

RKDF UNIVERSITY

Syllabus for Entrance Examination for Admission in Ph.D. Program

MANAGEMENT

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

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.

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

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

Marketing environment and Environment scanning; Marketing Information system and Marketing research; Understanding consumer and industrial market; Demand Measurement and Forecasting; Market Segmentation-Targeting and Positioning; Product decision; 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.

Role and scope of production management ; Facility location; Layout planning and analysis; Production planning and control- production process analysis; Demand forecasting for operations; Determinations 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; Queuing theory; Decision theory; Markov analysis; PERT/CPM.

Probability theory; Probability distributions- Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small samples; t , z , F , Chi -square tests.

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.

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.

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 (organizational entrepreneurship).

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

Research Aptitude

National and international scenario of scientific research, literature reviewing, reference citation, scientific and research journals, impact valuation, research article and patent drafting, various scientific websites, abstracts.