

## Syllabus for Ph.D. Entrance Test

<b>Department</b>	<b>School of Management</b>
<b>Program:</b>	<b>PhD</b>
<b>Name of the Course:</b>	<b>Research Methodology</b>

### Syllabus

#### **Unit-I: Introduction to Research**

Introduction to Business Research: The Nature of Research; identifying the underlying conceptual elements of the research issue; Theoretical Approaches to Research. Planning And Designing A Research Study: Choosing A Research Topic, Review of Literature, Types of Reviews, Sources of Research Literature, Writing of Review.

#### **Unit-II: Problem Formulation & Research Design**

Problem Definition, Hypothesis Formulation, Objectivity in Research. Research Design: Different type of Research design; Rationale behind choosing an appropriate Research Design for different types of Research Study.

#### **Unit-III: Sampling Design & Measurement Techniques**

Sampling Design: Probability and non-probability sampling, Sampling and Non-Sampling errors. Measurement: Concept of measurement, Problems in measurement in research, Validity and Reliability, Types of Scales

#### **Unit-IV: Data Collection**

Data Collection: Types and methods of data collection. Questionnaire: Nature, Importance and Uses; Issues Involved in Designing of Questionnaire, Web-Based Questionnaires; Testing Validity and Reliability of Questionnaires. Data Preparation.

#### **Unit-V: Data Analysis & Report Preparation**

Data Analysis: Descriptive Statistics, Inferential Statistics. Applications of SPSS & MS Excel in Data Analysis. Data Interpretation: Techniques of Interpretation; Report Writing: Key Elements in Report Writing, Generic layout of a Research Report.

<b>Department</b>	<b>School of Management</b>
<b>Program:</b>	<b>PhD</b>
<b>Name of the Course:</b>	<b>Human Resource Management</b>

## **Syllabus**

### **Unit-I:**

Introduction to HRM: Concept, Objectives, Scope, Functions of HRM; Human Resource Planning; Job Analysis; Recruitment and Selection; Training and Development; Compensation & Performance Management, Industrial Relations.

### **Unit-II:**

International Human Resource Management: Concept Difference between International HRM and Domestic HRM; Different approaches of International HRM; Different function in International HRM.

### **Unit-III:**

Strategic Human Resource Management: Concept, Process, Difference between Strategic HRM and Traditional HRM; Models of SHRM; Factors Influencing HR Strategies; Changing environment of HRM; Role of HR in Changing Environment; Approaches to SHRM; Translating Strategy into HR Policy and Practice.

### **Unit-IV:**

Research in HRM: Critical Issues in HRM, Research Methods in HRM, Designing topics of research in HRM.

<b>Department</b>	<b>School of Management</b>
<b>Program:</b>	<b>PhD</b>
<b>Name of the Course:</b>	<b>Marketing</b>

## Syllabus

### **Unit I: Introduction to marketing:**

Core concepts of Marketing; Marketing Vs Selling; Marketing Orientations; Marketing Mix, Marketing Environment; Buyer Behavior; Consumer Buying decision Process; Consumer value and satisfaction.

### **Unit II: Market Segmentation, product and pricing decisions**

Segmentation, Targeting and Positioning strategies; The product, New Product Development, Product Life Cycle, Product Mix decisions, Branding, Packaging and Labeling. Factors influencing Price, Pricing Strategies.

### **Unit III: Distribution Decisions**

Channel alternatives; Choice of Channel; Channel Management, Channel Dynamics, Managing promotion Mix; Advertising, Personal selling, Sales Promotion and publicity, Integrated Marketing Communication.

### **Unit IV: Service Marketing:**

Concepts, Characteristics and Classification. Marketing Mix for Services. Problems in marketing of Services. Marketing Strategies for Service Firms. A brief study of Specific Services.: Tourism, Hospitality, Banking and Insurance Services. Customer Evaluation of Service Quality: Gaps Model for improving the Quality of Service, Service Recovery.

### **UNIT V: Emerging Issues in Marketing:**

Green Marketing, Holistic Marketing, Network Marketing, Event Marketing, online Marketing, Marketing Issues and Relevance in 21st century business Enterprises Competing through E-Marketing – Components of e-marketing, Impact of e-Marketing on marketing Strategy.

<b>Department</b>	<b>School of Management</b>
<b>Program:</b>	<b>PhD</b>
<b>Name of the Course:</b>	<b>Finance</b>

## **Syllabus:**

### **Unit-I: Overview of Financial Management**

Introduction to financial management, Meaning, Evolution, Scope of Financial Management, Goals of financial management, The fundamental principal of Finance, Relationship of Finance to Economics and Accounting.

