

Swami Rama Himalayan University

Syllabus for Ph. D Entrance Examination

Management

UNIT-I

Functions of management and manager, Managerial roles and skills, Evolution of management thought and Management thinkers. Scientific Management, General administrative theories, types, steps and approaches, Decision Making in various conditions, decision tree, structure and process of organization, Bases of departmentation, Line & Staff concept; problems of use of staff & ways to avoid line-staff conflict. Authority & power, Delegation, Span of Management. Decentralization vs. centralization, Coordination, planning-control relationship, process of control, Japanese Management and Z-culture of American Companies, Chinese Style Management, Business process Re-engineering, business outsourcing, benchmarking, total quality management process, McKinsey's 7-S Approach.

UNIT-II

What managers do, Definition of OB, Learning, Theories of Learning, Attitudes, Attitude Change, Values & Beliefs, Personality: Determinants of Personality, Perception, Motivation Process of Motivation, Early Theories of Motivation, Contemporary Theories of Motivation, Job Satisfaction, Leadership: Theories of Leadership; Leadership traits & Skills; Behavioral Styles in Leadership. Transactional Analysis, Life Position, Johari Window Model, Stages of Group Formation, Teams - Difference between Group & Team, Conflict Management: Definition of Conflict, Individual & Group Level Conflict; Organization level Conflict; Conflict Management, Organizational Change & Development, Learning Organization, Organizational Culture

UNIT-III

Concept of Human Resource Management, Recruitment & Selection, Tests and Interviews Orientation, Promotion, Types of Transfer, Separations, Outplacement, Training & Development Training vs. Development, Training need assessment, Types of training programmes, on-the-job and off-the-job, In basket Training, Sensitivity Training, Grid training, Apprenticeship training; Evaluation of Training Programmes. Performance Appraisal-objectives, uses, methods, Traditional vs. Modern Methods, Wages & Salary concepts, components of wages, criteria of wage fixation, Job evaluation - Concept, Methods

UNIT-IV

An overview of financial management, financial planning, constituents of financial sector, reforms measures in financial institutions and markets, role of a modern finance manager, major financial decisions in financial management.

Emerging trends in financial markets – Capital market and money market, Mergers and Acquisitions– motives, considerations in M & A decisions, Stock Market and Regulation in

India: Stock Exchanges in India. Micro Financing in India; Role of banks. Demonetization and its impact on Indian economy. Concept of Goods and Services Tax-GST.

UNIT-V

Nature and scope of Marketing Management, Marketing process, Marketing environment, Marketing Organizations, Marketing Challenges, Emerging Concepts in Marketing, Marketing Mix. Marketing Planning and Marketing Competitiveness, Customer Value, Marketing Planning Process, Identifying and analyzing the competitors. Four Ps of marketing.

Marketing Issues and Relevance in 21st century business Enterprises

Competing through e-Marketing – Components of e-marketing, Impact of e-Marketing on marketing Strategy. Product Life Cycle, Product Mix Decisions, Branding, Packaging and Labeling Decisions. Price: Objectives of Pricing, Pricing Policies, Pricing Methods, Managing Price Changes. Promotion: Advertising, Sales Promotion, Personal Selling, Public Relations.

RECOMMENDED BOOKS

1. Principles of Management-George R. Terry and Stephen G. Franklin- All India Book Seller, New Delhi.
2. Principles of Management-P C Tripathi, P N Reddy- Tata Mc Graw Hill Education Private Limited, New Delhi, 2010.
3. Management : A global and entrepreneurial perspective, Heinz Wehrich, Mark Cannice, Harold Koontz, Tata McGraw Hill
1. Kotler, Keller, Koshi and Jha (2009). *Marketing Management*, 13th ed. Pearson Education – New Delhi
2. Rajan Saxena (2010). *Marketing Management*, 4th ed. Tata McGraw Hill – New Delhi
3. Kotler & Armstrong (2013). *Principles of Marketing*, Pearson Education – New Delhi
4. Hamton, J.J., *Financial Decision Making– Concepts, Problems and Cases*, 4th ed., Prentice–Hall of India
5. Khan and Jain, *Financial Management*, 4th ed., Tata McGraw–Hill Publishing Co. Ltd.
6. Ross, Stephan A.; Randolph W. Waterfield and Jeffery Jaffe, *Corporate Finance*, 7th ed., Tata McGraw–Hill Publishing Co. Ltd.
7. Brealey, Richard A. and Stewart C. Meyers, *Principles of Corporate Finance*, 6th ed., Tata McGraw–Hill Publishing Co. Ltd.
8. Aswathapa (2010). *Human Resource & Personnel Management*, 6th ed. Tata McGraw Hill – New Delhi.
9. Gomez-Mejia, Balkin and Cardy (2012). *Managing Human Resources*, 7th ed. Pearson Education – New Delhi
10. Rao, Subba (2013). *Personnel & Human Resource Management*, Text and Cases, Himalayan Publishing House – New Delhi.
11. Bhattacharya, D. (2009). *Human Resource Management*, 2nd ed. Excel Books – New Delhi.
12. Bhalla, V K and S. Shivaramu, " International Business Environment and Business" New Delhi, Anmol, 1995