

ABOUT THE BOOK

Management is a vital aspect of the economic life of man, which is an organised group activity. A central directing and controlling agency is indispensable for a business concern. The productive resources – material, labour, capital etc. are entrusted to the organising skill, administrative ability and enterprising initiative of the management. Thus, management provides leadership to a business enterprise. Without able managers and effective managerial leadership the resources of production remain merely resources and never become production. Under competitive economy and ever-changing environment the quality and performance of managers determine both the survival as well as success of any business enterprise. Management occupies such an important place in the modern world that the welfare of the people and the destiny of the country are very much influenced by it.

ORGANISATIONAL BEHAVIOUR

Organisational Behaviour

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This course explores the group as well as individual behavior in a corporate setting and focuses on the development of knowledge and skills that all managers and leaders need.



₹ 650.00

