

**DEPARTMENT OF BUSINESS ADMINISTRATION  
FACULTY OF MANAGEMENT STUDIES AND RESEARCH  
AMU, ALIGARH**

**Syllabus for Ph.D Admission Test 2020-21**

**Section-B**

Management – Concept, Process, Theories and Approaches, Management Roles and Skills, Functions – Planning, Organizing, Staffing, Coordinating and Controlling. Communication – Types, Process and Barriers, Decision Making – Concept, Process, Techniques and Tools, Organization Structure and Design – Types, Authority, Responsibility, Centralization, Decentralization and Span of Control, Managerial Economics – Concept & Importance, 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 Business Ethics & CSR, Ethical Issues & Dilemma Corporate Governance Value Based Organization.

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, Organizational Justice and Whistle Blowing, Human Resource Management – Concept, Perspectives, Influences and Recent Trends, Human Resource Planning, Recruitment and Selection, Induction, Training and Development, Job Analysis, Job Evaluation and Compensation Management

Strategic Role of Human Resource Management Competency, Mapping & Balanced Scoreboard Career Planning and Development, Performance Management and Appraisal, Organization Development, Change & OD Interventions Talent Management & Skill Development, Employee Engagement & Work Life Balance, Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security, Trade Union & Collective Bargaining, International Human Resource Management – HR Challenge of International Business, Green HRM

Accounting Principles and Standards, Preparation of Financial Statements, Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis, Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis Standard Costing & Variance Analysis, Financial Management, Concept & Functions, Capital Structure – Theories, Cost of Capital, Sources and Finance Budgeting and Budgetary Control, Types and Process, Zero base Budgeting, Leverages – Operating, Financial and Combined Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.

Value & Returns – Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns; Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Risk

and Uncertainly Analysis, Dividend – Theories and Determination, Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover, Portfolio Management – CAPM, APT, Derivatives – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts, Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring, International Financial Management, Foreign exchange market.

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, 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, Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction, Market Segmentation, Positioning and Targeting, Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies  
Place and promotion decision – Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion.

Consumer and Industrial Buying Behaviour: Theories and Models of Consumer Behaviour, Brand Management – Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty, Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling, Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firms, Customer Relationship Marketing – Relationship Building, Strategies, Values and Process, Retail Marketing – Recent Trends in India, Types of Retail Outlets, Emerging Trends in Marketing – Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing, International Marketing – Entry Mode Decisions, Planning Marketing Mix for International Markets.

Statistics for Management: Concept, Measures Of Central Tendency and Dispersion, Probability Distribution – Binominal, Poisson, Normal and Exponential, Data Collection & Questionnaire Design Sampling – Concept, Process and Techniques, Hypothesis Testing – Procedure: T, Z, F, Chi-square tests Correlation and Regression Analysis, Operations Management – Role and Scope Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process, Enterprise Resource Planning – ERP Modules, ERP implementation Scheduling; Loading, Sequencing and Monitoring, Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management – KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series Standards, Operation Research – Transportation, Queuing Decision Theory, PERT / CPM.

International Business – Managing Business in Globalization Era; Theories of International Trade; Balance of payment, Foreign Direct Investment – Benefits and Costs, Multilateral regulation of Trade and Investment under WTO International Trade Procedures and Documentation; EXIM Policies Role of International Financial Institutions – IMF and World Bank, Information Technology – Use of Computers in Management Applications; MIS, DSS Artificial Intelligence and Big Data, Data Warehousing, Data Mining and Knowledge Management – Concepts Managing Technological Change.

Entrepreneurship Development – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies, Intrapreneurship – Concept and Process, Women Entrepreneurship and Rural Entrepreneurship, Innovations in Business – Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas, Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis, Micro and Small Scale Industries in India; Role of Government in Promoting SSI Sickness in Small Industries – Reasons and Rehabilitation, Institutional Finance to Small Industries – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.

**Note: Candidates are advised to visit the Ph.D. Ordinances & Regulations on [www.amucontrollerexams.com](http://www.amucontrollerexams.com) for the pattern of the question paper.**

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