

Ph.D. Entrance Test Syllabus – 2020
Management
Part – I Research Methodology(50 %)

Unit - I

Foundations of Research: Meaning, Objectives, Motivation, Utility - Concept of theory, empiricism, deductive and inductive theory - Characteristics of scientific method - Understanding the language of research - Concept, Construct, Definition, Variable - Research Process

Unit - II

Problem Identification & Formulation – Management Question – Research Question – Investigation Question – Measurement Issues - Hypothesis - Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing - Logic & Importance

Unit - III

Research Design: Concept and Importance in Research - Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs - concept, types and uses. Experimental Design: Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group

Unit - IV

Qualitative and quantitative research: Qualitative research - Quantitative research – Concept of measurement, causality, generalization, replication. Merging the two approaches

Unit - V

Measurement: Concept of measurement– what is measured? Problems in measurement in management research - Validity and Reliability. Levels of measurement - Nominal, Ordinal, Interval, Ratio

Unit - VI

Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking

Unit - VII

Types of Data: Secondary Data - Definition, Sources, Characteristics. Primary Data - Definition, Advantages and disadvantages over secondary data, Observation method, Questionnaire Construction, Personal Interviews, Telephonic Interview, Mail Survey, Email/Internet survey

Unit - VIII

Sampling: Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non Response - Characteristics of a good sample - Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-stage sampling. Non Probability Sample – Judgment, Convenience, Quota & Snowballing methods. Determining size of the sample - Practical considerations in sampling and sample size

Unit - IX

Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages), Bivariate analysis – Cross tabulations - Hypothesis formulation, level of significance, degree of freedom, t-test, F-test, Chi-square test, ANOVA, Z-test

Unit - X

Interpretation of Data and Report Writing - Layout of a Research Report

Part – II (Core Subjects)(50 %) (UGC NET Paper II Syllabus)**Unit—I**

Managerial Economics-Demand Analysis

Production Function

Cost-output relations

Market structures

Pricing theories

Advertising

Macro-economics

National Income concepts

Infrastructure—Management and Policy

Business Environment

Capital Budgeting

Unit—II

The concept and significance of organisational behaviour—Skills and roles in an organisation—Classical, Neo-classical and modern theories of organisational structure—Organisational 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. Organisational development

Unit—III

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

Exit policy and implications

Performance appraisal and evaluation

Potential assessment

Job evaluation

Wage determination

Industrial Relations and Trade Unions

Dispute resolution and Grievance management

Labour Welfare and Social security measures

Unit—IV

Financial management—Nature and Scope Valuation concepts and valuation of securities Capital budgeting decisions—Risk analysis Capital structure and Cost of capital Dividend policy—Determinants Long-term and short-term financing instruments Mergers and Acquisitions

Unit—V

Marketing environment and Environment scanning; Marketing Information Systems and Marketing research; Understanding consumer and industrial markets; 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; Vertical marketing systems; Evaluation and control of marketing effort; Marketing of services; Customer relation 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.

Unit—VI

Role and scope of production management; Facility location; Layout planning and analysis; Production planning and control—production process analysis; Demand forecasting for operations; Determinants of product mix; Production scheduling; Work measurement; Time and motion study; Statistical Quality Control.

Role and scope of Operations Research; Linear Programming; Sensitivity analysis; Duality; Transportation model; Inventory control; Queueing theory; Decision theory; Markov analysis; PERT/CPM.

Unit—VII

Probability theory; Probability distributions—Binomial, Poisson, Normal and Exponential; Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision making; System analysis and design; Trends in Information Technology; Internet and Internet-based applications.

Unit—VIII

Concept of corporate strategy; Components of strategy formulation; Ansoff's growth vector; BCG Model; Porter's generic strategies; Competitor analysis; Strategic dimensions and group mapping; Industry analysis; Strategies in industry evolution, fragmentation, maturity, and decline; Competitive strategy and corporate strategy; Transnationalization of world economy; Managing cultural diversity; Global Entry strategies; Globalisation of financial system and services; Managing international business; Competitive advantage of nations; RTP and WTO.

Unit—IX

Concepts—Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business—Concepts Government policy for promotion of small and tiny enterprises; Process of business opportunity identification; Detailed business plan preparation; Managing small enterprises; Planning for growth; Sickness in Small Enterprises; Rehabilitation of sick enterprises; Intrapreneurship (organisational entrepreneurship).

Unit—X

Ethics and Management system; Ethical issues and analysis in management; Value based organisations; Personal framework for ethical choices; Ethical pressure on individual in organisations; Gender issues; Ecological consciousness; Environmental ethics; Social responsibilities of business; Corporate governance and ethics.