

PhD Entrance Syllabus Management

Unit – I

Management – Concept, Process, Theories and Approaches, Management Roles and Skills
Functions – Planning, Organizing, Staffing, Coordinating and Controlling. Communication –
Types, Process and Barriers.

Decision Making – Concept, Process, Techniques and Tools

Organisation Structure and Design – Types, Authority, Responsibility,
Centralisation, Decentralisation and Span of Control

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 Business

Ethics & CSR

Ethical Issues & Dilemma Corporate

Governance Value Based Organization

Unit – II

Organizational Behaviour – Significance & Theories

Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation

Group Behaviour – Team Building, Leadership, Group Dynamics Interpersonal Behaviour
& Transactional Analysis

Organizational Culture & Climate

Work Force Diversity & Cross Culture Organizational Behaviour Emotions and Stress
Management

Organizational Justice and Whistle Blowing

Human Resource Management – Concept, Perspectives, Influences and Recent Trends

Human Resource Planning, Recruitment and Selection, Induction, Training and Development

Job Analysis, Job Evaluation and Compensation Management

Unit – III

Strategic Role of Human Resource Management

Competency Mapping & Balanced Scoreboard Career

Planning and Development

Performance Management and Appraisal

Organization Development, Change & OD Interventions Talent

Management & Skill Development

Employee Engagement & Work Life Balance

Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security

Trade Union & Collective Bargaining

International Human Resource Management – HR Challenge of International Business

Green HRM

Unit– IV

Accounting Principles and Standards, Preparation of Financial Statements
Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis
Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis Standard Costing & Variance Analysis
Financial Management, Concept & Functions
Capital Structure – Theories, Cost of Capital, Sources and Finance Budgeting and Budgetary Control, Types and Process, Zero base Budgeting
Leverages – Operating, Financial and Combined Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.

Unit –V

Value & Returns – Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns;
Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainty Analysis
Dividend – Theories and Determination
Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover
Portfolio Management – CAPM, APT
Derivatives – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts
Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring
International Financial Management, Foreign exchange market

Unit - VI

Strategic Management – Concept, Process, Decision & Types
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
Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction
Market Segmentation, Positioning and Targeting
Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies
Place and promotion decision – Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion

Unit –VII

Consumer and Industrial Buying Behaviour: Theories and Models of Consumer Behaviour
Brand Management – Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty
Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling
Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firms
Customer Relationship Marketing – Relationship Building, Strategies, Values and Process
Retail Marketing – Recent Trends in India, Types of Retail Outlets.
Emerging Trends in Marketing – Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing
International Marketing – Entry Mode Decisions, Planning Marketing Mix for International Markets

Unit –VIII

Statistics for Management: Concept, Measures Of Central Tendency and Dispersion, Probability Distribution – Binominal, Poison, Normal and Exponential
Data Collection & Questionnaire Design Sampling – Concept, Process and Techniques
Hypothesis Testing – Procedure; T, Z, F, Chi-square tests Correlation and Regression Analysis
Operations Management – Role and Scope
Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process
Enterprise Resource Planning – ERP Modules, ERP implementation Scheduling; Loading, Sequencing and Monitoring
Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management – KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series Standards
Operation Research – Transportation, Queuing Decision Theory, PERT / CPM

Unit –IX

International Business – Managing Business in Globalization Era; Theories of International Trade; Balance of payment
Foreign Direct Investment – Benefits and Costs
Multilateral regulation of Trade and Investment under WTO International Trade Procedures and Documentation; EXIM Policies Role of International Financial Institutions – IMF and World Bank
Information Technology – Use of Computers in Management Applications; MIS, DSS
Artificial Intelligence and Big Data
Data Warehousing, Data Mining and Knowledge Management – Concepts Managing Technological Change

Unit – X

Entrepreneurship Development – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies
Intrapreneurship – Concept and Process
Women Entrepreneurship and Rural Entrepreneurship
Innovations in Business – Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas
Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis

Micro and Small Scale Industries in India; Role of Government in Promoting SSI Sickness in Small Industries – Reasons and Rehabilitation
Institutional Finance to Small Industries – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.