

## Syllabus for Ph. D Entrance Examination in Management Subject

Management Concepts, different schools of management thought. Management Process- Planning, Organizing, directing and controlling. Leadership styles & theories, theories of Motivation. Recent trends and contemporary issues in management. Business ethics, corporate governance, corporate social responsibilities. Organisational Behavior-OB Models. Inter and Intrapersonal Behavior. Personality theories. Group Dynamics.

Meaning, nature, scope, and significance of Business Economics. Demand- types of demand, elasticities of demand, forecasting of demand. Cost output relationship. Micro and macro economics policies and measures. Market structures, pricing policies and pricing methods. Business environment-meaning, components, and overview. Entrepreneurship and small business management, National income theories, Business cycles. Meaning, classification and significance of cost. Cost control and cost reductions techniques.

History and development of accounting, accounting concepts and conventions. Accounting process and system. Types of Accounting, Classification of accounts, Depreciation accounting. Accounting standards setting process. Preparation of Final Accounts. Financial Management-concepts, objectives, scope and functions. Financial Statements analysis-objectives, tools, merits and limitations. Capital Structure-cost of capital, theories, significance. Capital Budgeting-significance, techniques of capital budgeting. Working capital Management, CVP analysis-BEP, managerial uses and applications of CVP. Dividend, dividend policies, dividend theories, Agency theory and agency problem.

Introduction to statistics-overview, origin and development. Managerial applications of statistics. Probability Distribution-functions, types, properties and applications. Sampling-basics, procedure, techniques. Hypothesis testing-ANOVAs Chi-square distribution. Correlation, regression and time series analysis. IT applications for business. Operating systems- document creation, word processing, spread sheet, Data processing and presentation. Networking, significance of networking. MIS-definition, evolution, structure. DSS, EIS, OAS, GDSS, RDBMS. Development and implementation of MIS

Marketing Management-concept, evolution, nature, scope and significance. Product Management-marketing, positioning, product life cycle, branding. Distribution Management-channels of distribution. Sales Promotion-promotion mix elements, advertising management. Types of Marketing -traditional, online, mobile, personal selling, retailing etc. Market segmentation, Consumer Behavior-consumer buying process, CB Models. International Marketing-meaning, scope, challenges. Marketing research, Relationship marketing, marketing strategies.

  
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Innovation and Knowledge Management, types of innovations-product, process & organizational innovation. Innovation strategies in the functional areas of management, models of innovation. Essentials of knowledge management, KM process, KM tools, knowledge matrices, knowledge life cycle, Knowledge audit, contemporary KM practices.

Research Methodology-meaning, objectives, and significance. Problem identification and formulation, Research design-concept, types, features of good research design. Measurement-concept, levels of measurement, measuring scales. Sampling -sample, sampling frame, sampling error, sampling size, sampling techniques. Types of data, data collection methods, data analysis, data preparation, interpretation of data. Report writing, significance of report writing, steps in report writing and layout of report.

Business Laws -Law of Contract, Negotiable Instrument Act, Law of Insurance, Sale of Goods Act, Law of Partnership, Company Law, Intellectual Property Rights, Law of Information technology, Competition Law, FEMA, and Right to Information Act.

Strategic Management – Definition, concept, objectives and significance. Strategy formulation, strategy analysis, strategy implementation, strategy evaluation and control.

International business –concept, nature, scope, significance. International trade, theories of international trade, balance of payments-capital account, current account. Bilateral and multilateral trade laws. WTO- objectives structure and functions.

Operations management-concepts, environment of operations, factors affecting productivity. Location analysis, location analysis techniques, inventory management, aggregate planning and master scheduling-objectives, methods, scheduling and production activities. Total quality Management- meaning, elements of total quality, quality circles. Continuous improvement- different approaches and strategies. Quality control and improvement tools-check sheet, histogram,POKA\_YOKE, HOQ, QFD etc. ISO Standards- series of standards, certification process. Benchmarking-rationale, approaches and process.

Management control system-concept, definition and significance. Performance measurement-methods, PMS, benchmarking. Audit function as a control tool. Supply chain management-concepts, stages, supply chain flows. Designing the supply chain network, planning and managing inventories in a supply chain. Sourcing, transportation and pricing products, coordination and technology in the supply chain.

  
  
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