

## **PhD entrance syllabus for**

### **Department of Management Studies**

#### **Principles of Management**

- Nature, Scope, and Functions of Management
- Evolution of Management Thought:
  - Classical (Taylor, Fayol)
  - Neo-Classical
  - Modern Theories
- Managerial Roles (Mintzberg)
- Management vs Administration
- Decision Making (Rational, Bounded Rationality)

#### **Organizational Behavior (OB)**

- Foundations of Individual Behavior
- Personality, Perception, Learning
- Motivation Theories:
  - Maslow, Herzberg, McClelland, Vroom
- Leadership Theories:
  - Trait, Behavioral, Contingency, Transformational
- Group Dynamics and Team Building
- Organizational Culture & Climate
- Conflict and Negotiation
- Emotional Intelligence

#### **Human Resource Management (HRM)**

- Human Resource Planning
- Recruitment & Selection
- Training & Development
- Performance Appraisal
- Compensation Management
- Industrial Relations
- Labour Laws (Basic Overview)
- Talent Management & Employee Engagement

#### **Marketing Management**

- Marketing Concepts and Environment
- Consumer Behavior
- Segmentation, Targeting, Positioning (STP)
- Marketing Mix (4Ps/7Ps)
- Product and Brand Management
- Pricing Strategies
- Promotion and Advertising

- Digital Marketing & Social Media

### **Financial Management (Basics)**

- Financial Statements Analysis
- Ratio Analysis
- Time Value of Money
- Capital Budgeting Basics
- Cost of Capital (Introductory Level)
- Working Capital Management

### **Strategic Management**

- Strategic Planning Process
- Vision, Mission, Objectives
- Environmental Analysis:
  - PESTEL Analysis
  - SWOT Analysis
- Competitive Strategies (Porter's Generic Strategies)
- Corporate Strategies (Growth, Stability, Retrenchment)
- Strategy Implementation and Control
- Balanced Scorecard

### **Business Environment**

- Micro and Macro Environment
- Economic Systems (Capitalism, Socialism, Mixed Economy)
- Government Policies & Regulations
- Globalization and Liberalization
- International Business Environment
- Socio-cultural and Technological Factors

### **Entrepreneurship & Innovation**

- Entrepreneurial Development
- Startup Ecosystem
- Business Plan Preparation
- Innovation and Creativity
- MSMEs and Government Support
- Women Entrepreneurship
- Social Entrepreneurship

### **Research Methodology**

- Nature and Scope of Research
- Research Design (Exploratory, Descriptive, Experimental)
- Problem Formulation & Hypothesis Development
- Sampling Techniques
- Data Collection Methods
- Statistical Tools:

- Correlation & Regression
  - ANOVA, Chi-square
- Research Ethics
- Report Writing (APA Format)

### **Contemporary Issues in Management**

- Digital Transformation
- Artificial Intelligence in Business
- Sustainability and Green Management
- Corporate Social Responsibility (CSR)
- Business Ethics and Governance
- Knowledge Management
- Change Management

### **Recommended Books**

- Koontz & O'Donnell – Principles of Management
- Robbins – Organizational Behavior
- Kotler – Marketing Management
- Kothari – Research Methodology
- Porter – Competitive Strategy