



**Ph.D Entrance Exam - IURAT
Indus University
Syllabus
Management**

Module number	Subject & Topics
Module-I	<p>Management : Management Concepts, Functions – Planning, Organizing, Staffing, Coordinating and Controlling, Communication – Types, Process and Barriers, Organization Structure, Centralization, Decentralization and Span of Control</p> <p>Managerial Economics : Demand analysis – Utility Analysis, Indifference Curve, Elasticity & Forecasting, Market Structures – Market Classification & Price Determination, National Income – Concept, Types and Measurement, Inflation – Concept, Types and Measurement</p> <p>Business Ethics : Business Ethics & Corporate Social Responsibility (CSR), Corporate Governance</p> <p>Operations Management - Project management and operations scheduling (Gantt chart, CPM and PERT methods), Six-sigma Quality, Lean manufacturing systems</p>
Module-II	<p>Organizational Behaviour: Organizational Behaviour – Significance & Theories, Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation, Group Behaviour – Team Building, Leadership, Group Dynamics, Interpersonal Behaviour & Transactional Analysis Organizational Culture & Climate, Work Force Diversity & Cross Culture Organizational Behaviour, Emotions and Stress Management</p> <p>Human Resource: Human Resource Management – Concept, Perspectives, Recruitment and Selection, Induction, Training and Development, Job Analysis, Job Evaluation and Compensation Management, Competency Mapping & Balanced Scoreboard, Performance Management and Appraisal, Organization Development, Change & OD Interventions, Employee Engagement & Work Life Balance,</p>

	Industrial Relations: Disputes & Grievance Management, Labour Welfare, Trade Union, International Human Resource Management
Module-III	<p>Accounting: Accounting Principles and Standards, Preparation of Financial Statements, Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, Preparation of Cost Sheet, Marginal Costing, Standard Costing & Variance Analysis, Financial Management, Concept & Functions, Capital Structure – Theories, Cost of Capital, Sources of Finance, Leverages – Operating, Financial and Combined Leverages</p> <p>Finance: Valuation of Bonds and Shares, Risk and Returns, Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Takeover, Portfolio Management – CAPM, APT Derivatives – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts, Working Capital Management – Inventory, Receivables and Payables Management, Factoring International Financial Management, Foreign exchange market</p>
Module-IV	<p>Strategic Management: Concept, Process, Decision & Types, Strategic Analysis – External Analysis, PEST, Porter’s Approach to industry analysis, Internal Analysis – Resource Based Approach, Value Chain Analysis</p> <p>Strategy Formulation – SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff’s Product Market Growth Matrix, Strategy Implementation – Challenges of Change, Developing Programs, Mckinsey 7s Framework</p> <p>Marketing : Concept, Marketing Orientation, Customer Value and Satisfaction, Customer Relationship Management, Market Segmentation, Positioning and Targeting, Product, Price, Place and Promotion, Product Life Cycle, New Product development, Integrated Marketing Communication- Advertising, Sales Promotion, Publicity, Public Relation, 4 P’s Strategies, Consumer and Industrial Buying Behaviour, Brand Management – Role of Brands, Brand Equity, Brand Name Decisions, Brand Extensions, Brand Loyalty, Marketing channels, Retailing, Logistics and Supply Chain Management, , Inventory, Marketing channel Intermediaries, Managing Sales Force, Personal Selling, Service Marketing, Green marketing, Digital marketing</p>

Referenc Books:	<ol style="list-style-type: none"> 1. Operations Management for Competitive Advantage by Chase R. B., Jacobs, F. R., Aquilano, N.J. and Agarwal N. K. Tata McGraw- Hill 2. Principles of Economics N Gregory Mankiw Cengage Learning, 9th edition 3. Managerial Economics Geetika Piyali & Ghosh Purba Roy Choudhury Tata McGraw Hill, 2nd edition 4. Managerial Economics D.N Dwivedi. Vikas Publicationm, 8th edition 5. Business Ethics and Corporate Governance by K. Nirmala, B.A. Karunakara Reddy, N. Aruna Rani, Himalaya Publication 6. Business Ethics and Corporate Governance by A.C. Fernando Pearson Publication 7. L.M.Prasad – Principles and Practice of Management (2001) Sultan Chand and Sons, 10th Edition 8. Robbins, DeCenzo and Bhattacharya, Essential of Management, Pearson Publication 9. Dwivedi, D. N, Managerial Economics,(2002) 6th edition, Vikas Publishing House, New Delhi 10. Organizational Behavior by Stephen Robbins, Pearson Education, 18th edition 11. Snell, Bohlander,Vohra. Human Resource Management:A South Asian Perspective, Cengage Learning 12. P. Jyothi and D.N.Venkatesh. Human Resource Management. Oxford University Press, 2nd Edition 13. K. Aswasthappa , Human Resource Management TATA McGraw Hill 7th Edition 14. C.B. Mamoria & S .V Gankar. Human Resource Management, Himalaya Publishing House 15. Gary Dessler and Biju Varkkey. Human Resources Management, Pearson, 16th Edition 16. Sinha, Sinha and Shekhar, Industrial Relations, Trade unions and Labour Legislations, Pearson Education , 3rd Edition 17. I.M Pandey Financial Management Vikas Publication 9th Edition 18. Prasanna Chandra Financial Management - Theory and Practice, Tata McGraw-Hill Publishing Company, New Delhi 8th Edition 19. C. Shukla, T.S. Grewal & S.C. Gupta& Advanced accounts Vol-1, 17 Edition (S. Chand) 20. Crafting and Executing Strategy: The quest for Competitive
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	<p>Advantage- Thomson & Strickland, Special Indian Edition, Arun K Jain, Tata McGraw Hill</p> <p>21. Business Policy and strategic Management- Azar Kazmi, 3rd Edition, Tata McGraw Hill</p> <p>22. Marketing Management by Kotler, Keller , Koshy and Jha Pearson Education</p> <p>23. Fundamental of Marketing by Stanton ,Etzel,Walker McGraw Hill, 14th edition</p>
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