

## **DETAILED SYLLABUS Ph.D ENTRANCE (MANAGEMENT)**

### **Management Process and Organizational Behaviour**

Evolution of management thought : Systems and contingency approach for understanding organizations; Managerial processes, functions, skills and roles in an organization;

Social Responsibility of Business; Understanding and Managing individual behaviour; Personality;

Perceptions; Attitudes; Learning; Decision-making; Management by Objectives; Understanding and managing group processes- interpersonal and group dynamics; Applications of Emotional Intelligence in organizations. Leadership and influence process; Work Motivation. Understanding and Managing organizational system— Organizational design and structure, Work stress, Organizational Change and development; Conflict Management; Stress Management.

### **Business Statistics**

Univariate Analysis : An overview of central tendency, dispersion, and skewness. probability Theory; Classical, relative and subjective probability,

- Addition and multiplication probability models; Conditional probability and Baye's Theorem.

Probability Distributions: Binomial, Poisson, and normal distributions; Their characteristics and applications. Sampling and sampling methods; Sampling and non-s Sampling errors; Law of Large Number and Central Limit Theorem; Sampling distributions and their characteristics.

### **Managerial Economics**

Nature and scope of Managerial Economics. Importance of Managerial decision— making;

Marginal analysis; Objective of a firm, Demand function, Elasticity of demand and its significance in Managerial decision-making; Consumer equilibrium-utility and indifference curve approach; Price, income and substitution effects; Fundamentals of demand estimation and forecasting; Short-run and long-run production functions; Cost curves and economics of scale; Price and output determination under perfect competition, monopoly, monopolistic, competition, and oligopoly; Pricing strategies and tactics; National Income— alternative concepts and measurement of National income; Inflation—types, measurement and control; Balance of Payments; Monetary and Fiscal Policies.

## **Business Legislation**

The Indian Contract Act, 1872 : Essentials of a Valid Contract, Void Agreements Performance of Contracts, Breach of Contract and its Remedies, Quasi-Contracts, The Sale of Goods Act, 1930: Formation of a Contract, Rights of an Unpaid Seller; The Negotiable Instrument Act, 1881

The Companies Act, 1956 : Nature and types of Companies, Formation, Memorandum and Articles of Association, prospectus Allotment of Shares, Share and Share Capital, Membership, Borrowing Powers, Management and Meetings, Accounts and Audit, Prevention of Oppression and Mismanagement, Winding up.; An Overview of Consumer Protection Act and Cyber Laws

## **Business Environment**

Nature, components and determinants of business environment, dynamics of business environment, key indicators; Risk in business environment, Assessing business environment Liberalization, privatisation, globalisation, industrial policy and industrialization trends,

## **Business Communication**

Importance and nature of business communication, Effective communication skills; Process of communication Oral and Non-Verbal communication, Barriers and gateways in communication and Do's and Don't of business writing, Commercial letters; Writing business and academic reports; Public speaking, listening and Negotiations; conducting and attending interview and meetings.

## **Computer Applications in Management**

Computers: An introduction; Computers in business; Elements of computer system set-up; Indian computing environment; components of a computer system Computer languages; Number system PC- Software Packages - An Introduction - Disk Operating System and Windows;

## **Business Policy and Strategic Management**

An Introduction to business policy — Nature, Objective and importance of business policy; An overview of strategic management; Strategic decision making; Process of strategic decision making.

Types of planning systems - corporate planning, strategic planning and long range planning;

Strategy Formulation, Company's mission, purpose and objectives; Corporate strategy - concept, significance and objectives; types of strategies; Strategy implementation - Designing organizational structure and activating strategies;.

## **Production and Operations Management**

Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems and Layouts; Layout Planning and Analysis; Material Handling : Principles & Equipments; Line Balancing; Production Planning and Control in Mass Production, in Batch and Job Order manufacturing; Capacity Planning; Product Planning and Selection, Process Planning, Aggregate Planning and Master Production Scheduling; Maintenance Management, Work Study : Method Study and Work Measurement

## **Marketing Management**

Nature, scope and concept of marketing, Corporate orientations towards the marketplace; The Marketing environment and Environment scanning; Marketing information system and Marketing research; Understanding consumer and Industrial markets; Market segmentation, Targeting and positioning; Product decisions —product mix, product life cycle, new product development, branding and packaging decisions; Pricing methods and strategies; Promotion decisions— promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - Types and functions, Selection, Cooperation and conflict management, vertical marketing implementation and systems, Marketing Logistics; Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts; Ethics in Marketing; New issues in marketing - Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing.

## **Human Resource Management**

Concepts and Perspectives on Human Resource Management; Human Resources Management in a changing environment; Corporate objectives and Human Resource Planning; Career and succession planning; job analysis; Methods of manpower search; Attracting, Selecting and retaining human resources; Induction and socialization; Manpower training and development; Performance appraisal and potential evaluation; Job evaluation and compensation; Employee welfare; Industrial relations & trade unions; Dispute resolution & grievance management, Employee empowerment.

## **Financial Management**

Introduction to financial management Objectives of financial management; Time value of money, sources of finance, Investment decisions: Importance, Difficulties determining cash flows, methods of capital budgeting Risk analysis : Cost of capital; Concept and importance, Computations of cost of various sources of finance; Weighted Average Cost of Capital; Capital Structure decisions; Theories of capital structure, Factors determining capital structure. Optimum capital structure; Management of working capital - Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Modelling.

Use of SPSS and other Statistical Software Packages Advanced Techniques for Data Analysis — ANOVA.

