

SRI GURU GRANTH SAHIB WORLD UNIVERSITY,

FATEHGARH SAHIB

PhD ENTRANCE TEST AUGUST 2013

SYLLABUS

SUBJECT: BUSINESS MANAGEMENT

SUBJECT CODE: 01

PAPER-II

Unit—I

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

Capital Budgeting

Unit—II

The concept and significance of organisational behaviour—Skills and roles in an organisation—Classical, Neo-classical and modern theories of organisational structure Organisational design Understanding and Managing individual behaviour personality perception—Values—Attitudes—Learning—Motivation. Understanding and managing group behaviour, Processes—Inter-personal and group dynamics—Communication—Leadership—Managing change—Managing conflicts.

Organisational development

Unit—III

Human Resource Management (HRM)—Significance; Objectives; Functions; A diagnostic model; External and Internal environment, Job analysis;

Forces and Influences; Organizing HRM function.

Recruitment and Selection—Sources of recruits; Recruiting methods; Selection procedure; Selection tests; Placement and Follow-up.

Performance Appraisal System —Importance and Objectives; Techniques of appraisal system; New trends in appraisal system.

Development of Personnel—Objectives; Determining Needs; Methods of Training & Development programmes; Evaluation.

Career Planning and Development—Concept of career; Career planning and development methods.

Compensation and Benefits—Job evaluation techniques; Wage and salary administration; Fringe Benefits; Human resource records and audit.

Employee Discipline importance; causes and forms; Disciplinary action; Domestic enquiry, Exit policy and implications
Grievance Management Importance; Process and Practices; Employee Welfare and Social Security Measures.
Industrial Relations Importance; Industrial conflicts; Causes: Dispute settlement machinery.
Trade Unions Importance of Unionism; Union leadership; National Trade Union Movement.
Collective Bargaining Concept; Process; Pre-requisites; New trends in collective bargaining.
Industrial Democracy and Employee Participation Need for industrial democracy; Pre-requisites for industrial democracy; Employee Participation Objectives; Forms of Employee Participation.
Future of Human Resource Management.

Unit-IV

Nature and scope of Financial Management
Valuation Concepts, Risk and Return; Valuation of securities;
Pricing theories: Capital asset pricing model and Arbitrage pricing theory
Understanding financial statements and analysis
Capital budgeting decisions; Risk analysis in capital budgeting and Long-term sources of finance
Capital structure—Theories and Factors; Cost of capital
Dividend Policies—Theories and Determinants
Working Capital Management: Determinants and Financing, Cash management, Inventory management, Receivables management
Elements of Derivatives
Corporate risk management
Mergers and Acquisitions
International: Financial Management

Unit —V

Marketing Concept; Nature and Scope; Marketing myopia; Marketing mix; Understanding the customer and competition, Marketing environment and Environment scanning; Marketing Information Systems and Marketing research; Demand Measurement and Forecasting; Market Segmentation—Targeting and Positioning; Role and Relevance of Segmentation and Positioning; Static and Dynamic understanding of BCG Matrix and Product decisions, Product mix, Product Life Cycle; New product development; Branding and Packaging; Pricing methods and strategies, Pricing objectives; Pricing concepts; Pricing methods.
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. Public Relations Concept and Relevance
Distribution channel hierarchy; Role of each member in the channel; Analysis of business potential and evaluation of performance of the channel member.
Wholesaling and Retailing---Different types and the strengths of each one; Emerging issues in different kinds of retailing in India
Marketing research: Sources of information; Data collection; Basic tools used in data analysis; Structuring a research report, Marketing to organizations, Buyer behaviour models; Organisational buying process, Consumer

Behaviour theories and models and their specific relevance to marketing managers.

Sales Function, Role of technology in automation of sales function, Customer relationship management including the concept of 'Relationship', Use of Internet as a medium of marketing; Managerial issues in reaching consumers/organisation through Internet, Structuring and managing marketing organizations, Export Marketing, Indian and global context, New issues in Marketing

Unit —VI

Role and scope of 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 analysis; Duality; Transportation model; Inventory control; Queueing theory; Decision theory; Markov analysis; PERT/CPM.

Unit - VII

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.

Unit - VIII

Concept of corporate strategy; Components of strategy formulation; Ansoff's growth vector; BCG Model; Porter's generic strategies; Competitor analysis; Strategic dimensions and group mapping; Industry analysis; Strategies in Industry evolution, fragmentation, maturity, and decline; Competitive strategy and corporate strategy; Transnationalization of world economy; Managing cultural diversity; Global Entry strategies; Globalisation of financial system and services; Managing international business; Competitive advantage of nations; ISTP and WTO.

Unit - IX

Concepts Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business Concepts Government policy for promotion of small and tiny enterprises; Process of business opportunity identification; Detailed business plan preparation; Managing small enterprises; Planning for growth; Sickness in Small Enterprises; Rehabilitation of sick enterprises; Intrapreneurship (organisational entrepreneurship).

Unit—X

Ethics and Management system; Ethical issues and analysis in management; Value based organisations; Personal framework for ethical choices; Ethical pressure on individual in organisations; Gender issues; Ecological consciousness; Environmental ethics; Social responsibilities of business; Corporate governance and ethics.