



# SDGI GLOBAL UNIVERSITY (SGU)

(Established under the Uttar Pradesh Act No. 12 of 2019 & Recognized Under Section 2(f) of UGC Act, 1956, 2019)

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## **SYLLABUS FOR Ph.D. ENTRANCE TEST IN MANAGEMENT**

### **DETAILED SYLLABUS**

#### **1 : Management Process and Organizational Behavior**

Evolution of management thought: Systems and contingency approach for understanding Organizations; Managerial processes, functions, skills and roles in an organization; Social Responsibility of Business; Understanding and Managing individual behavior; Personality; Perceptions; Attitudes; Learning; Decision-making; Management by Objectives; Understanding And managing group processes- interpersonal and group dynamics; Applications of Emotional Intelligence in organizations. Leadership and influence process; Work Motivation. Understanding and Managing organizational system—Organizational design and structure, Work stress, Organizational Change and development; Conflict Management; Stress Management.

#### **2: Business Statistics**

Probability Theory; Classical, relative and subjective probability, Add- Addition and multiplication probability models; Conditional probability and Baye's Theorem.

Probability Distributions: Binomial, Poisson, and normal distributions; sampling and sampling methods; Sampling and non-s Sampling errors. Large Number and Central Limit Theorem; Sampling distributions and their characteristics. Correlation and Regression Analysis: Two variables case. Index Numbers, Statistical Quality Control

#### **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, And oligopoly; Pricing strategies and tactics; National Income— alternative concepts and Measurement of National income; Inflation—types, measurement and control; Balance of Payments; Monetary and Fiscal Policies.

#### **4 Business Environment**

Nature, components and determinants of business environment, dynamics of business Environment, key indicators; Risk in business environment, assessing business environment — Country risk and political risk.

Current state of business environment in India Economic India's current balance of payment position, globalization trends, World Bank, WTO IMF and their impact on Indian business environment. Factors of global competitiveness.

#### **5 Business Communication**

Importance and nature of business communication, Effective communication skills; Process of Communication Oral and Non-Verbal communication, Barriers and gateways in communication And Do's and Don'ts of business writing, Commercial letters; Writing business and academic Reports; Public speaking, listening and Negotiations; conducting and attending interview and Meetings.

#### **6: Accounting for Managers**

Financial Accounting - Meaning, scope and importance; Accounting concepts and conventions; Formation and importance of accounting Standards; Accounting process; Depreciation Accounting and policy, Preparation of final accounts of non—corporate entities, Proforma of Balance Sheet of Joint—stock Companies, Cost-accounting: nature and scope of costing; Cost Concepts and Classifications; Usefulness of Costing to Managers; Preparation of Cost-Sheet.

Management Accounting: Nature, scope and tools of Management Accounting; Management Accounting vs. Financial accounting; financial analysis, Ratio analysis, Funds-Flow Statement, Cash-flow Statement. Budgeting: Types of budgets and their preparation, Performance budgeting and Zero-base budgeting. Marginal costing: Break—even analysis. Decision involving alternative choices.

## **7: Marketing Management**

Nature, scope and concept of marketing, Corporate orientations towards the marketplace; the Marketing environment and Environment scanning; Marketing information system and Marketing research; Understanding consumer and Industrial markets; Market segmentation, Targeting and positioning; Product decisions —product mix, product life cycle, new product Development, branding and packaging decisions; Pricing methods and strategies; Promotion Decisions— promotion mix, advertising, sales promotion, publicity and personal selling; Channel Management - Types and functions, Selection, Cooperation and conflict management, vertical Marketing implementation and systems, Marketing Logistics; Organizing and implementing Marketing in the organization; Evaluation and control of marketing efforts; Ethics in Marketing; New issues in marketing - Globalization, Consumerism, Green Marketing, Direct Marketing, Network Marketing, Event Marketing

## **8: Human Resource Management**

Concepts and Perspectives on Human Resource Management; Human Resources Management in a changing environment; Corporate objectives and Human Resource Planning; Career and Succession planning; job analysis; Methods of manpower search; Attracting, Selecting and Retaining human resources; Induction and socialization; Manpower training and development; Performance appraisal and potential evaluation; Job evaluation and compensation; Employee Welfare; Industrial relations & trade unions; Dispute resolution & grievance management, Employee empowerment.

## **9: Financial Management**

Introduction to financial management Objectives of financial management; Time value of

Money, sources of finance, Investment decisions: Importance, Difficulties determining cash Flows, methods of capital budgeting Risk analysis: Cost of capital; Concept and importance, Computations of cost of various sources of finance; Weighted Average Cost of Capital; Capital Structure decisions; Theories of capital structure, Factors determining capital structure. Optimum capital structure; Management of working capital - Cash, Receivables and Inventory Management, Internal Financing and Dividend Policy; Financial Modelling

### **10: Business Legislation**

The Indian Contract Act, 1872: Essentials of a Valid Contract, Void Agreements Performance of Contracts, Breach of Contract and its Remedies, Quasi-Contracts, the Sale of Goods Act, 1930: Formation of a Contract, Rights of an Unpaid Seller; the Negotiable Instrument Act, 1881: Nature and Types, Negotiation and Assignment, Holder-in-Due Course, Dishonour and Discharge of a Negotiable Instrument, Arbitration; The Companies Act, 1956: Nature and types Of Companies, Formation, Memorandum and Articles of Association, prospectus Allotment of Shares, Share and Share Capital, Membership, Borrowing Powers, Management and Meetings, Accounts and Audit, an Overview of Consumer Protection Act and Cyber Laws.

### **11: ENTREPRENEURSHIP DEVELOPMENT**

Significance of Entrepreneur in Economic Development; Economic, Social and psychological Need for entrepreneurship; Characteristics, qualities and pre – requisites of entrepreneur; the Function of the entrepreneur in economic development of a Country; Methods and procedures to Start and expand one's own business; Life cycle of new business and relationship with large Enterprises; Achievement motivation; Environmental Factors affecting success of a new Business; Reasons for the failure and visible problems for business.