



Gyanveer University Sagar (M.P.)



Ph.D Entrance Test Syllabus Session: 2024-25 Management

Part A : Research Methodology

Part B : Management

Part-A

Research Methodology

Unit - I: Introduction to Research: Meaning of Research, nature and scope of research, Types of research: Fundamental or Pure research, applied research, Qualitative and Quantitative research, Significance of research, Criteria of good research, research process. Exploratory Research.

Unit - II: Research Problem and Literature Review: Meaning of research problem, Characteristics of a good research problem, Selecting the problem, Necessity of defining the problem, Importance of literature review, Sources of literature, identifying related literature, organizing related literature.

Unit - III: Research Design & Data Collection Methods: Need and importance of research design, Types of research design, developing a good research plan sampling and population techniques of sampling, Selection Characteristics of a good sample, Types of data, methods of data collection tools for data collection.

Unit -IV: Processing and Analysis of Data: Tabulation and graphical representation of quantitative data, Measures of Central Tendency, Standard Deviating, Correlation and Regression, Chi-square test, Analysis of Variance.

Unit -V: Report Writing & Project Proposal: Organization of Research Report – Types of report, body of report, structure and language of the report, Style Manuals APA style. Contents of reports writing and evaluation of research report, paper writing, impact factor and ethical issues related to publication.

Unit -VI: Application of Computer In Research: Creating and Editing a word document creating a search paper, Features and functions of spreadsheet, creating spreadsheet and enter data, format worksheets, adding graphics, printing, Calculate, manipulate and analyze data, Use of Internet in Research.



Part-B Management

❖ **MANAGERIAL ECONOMICS:**

Concept of Managerial Economics, Branches of economics, Demand analysis, Production function, Cost – output relations, Market structure, Pricing theories. Macro – economics, National Income, Business Environment, Consumption Function, Inflation, Monetary and Fiscal policy, Business cycle.

❖ **MARKETING MANAGEMENT**

Marketing Orientation, Core Concepts in Marketing – Values, Satisfaction, and Marketing Mix, Marketing Environment and Environment Scanning; Marketing Information Systems and Marketing Research; Understand 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; Cannel Management; Vertical Marketing Systems; Marketing of Services; Customer Relation Management, New issues in Marketing.

❖ **FINANCIAL MANAGEMENT**

Financial management nature and scope, Capital structure and cost of capital, Capital budgeting, Risk, analysis, Dividend policy, Long and short term financial instruments, Mergers and acquisitions, Cost – volume profit analysis, Valuation of securities, Working capital management, Time Value of Money and Financial analysis.

❖ **HUMAN RESOURCE MANAGEMENT**

Overview, Concept and HR functions and policies, Personnel to Human Resource Management, Perspectives in HRM. HRM in changing environment, Human Resource Planning – Objectives, Process and Techniques, Job analysis – Job Description - Job Evaluation, Recruitment and Selection and Exit Policy, Training and Development – Types, Training Need Analysis and methods, Performance Appraisal and Evaluation Types and Methods. Compensation Management and Wage Determination. Industrial Relations and Trade Unions. Dispute Resolution and Grievance Management. Labour Welfare and Social Security measures.

❖ **GENERAL MANAGEMENT & ORGANIZATIONAL BEHAVIOUR)**

Introduction to management & Organizations, Fayol's Principles of Management, Management Thought: the Classical School Functions of Management, Concept and significance of organization **Behavior**, - Theories of organizational behavior, Organizational Structure, Individual behavior – **Personality** – Perception- Values- Attitudes: Group Behavior – Group dynamics, Teamwork.



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Motivation – Types and Theories of Motivation – **Leadership** – Types and Theories, **Learning** – Types and Barriers, Conflict **Management** – Types Change Management, **Communication** – Types and Barriers.. Organizational Development.

❖ **ENTREPRENEURSHIP & BUSINESS ETHICS**

Concept and types of entrepreneurships, qualities of successful entrepreneurs, Innovation and Entrepreneurship, Small business concepts, government policies for promotions of small, medium and large enterprises, Business plan, Sickness in small enterprises, Managing small enterprises, Ethical issues and management system, Values based organizations, ethical pressures on individual in organizations, corporate social responsibilities and ethics.

❖ **BUSINESS ENVIRONMENT**

Nature, Components and determinants of business environment, dynamics of business environment, key indicators, Risk in business environment, Current state of business environment, in India Economic reforms – Liberalization, privatization, globalisation, industrial policy, India's current balance of payment position, Globalization trends – World Bank, World Trade Organization and International Monetary Fund and their impact on Indian business environment.

❖ **BUSINESS STATISTICS & OPERATIONS MANAGEMENT**

Introduction to Measurement of Central Tendency and dispersion, Standard deviation, Binomial, Poisson and Normal distributions – their characteristics and applications, Correlations (Karl Pearson's and Spearman's Coefficient) and Regression, methods of computing, Sampling distributions, Test of hypothesis, large and small samples, Role and Scope of Operations Research; Linear Programming; Duality, Transportation Model; Inventory Control; PERT/CPM.

❖ **STRATEGIC MANAGEMENT & COMPUTER APPLICATIONS**

Concept of Corporate strategy, Components and strategy formulations, BCG matrix, Porter's generic strategies, Competitors and Industry analysis, Strategic dimensions and competitive strategy, Use of computers in managerial applications, Technological issues, and data processing in organizations Information's systems, Management Information System and decision – making, Trends in Information Technology, Internet and internet based applications.