

T.Y.B.COM
COMMERCE PAPER 3:
MANAGEMENT AND PRODUCTION PLANNING

- 1) Management
- 2) Functions of Management
- 3) Human Resource Management
- 4) Production Management
- 5) Quality Management
- 6) Material Planning & Inventory Control

EXPORT MARKETING

- 1) Introduction to Export Marketing
- 2) International Marketing
- 3) Preliminaries for starting Export Business
- 4) Export Marketing & Export Marketing Organizations
- 5) Exim Policy
- 6) Export Pricing
- 7) Export Finance
- 8) Export Procedure
- 9) Export Documents
- 10) Export Assistance & Incentives

BUSINESS MANAGEMENT 1
MANEAGEMENT BY ORGANIZATIONAL DEVELOPMENT

- 1) Introduction to Management
- 2) Planning
- 3) Organization
- 4) Staffing
- 5) Directing
- 6) Coordinating
- 7) Controlling
- 8) Contemporary Issues In Management

BUSINESS MANAGEMENT 3
MARKETING MANAGEMENT

- 1) Marketing management
- 2) Current marketing environment in India
- 3) Product positioning
- 4) Promotion mix
- 5) Pricing
- 6) Sales forecasting
- 7) Strategic marketing process
- 8) Dealing with competition
- 9) Services marketing
- 10) Rural marketing