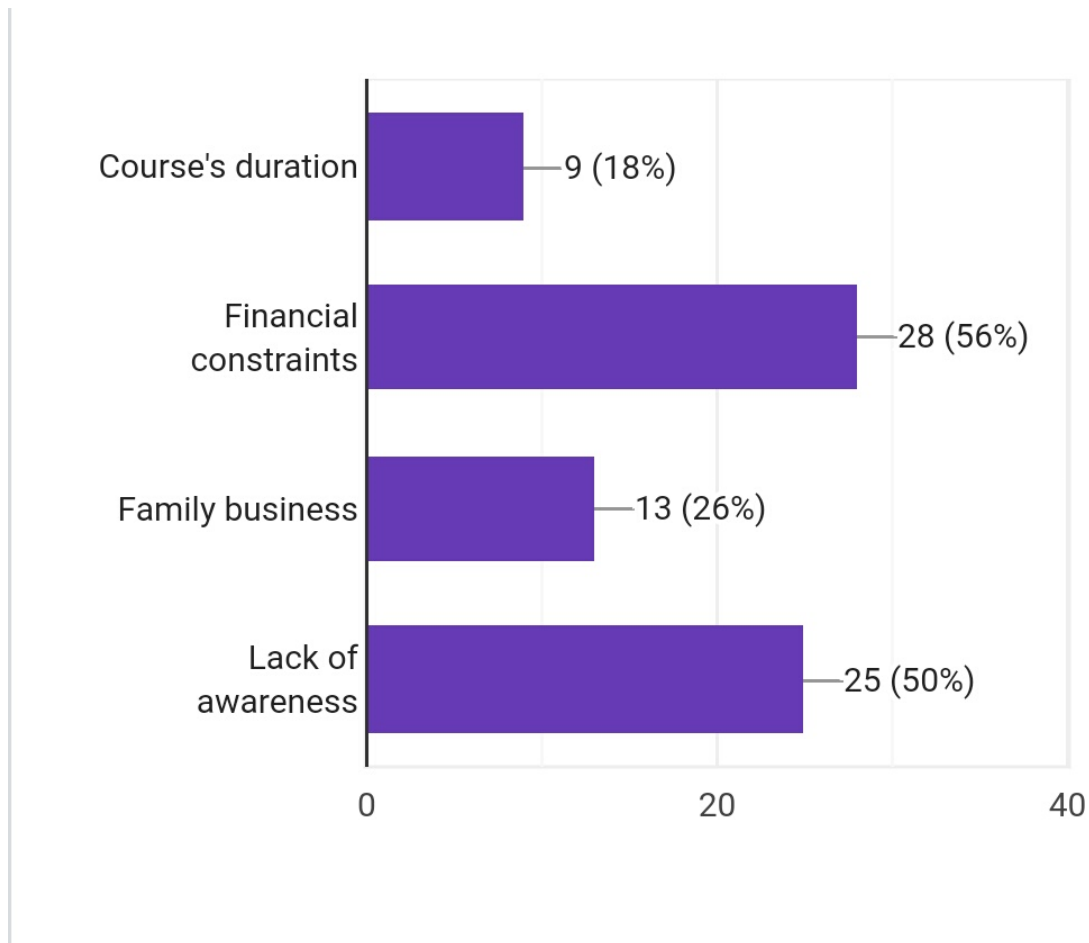
19.1 are pursuing CFA

12.8% chose BAF

10.6% opted for BBA

8.5% opted for BCA and others chose different courses like CS, CIMA,CA,etc.

