

Faculty of Business Administration and Commerce

Ph.D. Entrance Examination Syllabus

(Management and Commerce)

General Management

Evolution of Management Thought and Approaches to Management, Strategy Formulation – Steps and Process, Concept of Corporate Strategy; Components of Strategy Formulation; SWOT Analysis, Vision and Mission, Porter's Generic Strategies, Competitor Analysis, Competitive Strategy And Corporate Strategy, Corporate Governance And Corporate Social Responsibility (CSR).

Business Economics

Scarcity related science, Distinction between macro and micro economics, external and internal forces and its impact on decision making. Analysis of firm application of managerial economics, Utility analysis, Price determination in different Market Situations, Nature and Uses of Business Economics, Laws of Variable Proportion, Laws of Returns, Elasticity of Demand, Demand Analysis, Demand forecasting, Concept of Profit and Wealth Maximization, finance budget – fiscal deficit and budgetary deficit.

Business Research Methodology

Nature and Scope of Research Methodology Problem Formulation and Statement of Research Objectives; Value and Cost of Information; Bayesian Decision Theory; Research Process; Research Designs – Exploratory, Descriptive and Experimental; Methods of Data Collection — Observational and Survey Methods; Questionnaire and Interviews. Attitude Measurement Techniques; Administration of Surveys; Sample Design; Selecting an Appropriate Statistical Technique. Field Work and Tabulation of Data; Analysis of Data; Use of SPSS and other Statistical Software Packages Advanced Techniques for Data Analysis — ANOVA. Discriminate Analysis, Factor Analysis, Conjoin: Analysis and Clustering Methods.

Human Resource Management

Concepts and Perspectives on Human Resource Management; Human Resources Management in a changing environment; Corporate objectives and Human Resource Planning; Career and succession planning; job analysis; Methods of manpower search; Attracting, Selecting and retaining human resources; Induction and socialization; Manpower training and development; Performance appraisal and potential evaluation; Job evaluation and compensation; Employee welfare; Industrial relations & trade unions; Dispute resolution & grievance management, Employee empowerment.

Marketing

Nature, scope and concept of marketing, Corporate orientations towards the marketplace; The Marketing environment and Environment scanning; Marketing information system and Marketing research; Understanding consumer and Industrial markets; Market segmentation, Targeting and positioning; Product decisions —product mix, product life cycle, new product development, branding and packaging decisions; Pricing methods and strategies; Promotion decisions— promotion mix, advertising, sales promotion, publicity and personal selling; Channel management – Types and functions, Selection, Cooperation and conflict management, vertical marketing implementation and systems, Marketing Logistics; Organizing and implementing marketing in the organization; Evaluation and control of marketing efforts; Ethics in Marketing; New issues in marketing – Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing.

Financial Management

Financial Management: Scope and objectives, integrated relationship with other managerial functions and departments. Working capital management – Components and its management, risk and return, CAPM theory, Financial Statement Analysis – Ratio, fund flow and cash flow. Capital budgeting – Techniques of appraisal, Capital structure planning – leverage analysis, international finance and risk management, derivatives.

Production Management

Nature and Scope of Production and Operations Management; Facility Location; Types of Manufacturing Systems and Layouts; Layout Planning and Analysis; Material Handling : Principles & Equipment's; Line Balancing; Production Planning and Control in Mass Production, in Batch and Job Order manufacturing; Capacity Planning; Product Planning and Selection, Process Planning, Aggregate Planning and Master Production Scheduling; Maintenance Management, Work Study : Method Study and Work Measurement, Material Management, Material Management; An Overview of Material Management, Material Requirement Planning and Inventory Control; JIT; Purchase Management; Stores Management; Quality Assurance : Acceptance Sampling, Statistical Quality Control, Total Quality Management; ISO-9000.

Statistical Methods for Data Analysis

Applications of statistics in Business and research, data types and classification, data collection, data processing techniques, sampling and sampling errors, measures of central tendency and dispersion, correlation and regression analysis, hypothesis testing, association of attributes, statistical tools and

techniques for data analysis, interpretation of data, software applications for statistical analysis, and computer applications in functional areas of business.

Organizational Behaviour.

The concept and significance of organizational behaviour – Skills and Roles in an organization – Classical, Neo – Classical and Modern Theories of Organizational Structure – Organizational Design – Understanding and Managing individual behaviour personality – Perception – Values – Attitudes – Learning – Motivation. Understanding and Managing Group Behaviour, Processes – Inter – personal and group dynamics – Communication – Leadership – Managing change – Managing conflicts, Organizational Development.

Business Environment Second Generation reforms, Privatization and Globalization, Planning Policy, Meaning and definition of Business Environment, Liberalization, Legal Environment of Business in India, Industrial Policy, Industrial Growth and Structural Changes, Environment protection, Economic Policy, Economic Environment, Consumer Protection, Competition Policy

Financial and Management Accounting Valuation of Shares, Responsibility Accounting, Ratio Analysis, Partnership Accounts, Liquidation, Financial Statements, Cost and Management Accounting, Capital and Revenue, Basic Accounting Concept, Advanced Company Accounts

Banking and Financial Institution Reserve Bank of India, NABARD and Rural Banking, Importance of Banking to Business, Types of Banks, E Banking, Development Banking, Banking Sector Reforms in India.

Artificial Intelligence in Management and Commerce

The concepts, applications, and implications of Artificial Intelligence (AI) in business and commerce. Topics include fundamentals of Artificial Intelligence, Generative AI, and Business Analytics; AI-driven decision-making; automation of business processes; AI applications in marketing, finance, human resource management, operations, supply chain management, and customer relationship management; predictive analytics; intelligent business systems; AI-powered financial services and digital commerce; ethical and legal issues in AI adoption; data privacy and security; emerging trends in AI for business innovation; and the role of AI in enhancing organizational productivity, competitiveness, and strategic decision-making.