



Syllabus for PhD Entrance TEST

Business Management & Commerce

Section 1: Business Environment.....

Section 2: Organizational Behavior

Section 3: Human Resource Management

Section 4: Accounting & Financial Management.....

Section 5: Marketing Management

Section 6: Strategic Management

Section 7: Entrepreneurship

Section 1: Business Environment - Concept of business environment – Its significance and nature, Process of environmental scanning, Basic philosophies of capitalism and socialism with their variants, Economic environment, Socio-cultural environment, Politico- legal environment, Indian financial markets and their regulating body- SEBI, Institutional financing bodies and role of RBI in regulating money and economy, National Income - Concepts & Measurement, Industrial policy, Fiscal & monetary Policy,

Section 2: Organizational behavior - The concept and significance of organizational behavior – Skills and Roles in an Organization, Organizational Design – Understanding and Managing individual behavior personality – Perception – Values, Attitudes – Learning – Motivation. Understanding and Managing Group Behavior, Leadership – Managing change, Managing conflicts, Organizational Development.

Section 3: Human Resource Management - Concepts and perspectives in HRM; HRM in changing environment, Human Resource Planning – Objectives, Process and Techniques, Job analysis – Job Description, Selecting Human Resources. Induction, Training and Development. Performance Appraisal and Evaluation, Job Evaluation, Wage Determination, Industrial Relations and Trade Unions, Dispute Resolution and Grievance Management, Labour Welfare and Social Security Measures.

Section 4: Accounting & Financial Management - Introduction to Accounting; Process of Accounting; Preparation and analysis of financial statements; Ratio Analysis; Qualitative nature

of Accounting; 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;

Section 5: Marketing Management- Marketing – Definition, Meaning and Scope, 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; Uses of Internet as a Marketing Medium – Other related issues like branding, market development, Advertising and retailing on the net. New issues in Marketing.

Section 6: Strategic Management - Concept of Corporate Strategy; Components of Strategy Formulation; Corporate and Business Level Strategies, Strategy Implementation.

Section 7: Entrepreneurship - Importance of Entrepreneur. Qualities of Entrepreneur, Entrepreneurial Decision Process, Types of Start-ups, Definition of Micro, Small and Medium Enterprises, Institutional Support and Legality-Directorate of Industries, Preparation of project report.