9. Why do you think people don't opt for professional course?

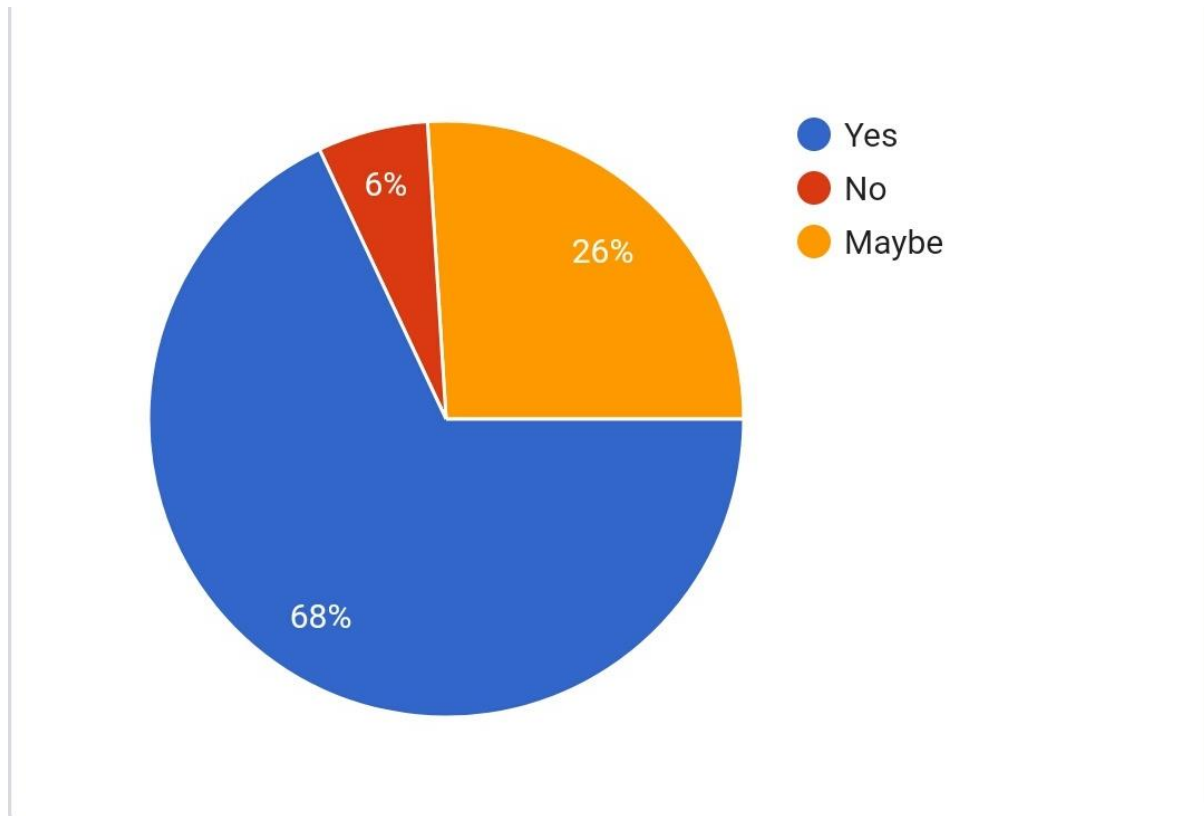


Data analysis:

The two main reasons for not opting for higher studies is financial constraints with 56% vote and lack of awareness with 50% vote.

18% voted for course duration and 26% voted for family business.

10. Do you think professional courses are relevant in today's market conditions?



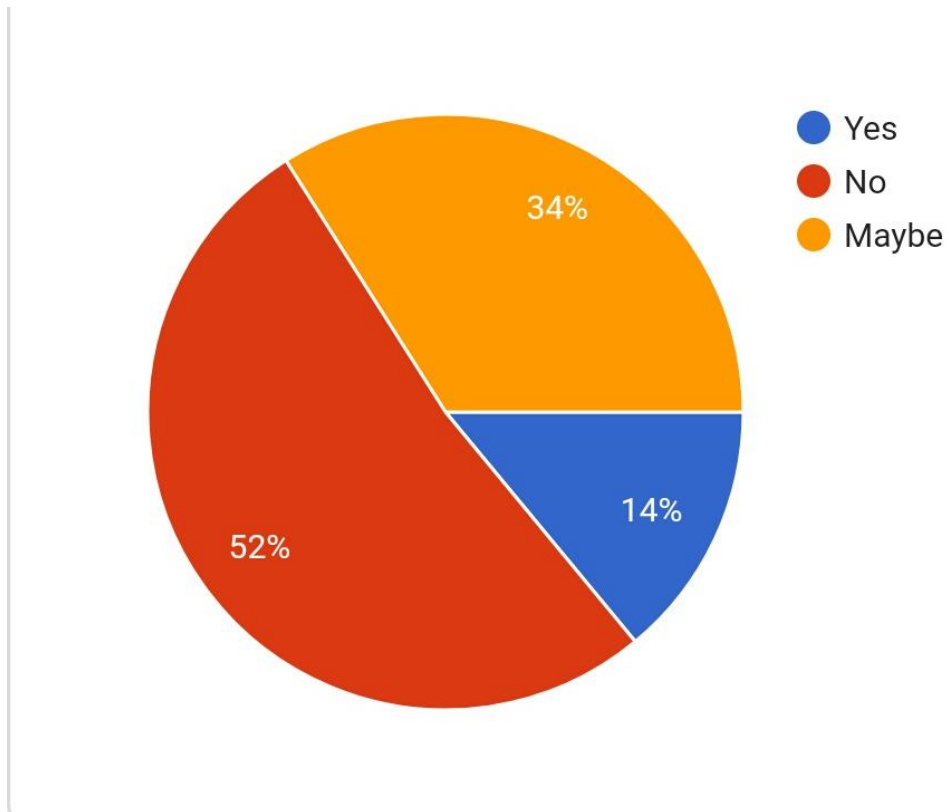
Data analysis:

