
Syllabus for PhD entrance Examination: Management

- Management Overview, Functions, Nature and Significance; Evaluation of Management Thoughts- Taylor, Fayol, Elton Mayo, Likert and Webber (Theories of Management); Planning — Concept, Importance, Types and Process.
- Strategic Management — Overview and Process; MBO, Organizing-Principles, Structure, Process, Importance. Directing and Controlling — Motivation, Morale and Productivity, Leadership, Communication.
- Nature and scope of Marketing, Marketing Mix, The Marketing Environment, and Environment Scanning. Marketing information system and Marketing research, Understanding Consumer and Industrial markets, Market segmentation, Targeting and positioning, Promotion Mix.
- Product decisions, Product mix, product life cycle, new product development, Branding and packaging decisions, Pricing Methods and strategies, Channel management, New issues in marketing, Globalization consumerism & Green Marketing.
- Marginal Analysis, Demand Function, Break Even Point, Perfect National Income, Inflation, Competition, Monopoly, Monopolistic Competition, Oligopoly, National Income, Inflation, Balance of Payments.
- Aims and Objectives of Financial Management: Financial Analysis and Control, Investment and Capital Decisions, Instruments of Long Term Finance, Optimum Capital Structure, Basic Concept of — Budget, Budgetary Control, Methods of Capital Budgeting, Management of Working Capital, Dividend Policy.
- Concept and Perspectives on Human Resource Management; Human Resource Planning. Career and Succession Planning; Job Analysis and Job Description. Induction; Manpower Training and Development. Performance Appraisal ; Job Evaluation & Wage Determination, Employee Welfare; Industrial Relations & Trade Unions ; Dispute Resolution & Grievance Management. Motivation, Conflict, Negotiation, Leadership Styles, Organizational Change, Culture.
- Vision; Mission, Objectives and Policies, SWOT Analysis; Tools and Techniques for Strategic Analysis; Industry Analysis; Concept of Value Chain; Competitive Advantage of a firm.
- Production Management, Location; Types of Manufacturing Systems & Layouts; Material Handling— Principles, Production Planning and Control, Capacity Planning, - Aggregate Planning, Scheduling, Material Management, Inventory Control.