

# **Kadi Sarva Vishwavidyalaya, Gandhinagar**

**PART-1 (BASIC AWARENESS AND APTITUDE ON RESEARCH) – 50 Marks**

## **PART-2 Syllabus for Ph.D Entrance Test: Management (Marks-50)**

1. Management Concepts and Theory
2. Business Environment
3. Organisational Behaviour
4. Managerial Economics
5. Business Communication
6. Business Policy and Strategic Management
7. Entrepreneurship development
8. Production and Operative Management
9. International Business
10. Marketing Management
11. HR Management
12. Financial Management

### **Unit – I – Management Theory and Practice**

Evolution of management thought; Management process, levels, skills, roles. Social responsibilities of business and ethics. Planning, decision making, organizing, directing, controlling.

### **Unit – II – Business Environment**

Nature, Components and determinants of business environment, scanning of business environment, Consumerism in India, Indian financial markets – SEBI, RBI, Indian planning and sectoral development, National Income, Industrial policy, Fiscal and monetary policy, Economic Reforms since 1991, Exim policy – EPZ,

### **Unit – III – Organisational Behaviour**

The concept and significance of organizational behavior, Understanding and managing individual behavior, personality, perception, values, attitudes, learning, motivation, group dynamics, managing conflicts and organizational change.

#### **Unit – IV – Managerial Economics**

Nature and scope of managerial economics, Importance of managerial decision making, Marginal analysis, Objectives of a firm, Demand function, Elasticity of demand, Demand estimation and forecasting, Short-run and long-run production functions, cost levels and economics of scale, Price and output determination under perfect competition, Monopoly, Monopolistic competition and oligopoly, Pricing strategies, National Income, Inflation, Balance of payments, Monetary and fiscal policies.

#### **Unit – V – Business Communication**

Importance and nature of business communication, Effective communication skills, Communication process, Types of communication, Barriers of Communication, Listening, Business writing, Negotiations, Conducting and attending interview and meetings.

#### **Unit – VI – Business Policy and Strategic Management**

Nature, Objective and Importance of Business policy, Overview of strategic management, Process of strategic decision making. Strategic planning, Strategy formulation, Types of strategies, Strategic alternatives and choice, strategy implementation – designing organizational structure and activating strategies, strategy evaluation and control.

#### **Unit – VII – Entrepreneurship Development**

Need for entrepreneurship, Role of entrepreneur in economic development, types of enterprises, entrepreneurial development stages, Achievement motivation, Innovation, Feasibility study, Feasibility of project. Role of government in developing entrepreneurship, EDPs, Financial institutions supporting entrepreneurship, New generation entrepreneurs.

#### **Unit – VIII – Production and Operation Management**

Nature of production and operations management, Facility location, Layout planning and analysis, Production process analysis, Demand forecasting for operations, Production scheduling, Work measurement, Time and motion study, Statistical quality control, Material resource planning and inventory control, JIT, Purchase management, Stores management, TQM.

## **Unit – IX – International Business**

India's foreign trade and policy, Import and Export multinational companies in India, Indian MNC's, Trans-nationalization of world economy, Managing cultural diversity, Global entry strategies, Globalization of financial system and services, Competitive advantages of nations, WTO, TRIPS and foreign exchange market.

## **Unit – X – Marketing Management**

Marketing – concept, Nature and scope, Marketing myopia, Marketing mix, Marketing environment, Market segmentation, Positioning, Targeting. Product life cycle, New product development, Pricing methods, Promotion mix, Advertising – planning, Examination and evaluation, Brands – meaning and role, Brand building strategies, Distribution channel, Rural marketing.

## **Unit – XI – Human Resource Management**

Changing role of HRM – its significance, HR sub-systems, Recruitment and Selection – sources of recruits, Recruiting methods, Selection procedure, Selection tests, Placement and follow-up. Development of personnel – Methods of Training and Development, Evaluation, Career planning and development. Performance appraisal – Importance, Objectives and techniques. Compensation and benefits – Job evaluation techniques, Wages and salary administration, Fringe benefits, Human resource audit.

## **Unit – XII – Financial Management**

Nature and scope of financial management, Risk and Return, Valuation of securities, Pricing theories – Capital asset pricing model and Arbitrage pricing theory. Capital budgeting decisions, Capital structure, Dividend policies, Working capital management, Derivatives, Corporate risk management, Mergers and Acquisition, International financial management.

### Reference Books:

1. Marketing Research Naresh K. Malhotra, Pearson Education
2. Marketing Research, David J. Luck and Ronald S. Rubin, PHI Learning
3. Business Research Methods, Donald Cooper & Pamela Schindler, 12<sup>th</sup> edition, McGraw Hill
4. Research Methodology: Methods and Techniques, C. R. Kothari, 2<sup>nd</sup> Edition, New Age Publication
5. Business Research Methods Naval Bajpai, Pearson Education

6. Economics- Principles and Applications, N. Gregory Mankiw, 6<sup>th</sup> Edition, Cengage Learning.
7. Financial Accounting: A Managerial Perspective, R. Narayanaswamy, 5<sup>th</sup> Edition, PHI Learning Private Limited.
8. Basic business Communication, Raymond V. Lesikar & Mary E. Flatley, 10<sup>th</sup> Edition, Tata McGraw Hill.
9. Business Communication, Meenakshi Raman and Prakash Singh, 2<sup>nd</sup> Edition, Oxford University Press.
10. Organizational Behaviour by Stephen Robbins, Timothy A. Judge and Seema Sanghi, 14<sup>th</sup> Edition, Pearson Education.
11. Management, James A. F. Stoner, R. Edward Freeman, Daniel R. Gilbert, 6<sup>th</sup> Edition, Pearson Education.
12. Business Statistics for Contemporary Decision Making, Ken Black, 5<sup>th</sup> Edition, Wiley Publications (India Edition).
13. Information Technology for Management, Ramesh Behl, 2<sup>nd</sup> edition, McGraw Hill.
14. Management Information Systems: Managing the Digital Firm, Ken Laudon, Jane Laudon and Rajanish Dass, 11<sup>th</sup> Edition, Pearson Education.
15. Cost Accounting - A Managerial Emphasis, Hongren, Datar & Rajan, 14<sup>th</sup> Edition, Pearson Education.
16. Business Environment, A. C. Fernando, Pearson Education.
17. Financial Management, I. M. Pandey, 11<sup>th</sup> Edition, Vikas Publication
18. Principles of Corporate Finance, Richard A. Brealey, Stewart C. Myers, Franklin Allen and Pitabas Mohanty, 11<sup>th</sup> Edition, Tata McGraw Hill.
19. Human Resource Management, Garry Dessler, 14<sup>th</sup> Edition, Prentice Hall India
20. Industrial Relations, Trade Unions and Labor Legislations, Sinha, Sinha and Shekhar, 2<sup>nd</sup> Edition, Pearson Education.
21. Marketing Management, Philip Kotler & Kevin Lane Keller & Abraham Koshy & Mithileshwar Jha, 14<sup>th</sup> edition, Pearson Education.
22. Marketing, Baines, Fill, Kelly Page, Indian Edition, Oxford
23. Operations Management, Heizer, Render, 11<sup>th</sup> Edition, Pearson Education
24. Business Research Methods, Cooper, Schindler & Sharma, Tata McGraw Hill
25. Business Research Methods, Bryman & Bell, Oxford University Press India