

FACULTY OF MANAGEMENT & COMMERCE
SYLLABUS – Ph.D. ENTRANCE EXAMINATION

**BUSINESS ADMINISTRATION
&
TAPMI SCHOOL OF BUSINESS**

General Management: Concept of Management, Evolution of Management, Functions & Principles of Management.

Managerial Communication: Introduction, Types, Medium, Barriers and Techniques.

Organizational Behavior: Concepts and Significance of OB, Understanding and Managing Behavior - Personality, Perception, Values, Attitudes, Learning and Motivation, Leadership, Managing Conflicts, Organizational Development.

Economics: Introduction, Demand & Supply, Monetary Policy, Fiscal Policy, Union Budget, Current Affairs.

Statistics: Techniques and its uses, Descriptive Statistics.

Human Resources Management: Concepts, Human Resource Planning, Recruitment and Selection, Job Analysis, Performance Appraisal, Career Planning, Methods of Training and Development, Dispute Resolution and Grievance Management, Labour Welfare and Social Security Measures.

Accounting: Concept, Classification & Scope, Preparation of Financial Statements, Analysis of Financial Statements, Breakeven Analysis and Cost-Volume-Profit Analysis.

Financial Management: Concept, Functions, Financial Instruments, Capital Structure & its Theories, Cost of Capital, Capital Budgeting, Working Capital Management.

Marketing Management: Concepts, Nature and Scope, Marketing Mix – Product, Price, Place and Promotion, Role and Relevance of segmentation, Targeting and Positioning, Product Life Cycle, Branding and Packaging, Retailing, Consumer Behavior, Marketing of Services.

COMMERCE

Accounting: - Basic accounting principles & concepts, IndAS, IFRS, Capital and Revenue. Journal & Ledger entries, Final A/c (Trading, P.&L. & Balance Sheet), Partnership Accounts, Ratio Analysis, Cash Flow Analysis

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Cost & Management Accounting: Concept of different costs, Elements of Costs, Break- Even – Point analysis, Marginal Costing, Standard Costing, Budgetary control

Financial Management: Concept, Capital Structure, Basic theories of capital structure, Capital Budgeting, Cost of Capital, Working Capital Management.

Statistics: - Meaning, Collection and classification of data. Central tendency, Correlation and regression, Probability, Sampling

Business Economics: Introduction, Consumer Behavior, demand and supply, Indifference Curve Analysis, Cost & Revenue, different markets, Law of Variable Proportions, Pricing strategies

Principles of Management: Concept, Planning, Decision making, Organization, Motivation, Leadership, Organization structure, Organizational Culture

Business Communication: Meaning, role, principles, factors, Modern Techniques, Types of communication, Non-Verbal Communication.

Banking & Financial Institutions: Types of banks & their functions, RBI Act 1934, Role of RBI and Financial Institution's, NABARD & Rural Banking, E- Banking, Financial Institutions, Financial Regulators, Banking sector reforms

Income Tax: Basic Concepts, Residential Status, Incidence of tax for different tax payers, Exempted incomes, Heads of Income, Deductions and Rebates

Marketing Management: Concept of Marketing & Marketing Management, Scope of Marketing, Marketing Mix, Product decisions, Pricing decisions, Promotion decisions, Distribution decisions, Market Segmentation, Targeting & Positioning, Product Life Cycle, Consumer Behavior.

Human Resource Management (HRM): Concept of HRM, HR Planning, Recruitment, Selection, Job Description, Job Analysis, Job Specification, Training & Development, Performance Appraisal.

Business and Corporate Laws: Indian Contract Act, 1872, Sale of Goods Act, 1930, RTI Act, Negotiable Instruments Act, 1881, Goods and Services Tax (GST), The Companies Act, 2013