

Syllabi of Entrance Examination for Admission in Ph.D. Program in Management 2024

Unit I- Research Methodology and Statistical Methods

Research Methodology:

Research Methodology Importance of Research in Decision Making. Meaning of Research, Process of Research, types of research. Defining research problems. Scientific Method: Definition, formulation of Hypothesis, its definition sources, qualities of a workable hypothesis and utility, observation and collection of data, Inductive and Deductive Methods. Research Methods Survey: Definition, difference between research and survey, planning a survey. Case Study: definition, sources of case study data, case study and statistical methods, limitations and importance of case study. Experimental Method, Definition, types of experiments, trial and error experiment, controlled observational study; natural experiments etc., planning of experiments, Difficulties of social experiments, Merit of experimental methods. Sampling Techniques: Census and sampling methods of investigation; importance, scope and advantages of sampling method. Simple Random Sampling- Procedure of Selecting a simple Random. Sample estimate of population mean and its variance (without proof.) Stratified sampling- Introduction, Estimate of population mean and its variance (without proof), choice of sample sizes in different strata. Multistage sampling, systematic sampling and cluster sampling: Introduction and concept. Collection of Data- Schedule, Mailed questionnaire, Interview, Observations Attitudes, Measurement and scales- Attitudes, attributes and beliefs, scaling of attributes, Guttman scales, Thurstons' equal appearing interval scale, Sementic differential sealing, likert scale, Q-sort technique, multi-dimensional scaling.

Statistical Methods:

Central Tendency, Dispersion, Skewness, Kurtosis, Time Series, Correlation and regression analysis. Elementary-theory of probability: Normal, Binomial and Poisson distribution, testing of Hypothesis, Tests of significance- t-test, z-test, Chi-square test and F Tests.

Unit II- Managerial Economics

Nature, Scope and Tools of Managerial Economics, Demand Analysis and Elasticity of Demand, Revenue concepts, Supply and Elasticity of Supply, Utility Analysis and Indifference of Return and Law of variable proportion, Cost, Revenue, Price determination in different market situations : Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies. Introduction to macro-economics: Structure, National Income Concepts, Government Budget and the Economy, Balance of Payment.

Unit III- Organizational Behaviour & Human Resource Management

Organizational Behaviour:

Nature and Significance, Influence of Socio- Cultural factors on Organization, Classical, Neo-Classical and Modern theories of organizational structure, Line and Staff Relationship, Delegation and Decentralization, Formal and Informal Groups, Power and Authority, Organizational Roles and Status, Perception, Attitude, Motivation theories, Leadership: nature, style and approaches, Communication, Conflict and Controlling.

Human Resource Management:

Concepts, Role and Functions of HRM, HR Planning, Recruitment and Selection, Training and Development, Succession, Planning, Compensation: Wage and Salary, Administration, Incentive and Fringe Benefits, Morale and Productivity, Job analysis, Job description and Specification, Use of Job analysis, Information, Appraisal of Performance, Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers participation in management, Trade Unions and Employers organization in the Industrial Disputes, Forms and trends of Industrial unrest in India, Status of Collective Bargaining in India, Employee Empowerment and Quality Management, Social Security Laws, Dispute resolution and Grievance Management, Future of Human Resource Management.

Unit IV- Financial Management

Nature and Scope of Financial Management, Capital Structure, Financial and Operating Coverage, Cost of Capital, Capital Budgeting, Dividend Policy, Money and Capital Market, Working of Stock Exchanges in India: NSE, NASDAQ, Derivatives and Options, Venture Capital Funds, Merges and Acquisition, Mutual Funds, Lease, Financing, Factoring, Measurement of Risk and Returns, Securities Valuation and Portfolio Management, Corporate Risk Management. Working Capital Management: Determinants and Financing, Cash Management, Inventory Management, Receivables Management.

Unit V- Marketing Management

Evolution and Concepts of Marketing, Marketing Mix, Marketing Segmentation, Product Life Cycle: New Product Development, Branding and Packaging, Pricing Methods, Distribution Decisions, Promotion Decisions, Market Planning, Organizing and Control, Marketing Tasks, Concepts and Tools, Marketing Environment: Marketing Research, On-line Marketing. Direct Marketing, Social, Ethical and Legal Aspects of Marketing in India. Consumer Behavior Theories and Models, Export Marketing Indian and Global Context, New Issues in Marketing.

Unit VI- Business Environment & Business Management

Business Environment:

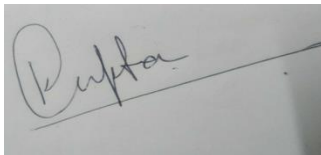
Meaning and Elements of Business Environment, Changing Dimensions of Business Environment, Economic Policies, Policy Environment: Liberalization, Privatization and Globalization, First and Second Generation Reforms, Industrial Policy, FDI, MNC's, GATT, WTO, SAARC, NAFTA, IMF, World Bank, EXIM Policy, Regulations and Promotions of Foreign Trade, Monetary and Fiscal Policies and their Impact on Business. Global Environment Changes and Sustainable Development, Biodiversity and its Impact on Business, Pollution and Waste Management.

Business Management:

Nature and Significance of Management, Evolution and its Approaches, Principles of Management, Contribution of Taylor, Fayol and Bernard to Management Science, Social Responsibility of Managers. Planning: Objectives, Strategies, Planning Process and Techniques of Decision Making. Corporate Governance and Business Ethics.

Unit VII Teaching and Research Aptitude

Teaching Aptitude, Research Aptitude, Reading Comprehension, Reasoning (Including Mathematical and Logical), Data Interpretation, Information and Communication Technology, Higher Education System: Governance, Policy and Administration.

A photograph of a handwritten signature in black ink on a light-colored surface. The signature is written in a cursive style and appears to read 'Dr. Karan Gupta'.

Dr. Karan Gupta
Dean & Head of Department
Management Studies