

LEARNING OUTCOMES AND GOALS

-  Describe the concept of directing.
-  Discuss the importance of directing
-  Describe the various elements of directing
-  Understand the concept of motivation.
-  Develop an understanding of Maslow's Hierarchy of needs.
-  Discuss the various financial and non-financial incentives.
-  Understand the concept of leadership.
-  Understand the various styles of leadership.
-  Understand the concept of communication
-  Understand the elements of the communication process.
-  Discuss the concept of formal and informal communication.
-  Discuss the various barriers to effective communication.
-  Suggest measures to overcome barriers to communication.

LEARNING BUSINESS STUDIES

An initiative to make learning 24x7