

'General Management' Syllabus

Concepts and Perspectives in Human Resource Management; Human Resource Management Objectives and Process; Organisational Structure and Design; Personality; Behaviour of Individual and Groups; Leadership; Teamwork; Demand and Supply; Production, Costs, Pricing; Market Structures; Fundamentals of Book-keeping; Financial Accounting; Capital Budgeting; Capital Structure; Models of Strategic Analysis; Strategy Formulation and Implementation; Business Environment; Ethics in Management; Marketing Functions; Product Development; Marketing Mix; Market Segmentation; Product Life Cycle; Correlation and Regression Analysis; Probability and Distribution; Scope & Significance of Operations Management; Quality Management; Overview of Supply Chain Management.