

General Management Module

Sr No	Function	Hours	Scope
1	Basics of Business	3	Types of Companies, Operations Cycle, Basics of P&L
2	Business Strategy	3	Purpose, Solutions, Vision, Scalability, Passion
3	Business Strategy	3	Organisation Structure, Distribution Channels, 5S
4	Strategic Finance	3	Finance Structure, Bank CC, Basics of GST
5	Strategic Finance	3	Stocks, Debtors, Creditors
6	BTL Marketing	3	POSM, External Visibility, Gift-with-promotions
7	BTL Marketing	3	Active Industries, Suppliers, Key Accounts Management
8	People Function	3	Organisation Structure, JDs, KRAs
9	People Function	3	Policies, Payroll, Engagement Programs
10	Project	3	Live Project with SMEs
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