Management

GENERAL MANAGEMENT; Concept of Management, Evolution of Management, Functions of Management

ORGANISATIONAL BEHAVIOUR; Concepts and Significance of OB, Understanding and Managing Behaviour- Personality, Perception, Values, Attitudes, Learning and Motivation, Leadership, Managing Conflicts, Organisational Development.


MARKETING MANAGEMENT; Concepts, Nature and Scope, Marketing Mix –Product, Price, Place and Promotion, Role and Relevance of segmentation Targeting and Positioning, Product Life Cycle, Branding and Packaging, Marketing of Services