

Syllabus – Ph. D Programme

Pre – Registration Qualifying Entrance Exam – Management (General)

UNIT 1

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

Strategic Role of Human Resource Management- Competency Mapping & Balanced Scorecard- 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

UNIT 2

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 Organisation

Organisational 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 – Organisational Behaviour – Emotions and Stress Management – Organisational 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 3

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.

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 Uncertainly 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 services – Foreign exchange market.

UNIT 4

Consumer and Industrial Buying Behaviour: Theories and Models of Consumer Behaviour – Brand Management – Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling, Service Marketing – 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

Strategic Management – Strategy Formulation and Choice - Modernization, Diversification Integration - Merger, take-over and joint strategies - Turnaround, Divestment and Liquidation strategies- 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 5

Research Methodology: Research – Process – Types – research design – Sampling – Collection of data – Primary and Secondary data – Processing of data – analysis and interpretation of data – report writing. Statistics for Management: Measures Of Central Tendency and Dispersion – Correlation and Regression analysis – Association of attributes, Chi – Square Test – Trend analysis – Testing of hypothesis – T, Z, F test – Non-parametric tests – Multivariate techniques.