

# Role of Skill-Based Commerce Education in Promoting Entrepreneurship and Employment Generation: A Review

Amanpreet Kaur 

DIPS College (co- educational), Dhilwan, Kapurthala, Punjab, India

Received 04 August 2024 | Revised 06 September 2024 | Accepted 10 October 2024 | Available Online 09 November 2024

\*Corresponding Author: Amanpreet Kaur | Email Address: [amanpreet928818@gmail.com](mailto:amanpreet928818@gmail.com)

**Citation:** Amanpreet Kaur (2024). Role of Skill-Based Commerce Education in Promoting Entrepreneurship and Employment Generation: A Review. *Social Science Reports*. DOI: <https://doi.org/10.51470/SSR.2024.08.02.05>

## Abstract

The rapidly changing global economy has increased the demand for graduates who possess practical skills, entrepreneurial capabilities, and industry-relevant competencies. Traditional commerce education, which has historically emphasized theoretical knowledge, is increasingly being supplemented with skill-based learning approaches that focus on employability and entrepreneurship development. Skill-based commerce education integrates practical training, digital competencies, financial literacy, communication skills, and business management capabilities to prepare students for dynamic labor markets and entrepreneurial ventures. This review examines the role of skill-based commerce education in promoting entrepreneurship and employment generation. The study synthesizes existing literature on entrepreneurship education, employability skills, vocational learning, industry-oriented curricula, and competency-based education. Findings suggest that skill-based commerce education significantly enhances entrepreneurial intentions, innovation, self-employment opportunities, and workforce readiness. However, challenges such as curriculum gaps, inadequate industry collaboration, and limited infrastructure continue to affect implementation. The review concludes that strengthening skill-based commerce education can contribute substantially to sustainable economic development, employment creation, and entrepreneurial growth.

**Keywords:** Skill-Based Education, Commerce Education, Entrepreneurship, Employment Generation, Entrepreneurial Competencies, Employability Skills, Vocational Learning, Economic Development.

## 1. Introduction

The contemporary business environment is characterized by rapid technological advancements, globalization, digital transformation, and evolving labor market demands. These developments have increased the importance of practical skills and entrepreneurial competencies in ensuring economic productivity and career success. Educational institutions are therefore under growing pressure to prepare graduates who possess not only academic knowledge but also the practical capabilities required by employers and entrepreneurs. Commerce education has traditionally served as a foundation for careers in accounting, finance, marketing, banking, taxation, and business management. However, employers increasingly seek graduates who can apply theoretical concepts in practical settings, solve business problems, communicate effectively, and adapt to changing market conditions. As a result, skill-based commerce education has emerged as a critical approach for enhancing employability and entrepreneurship [1-2]. Skill-based commerce education emphasizes competency development through practical learning experiences, industry exposure, project-based learning, internships, digital training, and entrepreneurship education. These approaches help students acquire workplace-relevant skills while fostering innovation, creativity, and self-employment capabilities. Entrepreneurship and employment generation are closely linked to the quality and relevance of educational systems,

making skill-based learning a key strategy for economic development [3-4]. This review explores the contribution of skill-based commerce education to entrepreneurship development and employment generation, highlighting key benefits, challenges, and future directions.

## 2. Methodology

This review is based on a comprehensive analysis of scholarly literature published between 2010 and 2025. Relevant studies were identified from databases such as Scopus, Web of Science, Google Scholar, ScienceDirect, Emerald Insight, and SpringerLink. The search focused on keywords including skill-based education, commerce education, entrepreneurship development, employability skills, vocational training, entrepreneurial competencies, and employment generation. Peer-reviewed journal articles, conference proceedings, policy reports, and academic books were selected for analysis. The literature was examined using thematic analysis to identify major concepts, trends, benefits, challenges, and policy implications related to skill-based commerce education.

## 3. Concept of Skill-Based Commerce Education

Skill-based commerce education refers to an educational approach that emphasizes the development of practical competencies alongside theoretical knowledge.

The objective is to equip students with the skills required for employment, entrepreneurship, and professional success. Unlike traditional educational models that focus primarily on examinations and theoretical understanding, skill-based education prioritizes the application of knowledge in real-world situations. Commerce students are trained in areas such as financial management, accounting software, business communication, digital marketing, entrepreneurship, taxation, data analytics, customer relationship management, and e-commerce operations. These competencies enhance students' readiness for both employment and self-employment opportunities [5]. Skill-based education promotes experiential learning through internships, live projects, simulations, workshops, industry visits, and collaborative activities. Such experiences allow students to develop practical expertise while gaining confidence in their professional abilities.

