

# BBA-305 CORPORATE MANAGEMENT



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## Description

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#### **CORPORATE MANAGEMENT**

**Objective :** To equip the students with the skills for decision making at top level of management.

**Module I :** Corporate Management : Professional Management-Nature, Scope and Importance,

Role of Professional Management in Corporate Sector, Company Management and Control.

Module II : Corporate Planning : Introduction, Definition, Advantages, Disadvantages.

Module III : Corporate Behavior : Introduction, Nature, Scope, Objectives and Importance of Corporate Behavior.

Module IV : Role of Financial Institutions : Managerial Remuneration, Role of Financial Institutions in Corporate Management-Their Shareholding and Management Control.

Module V : Corporate Restructuring : Nature, Scope and Importance, Mergers and Acquisitions.

Module VI : Present Status of Mergers and Acquisitions in India : Nature, Scope and Importance of Governing Board, Chief Executive and Board.

Module VII : Development of Corporate Management in India : Introduction, Development in Company Law in India, Formation and growth of company's

Module VIII : Corporate Culture : Introduction, important to understand the corporate culture, identify the corporate culture, Can corporate cultures be changed?

Module IX : Corporate Investment : Introduction, Nature, Scope of Corporate Investment, Objectives and Importance,

Module X : Turn-around Management : Nature, Scope and Importance, Turn-around Strategies in India.

Module XI : Multinational Corporations : Nature, Objectives, Scope and Importance, Working of MNCs in India.

Module XII : Corporate Strategy : Introduction, Nature, Scope, Objectives and Importance

Module XIII : Corporate Governance : Nature, Scope, Objectives and Importance, Committee Recommendations, Corporate Governance Practices in India,

Module XIV : Management Discussion and Analysis : Nature, Scope, Objective and Importance, MDA Reporting in India.

Module XV : Strategic Planning for Corporate Success : Introduction, Nature, Scope of Strategic Planning for Corporate Success, Objectives and Importance.

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