

## **Syllabus for PhD Entrance Test (SBUP - PET)**

### **RESEARCH APTITUDE**

#### **1: Introduction to Research Methodology**

Meaning of research: Purpose, Significance of research in Social and Business Science, and Ethics in Research, Defining research problem: Review of literature; Features of a good Research Design, Types of Research Design

#### **2: Research Design Formulation-Sampling and Data Collection**

Sampling: Meaning, Characteristics of a good Sample, Sampling Methods, Probability and Non-probability Sampling, Steps in Sampling Design, Sampling Errors. Sources of Data: Primary and Secondary, Methods of collecting primary data: Survey and Observation

#### **3: Measurement and Scaling**

Scaling techniques: Scales of Measurement and Levels and Types of Measurement Scales, Drafting the questionnaire, Reliability and Validity, Criteria for good measurement

#### **4: Data Analysis- Hypothesis Testing ( Numericals NOT Included)**

Meaning and Purpose of Hypotheses Testing, Steps in Hypotheses Testing, Use of Statistical, Data Editing, Coding, Tabulation, Cross Tabulation, Concept of hypothesis, Procedure in Hypothesis Testing, Errors in Hypothesis testing, Types of Parametric and Non Parametric tests, Meaning of Correlation, Rank Correlation, Simple Linear Regression Analysis, Multiple Regression Analysis, Issues in Regression, Meaning of Regression Practical problems Chi-square test

#### **5: Result Presentation and Report writing**

Report Writing – Layout of a Research Paper, Types of Report, Critical elements of a Research Report Techniques of Interpretation, Steps in drafting reports.

#### **Suggested Readings:**

1. Sachdeva, J.K. (2010). Business Research Methodology. Himalaya Publishing House, 1<sup>st</sup> Edition.
2. Cooper, D.R. and Schindler P.S. (2006). Business Research Methods. Tata McGraw Hill, 9th Edition.
3. Malhotra, N. (2011). Marketing Research – An Applied Orientation. Pearson Education, 6th Edition.
4. Bryman, A. and Bell, E. (2011). Business Research Methods. Oxford, 3<sup>rd</sup> Edition
5. Bajpai, N. (2014). Business Research methods. Pearson Education, 5<sup>th</sup> Impression.
6. Research Methodology – C.R. Kothari

# MANAGEMENT PRINCIPLES

## **1 : Introduction to Management**

Definition of Management, Management : Science, Theory and Practice - Development of Management Thought, Contribution of Taylor and Fayol, Management and Society : The External Environment, Managerial skills, Functions of Management, Business Ethics and Social Responsibility - Global and Comparative Management

## **2 : Planning**

Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long Range Planning - Objectives, Setting Objectives, Flexibility in Planning –Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation – Decision Making - Techniques and Processes.

## **3 : Organising**

Organising - Organisation Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralisation - Interdepartmental Coordination - Emerging Trends in Corporate Structure, Strategy and Culture - Impact of Technology on Organisational design - Mechanistic vs Adoptive Structures - Formal and Informal Organisation-Departmentation, staffing – selection process –techniques- HRD

## **4 : Directing and Controlling**

Directing: Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives, Leadership styles, Types of Leadership, Motivation, Hierarchy of Needs, Motivation theories, Motivational Techniques, The System and Process of Controlling - Control Techniques and Information Technology - Requirements for effective control, The Budget as Control Technique, Productivity, Problems and Management, Control of Overall Performance, Direct and Preventive Control, Reporting

## **5 : Management practices**

Comparative Management Styles and approaches - Japanese Management Practices Organisational Creativity and Innovation - Management of Innovation - Entrepreneurial Management - Benchmarking - Best Management Practices across the world - Select cases of Domestic and International Corporations - Management of Diversity

## **Suggested Readings:**

1. Wehrich Heinz and Koontz Harold - Management: A Global and Entrepreneurial Perspective (Mc Graw Hill, 12th Edition 2008)
2. Stoner, Freeman and Gilbert Jr - Management (Prentice Hall of India, Latest Edition)
3. Bateman, Management (SIE), Tata McGraw-Hill Publishing Company, New Delhi.
4. Fraidon Mazda, “ Engineering Management”, Addison Wesley,-2000.
5. Hillier Frederick S. and Hillier Mark S. - Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets (Tata Mc Graw Hill, 2nd Edition 2008)
6. Koontz - Principles of Management (Tata Mc Graw Hill, 1st Edition 2008).
7. Massie, Joseph L., Essentials of Management, Pearson Education.
8. Robbins and Coulter - Management (Prentice Hall of India, 8th Edition).