



The Journal of Sri Krishna Research & Educational Consortium  
**INTERNATIONAL JOURNAL OF  
BUSINESS ECONOMICS AND  
MANAGEMENT RESEARCH**  
Internationally Indexed & Listed Referred e-Journal



## **INDUSTRY AND COMMERCE EDUCATION – A STRENGTH AND WEAKNESS ANALYSIS**

**DR. G. V. KOKKALKI\***

\*Department of Commerce,  
CSI College of Commerce,  
Dharwad.

### **Abstract**

The university is an important institution engaged in exploring, generating, conserving and disseminating the knowledge. The university consists of the community of teachers, students and administrative staff who join for learning and expanding knowledge. The university has predetermined objectives, methods, well-defined curricula and imparts knowledge, skills, values and ethics. Further, the university produces skilled manpower in the form of teachers, technicians, scientists, managers, doctors and entrepreneurs, etc. The university system consists of different types of education systems. The commerce education is one of the important types of education in the university system. The commerce education has its own importance in the society due to its application to the day today life. The commerce education has been a very popular subject not only in India but also throughout the world due to its evergreen nature. The present paper analyse the interface between commerce education and industry

**Key Words:** Industry, Commerce, University