

M. Com (E-Commerce) Semester III

307 : Business and Professional Skill

Objective -:

1. To acquire proper understanding and practice by students in various professional skills required for excelling in commercial world.

Unit No.	Topic	No. Of Lectures	Reference Books
1	Communication Ethics:- a. Concept of Communication. b. Defining Business Ethics. c. Applying Ethical Standards to Management Communication. d. Statement of Ethical Principles. e. Management Skills Required for Twenty-First Century.	10	1,2,4
2	The Foundation of Excellence through Strategic Communication a. Strategy (customer ,competitors and company) and culture (Commitment, competence and Consistency) b. Using strategic thinking the essence of strategic planning with strategic thinking. c. Culture awareness and culture building, assessing an organization's culture. d. How to match strategy and culture. e. Communicating Strategically. f. Successful strategic Communication.	10	1,2,3,4,
3	Necessary skills to achieve excellence : a. Creative insight- importance insight in selecting the successful strategy, how to become a insightful executive. b. Sensitivity – importance of insight in selecting the successful strategy, how to become a sensitive, executive.	08	3,4
4	Versatility – importance of versatility in converting threats in to Opportunities, how to become a versatile executive. b. Focus -importance of focus in exploiting the change, how to become a focused executive.	08	3,4

	c. Patience:- importance of patience in lasting the excellence, how to become a patient executive		
5	Listening and speaking, meeting speeches and techniques of electing response, probing questions, recording and closing, observation, methods. Group discussion and interviews. Non-verbal expressions : body language, gestures, postures, facial expressions and Dress codes.	12	1,2,3,4
Total		48	

Recommended Books:-

1. Basic business communication :Robert ma Archer
- 2 . Effective Bussiness Communication :Murhy
- 3 Excellence in Bussiness Communication : Thill
- 4 Business Communication : Pradhan &Thakur
- 5 Business Communication : Balsubramanium M.
- 6 Handbook of case Writing :Culliton &James W.
- 7 Creating excellence –Craig R. Hickman & Michael A. Silva –George ,Allen & Unwin,London University book ,New Delhi.
8. Management Communication: James S. O'Rourke IV, Anubha Singh.

M.com (e-Commerce) Semester IV

Subject Name :- Business Research & Analytics

Course Code :- 403

Objective :-

1. To enhance knowledge and understanding of learners towards 'age of analytics as a way of activities necessary for success in a knowledge economy.
2. To help to identify and to create situation by students to use and to study application of analytics and measurement tools.

Unit No.	Topic	Periods
1	Conceptual understanding of terms: Business intelligence, Business Analytics,	08
2	Characteristics and application statistical decision theory – Game theory – PERT Queuing theory – Simulation Probabilistic inventory models. Tools techniques and metrics used in business for measurement evaluation and revalidation.	10
3	Introduction to research Methodology, Nature Scope & Objective; type of research in social science and business; validity and reliability in research. Research design; features of a good design; types of design; research process and research proposal.	10
4	Data Collection; Types of Method of data collection; designing of questionnaire ; Characteristics of a good questionnaire; interview techniques; interview techniques; Survey methods; optimal techniques.	08
5	Presenting Report: Steps in report writing; Format of report writing, Characteristics of a good report; Layout of a research paper.	12
Total		48

Recommended Books

1. Competing on Analytics: The new science of winning – Davenport Thomas H. Harvard Business School Press(2007).
2. Introduction to Business Data Mining David Olson, Young Shi McGrew Hill- 2005
Quality Management.
3. Howard Gitlow, Alan Oppenheim McGrew Hill – 2005.
4. Statistical Quality Control
Eugene Grant McGrew Hill – 2000.
5. Measuring Business Performance Economist (2006).
6. Introduction to Operation Research Gillett – McGrewHill 2007 SIM.CRM(Manual) Tata . McGrew Hill – 2003
7. Managerial Spread Modeling & Analysis Rick Hesse McGrew Hill (1997)