

School of Management

Syllabus for Ph.D. in Management, Entrance Exam, 2020

The following syllabus is only a guideline for preparation of Ph.D. entrance examination. The higher level of knowledge and skills at postgraduate shall be required to take the entrance examination. It is only indicative and not exhaustive.

Section A , Research Methodology

1. Basic Concept of research, Rationale of research, Research Problem, Research Objectives, Types of research: qualitative and quantitative. Literature Review: primary and secondary sources and searching e- resources (search engine) and writing literature review. Types of research methods: survey, experimental and historical methods. Hypothesis meaning, types of hypothesis and formulation of hypotheses. Sampling: concept of sample, population, sampling frame and probability and non-probability sampling. Data collection methods and tools: primary and secondary data collection, questionnaire designing, interview, schedules and focus group study. Data Analysis techniques: Use of statistical tools in data analysis. Report Writing and Ethics in research.

Section B

1. Principles of Management

Concept, Process, Theories and Approaches, Management Roles and Skills
Functions – Planning, Organizing, Staffing, Coordinating and Controlling.
Communication, Decision Making, Organization Structure and Design, Authority, Responsibility, Centralization, Decentralization and Span of Control.

2. Organizational Behavior

Significance & Models of OB. Determining Individual Behavior – Personality, Perception, Values, Attitude, Learning and Motivation, Group Behavior – Team Building, Leadership, Group Dynamics Conflict Management ,Organizational Culture & Climate, Organization Change & Development. Managing Workforce Diversity, Stress Management, Organizational Justice and Whistle Blowing

3. Human Resource Management

Concept, Perspectives, Recent Trends in HRM, Human Resource Planning, Job Analysis ,Recruitment and Selection, Induction, Training and Development, Job Evaluation and Compensation Management ,Strategic Human Resource Management, Competency Mapping & Balanced Scorecard, Career Planning and Development, Performance Management and Appraisal, Talent Management & Skill Development, Industrial Relations: Disputes &

Grievance Management, Labor Welfare and Social Security, Trade Union & Collective Bargaining, International Human Resource Management, Contemporary issues in HRM- Employee Engagement, Work Life Balance, Dual Career Pathing, Green HRM.

4. Managerial Economics

Managerial Economics – Concept & Importance, Demand analysis – Utility Analysis, Indifference Curve, Elasticity & Forecasting Market Structures – Market Classification & Price Determination National Income – Concept, Types and Measurement Inflation – Concept, Types and Measurement.

5. Accounting

Accounting Principles and Standards, Preparation of Financial Statements, Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis Preparation of Cost Sheet, Marginal Costing and Breakeven Point, Budgeting and Budgetary Control, Standard Costing & Variance Analysis.

6. Financial Management

Financial Management, Capital budgeting decisions, Capital Structure, Cost of Capital, zero base Budgeting, Leverages, EBIT–EPS Analysis, Dividend , Theories and Determination , Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management,

7. Marketing

Marketing-meaning. Customer Value and Satisfaction, Market Segmentation, Positioning and Targeting, Product and Pricing Decision , Product Mix, Product Life Cycle, New Product development, Pricing , Place and Promotion Decision ,Marketing channels, VMS, IMC, Advertising and Sales promotion, Consumer and Industrial Buying Behavior: Theories and Models of Consumer Behaviour Brand Management , Role of Brands, Brand Equity, Designing and Managing Sales Force, Personal Selling Service Marketing , Managing Service Quality and Brands, Marketing Strategies of Service Firms Customer Relationship Marketing Retail Marketing, Emerging Trends in, Direct Marketing, Digital Marketing and Green Marketing International Marketing

8. Strategic Management

Strategic Management – Concept and Process. Building a company's vision and mission – James Collins and Jerry Porras conceptualization. Strategic Analysis – External Analysis, PEST, Porter's Approach to industry analysis, Internal Analysis – Resource Based Approach, Value Chain Analysis Strategy Formulation – SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff's Product Market Growth Matrix Strategy Implementation – Challenges of Change, Developing Programs McKinsey 7s Framework.