

Applied Mathematics and Humanities Department

Syllabus for PhD (Management) Comprehensive Examination

- **ELEMENTS OF MANAGEMENT:** **50 %**
 - Introduction To Management, Features Of Management, Nature Of Management, Development Of Management Thoughts – Scientific Management By Taylor & Contribution Of Henry Fayol, Coordination & Functions Of Management, Decision Making
 - Fundamentals Of Planning- Process, Types of plans, Limitations of planning
 - Objectives & MBO
 - Types Of Business Organizations: Private Sector, Public Sector & Joint Sector
 - Theories Of Motivation and Leadership

- **FUNCTIONAL MANAGEMENT RESEARCH AREAS: *** **40 %**
 - Marketing Management: Core Concepts Of Marketing, Marketing Mix (4P), Segmentation – Targeting – Positioning, Marketing Research, Demand Analysis, Demand Forecasting, Introduction to International Marketing, Difference Between Domestic Marketing & International Marketing
 - Operations Management: Introduction To Operations Management, Types Of Operation Systems, Types Of Layouts, Material Handling, Inventory Management
 - Personnel Management (Human Resource Management): Roles & Functions Of Personnel Manager, Recruitment, Selection, Training, Performance Appraisal, Employee Communications, Employee Discipline, Industrial Relations: Meaning, Nature of IR and Approaches to IR, Grievance handling procedure, Collective Bargaining
 - Financial Management: Goal Of Financial Management, Key Activities In Financial Management, Organization Of Financial Management, Financial Institutions, Financial Instruments, Sources Of Finance, Types Of Cost, Break Even Analysis
 - Entrepreneurship: Introduction to Entrepreneurship, Characteristics of Entrepreneur, Major types of Entrepreneurship – Social Entrepreneurship, Corporate Entrepreneurship - Intrapreneurship, Rural Entrepreneurship, Women Entrepreneurship, Techno-Entrepreneurship, Support System for Entrepreneurship like CED, EDC, TBI, SIDBI ; Business Plan Development

• **MODERN MANAGEMENT ASPECTS:**

10 %

Introduction to: ERP, e – CRM, SCM, Business Process Re – Engineering, WTO, IPR, KM, TQM

* Internal options will be given in the Functional Management Research Area

Books Recommended:

1. Banga T. R. & Shrama S.C., Industrial Organisation & Engineering Economics, Khanna Publishers, 25th Edition, 2015
2. Prasad L.M., Principles & Practice Of Management, Sultan Chand & Sons, 8th Edition, 2012
3. Kotler P., Keller K. L, Koshi A.& Jha M., Marketing Management – A South Asian Perspective, Pearson, 14th Edition, 2013
4. Tripathi P. C., Personal Management and Industrial Relations, Suntan Chand and Sons, 21st Edition, 2013
5. Chandra P., Financial Management, Tata McGraw Hill, 9th Edition, 2015
6. Everett E. Adam, Ronald J. Ebert, Production and Operation Management, Prentice Hall of India, 5th edition, 2012
7. Desai Vasant, The Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 6th Revised edition, 2018