

**Deen Dayal Upadhyaya Gorakhpur University,
Gorakhpur**



Syllabus of PhD. Entrance Test

2023-2024

Subject: Business Administration

DEPARTMENT OF BUSINESS ADMINISTRATION

Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur

Business Administration

Part A

1. RESEARCH METHODOLOGY

Meaning of Research, Objectives of Research, Motivation in Research, Types of Research, Research Approaches, Significance of Research, Research Methods Versus Methodology, Research and Scientific Method, Research Process, Criteria of Good Research.

DEFINING THE RESEARCH PROBLEM

What is a research problem ? Selecting The Problem, Necessity of Defining the Problem, Technique Involved in Defining a Problem

RESEARCH DESIGN

Meaning of Research Design, Need for Research Design, Features of a Good Design, Important Concepts Relating to Research Design, Different Research Designs ,Basic Principles of Experimental Designs.

BUSINESS STATISTICS

Meaning, Nature and Scope of Statistics, types of data, Data Collection, Classification, Tabulation, Graphical Presentation, Computation and application of Mean, Median, Mode, Standard Deviation, Co-efficient of Variation, Co-efficient of variation, Correlation and regression, Analysis of Time Series, Index Numbers, Probability – addition AND multiplication Theorems, Bayes (Simple Problems), Binomial, Poisson and Normal Distribution. Theory of Sampling.

Part B

2. PRINCIPLES AND PRACTICES OF MANAGEMENT

Nature and Significance of Management, The Evolution of Management thoughts. Approaches to Management. Functions of Manager, Social Responsibility of Management. Professionalization of Management in India, Managerial Skills, **Planning** :Nature, Significance and Scope of Planning, Management by Objectives, Planning Premises, Steps in Planning. Structure of Plans, the Process and Techniques of Decision Making, **Organising** :Nature, Significance of Organising, Span of Management, Departmentation, Line and Staff Relationship. Delegation and Decentralisation, Formal and Informal Organisation, **Staffing and Directing**: Staffing – Recruitment, Selection and Training, Directing – Concept, Nature, Scope, Principles and Techniques of Direction, **Controlling**: Nature, Scope, Principles and Techniques of Co-ordination.

3. MANAGERIAL ECONOMICS

Nature and scope of Managerial Economics .Importance of Managerial decision—making; Marginal analysis; Objective of a firm, Demand function, Elasticity of demand and its significance in Managerial decision-making; Consumer equilibrium-utility and indifference curve approach; Price, income and substitution effects; Fundamentals of demand estimation and forecasting; Short-run and long-run production functions; Cost curves and economics of scale; Price and output determination under perfect competition, monopoly, monopolistic, competition.

4. ACCOUNTING FOR MANAGERS

Accounting-need, Uses and Users of Accounting Information, Accounting Principles, Concepts, Conventions, Accounting Mechanics, Equations, (Basic) Identification of Accounts, Journal, Ledger, Trial Balance, General Purpose Financial Settlements, Depreciation, Reserves and Adjustments to Financial Accounting, Accounting standards, Gaps in GAAP. Disclosure an Elusive art of Accounting, Financial Statement- Forms, Analysis and Interpretation, Techniques of Analysis – Ratio, Preparation of Funds flow and cash flow Statements, Budgets and Budgetary control, Zero Base Budgeting, standard costing and variance analysis Marginal Cost and BEP Analysis.

5. ORGANIZATIONAL BEHAVIOUR

The concept and significance of organizational behavior- Skills and roles in an organization- classical, Neo-classical and modern theories of organizational structure-Organizational design -Understanding and Managing individual behavior personality-Perception-Values-Attitudes-Learning-Motivation, Understanding and managing group behavior, process-Inter-personal and group dynamics-communication- leadership-managing change-managing conflicts, Organizational development.

Concepts and perspectives in HRM; HRM in changing environment, Human resource planning- Objectives, process and techniques, Job analysis- job description, Selecting human resources, Induction, training and development, Exit policy and implications, Performance appraisal and evaluation, Potential assessment, Job evaluation, Wage determination, Industrial relations and Trade unions, Dispute resolution and grievance management, Labour welfare and social security measures.

7. **FINANCIAL MANAGEMENT**

Financial management- nature and scope, Valuation concepts and valuation of securities, Capital budgeting decisions- risk analysis, Capital structure and cost of capital, Dividend policy-determinant, Long-term and short-term financing instruments, Mergers and Acquisitions, Concept of working capital management, Determinant's of working capital and Issues in working capital management.

8. **MARKETING MANAGEMENT**

Marketing management process, Trends in marketing- Social media, Online, Digital and Direct Marketing, Social marketing, Sustainable Marketing, Ambush marketing, Buzz marketing, Product Decisions: Product concept and classification, Major product decisions, New Product Development, Consumer adoption and innovation diffusion. Product life cycle, Channels of Distribution, Meaning and importance of promotion, Communication process; promotion tools- their effectiveness; Determining optimal promotion mix.

9. **STRATEGIC MANAGEMENT**

Concept of Strategic Management, Strategic Management Process, Vision, Mission and Goals, Approaches to Strategic Decision Making, Levels of Strategies: Corporate, Business and Operational Level Strategy, Strategic Business Unit, SWOT (TOWS) Matrix, ETOP, Strategic Formulation: Stages and Importance, Formulation Strategies: Mergers, Acquisitions, Takeovers, Joint Ventures, Diversification, Turnaround, Divestment and Liquidation, Business Process Outsourcing and Knowledge Process Outsourcing, BCG Matrix, GE Nine Cell Matrix, Hofer's Matrix, Corporate Restructuring.

10. **FINANCIAL MARKETS AND SERVICES**

Call Money Market, Treasury Bills, Commercial Paper and Certificate of Deposits, Money Market Mutual Funds, Government Securities Market-Primary, Secondary and Instrument, Marketing and Pricing of Public Issues, SEBI, Credit Rating, Underwriting, Right Issue and Private Placement, Organisation and Functioning, Modernization of Stock Exchanges, Markets for derivatives, Future, Forwards, and Options, Venture capital, Lease Financing, Hire Purchase, Merchant Banking and Factoring.

11. **ENTREPRENEURSHIP DEVELOPMENT**

Concept and Definitions, Entrepreneur, Intrapreneur and Investor; Theories of Entrepreneurship-Schumpeter Dynamic Entrepreneurship Innovation Theory, Theory of High Achievement by McClelland, Entrepreneurship process; Factors impacting emergence of entrepreneurship; Entrepreneurial attributes; Entrepreneurial Culture; Classification and Types of Entrepreneurs, Incentives – Need, Promotion and development of Entrepreneurship, Types of Assistance and Incentives-Fiscal, Financial, Promotional, Generating Business idea- Sources of Innovation, methods of generating ideas, Creativity and Entrepreneurship; Challenges in managing innovation, Entrepreneurial Environment- Significance, SWOC Analysis, Problems of Entrepreneurship, National Policy for Skill Development and Entrepreneurship, Make in India, Start-up India.

12. **TOTAL QUALITY MANAGEMENT**

Introduction to Quality, Managing quality, Quality Management Philosophies, Focusing on customers, Process Management, Tools for process management, Leadership and Strategic planning for TQM. Human Resource Development and Management for TQM. Organising for TQM, Just-in-time system, Bench marking, Six Sigma— Concept, Technique and Culture, Zero Defect approach, Supply chain management, Total quality management in services, World Class Manufacturing, Reliability and Maintenance. Building and Sustaining Total Quality organization- Role of Quality certification and Quality awards