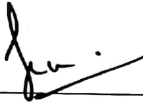




Matushri Kanbai Lalbai & Motibai Lohana Kanyashala & Balikagruh's
B. L. Amlani College of Commerce & Economics
M. R. Nathwani College of Arts
(Affiliated to University of Mumbai)

Organizes
MAHARASHTRA STATE COMMISSION FOR WOMEN
SPONSORED
INTER-DISCIPLINARY NATIONAL CONFERENCE
CERTIFICATE

Dr. / Mr. / Ms. Navsin Mistay _____ of
MVM College of Commerce _____ College / Institute / Department has participated / presented a Paper titled
A Study on Commerce Students perception towards making career choice with special
reference to colleges affiliated SNDT WOMEN'S UNIVERSITY
at the one day National Conference on "Women Empowerment : A Feminist Discourse" dated 29th September, 2018



Dr. Jitendra Aherkar
Convener



19. A Study on Commerce Students Preception towards Making Career Choice with Special Refernce to Colleges Affiliated SNDT Women's University

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Abstract

The study will enable us to gain better and in depth understanding of student's career choice and awareness. It will add benefit to the colleges, institutions, government, other students, etc by providing them valuable insight to streamline the strategies for adding new courses and Authorities can take appropriate measures to check the problem which in return will benefit the quality of education, improve the efficiency and performance. The ways and strategies in addressing the problem will be helpful for the institutional administration.

Keywords: Student's Perception, Career Choice, Commerce Student, SNDT Women's University.

1. Introduction

Career Planning is a lifelong process that focuses on making choices to help an individual manage his work and personal life. It is a continuous process of thinking about the interests, values, skills and preferences exploring the life, work and learning options available to you; ensuring that the work will fit with the personal circumstances. Planning for career is very important for a student as it will help him to decide his course, career, goal, etc.

Planning for career in advance will also help in reduction of unproductive activity and it will enable the student to achieve his life goal and become a sound citizen of nation. Not having predetermined career plan will waste the efforts of student and also result into selection of profession which does not fit to their interest and ultimately it will lead to loss of human resources. In order to avoid all such loss one need to undertake the planning of career soon after completing the schooling.

There are several streams available for a student after selecting commerce are Accounting, Finance, Marketing, Management, human resource, taxation, etc. A student who has