SYLLABUS FOR PH.D. ENTRANCE EXAMINATIONS

SECTION II – FACULTY OF MANAGEMENT

Unit I: Understand dynamics of people behavior in organization – Attitudes, Perception, Personality, stress, Interpersonal relations, Managing interpersonal conflict, Managing and developing a creative organization, Management in Small business and Nonprofit Organizations, Management and New work place.

Unit II: External and customer analysis, Competitor analysis, Market analysis, Environmental analysis and dealing with strategic uncertainty, Internal analysis, Achievement of sustainable competitive advantage, alternative strategies for business success.

Unit III: Strategic Planning and Goal setting, Strategy formulation and implementation, Design adaptive organizations, Human resource management, Leadership, Motivation, Decision Making, Management and quality control, operations and value chain management.


Unit V: ERP, Six Sigma, Mind maps for business, Business Process Re-engineering (BPR), Business Process Outsourcing (BPO), Corporate Social Responsibility (CSR), Total Quality Management (TQM), Economic Environment of Business, Political and Legal Environment of Business, International and Technological Environment,

Books Recommended for Units I to V


Unit VI Training and development, Training systems view, Needs assessment, Methods of training and techniques, Management Development, Managing Organizational change and Development, Evaluating training effort. Performance Management and Appraisal, Steps in

**Books Recommended for Unit VI**

**Unit VII** Marketing Management: Market potential analysis, Sales Analysis and Forecasting, Methods of estimating current demand, New product development and test Marketing, Advertising research, Media research, Market segmentation and Brand Positioning, target marketing, Export Marketing Research, Information requirements of international marketers, Data gathering techniques, Analysis and Interpretation of the Data and preparation of the report.


**Books Recommended for Units VII**
1. Naresh K. Malhotra, Marketing Research, Pearson Education.

**UNIT VIII** Concept of Total Quality Management - Quality Philosophies of Deming, Crossby and Miller - Statistical Quality Control technique - Continuous” Improvement Strategies, Deming Wheel - Taguchi Techniques- 7S, QC tools - TQM culture - Quality Circle - Six Sigma - ISO Certification Process, Principles of organizational transformation and re-engineering - fundamentals of process re-engineering, preparing the work force for transformation and re-engineering process - Analytical techniques and process tools - Information and communication technology, Role of IT in re-engineering.

**Books Recommended for Unit VIII**


Reference: I M Pandey Vikash Publication
Unit X: Marketing mix in services marketing- Importance of additional P's- people-physical evidence and process- service design and positioning- new service development types, stages - market segmentation in services. Consumer behaviour in services- Levels of expectations - customer perception of services- factors influencing customer perception- strategies for Influencing perception- Service Demand & Capacity management. Demand forecasting method Delivery of quality services - GAP models of Services quality - key factors and strategies for closing the gap- Serqual -Servlol - Servperf Marketing of services with special reference to financial services, health services, educational services, professional services and hospitality services including travel hotel and tourism.

Books Recommended for Units IX & X


Unit: XI Business Process Re-Engineering - Data Warehousing-Data Mining - Online Analytical Processing (OLAP)- Customer Relationship Management(CRM) - Benefits and Challenges- Supply Chain Management (SCM)- The Business Network-Benefits and Challenges- -Enterprise Application Interface- Geographical Information System (GIS).


Books Recommended for Units XI & XII