68% voted for yes.

06% voted for no.

26% voted for maybe.

11. Do you think being qualified in one professional course is enough in today's market condition?



Data analysis:

14% voted for yes.

52% voted for no.

34% voted for maybe.

CHAPTER 5. CONCLUSIONS AND SUGGESTIONS

CONCLUSION:

This chapter deals with the analysis and interpretation of data based on specific objectives of the study. Our intention in this final chapter is to conclude the findings, but not to assume any final settlement of the issue raised. Career selection is an important decision of adolescent that affects life style, routine activities and social and family life. Commonly it is known that career decision making is a process in which the individual chooses a job along with the commitment of a collection of some essential behaviours, which results in a certain degree of preparation to enable the individual to apply for selection. Some of the essential behaviours, the functioning of which results in career decision-making preparation of the individuals, are the acquirement of abilities and skills of the career, self-recognition, determination of career goals and interests, consultancy with the experts, and attendance at the required educational and training activities.

The main aim of the study was to identify factors affecting career choice of commerce students. The sample comprised 50 students, starting with age group 15 to 25 & above w.r.t. Mumbai suburban.

The study reveals that role of counsellors is minimal when it comes to making informed career choices. It also reveals that the youth is impressionable, and gets swayed by peers, and impressed by media when it comes to choosing a career. The economic stability, job security is also a factor that attract students towards choosing a specific course. It is also noted that students are more inclined towards peer and family pressure, and their choice depends on them.

The study concludes that having prior knowledge about a course is important to developing and nurturing interest in the career. In fact prior knowledge prepares an individual on the conditions obtaining for a career and one will decide to enter a course from a point of knowledge. Knowledge on professional courses can be acquired through doing research and consultations. Other avenues through which individuals receive prior knowledge include mentorship, commitment, motivation and socializing with people in the career of interest. Making informed and considered career decisions accrue various benefits to the employer and the individual. Another important factor that influences.

SUGGESTIONS:

As evident from the study various factors have strong positive or negative impact on career preferences and choices. This may affect academic performance of students at various levels. There is a need of united efforts at all levels to suggest better career opportunities based on the ability of the individuals. It became imperative to all, including parents, teachers, schools and counsellors to come forward for career counselling of adolescents. Following are some suggestions that emerged from the research outcomes for all those concerned with the welfare, growth and advancement of students-

It is extremely important to manage decisions wisely and to ask for help when necessary. Parent should not pressurize youths to adopt their occupation as career but given freedom to select profession of their own choice.

The media such as print, visual based information technology exposure to media and interaction with peers can help to develop a growing sense of responsibility for acquiring knowledge and awareness.

The students can always try to develop their skill to have personal identities while determining their career and scientific goals during their studies. The universities and institutes of higher learning can further contribute for the students' success by providing good facilities for career counseling.

For families in financial crises, institutions of the community should support education, counseling and provide gainful employment opportunities and social support services based on occupation, qualification, religious congregations and income of family. Counseling classes for parents, to understand their childrens' career planning, should be organized periodically.

