

SYLLABUS FOR PhD ENTRANCE EXAMINATION

Economics

Introduction to Economics, Demand-supply analysis, market equilibrium, Market structure, Consumer behaviour, National Income, Business Environment, Government Policy, Monetary Policy, Banking System

Organizational Behaviour

Concepts, perspective and significance, skills and roles in organization, Theories of organizational structure, Organizational Design, Managing individual and group behaviour, Group dynamics, leadership, Change and conflict management,

Human Resource Management (HRM)

Introduction to HRM, Human resource planning, Job analysis and description, Training and Development, Job evaluation

Financial Management

Introduction, concepts of value and return, stock and bond valuation, capital budgeting, cost of capital, risk analysis, working capital management, Dividend and capital structure decisions, Long-term and short-term financing instruments, Derivatives, Mutual funds, Technical Analysis, Behavioural Finance.

Marketing Management

Introduction, Marketing research, Consumer and business marketing, Market segmentation, targeting and positioning, Product mix, New product development, PLC, Branding, Pricing Strategies, Integrated marketing communication, Channel marketing. Consumer behavior and consumer theories, Sales management theories.

Statistics and Research Methodology

Descriptive statistics, Probability theories, Probability and sampling distribution, Correlation and Regression analysis, Hypothesis testing, Research Philosophy, Research process, Research design, Sampling methods, Data collection methods, Computer applications.

Strategic Management

Introduction, Strategy formulation, BCG model, Porter's generic strategies, Strategic dimensions and group mapping, industry analysis, Competitive strategies, Strategies in industry evolution, Global entry strategies.