#### 4. Entrepreneurship and Commerce Education

Entrepreneurship is widely recognized as a significant contributor to innovation, job creation, and economic growth. Educational institutions play a crucial role in fostering entrepreneurial attitudes and competencies among students. Commerce education provides a strong foundation for entrepreneurship by offering knowledge of business operations, financial planning, marketing strategies, and organizational management. Skill-based commerce education extends beyond theoretical instruction by encouraging students to develop entrepreneurial thinking and practical business skills. Entrepreneurship-related courses often include business plan development, opportunity recognition, venture creation, innovation management, and risk assessment. Through these activities, students learn how to transform ideas into viable business ventures [6]. Exposure to entrepreneurial role models, incubation centers, mentorship programs, and industry interactions further enhances entrepreneurial motivation and self-confidence. Students who receive entrepreneurship-oriented training are more likely to consider self-employment and business ownership as viable career options.

#### 5. Contribution of Skill-Based Commerce Education to Entrepreneurship Development

Skill-based commerce education significantly contributes to entrepreneurship development by equipping students with the competencies necessary for establishing and managing successful enterprises.

*Table 1: Major Skills Developed Through Skill-Based Commerce Education*

Skill Area	Application in Business	Contribution to Entrepreneurship and Employment
Financial Management	Budgeting and investment planning	Improved business sustainability
Communication Skills	Negotiation and customer relations	Enhanced employability
Digital Literacy	E-commerce and digital marketing	Better adaptation to digital economy
Leadership Skills	Team management	Entrepreneurial effectiveness
Problem-Solving	Business decision-making	Increased innovation
Data Analytics	Market analysis	Improved strategic planning
Accounting Software	Financial reporting	Industry readiness

*Table 2: Benefits and Challenges of Skill-Based Commerce Education*

Dimension	Benefits	Challenges
Entrepreneurship	Increased business creation	Limited entrepreneurial funding
Employability	Higher job readiness	Skill mismatch in some sectors
Industry Relevance	Practical learning opportunities	Weak industry-academia collaboration
Economic Development	Job creation and productivity	Infrastructure limitations
Innovation	Enhanced creativity	Limited access to technology

Practical training enables learners to understand market dynamics, customer behavior, financial management, and business strategy. These capabilities support informed decision-making and entrepreneurial success. One of the most important outcomes of skill-based education is the development of entrepreneurial confidence. Students who participate in practical learning experiences gain greater self-efficacy and become more willing to undertake entrepreneurial risks. Project-based learning and business simulations provide opportunities to experiment with innovative ideas and develop problem-solving abilities. Skill-based programs also foster creativity and innovation by encouraging students to identify business opportunities and design solutions to market challenges. Through exposure to real-world business environments, learners acquire the adaptability and resilience required for entrepreneurial success [7]. Consequently, skill-based commerce education serves as an effective platform for cultivating future entrepreneurs.

#### 6. Role in Employment Generation

Skill-based commerce education plays a critical role in employment generation by aligning educational outcomes with labor market requirements. Employers increasingly prioritize practical competencies, communication skills, digital literacy, teamwork, and problem-solving abilities when recruiting graduates. Skill-based educational programs address these requirements by integrating industry-relevant training into academic curricula [8]. Graduates possessing practical skills are generally more employable because they require less training and can contribute effectively from the beginning of their careers. Skills in accounting software, digital marketing, financial analysis, customer service, business communication, and data management are particularly valuable in modern workplaces. Such competencies enhance graduates' competitiveness and improve employment prospects across various sectors. Furthermore, skill-based education contributes to reducing unemployment and underemployment by preparing students for emerging occupations and evolving industry needs. As economies become increasingly digitalized, demand for technologically competent professionals continues to grow. Commerce graduates equipped with digital and business-related skills are therefore better positioned to secure employment opportunities and adapt to changing workforce demands.

## 7. Challenges and Barriers

Despite its advantages, the implementation of skill-based commerce education faces several challenges. Many institutions continue to rely on traditional teaching methods that prioritize theoretical learning over practical skill development. This mismatch can limit graduates' preparedness for employment and entrepreneurship [9]. Insufficient industry collaboration is another major barrier. Without strong partnerships between educational institutions and businesses, students may have limited access to internships, workplace training, and real-world learning experiences. Resource constraints, including inadequate infrastructure, technology, and faculty training, further restrict the effectiveness of skill-based programs. Additionally, rapidly changing industry requirements necessitate continuous curriculum updates. Educational institutions often struggle to adapt quickly to emerging technologies and labor market trends. Addressing these challenges requires coordinated efforts among governments, educational institutions, industry stakeholders, and policymakers.

