

Concept Note
15th 3-Week Refresher Course in Commerce and Business Management
(9th October-31st October 2014)

Emerging Challenges in Commerce & Management

“ The best way to predict the future is to create it.” Peter Drucker

In the present high technology era new dimensions are emerging with accelerated pace. The business environment world wide is undergoing unpredictable changes. A variety of driving forces provoke this change. Internet and telecommunication has shrunk the world substantially. New business models are emerging due to continuous developments in the Information Technology and Communication sector. International boundaries are fading and the entire world has become a single global marketplace. Public consciousness has become much more sensitive and demanding that the organizations be more socially responsible. All this is posing newer and newer challenges for management in organizations world over.

Challenges are being felt in every sphere of Commerce and Management be it accounting, finance, marketing and human resource. For profitable growth, managers must strive for new sources of innovation and creativity. Faster economic growth, growing population, rising income level and standard of living provides proliferation of product categories and brands in Indian market.

Today, the Indian consumer is economically far better off than his earlier generations. A highly competitive environment, knowledgeable and digitally conscious consumers coupled with the fast paced technology enforces business enterprises to be on their toes. Traditional models of marketing are being redesigned in the wake of modern challenges faced by the firms. The unique cultural characteristics, tradition and dynamics of consumer behaviour, demand an innovative marketing strategy to achieve success.

The financial sector also faces challenges post the meltdown crisis. The financial services like banking and insurance have to embrace technology and treat it as an investment and leverage it in delivery of services. In emerging economies there is a challenge of financial inclusion.

The HR managers are faced with the challenges of managing the knowledge worker. Organisations recognise the critical importance that human capital means for competitiveness, and ultimately survival in the modern era. Organisations are facing problems of hiring the right employee with the requisite skills and to motivate him and finally to retain him.

All these factors and forces are giving rise to lot of thinking and rethinking in every sector of Commerce & Management and thus the theme of this Refresher Course is “**Emerging Challenges in Commerce & Management**”.

We never like to rely on one source to fuel our analyses of the problems facing business today, so we've integrated different sources and hence the concept theme of this refresher course aims to integrate and merge different sources.

The course will seek to cover the following sub-themes:

- E Commerce & E-tailing

- Social Media and Business
- CRM to E-CRM
- Cyber Crimes (IT Act 2000)
- Leadership and social transformation
- I Management (India-centric Management Practices)
- Business Ethics & Corporate Governance
- Entrepreneurship Development
- Significance of Accounting Standards in India
- Strategic Management and Business Policies
- Financial Risk Management
- Behavioural Finance
- Financial Inclusion
- Brand Management and Advertising
- International Marketing and Trade
- Paradigm of Research Methods
- Computer training for Research Methods
- Case Studies and Group Discussions
- Paradigm of Research Methods

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