

ರಾಣಿ ಚನ್ನಮ್ಮ



ವಿಶ್ವವಿದ್ಯಾಲಯ



ವಿದ್ಯಾಸಂಗಮ, ರಾಷ್ಟ್ರೀಯ ಹೆದ್ದಾರಿ- 04, ಭೂತರಾಮನಹಟ್ಟಿ, ಬೆಳಗಾವಿ - 591156
(ನ್ಯಾಕ್ ಮಾನ್ಯತೆ B+ ಗ್ರೇಡ್ - 2021) PM-USA (MERU)

RANI CHANNAMMA UNIVERSITY

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(NAAC Accredited with B+ Grade - 2021) PM-USA (MERU)

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PHD ENTRANCE SYLLABUS OF MANAGEMENT

Unit -1: Principles and Practices of Management

Management- Concept, Functions, Management Theories /Approaches – Taylor, Fayol, Human Relations Approach, Mayo, System theory, Contingency theory, Michael Porter); MBO; Planning – Meaning, Types, Principles of Planning; Organization- Meaning, Types, Centralization, Decentralization, Line and Staff Authority, Functional Authority; Leadership – Meaning, Features, Theories Styles; Motivation – Meaning, Models/Theories; Controlling- Meaning, Role, Types, Techniques.

Unit -2: Principles and Practices of Marketing

Market and Marketing -Concept, Types of Markets, Meta Markets; Marketing Orientations, Holistic Marketing; Relationship Marketing; Integrated Marketing; Internal Marketing; Performance Marketing; Reverse Marketing; Marketing Mix; Consumer Behavior – Concept and Factors influencing Consumer Behavior, Difference between Consumer Markets and Business Markets; Market Segmentation- Meaning, Types, Selecting Target Market Segment, Evaluating Market Segments; Product Positioning, Product Mix, Brand and Branding, Pricing Strategies, Distribution Channels – Concept and Types; Product Life Cycles.

Unit -3: Corporate Finance

Finance – Meaning and Sources of Finance; Cost of Capital- Meaning Types and Computation; Capital Structure – Concept and Theories, Agency Problem, Financial Information Asymmetry, Financial Signaling, Financial Distress; Leverage – Concept and Types; Time Value of Money; Capital Budgeting – Concept and Techniques; Dividend –Concept and Types, Dividend Policy; Dividend Theories; Bonus Shares; Stock Split; Buy Back of Shares; ESOP; Working Capital –

Concept, Components, Estimation, Inventory Management, Receivable Management, Cash Management.

Unit -4: Managerial Economics

Economics – Meaning; Managerial Economics – Meaning; Theories of the Firm; Utility – Meaning and Types; Demand – Meaning and Types, Demand Function, Law Demand, Elasticity

of Demand–Meaning & Types; Supply – Meaning, Law Elasticity of Supply, Types; Demand Forecasting – Meaning and Methods; Production - Meaning, Cobb-Douglas Production Function, Concept Law of Variable Proportions, Law of Returns to Scale; Economies and Diseconomies of Scale; Market Structure – Meaning and Types; Profit Planning- Meaning and Theories of Profit; Business Environment – Meaning and Classification, Environmental Scanning (STEEP / PESTEL) Policy, Economic Systems, Social Structure, Institutions & Issues; Technological Development; WTO – Organization & Objectives; Regional Economic Integration- Types of Trade Blocks: EU, NAFTA, ASEAN, SAPTA BRICS; EXIM Policy; Monetary Policy; Fiscal Policy; Union Budget; Economic Survey.

Unit -5: Data Analysis and Research Methodology

Statistics – Meaning, Application of Statistics in Managerial Decision Making; Data Collection Methods: Classification and Tabulation; Frequency Distribution; Measures of Central Tendency: Arithmetic Mean, Median, Mode; Skewness; Kurtosis; Measures of Dispersion: Range, Quartile Deviation, Standard Deviation, Coefficient of Variation; Correlation; Regression, Time Series and Components of Time Series; Variable – Meaning and Types of Variable; Probability; Binomial; Poisson; Normal Distributions; Research- Meaning, Objectives, Characteristics of Good Research, Research Process, Types of Research, Ethical Issues in Research, Research Design Identification of Problem, Statement of Problem; Data –Meaning Types and Collection Methods; Sample and Sampling –Meaning and Types, Standard Error; Sample Size Calculation; Scales –Meaning and Types; Hypothesis – Meaning and Types, Type I And Type II Errors, Hypothesis Testing - Z Test, & T Test.