### **Unit-II: Capital Budgeting**

**Techniques of Capital Budgeting:** Capital Budgeting Process, Project Classification, Investment Criteria, Net Present Value, Benefit Cost Ratio, Internal Rate of Return, Payback period, Accounting Rate of Return, Investment Appraisal in Practice.

**Cost of Capital:** Significance of Cost of Capital, factor effecting the Cost of Capital, Cost of debt and Preference Shares, Equity Capital, and Retained Earnings; Combined (Weighted) Cost of Capital.

### **Unit-III: Capital Structure Decisions**

**Capital Structure:** Assumption and definitions, Net Income Approach, Net Operating Income Approach, PIBT-EPS Analysis, ROI-ROE Analysis, Leverage Analysis, Ratio Analysis, Comparative Analysis.

**Dividend Policies:** Issues in Dividend Policies; Walter's Model; Gordon' Model; M.M. Hypothesis, Forms of Dividends and Stability in Dividends, Determinants.

### **Unit- IV: Working Capital Management**

**Working Capital Policy:** Working capital concepts, Determination of Working Capital, Factor influencing working capital requirement, Characteristics of Current Assets, Current assets financing policy, Cash requirement for working capital

**Cash and liquidity Management:** Cash budgeting, Cashflow Analysis, Long-term cash forecasting, Cash collection and disbursement, Cash Management Models.

### **Unit-V: Indian financial system**

Introducing various components of the Indian financial system: financial markets, financial institutions, and financial services. Classification of the Indian financial market, characteristics and functions of the financial market. Introducing the money market and capital market.

<b>Department</b>	<b>School of Management</b>
<b>Program:</b>	<b>PhD</b>
<b>Name of the Course:</b>	<b>Operations Management</b>

### **Syllabus:**

#### **Unit-I: Fundamentals of Operations Management and Product Design**

Introduction to Operations Management, Role of Operations in Manufacturing and Services Productivity, Competitiveness and Performance Measures, Operations Strategy and Competitive Priorities (Cost, Quality, Delivery, Flexibility), Production Planning and Control (PPC), Product and Service Design, Project Management: Gantt Chart, PERT and CPM Linear Programming, Break-even Analysis.

#### **Unit-II: Process Design, Quality Management, and Capacity Planning**

Processes Strategic Capacity Management, Learning Curves, Process Analysis, Job Design and Work Measurement, Manufacturing Processes, Facility Layout, Service Processes, Waiting Line Analysis, Quality Management: TQM, Kaizen and Six Sigma. Six-Sigma Quality, Process Capability and Statistical Process Control.

#### **Unit-III: Supply Chain Strategy and Operational Excellence**

Supply Chain Design Supply Chain Strategy, Logistics and Facilities Location, Lean Manufacturing, Operations Consulting and Reengineering, Scheduling and Sequencing, Simulation, Constraint management.

#### **Unit-IV: Supply Chain Planning and Enterprise Systems**

Planning and Controlling the Supply Chain Enterprise Resource Planning Systems, Demand Management and Forecasting, Aggregate Sales and Operations Planning, Inventory Control, Materials Requirement Planning.

<b>Department</b>	<b>School of Management</b>
<b>Program:</b>	<b>PhD</b>
<b>Name of the Course:</b>	<b>General Management</b>

## **Syllabus**

### **Unit - I: Fundamentals of Management**

Principles and functions of management; Process and barriers of planning, MBO, Process of decision making, Principles of organising; Organization structure; Responsibility and authority; span of control; Techniques directing and supervision, theories of motivation, theories of leadership, Process of controlling.

### **Unit - II: Economics for Managers**

Demand analysis for decision making; Law of demand; Laws of return to scale; cost concept; short run and long run cost functions; Price and out put under different markets; macro-economic policy and its managerial implications; Business cycle; consequences and measures to solve problems of business cycle.

### **Unit - III: Business Communications**

Importance of communication for managers; barriers & gateway in communication; Principles of effective writing; Writing reports; Writing Proposals; Business and team presentation; Group discussion; Ethics in business communication; Role of social media in communication.

### **Unit - IV: Strategic Management**

Introduction to Strategic Management; Process of strategic management; Hierarchy of Strategic Intent; Environmental Scanning techniques; Corporate Level Strategies, Business Level Strategies, Functional strategies; Strategic evaluation; strategic control.