



PRINCIPLES OF MANAGEMENT

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BLOCK 1: INTRODUCTION TO MANAGEMENT

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Definition, Nature of Management, Management as a Process, Management as Science and Art, Management Functions, Importance of Management, Management and Administration, Managerial Skills, Levels of Management

UNIT 2 EVOLUTION OF MANAGEMENT THOUGHT

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BLOCK 2: PLANNING AND DECISION MAKING, ORGANIZATION AND STAFFING

UNIT 1 PLANNING AND DECISION MAKING

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UNIT 2 ORGANISING AND ORGANISATION STRUCTURE

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UNIT 2 CONTROLLING AND CO-ORDINATION

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UNIT 2 SOCIAL RESPONSIBILITIES OF BUSINESS

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UNIT 3 BASIC CONCEPTS IN ECONOMICS

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BLOCK 2: DEMAND AND SUPPLY ANALYSIS, TECHNIQUE OF INDIFFERENCE CURVES

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UNIT 2 PRICE, INCOME AND SUBSTITUTION EFFECTS ON CONSUMER'S EQUILIBRIUM

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UNIT 2 PRODUCT AND FACTOR PRICING

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BLOCK 4: DEPRECIATION AND INTERPRETATION OF FINANCIAL STATEMENT

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MARKETING MANAGEMENT

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BLOCK 2: MARKETING PROCESS, BUYER BEHAVIOUR AND ENVIRONMENT ANALYSIS

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FINANCIAL MANAGEMENT

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UNIT 3

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UNIT 4

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