

Syllabus of Research Methodology for Ph.D. (Management) Entrance Examination (GBU-ET)

Nature and Purpose of Research: Meaning of research, aim, Nature and scope of research, Prerequisites of research, Types of research: Exploratory, Descriptive and Experimental.

Research Problem: Types of research problems, Characteristics of a good research problem, Hypothesis: Meaning and types of hypothesis, Research proposal or synopsis.

Research Methods: Qualitative and Quantitative

Review of Literature: Purpose of the review, Identification of the literature, organizing the literature.

Data Collection and Analysis: Types of data, Methods of data collection, Sample and Population, Sampling Techniques, Characteristics of a good sample, Tools of Data Collection: Observation method, Interview, Questionnaire, various rating scales, Characteristics of good research tools.

Descriptive Statistics: Tabulation, Organization, and Tabulation and Graphical Representation of Quantitative data, Measures of Central Tendencies: Mean, Median, Mode Measures of Variability: Range, Quartile Deviation, Standard Deviation, and Coefficient of variation. Normal Probability Distribution: Properties of normal probability curve, Skewness and Kurtosis, Data analysis with Statistical Packages (MS-Excel, SPSS), Hypothesis Testing, Generalization and Interpretation.

Research Report: Structure and Components of Research Report, Types of Report, Characteristics of Good Research Report, Bibliographical Entries, Research Ethics

Syllabus of Subject Awareness for Ph.D. (Management)
Entrance Examination (GBU-ET)

Human Resource Management:

HR challenges; HRM functions; Strategic Management of human resources; Human resource planning; Job analysis; Job evaluation; Recruitment and selection; Training and development; Promotion and transfer; Performance management; Compensation management and benefits; Employee morale and productivity; Management of organizational climate and Industrial relations; Human resources accounting and audit; Human resource information system;

Marketing Management:

Concept, evolution and scope; Marketing strategy formulation and components of marketing plan; Segmenting and targeting the market; Positioning and differentiating the market offering; Analyzing competition; Analyzing consumer markets; Industrial buyer behavior; Market research; Product strategy; Pricing strategies; Designing and managing Marketing channels; Integrated marketing communications; Building customer satisfaction, Value and retention; Services and non-profit marketing; Ethics in marketing;

Financial Management:

Goals of finance function; Concepts of value and return; Valuation of bonds and shares; Management of working capital: Estimation and financing; Management of cash, receivables, inventory and current liabilities; Cost of capital; Capital budgeting; Financial and operating leverage; Design of capital structure: theories and practices; Shareholder value creation: dividend policy, corporate financial policy and strategy; Capital and money markets: institutions and instruments; Leasing, hire purchase and venture capital; Regulation of capital market; Risk and return: portfolio theory; Financial derivatives: option, futures, swap

Operations Management:

Fundamentals of operations management; Organizing for production; Aggregate production planning, capacity planning, plant design: process planning, plant size and scale of operations, Management of facilities; Line balancing; Equipment replacement and maintenance; Production control; Supply chain management - vendor evaluation and audit; Quality management; Statistical process control, Six Sigma; Flexibility and agility in manufacturing systems; World class manufacturing; Project management concepts, R&D management, Management of service operations; Role and importance of materials management, value analysis, make or buy decision; Inventory control, MRP; Waste management.