

## **Ph.D. in Management**

### **Unit – I**

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-Organisation Structure and Design – Types, Authority, Responsibility,  
Centralisation, Decentralisation 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 Organisation

### **Unit – II**

Organisational 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 Organisational  
Behaviour -Emotions and Stress Management -Organisational 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

### **Unit – III**

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

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

#### **Unit– IV**

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.

#### **Unit– V**

Statistics for Management: Concept, Measures of Central Tendency and Dispersion, Probability Distribution – Binominal, Poison, 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

## References

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