

## **Sikkim Manipal University**

### **Ph. D Entrance Examination Syllabus**

#### **Management**

##### **General Management:**

Nature and Meaning of Management, Roles of Managers, Functions of Management, Skills possessed by managers, Levels of Management

Evolution of Management theory & practice: Classical theories, Neo-classical theories, Behavioural Theories and Modern Organization Theories.

Functions of Management; Planning: Objectives, Types, Process of Planning. Management by Objectives, Problem solving & Analysis, Managerial Decision-Making. Organizing: Principles of Organizing, Types and elements of Organization Structure, Organization Design. Staffing: Manpower Planning, Job Analysis, Description and Specification. Recruitment and Selection. Placement/ Orientation. Training and Development, Performance Appraisal. Directing: Leading, Motivation and Communication. Controlling: Process, Scope and Techniques of Controlling. Management in future.

Nature and scope of managerial economics - Business Decisions and Economic Analysis - Scope of Managerial Economics. Theory of demand; Law of Demand & its exceptions, Price elasticity of demand, income elasticity - cross elasticity - practical importance of elasticity of demand. Price distinctions-determinants of market demand, demand function. Analysis of Consumer Behaviour - Cardinal utility approach, Ordinal utility approach - meaning of indifference curve - marginal rate of substitution - consumer equilibrium - income effect, substitution, effect.

Demand Forecasting - Importance of Demand Forecasting, Methods of Forecasting - Direct and Indirect methods. Theory of Production; Production Function - Laws of production - Internal & External, Economies of Scale.

Theory of cost - cost concepts - cost output relations, importance of break-even analysis in business decision making.

Market Structure and Pricing Theory - Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly, Pricing theory and Practice.

##### **Human Resource Management:**

Concepts and perspectives of HRM - overview, objectives, HRM in changing environment - environmental influence, competitive advantage, skills required. Corporate objectives - objectives & functions of personal management, integrated strategic and Human Resource Planning

Recruitment and selection - methods of manpower search attracting and selecting human resources, sources and techniques of recruitment, assessment of recruitment program, induction, and socialization - selection, placement and induction, meaning, significance, factors affecting decisions, interview, placement induction process.

Manpower training and development - determining training needs, on the job and off the job training methods, planning, and organizing training. Performance appraisals - characteristics and effective appraisal systems, uses and problems of performance appraisals, potential evaluation. Job evaluation - matching right man to right job, age determination, industrial relations in India.

Compensation management - concept and theories of Wage machinery, performance linked compensation, incentive schemes. Grievance management - dispute resolution, employee welfare, statutory, non-statutory requirement methods, and approaches.

Employee empowerment- workers participation in management, importance of human relations approaches schemes of workers participation management in India. Organization Development: Meaning, definitions and concepts, needs and importance in organizations, action research process, principles, steps and goals, managing the OD process.

Change management & Human Resource Development

### **Marketing Management:**

Nature and scope of marketing along with the basic concepts, Marketing management as a function, consumer behaviour and buying decision process, marketing environment; structure and behaviours, macro and microenvironment of a company.

Marketing information systems and marketing research, understanding industrial and consumer markets, market demand measurements and forecasting, market segmentation, targeting and positioning. Product decisions - product mix and product line decisions, product life-cycle concepts, new product development, branding and packaging decisions, pricing methods and strategies, promotion wise, advertising and sales promotion and personal selling.

Channel management, selection cooperation and conflict resolution, vertical marketing systems organizing and implementing marketing in organizations, evaluation and control of marketing systems; marketing audit, new issues in marketing, globalization, on-line and internet marketing.

### **Finance:**

Introduction to Accounting, Double Entry System of Book-Keeping, Branches of Accounting, GAAP, Accounting Principles, Concepts, Conventions, Journal, Ledger, Trial Balance and Final Accounts

Financial Statement Analysis, Ratios and their uses, limitation. Funds Flow (FSS) and Cash-Flow (CFS) Statements; their managerial uses.

Depreciation concepts and methods; Capital Budgeting; Working Capital Management; Introduction to Costing, Cost Classification.

Monetary policies and role of RBI in regulating credit systems, trade policies, economic development - factors of economic development, inflation, business cycles.

Business and society, social and cultural environment, social responsibility of business. Infrastructural development in Indian economy, natural resource management and economic development, human resources and economic development in the Indian context, the parallel economy in India, balanced regional development - employment policy in India. Financial relations between centre and state

Basic concepts under the income tax act 1961, Residential status, Indian Income and Foreign Income. Income from salary allowances exemption, deduction, and tax liability under the head salary. Income from business and profession, scope of business income; depreciation- block concept, computations of business incomes.

Capital gains -- long term and short-term capital gains- exemption for taxability. Income from other sources. TDS Concepts, Return filling, Advance tax and Interest liability. Constitutional framework of GST, Structure of GST (SGST, CGST, UTGST & IGST), GST Network. Basic concept, simple illustrations on calculation of GST and Input Tax Credit, Registration Procedure, Time of GST Payment.

Union Budget – India