It is important to take into account the personality characteristics that have an influence on the career preference of students. Personality grooming classes could also be arranged for students.

Although clear vocational goals and experience do not guarantee a good transition to adult work but personal, occupational, self efficacy gives direction to kinds of career pursuits youths consider or disfavor.

Education institutions and colleges should offer more scholarship program to help students who have financial crunches.

BIBLIOGRAPHY

REFERNCES:

Blackburn, G. (2011), Which Masters of Business Administration (MBA)? Factors Influencing Prospective Students' Choice of MBA Programme – An Empirical Study, *Journal of Higher Education and Policy Management*, Vol. 33, No. 5, pp 473-483.

Bundy, P. and D. Norris. 1992. "What accounting students consider important in the job selection process." *Journal of Applied Business Research* (Spring): pp 1-6.

Carpenter, C.G. and Strawser, R.H. (1970), "Job selection preferences of accounting students", *Journal of Accountancy*, Vol. 159, pp. 84-6.

Creed, P. A. and Gagliardi, R. (2015), Career Compromise, Career Distress, and Perceptions of Employability: The Moderating Roles of Social Capital and Core Self-Evaluations, *Journal of Career Assessment*, Vol. 25, No. 1, pp.20-34.

Felton, S., Buhr, N. and Northey, M.,(1994), Factors influencing the business student's choice of a career in Chartered Accountancy, *Issues in Accounting Education*, Vol. 9, No. 1, pp131-141.

Agarwal V. (2009), "A Study of Personality Factors among college students." Paper published in the proceedings of 44th National Conference of Indian Academy of Applied Psychology.

Aiken, L.R. and Marnat, G.G. (2006) "Psychological Testing and Assessment" 12th ed. New Delhi, Dorling Kindersley India, Pvt. Ltd.

Akhilesh, K. B., (1991). Vocational choice patterns of Urban adolescents: A case study. *The Indian Journal of Social Work*, 52(2), pp. 265-275.

Akhtar Zarina (2012) – The Effect of parenting style of parents on the Attachment styles of undergraduate students. *Language in India strength for today and bright hope for tomorrow*. Vol.12 155 N 1930-2940.

Borchert M (2002) Career choice factors of high school students. A research paper submitted in Partial fulfillment for the MS Degree University of Wisconsin – Stout.

Lee, W. 2008. College graduates can't put degrees to work. *The Tennessean.Business*. Nashville, TN.

Alfred-Davidson, T. 2009. High school counselor and career specialists' perceptions of school practices that involve parents in students' career planning. PhD Diss., Dept. of Secondary Education Univ of Florida. United States, Florida.

ANNEXURE:

QUESTIONNAIRE

This questionnaire was filled by 50 respondents.

1. Name ?

2. Age?
 - 15-17
 - 18-21
 - 22-25
 - 25& above

3. Are you aware about the following courses: CA,CS,BBA,MBA,LLB,CFA,etc.
 - Yes
 - No
 - Maybe

4. How did you come to know about professional courses?
 - Social media
 - Counsellor
 - Newspaper
 - Paid promotion
 - Hoardings
 - Friends

5. Why do people choose professional courses
 - Ambition
 - Family pressure
 - Influenced by others
 - Job security
 - Salary
 - Fringe benefits/perks

6. Would you opt for professional course?
 - Yes
 - No
 - Maybe

7. Do you prefer to opt for a course immediately after graduation or after some work experience?
- After graduation
 - After work experience
8. Which attributes according to you improve through professional course?
- Problem solving
 - Decision making
 - Communication skills
 - Ethics
 - Leadership
 - Understanding & analysing data
9. Are you pursuing any of the following course
- CA
 - CS
 - CFA
 - MBA
 - BBA
 - CIMA
 - Other
10. Why do you think people don't opt for professional course?
- Course duration
 - Financial constraints family business
 - Lack of awareness
 - Other
11. Do you think professional courses are relevant in today's market condition?
- Yes
 - No
 - Maybe
12. Do you think being qualified in one professional course is enough in today's market condition?
- Yes
 - No
 - Maybe