

Marketing Management



Block – I

Block Title- Introduction to Marketing

Block – II

Block Title- STP Concept and Consumer Behaviour

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Block – III

Block Title- Product Packaging and Pricing

Block – IV

Block Title- Promotion Mix and Sales Promotion

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Human Resource Management



Block – I

Block Title- Introduction to HRM

Block – II

Block Title- Recruitment and Selection

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Block Title- Training and Performance Management

Block – IV

Block Title- Industrial and Labour Relations

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Block Title- Introduction to Financial Management

Block – II

Block Title- Financing Decisions

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Block Title- Long Term Investment Decisions

Block – IV

Block Title- Current Assets Management

Block – V

Block Title- Dividend Decisions

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Block – I

Block Title- Introduction to Research Methodology

Block – II

Block Title- Methods of Data Collection

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Block – III

Block Title- Analysis of Data

Block – IV

Block Title- Report Writing and Presentation

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International Business



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Block Title- International Business: An Overview

Block – II

Block Title- International Trade and Environment

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Block – IV

Block Title- Emerging Scenario in International Business

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