

GANPAT UNIVERSITY
FACULTY OF MANAGEMENT STUDIES
PH. D. PROGRAM IN MANAGEMENT
SYLLABUS FOR ENTRANCE EXAMINATION

Note: The Question Paper for Entrance Examination for Ph.D. Program in Management will be of 100 Marks, to be attempted in 2 hours duration.

- The Question Paper will have three Sections namely, Section-A and Section-B and Section-C.
- Section-A will consist of 50 Objective Type Questions (Multiple Choice, Matching Type, True/False, Assertion-Reasoning Type) carrying 50 marks.
- Section-B will have 3 Essay Type Questions carrying 10 marks each.
- Section-C will have one Essay Type Question carrying 20 marks from each of the Electives viz., Marketing, Finance, Human Resources and Operations Management. The Candidate will attempt the Question from the Electives, in which he/she desires to undertake the Ph.D. work.
- There is no Negative marking for Section-A Questions

DETAILED SYLLABUS

Unit-I

Managerial Economics-Demand Analysis, Production function, Cost Output Relation Market Structures, Pricing theories, Advertising, Macro-economics, and National Income Concepts Infrastructure Management and Policy Business Environment Capital Budgeting.

Unit-II

The concept and significance of organisational behaviour-kills and roles in an organisation-classical, Neo-classical and modern theories of Organisational Structure-Organisational design understanding and managing individual behaviour Personality Perception Values Attitude Learning Motivation. Understanding and Managing group behaviour, Process-Inter-Personal and Group dynamics Communication-Leadership. Managing Change, Managing Conflicts, and 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; Market of services; Customer Relation Management; Uses of internet as 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; Queuing theory; Decision theory; Markov analysis; PERT/CPM.

Unit-VII

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; IS and Decision making; System analysis and design; Trends in Information Technology; Internet and Internet-based applications.

Unit-VIII

Concept of corporate strategy; Component of strategy formulation; An off 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; Trans nationalization of world economy; Managing cultural diversity; Global Entry strategies; Globalization of financial system and Services; Managing International business; Competitive advantage of nations; RTF 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 ill Small Enterprises; Rehabilitation of sick enterprises; Intrapreneurship (organisational entrepreneurship).

Unit-X

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.