

# Curriculum for Ph.D. CET in Management

## 1. Syllabus for Ph.D. CET in Management

| Section    | Description          | Marks |
|------------|----------------------|-------|
| SECTION- A | Research Methodology | 50    |
| SECTION-B  | Management           | 50    |
| Total      |                      | 100   |

### SECTION- A: Research Methodology

#### Unit-1: Introduction

Concept, Nature, Types and Characteristics of research, Philosophical and Sociological foundations of research, Interdisciplinary approach and its implications in various research areas

#### Unit-2: Methods of Research

Qualitative and Quantitative methods of research- Historical, Case study, Ethnography, Documentary, Concept Analysis, Descriptive, Exploratory, Normative, Evaluative research.

#### Unit-3: Research Proposal

Elements of research proposal, Literature review, Formulation of research problem statement, Developing Objectives, Developing Hypothesis.

#### Unit-4: Data Collection

Sampling, Probability, and Non-Probability samples, Tools of data collections, Primary Data and Secondary data collection, Census of primary data and Secondary data, Tabulation of data.

#### Unit-5: Data Analysis

Analysis of qualitative data and quantitative data, Statistical tools and techniques of data analysis-Measures of Central tendency, Dispersion, Decision making with hypothesis testing through parametric and non-parametric tests. Use of computer software for analysis-SPSS

#### Unit-6: Report Writing and Evaluation

Writing of research proposal, Report and Research Paper, Writing and presentation of preliminary, Main body and Reference section of report

## **SECTION- B: Management**

### **Unit – 1**

**Management Concepts and Theory:** Theories, Process, Evaluation, Learning Organisations, Management as Science, Skills and Roles. Functions of Management – Planning, organizing, Staffing, controlling and Co-ordinating. Management by Objective, Decision Making, Principles of Organization, Organisation Structure – Centralization and Decentralization, Delegation, Man power Planning, Training and Development, Performance, Appraisal, Leadership, Motivation etc.,

### **Unit – 2**

**Managerial Economics:** Scope, Significance and Fundamentals of Managerial economics, Law of Demand, Elasticity of demand, Demand Estimation and Forecasting, Supply Analysis, Theory of Production, Economies of Scale, Theory of Costs, Market Structures, Pricing Decisions, Profit Analysis, Break-Even Analysis, GDP and Inflation, Macro Economics.

### **Unit – 3**

**Financial Management:** Time value of Money, Agency Problems, capital Markets, Capital budgeting – Process, Techniques, Estimation of cash flows. The cost of Capital, WACC, Dividend Decisions, Capital Structure theories, Leverages - Operating, Financial and Combined, Working Capital Management – Cash and Receivables Management, Inventory Management

### **Unit – 4**

**Organisational Behaviour:** Scope, Dynamics, Models of Organisational Behaviour, Personality, Learning, Emotions and Foundation of Individual Behaviour. Group – Cohesiveness, Decision Making, Organizational Change – Resistance, Change Agent, Organisational Development, Organizational Culture and Conflict – Work force Diversity.

## **Unit – 5**

**Human Resource Management:** Strategic HRM, Functions, Changing Environment, Duties of HR, Leader Styles, Stress Management, Time Management, HR Strategies, Recruitment, Selection, Organisational learning, Performance Management and Appraisal. Career development, Compensation and Benefits – Job Satisfaction, Employee Relations and Retention – Grievance Discipline

## **Unit – 6**

**Marketing Management:** Concepts, Trends and Planning in marketing, Consumer Behaviour, Market Segmentation, Market Research, Product and Pricing Decision - Branding, Product Life Cycle, Distribution and Promotional Strategies, Contemporary issues in Marketing.

## **Unit – 7**

**Business Communication:** Importance and nature of business communication, Effective Communications skills, Communications process, Types of Communication, Barriers of Communication, Listening , Business Writing, Negotiations, Conducting and attending interview and meetings.

## **Unit – 8**

**Statistics for Management:** Analysis of Data, Measures of Central Tendency and Dispersion. Co-relation Regression – Multiple Correlation and Regression, Probability Types – Theoretical and Normal Probability Distributions, Hypothesis Testing – T, Z, F, Chi-square Tests, PERT, Operations Research.

## **Unit – 9**

**Entrepreneurial Development:** Theories of Entrepreneurship, Creativity and Innovation, Environmental and Marketing Analysis, Institutional Support for Entrepreneurs. Rural and women Entrepreneurship, Social Entrepreneurship, Sources of Capital, Funding from bank and Financial Institutions, Venture Capital.

## **Unit – 10**

**International Business Environment:** Managing Business in Globalization, Theories of International Trade, Balance of Payment, Economic Environment, Monetary Policy, Fiscal Policy, Environmental Legislations of India. Industrial Policy, Competition Law, Consumer Protection Act – 1986 of India, Global Outsourcing, FDI and FII, International Financial Institutions, EXIM Policies, Multilateral regulation of Trade and Investment under WTO, Foreign Exchange Market. Managing Cultural Diversity

## **Unit – 11**

**Accounting Principles and Standards:** Preparation of Financial Statements, Techniques of Financial Statement Analysis, Ratio Analysis, Fund flow statement, Cash flow statement, Elements of cost – classification and preparation of cost sheet, Marginal costing and break even Analysis in decision making, budget and budgetary control, Human Resource Accounting, Responsibility Accounting, Forensic Accounting.

## **Unit – 12**

**Strategic Management:** Levels of Strategy, Core Competence, Benefits and Relevance of Strategic Management, Objectives, Goals and Targets. Social Responsibility of Business Social Audit, Internal and External Environment, Environmental change, SWOT Analysis, 7-S Framework, Operational Control, BCG Matrix, Portfolio Strategy, Competitive Analysis, Generic Strategies, Mergers and Acquisitions, Globalisation, Corporate Governance.

## **2. Question Paper Pattern**

The question paper shall have objective type questions for 100 marks. 50 marks from section A and 50 marks from section B. Duration of examination shall be 2 hours.

## **3. Criteria for Passing**

The candidates shall score minimum 50 marks out of 100.