

AURCET – 2013 SYLLABUS

TEST NO. – 33 & 83: MANAGEMENT AND BUSINESS MANAGEMENT

PAPER-II

Unit – I

Managerial Economics – Demand Analysis - Production Function - Cost-output relations - Market structures - Pricing theories – Advertising - Macro-economics - National Income concepts - Infrastructure – Management and Policy - Business Environment - Capital Budgeting.

Unit – II

The concept and significance of organizational behavior – Skills and roles in an organization – Classical, Neo-classical and modern theories of organizational structure – Organization design – Understanding and Managing individual behaviour personality – perception – Values – Attitudes – Learning – Motivation. Understanding and managing group behavior, Processes – Inter – Personal and group dynamics – Communication – Leadership – Managing change – Managing conflicts.

Unit – III

Concepts and perspectives in HRM: HRM in changing environment - Human resource planning – Objectives, Process and Techniques - Job analysis – Job description - Selecting human resources - Induction, Training and Development - Exit policy and implications - Performance appraisal and evaluation - Potential assessment - Job evaluation - Wage determination - Industrial Relations and Trade Unions - Dispute resolution and Grievance management - Labor Welfare and Social security measures.

Unit – IV

Financial management – Nature and Scope - Valuation concepts and valuation of securities - Capital budgeting decisions – Risk analysis - Capital structure and Cost of capital - Dividend policy – Determinants - Long-term and short-term financing instruments - Mergers and Acquisitions.

Unit – V

Marketing environment and Environment scanning: Marketing Information systems and Marketing research: understanding consumer and industrial markets: Demand Measurement and Forecasting: Market Segmentation – Targeting and Positioning: Product decisions, Product mix, Product Life Cycle; New product development; Branding and Packaging; Pricing methods and strategies, Promotion decisions- Promotion mix; Advertising; Personal selling; Channel management; Vertical marketing systems; Evaluation and control of marketing effort; Marketing of services; Customer relation management; Uses of internet as a marketing medium – other related issues like branding, market development, Advertising and retailing on the net. New issues in Marketing.

Unit – VI

Role and scope of production management; Facility location; layout planning and analysis; Production planning and control – production process analysis; Demand forecasting for operations; Determinants of product mix; Production scheduling; Work measurement; Time and motion study; Statistical Quality Control.

Role and scope of Operations Research: Linear Programming: Sensitivity analysis; Duality; Transportation model; Inventory control; Queuing theory: Decision theory; Markov analysis; PERT/CPM.

Unit – VII

Probability theory; Probability distributions – Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; large and small samples; t,z,F, Chi-square tests.

Use of Computers in managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision making; system analysis and design; Trends in Information Technology; Internet and Internet-based applications,

Unit – VIII

Concept of corporate strategy; Components of strategy formulation; An off's growth vector; BCG Model; Porter's generic strategies; competitor analysis; strategic dimensions and group mapping; Industry analysis; Strategies in industry evolution, fragmentation, maturity, and decline; Competitive strategy and corporate strategy; Transnationalization of world economy; Managing cultural diversity; Global Entry strategies; Globalization of financial system and services; Managing international business; Competitive advantage of nations; RTP and WTO.

Unit – IX

Concepts – Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business – Concepts Government policy for promotion of small and tiny enterprises; Process of business opportunity identification; Detailed business plan preparation; Managing small enterprises; Planning for growth; Sickness in Small Enterprises; Rehabilitation of sick enterprises; Entrepreneurship (organization entrepreneurship).

Unit – X

India's Foreign Trade and Policy; Export promotion policies; Trade agreements with other countries; Policy and performance of Export zones and Export-oriented units; Export incentives. International marketing logistics; International logistical structures; Export documentation framework; Organization of shipping services; Chartering practices; marine cargo insurance.

International financial environment; Foreign exchange markets; Determination of exchange rates; Exchange risk measurement; International investment; International capital markets; International Credit Rating Agencies and Implications of their ratings.

WTO and Multilateral trade agreements pertaining to trade in goods; trade in services and TRIPS; Multilateral Environmental Agreements (MEAs); International Trade Blocks – NAFTA, ASEAN, SAARC, EU, WTO and Dispute Settlements Mechanism.
