



Ph.D. Entrance Exam

Subject: Management

Syllabus

Detailed Course Outline

Fundamentals Principles of Management

Concept of Management:- Introduction to management & Organizations, Functions and Responsibilities of Managers, Fayol's Principles of Management, Management Thought; the Classical School, The Human Relations School and systems theory.

Planning: - Nature and purpose of planning process, principles of Planning, Types of planning, Advantages and Limitation of planning.

Organizing: - Nature and Purpose of Organizing, Bases of Departmentation, Span Relationship, Line staff conflict, Bases of Delegation, Kind of delegation and Decentralization, Methods of Decentralization. Management by objective (MBO)

Controlling: - Concept and Process of Control, Control Techniques. Human Aspects of Control. Control as a feedback system, types of control, IT as a control tool.

Decision Making:- Decision Making process, Individual Decision Making Models.

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 and Capital budgeting.

Organizational Behaviour

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 behavior personality-Perception-Values-Attitudes-Learning-Motivation. Understanding and managing group behavior, Processes-Inter-personal and group dynamics-Communication-Leadership-Managing change-Managing conflicts. Organizational development.

Human Resource Management

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 trade unions dispute resolution and grievance management labour welfare and social security measures

Financial management

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 Management

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.

Production Management

Role and scope o 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 Duality; transportation model; inventory control; queuing theory; decision theory; Markova analysis; PERT/CPM.

Quantitative Techniques

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.