



NATIONAL INSTITUTE OF TECHNOLOGY SRINAGAR

(An Autonomous Institute of National Importance Established by the Act of Parliament)

Department of Humanities, Social Sciences & Management

Tel: +91-194-2422032 Extn: 3302

Email: hodhss@nitsri.net Website: <http://nitsri.ac.in>

Syllabus for PhD Entrance Test 2021

Subject: 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; 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

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 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

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, Industrial Relations: Disputes & Grievance Management, Labor Welfare and Social Security, Trade Union & Collective Bargaining, International Human Resource Management – HR Challenge of International Business, Green HRM



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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

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

Unit - VI

Strategic Management – Concept, Process, Decision & Types of 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



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Unit –VII

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

Unit –VIII

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

Unit –IX

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



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Artificial Intelligence and Big Data; Data Warehousing, Data Mining and Knowledge Management – Concepts; Managing Technological Change

Unit – X

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.