Unit -6: Corporate Communication

Corporate Communication – Meaning and Purpose, Importance, 7 C's in Communication, Types, Process, Barriers in Communication, Measures to overcome Barriers; Listening: -

Resignation Letters and Persuasive Business Letters (Enquiry, Order, Adjustment, Dispatch, Replying to Customer Complaint, Claims, Complaints Acknowledgement); Campaigns, Publicity – Concept and scope of Private PR; Crisis/Disaster Report Writing; Business Reports; Group Communication-Elements of Effective Presentation Skills & Public Speaking; Meetings-Classification of Meetings, Meeting Formalities, Meeting Documentation.

Unit -7: Entrepreneurship Development

Entrepreneurship - Concept and Role and Importance of Entrepreneurship, Entrepreneurship as a Career, Entrepreneurial Competencies, Types of Entrepreneurs, Factors affecting Entrepreneurship Development; Entrepreneurial Environment (Global and Domestic); EDP Business Idea and Opportunity- SWOT Analysis, Idea Generation and Idea Lab, Identification of Business Opportunity; Steps in setting up Enterprise; Facets of Project Analysis- Market Analysis, Technical Analysis, Financial Analysis, Economic & Ecological Analysis; Project Feasibility Study; State Level and Central Level Institutions and Scheme -DIC, TCO, SIDBI, IDBI, CEDOC, Standup India, Startup India, Make In India, EDII, Financial Institutions; Sickness in Enterprises; Turnaround Entrepreneurial Venture; Financing of Projects, Debt, Angel, Mudra, Venture capital and Private Equity.

Unit -8: Financial Markets

Indian Financial System – Concepts; Financial Markets – Meaning and Types of Financial Markets, Role and Need of Financial Markets; Capital Market – Meaning and Role; Regulatory Bodies - SEBI, Registrar of Companies; Legal Framework - Securities Contracts (Regulation) Act, 1956, Securities and Exchange Board of India Act, 1992, SEBI (Intermediaries) Regulations, 2008, The Depositories Act 1996, Companies Act 2013; Dealer and Brokers - Code of conduct; Primary Market – Meaning, Market Players - Merchant Bankers, BRLM & Register to Issues; Depository, Brokers, Bankers, Underwriter; SEBI Guidelines; IPOs – Concept, Issue Process - Book Building Process; FPO; Private Placement; QIB; Rights Issue; Dematerialization; Rematerialisation; Rolling Settlement; Stock Exchanges in India- BSE, NSE, OTCEI; Trading, Clearing and Settlement Mechanism; Investor Protection Fund (IPF); Insider Trading; Unfair Trade Practices; Stock Indices- Concept, Types –BSE and NSE–Construction, Debt Market- Meaning, Issuer, Market Participants; Wholesale Debt Market, Pricing of Issue, Face Value; Coupon Rate, Trading and Settlement System in BSE and NSE, Yield Curve, Retail

Debt Market; Money Market - Concept, Instruments, Issuer, Market Participants, Pricing, Primary & Secondary Market.

Unit -9: Employee Relations and Development

Employee Relations- Meaning and Importance, Employee Relations Management Tools; Performance Management; Negotiation & Conflict Management; Human Resource Information System – Meaning and Process; Knowledge Mgt. - Meaning and Importance; Recruitment; Compensation; Performance Appraisal; Training and Development – Meaning, distinction and Types, Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis), Sources of Data for Training Needs Analysis. Assessment of Training Needs, Methods and Process; Learning – Meaning, Importance, Principles of Learning, Conditions for Effective Learning, Learning Styles, Kolb’s Learning Cycle, Learning Process, Learning Curve, Adult Learning, Single loop and Double Loop Learning, Identification of Job Competencies,.

Unit -10: Services Marketing


Services – Meaning and Types; Services Marketing – Meaning and Features, Differences between Product and Services; Service Life Cycle; Emergence of Self Service; Automation in Services, Internet Services; Services Marketing Mix; Service Quality Models; Ethical issues in Services Marketing, Service Expectations – Meaning, Types, Factors that influence customer expectations of services; Service Innovation and Design – Meaning, Importance, Stages in Service; Service Standards; Services Blueprint; Measuring and Improving Service Quality; Services Marketing Triangle; Pricing of Services; Pricing Strategies; Service Positioning, Service Employees - Types and Role; Service Profit Chain, Customer Oriented Service Delivery.

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