

SYLLABUS FOR PILD ENTRANCE EXAMINATION IN COMMERCE

Management Theory and Organisational Behavior: Business Management Principles of Management Planning—Objectives, Strategies, Planning Process, Decision-making. Organising, Organisational Structure, Formal and Informal Organizations. Organisational culture. Staffing Leading: Motivation, Leadership, Committees, Communication Controlling A broad sweep of organisational behavior .

Financial Management: Capital Structure. Financial and Operating leverage. Cost of Capital. Capital budgeting. Working Capital Management. Dividend Policy. Contemporary issues in finance.

Marketing Management: The evolution of marketing, Concept of marketing, Marketing mix. Marketing environment, consumer behaviour, Market segmentation. Product decisions. Pricing decisions. Distribution decisions. Promotion decisions. Marketing planning. Organising and Control.

Human Resources Management: Concepts, Role and Functions of Human Resource Management. Human Resource Planning, Recruitment and Selection, Training and Development. Succession Planning. Compensation : Wage and Salary Administration. Incentive and Fringe Benefits. Morale and Productivity Performance Appraisal Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers , Participation in Management A broad sweep of HRM.

Financial & Management Accounting: Basic Accounting Concepts. Capital and Revenue. Financial Statements. Cost and Management Accounting : Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal Costing and Break-even analysis. Standard Costing, Budgetary Control. Costing for Decision-making. Responsibility Accounting.

International Business: Theoretical foundations of international business, Balance of Payments. International liquidity. International Economic Institutions—IMF, World Bank, IFC, IDA, ADB. World Trade Organisation—Its functions and policies Structure of India's Foreign Trade : Composition and direction, EXIM Bank, EXIM Policy of India. Regulation and promotion of Foreign Trade. Latest developments in international business

Financial Services: Money and Capital Market, Working of Stock Exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and options Regulatory Authorities : SEBI, Rating Agencies : New Instruments : GDRs, ADRs. Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring, Measurement of risk and returns securities and portfolios. Computer Application in Accounting and Finance. Contemporary issues in financial services.

Strategic Management: concept of strategy and environment analysis approaches to strategic decision making .mission and purpose, objectives and goals , strategic business unit, functional

level strategies, concept of environment and its components , environmental scanning and appraisal, organizational appraisal, strategic advantage analysis and diagnosis, SWOT analysis, strategy formulation and choice of alternatives, strategies modernization, diversification, integration, merger, takeover and joint strategies, turnaround divestment and liquidation strategies, strategy evaluation. A broad sweep of strategic management.

Business Research Methods : business research :A theoretical framework, concept of business research , importance of research in business decisions, business research process, business research design, organization of business research, data collection, data processing and analysis, report writing.

Managerial Economics : Nature and Uses of Managerial Economics. Demand Analysis and Elasticity of Demand. Cost and production Analysis, Laws of variable proportions and law of returns. Price determination in different market situations, Perfect competition, monopoly, monopolistic and oligopoly, pricing strategies. Concept of profit, profit planning and forecasting.

Bos approved syllabus for Ph.D entrance Examination

in Commerce .


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