## 8. Future Directions

The future of commerce education lies in greater integration of skill development, entrepreneurship training, and technological innovation. Educational institutions are increasingly adopting competency-based curricula that focus on practical learning outcomes rather than solely academic achievement. Emerging technologies such as artificial intelligence, data analytics, blockchain, and digital business platforms are expected to play a larger role in commerce education. Universities and colleges should establish entrepreneurship development centers, innovation hubs, and incubation facilities that support student ventures [10-11]. Industry partnerships should be strengthened to facilitate internships, mentorship opportunities, and collaborative projects. Furthermore, continuous professional development programs for educators are necessary to ensure effective delivery of skill-based learning. Policymakers should encourage educational reforms that prioritize employability, entrepreneurship, and lifelong learning. Investments in digital infrastructure and vocational training can further enhance the effectiveness of skill-based commerce education.

## 9. Recommendations

1. Integrate practical skill development into commerce curricula.
2. Strengthen industry-academia partnerships.
3. Expand internship and apprenticeship opportunities.
4. Promote entrepreneurship education across all commerce programs.
5. Establish incubation centers and innovation hubs.
6. Incorporate digital technologies and emerging business tools into teaching.
7. Enhance faculty training and industry exposure.
8. Develop competency-based assessment frameworks.

## 10. Conclusion

Skill-based commerce education has become an essential mechanism for promoting entrepreneurship and employment generation in modern economies. By emphasizing practical competencies, industry relevance, and entrepreneurial skill development, it enhances graduates' readiness for both employment and self-employment opportunities.

The integration of experiential learning, digital technologies, and industry collaboration contributes to improved employability, innovation, and business creation. Although challenges related to curriculum design, infrastructure, and industry engagement remain, targeted reforms can significantly strengthen the impact of skill-based commerce education. A comprehensive approach involving educational institutions, policymakers, and industry stakeholders is necessary to create a skilled workforce capable of driving entrepreneurship, economic growth, and sustainable development.

## References

1. Harrison, C., Burnard, K., & Paul, S. (2018). Entrepreneurial leadership in a developing economy: a skill-based analysis. *Journal of Small Business and Enterprise Development*, 25(3), 521-548.
2. Mittal, P., & Raghuvaran, S. (2021). Entrepreneurship education and employability skills: the mediating role of e-learning courses. *Entrepreneurship Education*, 4(2), 153-167.
3. Edakkandi Meethal, R. (2014). Towards building a skill based society in India. *International Journal of Sociology and Social Policy*, 34(3-4), 181-195.
4. Kutzhanova, N., Lyons, T. S., & Lichtenstein, G. A. (2009). Skill-based development of entrepreneurs and the role of personal and peer group coaching in enterprise development. *Economic Development Quarterly*, 23(3), 193-210.
5. Akhtar, F. (2023). Role of skill India programs in fostering entrepreneurship among rural youth in India. *Formosa Journal of Science and Technology*, 2(10), 2891-2902.
6. Kozlinska, I., Rebmann, A., & Mets, T. (2023). Entrepreneurial competencies and employment status of business graduates: the role of experiential entrepreneurship pedagogy. *Journal of Small Business & Entrepreneurship*, 35(5), 724-761.
7. Ahmed, F., & Harrison, C. (2023). Entrepreneurial leadership skills and competencies: A systematic literature review. *International Review of Entrepreneurship*, 21(2), 255-294.
8. Igwe, P. A., Okolie, U. C., & Nwokoro, C. V. (2021). Towards a responsible entrepreneurship education and the future of the workforce. *The International Journal of Management Education*, 19(1), 100300.
9. Magaji, A. (2019). The role of entrepreneurship education in job creation for sustainable development in Nigeria. *International Journal of Education and Evaluation*, 5(1), 41-48.
10. Rico, H., Rico, F., de la Puente, M., De Oro, C., & Lugo, E. (2022). SBL effectiveness in teaching entrepreneurship skills to young immigrant mothers head of household in Colombia: An experimental study. *Social Sciences*, 11(4), 148.
11. Burke, A., & Cowling, M. (2015). The use and value of freelancers: The perspective of managers. *International Review of Entrepreneurship*, 13(1).