

## **Business & Management**

**Institution:** Family Rescue International Institute

### **Course Description:**

Equips students with essential skills in leadership, strategy, and organizational operations to succeed in today's dynamic business environment.

### **Learning Outcomes:**

1. Understand business operations and management principles.
2. Develop strategic planning and leadership skills.
3. Apply ethical and sustainable business practices.
4. Analyze financial and marketing decisions.

### **Modules / Units:**

- **Principles of Management:** Core management concepts and practices.
- **Business Communication:** Effective written and verbal communication in business.
- **Organizational Behavior:** Understanding human behavior in organizational settings.
- **Marketing & Sales Management:** Strategies for marketing and sales.

- **Financial Management:** Basics of accounting, finance, and budgeting.
- **Strategic Planning:** Developing long-term organizational strategies.
- **Business Ethics & Leadership:** Ethical decision-making and leadership principles.

### **Assessment Methods:**

- Case studies
- Group projects
- Exams & presentations

### **Recommended Resources:**

- Textbooks, business journals, case studies, and industry reports