

**REPORT OF WORKSHOP
ON
CAREER PERSPECTIVES FOR COMMERCE UNDERGRADUATES
HELD ON
DECEMBER 11, 2013,
UNDER
IQAC, UNIVERSITY OF LUCKNOW**

**VENUE: CONFERENCE HALL
DEPARTMENT OF BUSINESS ADMINISTRATION
UNIVERSITY OF LUCKNOW**

CONVENED AND COORDINATED:

Dr. AJAI PRAKASH (BUSINESS ADMINISTRATION)

UNIVERSITY OF LUCKNOW

December 11, 2013, University of Lucknow

Workshop

on

“CAREER PERSPECTIVES FOR COMMERCE UNDERGRADUATES”

Organised by Internal Quality Assurance Cell, University of Lucknow.

I. INTRODUCTION

A workshop on **“Career Perspectives for Commerce Undergraduates”** was organised by IQAC and coordinated by **Dr. Ajai Prakash**, convener/coordinator IQAC workshops, from **10:00 am**, on **December 11, 2013**.

The workshop on **Career Perspectives for Commerce Undergraduates** helps the undergraduate students to make the comparison among various career alternatives and to choose among them which suits best to their requirement and personality.

II. TITLE OF THE WORKSHOP:

“Career Perspectives for Commerce Undergraduates”

III. OBJECTIVES

The objectives of the workshop were to:

- a. Discuss the problems faced by the youngsters at the time of selecting their career options.
- b. The workshop intended to discuss the various career alternatives available to commerce undergraduates.
- c. Make participants aware of the structure and future of the available career options.
- d. Make participants aware of global need of various experts of commerce field.
- e. Provide proper guidance to the commerce undergraduate students for their better career.

IV. HIGHLIGHTS

1. Total No. of Participants: 115
2. Speakers of the Workshop:
 - a. Mr. Rajat Batra (Entrepreneur and Ex Faculty, Deptt. Of Business Administration, University of Lucknow)
 - b. Dr. Ajai Prakash (Department of Business Administration, University of Lucknow) Presented a paper on “Career Prospects for Management Undergraduates”
 - c. Mr. Sunil Singh (Chairman, ICWA)
 - d. Mr. Amit Gupta (Past President, Institute of Company Secretary, Lucknow Chapter)

e. Mr. Chandrashekhar (ICAI, Lucknow Chapter)

V. ACTIVITIES IN WORKSHOP

This workshop was inaugurated with Maa Saraswati Poojan. The participants were welcomed and introduction by Dr. Ajai Prakash the coordinator and convenor of the workshop.

The participants at the inauguration of the workshop were:

- a. **Dr. Rajat Batra (Entrepreneur and Ex Faculty, Deptt. Of Business Administration, University of Lucknow)**
- b. **Dr. Ajai Prakash (Department of Business Administration, University of Lucknow)**
- c. **Mr. Sunil Singh (Chairman, ICWA)**
- d. **Mr. Amit Gupta (Past President, Institute of Company Secretary, Lucknow Chapter)**
- e. **Mr. Chandrashekhar (ICAI, Lucknow Chapter)**

Dr. Ajai Prakash introduced the audience with theme of the workshop. He elaborated the importance of proper guidance for undergraduate students when it comes to the selection of career path among various alternatives. Dr. Prakash said that today undergraduate students have a number of career alternatives but the lack of proper guidance create a dilemmatic situation for the young generation which may harm their entire work life which leads to dissatisfied career ahead.

Thereafter Dr. Prakash invited Dr. Rajat Batra for enlightening the audience with their experienced and valuable views. Dr. Batra suggested after representing a detailed scenario that if commerce students can complete MBA with Chartered Accountancy or Company Secretary Course they will have an option to have handsome package job in any MNC. The people who have completed these courses are getting attractive salaries and are highly demanded by the industry. Dr. Batra suggested starting preparation for CAT/MAT exams from now i.e. during the graduation will be better. A special attention has to be given on English, Maths and Aptitude.

Mr. Sunil Singh, Chairman, ICWA has shared his views and guided to the audience. Mr. Singh started with the discussion on various courses available to the commerce undergraduates and later moved to Cost and Management Accounting as a better career option. He said that ICWA is a popular course after Chartered Accountancy among the commerce students. Further he elaborated the structure of the course and how the interested students can join the course. He also said that students can continue these courses with their graduation.

Mr. Amit Gupta, Past President, Institute of Company Secretary, Lucknow Chapter, focused on the increasing demand of Company Secretary Professionals. The new form of Company Bill mandates about the compulsion of having a CS specialist with all the companies. The commerce students should not wait till the end of their graduation course but should enrol in CS course along with their graduation to cash the opportunity.

Mr. Chandrashekhar, ICAI, Lucknow Chapter, started with the available career options and moved to the Chartered Accountancy course and told about its increasing attraction among commerce students. He said that career of CA can full fill all your dreams by serving to the nation's economy as a successful person and a good citizen. He continuously interacted with the audience and made every doubt clear. Mr. Chandrashekhar, during his session asked some general knowledge questions to the audience and presented chocolates for each correct answer.

Dr. Ajai Prakash presented a paper on "Career Prospects for Management Undergraduates" . The paper disseminated on how the students should enhance their skill in order to meet the requirements for matching skills to current requirements of corporate.

VI. WORKSHOP SUMMARISATION

The workshop was focused on the career opportunities available to the commerce undergraduates. There were over 100 commerce undergraduate students who were very eager to attend such kind of career counselling from experienced representatives from industry and academics. The workshop intended to guide the audience group, to clear their doubts and to solve their queries so that they would be able to go for better career option. The workshop was a successful event as the audience was also participated enthusiastically. The eminent speakers from industry and academics made this event a success. The response of

target group was highly appreciating that they demanded more events of this kind in near future.