

# **DEPARTMENT OF MANAGEMENT STUDIES**

## **Syllabus for Ph.D - Entrance Examination**

### **Unit I:**

Research in Business: Objectives – Types – Significance – Characteristics of Good Research – Research Process, Research Problem – Sources – Formulations – Research Design – Layout of Research Design – Data Collection: Methods of Collection of Primary Data – Secondary Data – Sources – Importance – Research Instruments – Questionnaire – Interview Schedule – Processing of Data – Analysis of Data Use of SPSS package for data analysis – Report writing: layout – Mechanics of writing a Research Report.

### **Unit II:**

Management: Nature – Scope – Functions: Planning, Organizing, Staffing, Directing and Controlling – Communication – Business Environment – Scanning – Factors influencing Business Environment – Strategic Alliances – Mergers and Acquisitions – Disinvestment – Reorganization – Enterprise Resource Planning – Business Ethics – Social Responsibility – Quality Management Practices.

### **Unit III:**

Human Resource Management: Recruitment and Training – Leadership: Traits – Styles – Employee Motivation – Performance Appraisal – Industrial Relations – Labour Laws: Laws relating to Wages, Factories Act – Job Satisfaction – Job Stress – Emotional Intelligence – Human Resources Information System.

**Unit IV:**

Financial Management: Capital Structure – Capital Market – Working Capital Management – Stock Market – SEBI Guidelines – Derivatives – Mutual Funds – Credit Management – Banking and Insurance Services – Financial Information Systems.

**Unit V:**

Marketing: Marketing Concepts – Approaches – Market Segmentation – Service Marketing – Marketing Mix – Consumer Behaviour – Consumer Decision-making – Customer Relationship – Supply Chain Management – Marketing Information System.

**Reference:**

1. Kothari C.R., Research Methodology: Theory and Practice
2. Shajahan S., Research Methods for Management
3. Wehrich and Koontz, Management: Global Perspective
4. Azad Kazmi, Business Policy and Strategic Management
5. Khanna O.P., Industrial Engineering and Management
6. Garry Dessler, Human Resource Management
7. Philip Kotler, Marketing Management
8. Prasanna Chandra, Financial Management