

## **Syllabus of PhD (Commerce) Entrance Exam**

### **Unit 1 – Business Environment**

- Second Generation reforms
- Privatization and Globalization
- Planning Policy
- Meaning and definition of Business Environment
- Liberalization
- Legal Environment of Business in India
- Industrial Policy
- Industrial Growth and Structural Changes
- Environment protection
- Economic Policy
- Economic Environment
- Consumer Protection
- Competition Policy

### **Unit II – Financial and Management Accounting**

- Valuation of Shares
- Responsibility Accounting
- Ratio Analysis
- Partnership Accounts
- Liquidation
- Financial Statements
- Cost and Management Accounting
- Capital and Revenue
- Basic Accounting Concept
- Advanced Company Accounts

### **Unit III – Business Economics**

- Utility analysis
- Price determination in different Market Situations
- Nature and Uses of Business Economics
- Laws of Variable Proportion
- Laws of Returns
- Elasticity of Demand
- Demand Analysis
- Concept of Profit and Wealth Maximization

### **Unit IV– Business Statistics and Data Processing**

- Sampling Errors
- Data types
- Data Processing
- Data Collection and Analysis
- Correlation and Regression
- Computer Application to Functional Areas
- Analysis and Interpretation of data

### **Unit V– Business Management**

- Staffing
- Principles of Management
- Planning Process
- Organizational Culture and Structure
- Organising
- Leadership and Control
- Decision Making
- Business Ethics and Corporate Governance

#### **Unit VI– Marketing Management**

- Product decision
- Pricing, Distribution and Promotion
- Marketing Planning
- Marketing Mix
- Marketing Environment
- Evolution of Marketing
- Concepts of Marketing

#### **Unit VII– Financial Management**

- Working Capital Management
- Financial and Operating Leverage
- Dividend Policy
- Cost of capital; Capital Budgeting
- Capital Structure

#### **Unit VIII– Human Resource Management**

- Training and Development
- Succession Planning
- Role and Functions of HRM
- Recruitment and Selection
- Performance Appraisal
- Industrial Relations
- HR Planning
- Compensation

#### **Unit IX – Banking and Financial Institution**

- Reserve Bank of India
- NABARD and Rural Banking
- Importance of Banking to Business
- Types of Banks
- E Banking
- Development Banking
- Banking Sector Reforms in India