

## SYLLABUS FOR PH.D ENTRANCE IN MANAGEMENT

PhD entrance programme will consist of two Sections. Section A consists of **50 questions** based on Research Methodology. Section B consists of **50 questions** from the respective subject domain.

### General Instructions:

1. All the questions are compulsory to attempt from sections A and B.
2. The paper will consist of 100 objective types multiple choice questions carrying 2 marks each.
3. Time allotted for the paper is 2 hours and there will be total 200 marks including part A & part B.
4. There will be no negative marking system.

S.no.	Papers	No. of Questions	Marks
1	Section A- Research Methodology	50	100
2	Section B- Subject Specific	50	100
3	Total no. of questions	100	200

### Course Objective:

The main objective of this course is to assess the research aptitude and domain knowledge of the candidates.

### SECTION-A

#### 1. RESEARCH METHODOLOGY

- ❖ **INTRODUCTION TO RESEARCH:** Meaning of Research, nature and scope of research, Types of research: Fundamental or Pure research, applied research, Qualitative and Quantitative research. Significance of research, Criterion of good research, research process.
- ❖ **RESEARCH PROBLEM & LITERATURE REVIEW:** Meaning of research problem, Characteristics of a good research problem, Selecting the problem, Necessity of defining the problem, Importance of literature review, sources of literature, identifying related literature, organizing related literature.
- ❖ **RESEARCH DESIGN & DATA COLLECTION METHODS:** Need and importance of research design, Types of research design, developing a good research plan. Sampling and population techniques of sampling. Selection Characteristics of a good sample. Types of data, methods of data collection, tools for data collection.
- ❖ **PROCESSING & ANALYSIS OF DATA:** Tabulation and graphical representation of quantitative data. Measures of Central Tendency, Standard Deviation, Correlation and Regression, Chi-square test, Analysis of Variance.

Sayil

Vishnu (PhD Research Reg-2017)

9-10-2017



- ❖ **REPORT WRITING & PROJECT PROPOSAL:** Organization of Research Report - Types of report, body of report, structure and language of the report. Style Manuals - APA style. Contents of report writing and evaluation of research report, paper writing, impact factor and ethical issues related to publication.
- ❖ **APPLICATION OF COMPUTER IN RESEARCH:** Creating and Editing a word document, creating a research paper, Features and functions of spreadsheet, creating spreadsheet and enter data, format worksheets, adding graphics, printing, Calculate, manipulate and analyze data, Use of Internet in Research.

## SECTION -B (Subject Specific Syllabus)

- ❖ **GENERAL MANAGEMENT & OB**  
Introduction to management & Organizations, Fayol's Principles of Management, Management Thought; the Classical School Functions of Management, Concept and significance of organizational behavior, Theories of organizational behavior. Organizational Structure. Individual behavior - Personality-Perception-Values-Attitudes; Group Behavior-Group dynamics, Teamwork. Motivation- Types and Theories of Motivation. Leadership - Types and Theories. Learning - Types and Barriers. Conflict Management - Types. Change Management. Communication - Types and Barriers. Organizational Development.

- ❖ **HUMAN RESOURCE MANAGEMENT**  
Overview, Concept and HR functions and policies. Personnel to HRM, Perspectives in HRM, HRM in changing environment, Human Resource Planning- Objectives, Process and Techniques. Job analysis-Job Description- Job Evaluation. Recruitment and Selection and Exit Policy. Training and Development- Types, Training Need Analysis and methods. Performance Appraisal and Evaluation Types and Methods. Compensation Management and Wage Determination. Industrial Relations and Trade Unions. Dispute Resolution and Grievance Management. Labour Welfare and Social Security measures.

- ❖ **MANAGERIAL ECONOMICS:**  
Conceptual framework of Managerial Economics, Branches of economics, Demand analysis, Production function, Cost-output relations, Market structure, Pricing theories, Macro-economics, National Income, Business Environment, Consumption Function, Inflation, Monetary and Fiscal policy, Business cycle.

- ❖ **FINANCIAL MANAGEMENT**  
Financial management-nature and scope, Capital structure and cost of capital, Capital budgeting, Risk analysis, Dividend policy, Long and short term financial instruments, Mergers and acquisitions, Cost-volume profit analysis, Valuation of securities, Working capital management. Time Value of Money and Financial analysis.

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### ❖ **MARKETING MANAGEMENT**

Marketing Orientation, Core Concepts in Marketing-Value, Satisfaction, and Marketing Mix. Marketing Environment and Environment Scanning; Marketing Information Systems and Marketing Research; Understanding Consumer and Industrial Markets; Demand Measurement and Forecasting; Market Segmentation-Targeting and Positioning; Product Decisions, Product mix. Product Life Cycle; New Product Development; Branding and Packaging; Pricing Methods and Strategies. Promotion Decisions-Promotion mix; Advertising; Personal Selling; Channel Management; Vertical Marketing Systems; Marketing of Services; Customer Relation Management, New issues in Marketing.

### ❖ **BUSINESS ENVIRONMENT**

Nature, components and determinants of business environment, dynamics of business environment, key indicators; Risk in business environment. Current state of business environment in India Economic reforms — Liberalisation, privatisation, globalisation, industrial policy. India's current balance of payment position, Globalization trends — World Bank, WTO and IMF and their impact on Indian business environment.

### ❖ **BUSINESS STATISTICS & OPERATIONS MANAGEMENT**

Introduction to Measurement of Central Tendency and dispersion, Standard deviation. Skewness and kurtosis. Binomial, Poisson and Normal distributions- their characteristics and applications, Correlation (Karl Pearson's and Spearman's Coefficient) and Regression methods of computing. Sampling distributions, Test of hypothesis, large and small samples, Role and Scope of Operations Research; Linear Programming; Duality, Transportation Model; Inventory Control; PERT/CPM.

### ❖ **STRATEGIC MANAGEMENT & COMPUTER APPLICATIONS**

Concept of Corporate strategy, Components of strategy formulation, BCG matrix, Porter's generic strategies, Competitors and Industry analysis, Strategic dimensions and competitive strategy. Use of computers in managerial applications, Technological issues and data processing in organizations, Information systems, MIS and decision-making, Trends in IT, Internet and internet based applications.

### ❖ **ENTREPRENEURSHIP & BUSINESS ETHICS**

Concept and types of entrepreneurships, qualities of successful entrepreneurs, Innovation and Entrepreneurship, Small business concepts, government policies for promotion of small, medium and large enterprises, Business plan, Success in small enterprises, Managing small enterprises. Ethical issues and management system, Value based organizations, ethical pressures on individual in organizations, corporate social responsibilities and ethics.

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(By Beeshday - Grand)