Unit I Scholarly Activity

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[Include any grant/funding information and a complete correspondence address.]

Unit I Scholarly Activity

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| Core Component | Goal | Responsibilities | Typical Job Titles | Cost |
| Strategic Management | Formulation, implementation and evaluation | Management, Marketing, Finance and accounting, information systems, research and development | 1. Administrative Services Manager2. Construction Manager3. Food services Manager | Salary |
| Finance and Accounting | Spending and earning profit | Investments, financing, dividend decision making | 1. Accountant2. Auditor | Money |
| Marketing | BrandingProvide goods and services | Customer analysis, Sales Promotion, advertisements, product and service planning, pricing, marketing research and Cost/Benefit analysis | 1. Marketing Specialist2. Marketing and Promotions Manager3. Marketing Manager | Pricing |
| Sales | To sale products, achieve sales targets and assist customers | Cost/Benefit analysis, selling products and services and Positive Business Relationships | 1. Sales Director2. General Manager | Revenue |
| Operations Management | Efficiency in production and services  | Management of production of goods and services Management of Operation processes and strategies  | 1. Operations Managers | Costs |