



Syllabus for the Ph.D. Entrance Examination Management (Discipline-Specific Paper)

Course Description

This paper is designed to assess the candidate's conceptual understanding, analytical ability, and application skills in core areas of Management. The syllabus covers major functional domains including Principles of Management, Organizational Behavior, Human Resource Management, Marketing, Finance, Operations, Strategic Management, and Research Methodology. It aims to evaluate readiness for advanced research and teaching in the discipline of Management.

Learning Outcomes

After successful preparation, candidates will be able to:

- Demonstrate an in-depth understanding of fundamental management theories and practices.
- Analyze organizational and functional areas through strategic and operational perspectives.
- Apply research and analytical methods to solve management problems and develop insights.
- Evaluate contemporary issues such as business ethics, CSR, and corporate governance.
- Integrate interdisciplinary knowledge to support managerial decision-making and innovation.

Detailed Syllabus

Unit I: Management Concepts and Functions

- Nature, scope, and importance of management
- Evolution of management thought – Taylor, Fayol, Mayo, Drucker
- Functions of management – Planning, Organizing, Staffing, Directing, Controlling
- Managerial skills, roles, and levels of management
- Decision-making process and techniques

Unit II: Organizational Behavior and Human Resource Management

- Foundations of organizational behavior – Perception, learning, motivation, and attitude
- Leadership theories and styles
- Group dynamics, team building, and conflict management
- Organizational culture, change, and development
- Human resource planning, recruitment, selection, training, and performance appraisal

Unit III: Marketing and Financial Management

- Core concepts of marketing and marketing mix
- Product life cycle and market segmentation, targeting, and positioning
- Consumer behavior and marketing communication
- Financial management – objectives, scope, and functions
- Capital structure, cost of capital, and sources of finance
- Financial statements analysis and budgeting

Unit IV: Production, Operations, and Strategic Management

- Nature and importance of production and operations management
- Plant layout, capacity planning, and inventory control techniques
- Quality management – TQM, Six Sigma, and productivity improvement
- Strategic management process – vision, mission, objectives
- SWOT analysis and corporate strategies
- Business policy and strategic decision-making

Unit V: Research Methodology and Contemporary Issues in Management

- Meaning, scope, and types of research
- Research design, sampling techniques, and hypothesis formulation
- Data collection, analysis, and interpretation
- Report writing and referencing styles
- Emerging trends – Business ethics, CSR, corporate governance
- Entrepreneurship, innovation, and digital business models

Suggested Reading

- Koontz & Weihrich – Essentials of Management
- Robbins & Judge – Organizational Behavior
- Philip Kotler – Marketing Management
- I.M. Pandey – Financial Management
- C.R. Kothari – Research Methodology
- Wheelen & Hunger – Strategic Management and Business Policy