

THE INSTITUTE OF COMMERCIAL MANAGEMENT

## SUBJECT SYLLABUS



PEOPLE IN BUSINESS

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**Personnel & Business:**

- People & Personnel
- The Working Environment
- The Employee as an Individual
- The Employee as a Member of a Group
- The Personnel Officer's Day
- The Types of Work Available
- The Functions of the Personnel Department

**Recruiting Staff:**

- Avenues for Recruitment
- Personnel Requisition
- Job Description
- Advertising a Vacancy
- Job Applications
- Materials for Regular Letter Writing
- Layout of a Business Letter
- Curriculum Vitae
- Testimonials & References
- Interviews - Firm's & Applicant's Viewpoints
- Inducting a New Member of Staff

**Incentives in Business:**

- Why People Work
- Incentives for Young People
- Incentive Packages for Older Staff
- Calculating Gross Wages
- The Simplex Wages System
- The Kalamazoo Wages System
- Commission
- Bonus Schemes & Other Forms of Remuneration

**Communication in Business:**

- The Meaning of Communication
- The Pattern of Business Communication
- Spoken Verbal Communication
- The Telephone System
- Analogue & Digital Systems
- Telephone Answering Machines & Paging Devices
- Mass Media Communication
- Written Communication - Internal External Written Communication
- External Written Telecommunications
- Information Technology
- The Computerisation of Communication

**Employer-Employee Relationships:**

- Nature of the Relationship
- The Personal Rights of Employees
- The History of Industrial Relations
- The Collective Rights of Employees
- Trade Unions & Employers' Organisations
- Implications for the Firm of Industrial Relations

**Reading List**

**Main Text:**

Business Studies - G Whitehead (Heinemann)