

**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE
A.M.U., ALIGARH**

Syllabus for Ph.D Admissions Test 2022-23 onwards

SECTION B

Marketing Management

The Evolution and Concept of Marketing, Marketing mix, Strategies, Marketing environment, Consumer behavior, Market segmentation, Product decisions Pricing decisions, Distribution decisions, Promotion decisions, Marketing planning, Organizing and Control, Modern Marketing Techniques, Strategic Marketing Planning, Role of Finance Manager.

Financial Management

Meaning, Objectives, Importance and Finance Functions. Meaning and definition of capitalization, over capitalization v/s under capitalization, Capital Structure: Meaning, definition, factors and theories, Financial and Operating leverage, Cost of capital, Capital Budgeting, Working Capital Management, Dividend Policy, Financial Decision Making.

Human Resources Management

Concept, Role and Functions of Human Resource Management, Human Resource Planning, Recruitment and Selection, Training and Development, Succession Planning Compensation: Wage and Salary Administration, Incentive and Fringe benefit, Morale and Productivity, Performance Appraisal, International Human Resource Management.

Banking and Financial Institutions

Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India. NABARD and Rural Banking. Banking Sector Reforms in India, NPA, Capital adequacy norms, banking, Development banking: IDBI, IFCI, SFCs, UTI, SIDBI, International Business, Theoretical foundations of international business, Balance of Payments, International liquidity, International Economic Institutions - IMF, World Bank, IFC, IDA, ADB, World Trade Organization -its functions and policies, Structure of India's foreign trade: Composition and direction; EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade.

International Business

Theoretical foundations of international business, Balance of Payments, International liquidity, International Economic Institutions-IMF, World Bank, IFC, IDA, ADB. World Trade Organization-its functions and policies, Structure of India's foreign trade: Composition and direction; EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade.

Financial and Management Accounting

Advanced Company Accounts: Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Reconstruction, Holding Company Accounts, Cost and Management Accounting: Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, standard costing, Budgetary control, Costing for decision-making - Responsibility accounting.

Tourism Management

Tourism: Concepts and Principles. Tourism policy, Planning and Development. Tourism Products of India. Types of Tourism. Travel Documentation. Trends in World Tourism. Destination Development and Management. Heritage Conservation and Management. Travel Agency Management. Itinerary Planning and Tour Operation. Eco-tourism and Sustainable Development. Geography and Tourism. Tourist Behaviour and Host population.