

UNIVERSITY OF MADRAS
B.Com. DEGREE COURSE IN CORPORATE SECRETARYSHIP
SYLLABUS WITH EFFECT FROM 2020-2021

BCS-DSC04

CORE-IV: CORPORATE MANAGEMENT

Inst.Hrs : 6
Credits : 4

YEAR: I
SEMESTER: II

Course Objectives:

- To make the students to understand the basic concept of management.
- To prepare the students to know about the significance of management in corporate world

UNIT I - Introduction to Management

Nature and functions of Management – Principles – role and function of Manager – Levels of Management – Development of Scientific Management and other Schools of thought and Approaches.

UNIT II - Planning and Organising

Planning – need and importance – forms – types – steps – decision making – types – process.
Organisation – types – Organisation structure – Centralisation and Decentralisation – Departmentation.

UNIT III - Human Resource Management

Human Resource – HRM and Personnel Management – Recruitment, Selection and Training methods – Human Resource Audit.

UNIT IV - Performance Appraisal and Incentives

Performance Appraisal – methods – promotions and transfer – incentives – monetary and non-monetary- welfare and social security measures.

UNIT V - Direction and Control

Direction – purpose – requirements of effective direction – motivation theories.
Co-ordination – need, type and techniques for excellent co-ordination – controlling- meaning and importance – control process.

SUGGESTED READINGS:

1. Weihrich and Koontz, Essentials of Management, McGraw Hill, New Delhi
2. Dinakar Pagare, Principles of Management, Sultan Chand & Sons, New Delhi.
3. C.B.Gupta – Business Management, Sultan Chand & Sons, New Delhi.
4. L.M.Prasad – Principles of Management, Sultan Chand & Sons, New Delhi.
5. L.M.Prasad – Human Resource Management, Sultan Chand & Sons, New Delhi.
6. Ashwathappa, Human Resource Management, Tata McGraw Hill, New Delhi.
7. Tripathi - Human Resource Management, Sultan Chand & Sons, New Delhi.