

ISSUES AND CHALLENGES IN ACCOUNTING EDUCATION AND RESEARCH AT DEGREE COLLEGE GIRLS STUDENT

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Abstract

The paper is expected to give a new perspective for accounting education institutions in terms of handling education process in the era with full of technologically advanced dynamic business environment and the different character of a student of this generation. Accounting academicians need to adapt in terms of teaching method to fulfil market expectation towards accounting graduates. Accounting Education institutions must be aware of their system education, curriculum, and learning outcomes. This paper explores some ways in which this might be achieved and some of the challenges to effecting change in accounting education that will have to be overcome. Job market demands university graduates to concern not only technical skills but also beyond that. Accounting education institutions must respond to the changes by providing education systems that comply with market expectations.

Keywords: Accounting education, dynamic business environment etc.

Introduction

Accounting as a main subject has been imparted too the students in Higher Secondary, Graduation and Post-Graduation level of different Universities/Colleges of the country. But many students are not able to make the application of accounting education in their practical working. Feedback from the students of degree college girls is challenges and need to provide new skills knowledge to accounting graduate who enter the profession, so that more employment can be created for the students of accounting education for our country. The traditional teaching subject like Management Accounting, Cost Accounting and Financial Accounting, rather it should be replaced with E-commerce and software based accounting curriculum and to improve the content level of accounting and taxation, computer subjects, business report writing, communication skills, problem solving and analytical skills so as to meet the challenges of change in the Environment of business and industry.

Objectives of the study:

The present study is based on the following objectives.

1. To highlight the need of Accounting among degree college girl's student.
2. To know the opportunities in Accounting.
3. To Know the Challenges in Accounting.

Research Methodology

This study is based on the Primary data. Collected 100 students samples for the research study and secondary data derived from various research paper, Journal, books, published material. Need for Accounting

Literature Review:

Quality education depends on the quality and mental health of the people who are recruited to teach and is measured by the academic performance of students (Bell 2013; Aminu & Timothy 2014: 58; Fullan & Stiegelbauer, 2000; Appuyei et al., 2014: 84). Since the beginning of this millennium, poor quality education has been identified as one of the central challenges facing the education system, and until recently it has mainly manifested in accounting education (Chisholm, 2011: 50). Modisaotsile (2012:1) maintains that there is still a crisis in accounting education, with decreasing enrolment rates every year. Graduate output and retention are declining. Modisaotsile (2012:1) makes it clear that to overcome these problems, more focus is required on the quality of both the academic teaching of the said accounting graduates and the students themselves. The majority of students who have enrolled in accounting courses at most universities do not meet the minimum entrance requirements for an accounting degree. Van Wyk (2011:152) as well as Parker (2010:10) opine that a high-quality tertiary institution may compensate for other potential negative factors such as lower pass grades, an unsupportive home environment, a low socio-economic background, and an inferior high-school education, all of which a student may bring to tertiary studies. According to Parke (2012; 2016:6), this is where partnerships between accounting faculties and researchers at universities can become quite valuable. Quality education depends on the quality and mental health of the people who are recruited to teach and is measured by the academic performance of students (Bell 2013; Aminu & Timothy 2014: 58; Fullan & Stiegelbauer, 2000; Appuyei et al., 2014: 84).

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Need of the study:

Accounting recognizes that people live in world of scare resources. Because resources exist in limited supply, people try to conserve them. Through an efficient use of resources the standard of living increases. Accounting plays an important role in obtaining a higher standard of living because it helps to identify efficient and inefficient users of resources.

Limitation of the study:

1. This study has based on only degree college student
2. This study convers the student point of view.

Findings and Observation:

- The quality of students' results is often determined by the quality of education offered by the institution and the intellectual health of the people who are recruited to educate the students.
- This study examined the challenges faced by accountancy girl's students during their academic life cycle of becoming professional accounting graduates.
- Findings revealed that the main challenges faced by accounting students were
- Amount of academic coursework
- Poor time-management and inadequate revision
- Lack of student motivation and encouragement
- Family conditions

Conclusion:

In the Era OF Globalization accounting education has totally changed and certain new challenges in front of accounting education as follows:

- Need to provide new skills knowledge to accounting graduate who enter the profession, so that more employability can be created for the students of accounting education for our country.
- Accounting Education is importance in business and industries .therefore all the educational institute needs to provide specialized Accounting Education in both graduate and post graduate level.
- The restricting of accounting education is a priority so that it can be utilized by the accounting professional from primary level to in order to complete in globalised scenario some specialized course should be introduced in accounting education in order to face the emerging challenges of business and industries
- Need traditional subject replace with E-commerce and software based accounting curriculum and to improve the content level of accounting and taxation, computer subjects, business report writing, communication skills, problem solving and analytical.

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