Amrapali University Ph.D. Entrance Examination Syllabus
Paper-II: Commerce and Business Management

Unit - I - General Management

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

Organisation Structure and Design - Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control

Business Ethics & CSR , Ethical Issues & Dilemma, Corporate Governance

Operations Management - Role and Scope ;Facility Location and Layout

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 ,PERT / CPM

Unit - II - OB & HR

Organisational Behaviour - Significance & Theories ; Individual Behaviour - Personality, Perception, Values, Attitude, Learning and Motivation

Group Behaviour - Team Building, Leadership, Group Dynamics Interpersonal Behaviour

Organizational Culture & Climate ; Work Force Diversity & Cross Culture Organisational Behaviour ; Emotions and Stress Management ; Organisational 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, Compensation Management; Career Planning and Development; Performance Management and Appraisal; Organization Development ; Talent Management & Skill Development ; Employee Engagement & Work Life Balance ; Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security; Trade Union & Collective Bargaining

Unit- III - Accounting & Financial Management

Accounting Principles and Standards, Preparation of Financial Statements ; Financial Statement Analysis - Ratio Analysis, Funds Flow and Cash Flow Analysis,

Financial Management, Concept & Functions ; Capital Structure - Theories, Cost of Capital, Sources and Finance; Budgeting and Budgetary Control, Types and Process, Financial Markets, Risk and Returns

Value & Returns - Time value for Money, Capital Budgeting - Nature of Investment, Evaluation, Comparison of Methods;

Working Capital Management - Determinants, Cash, Inventory, Receivables and Payables

Unit - IV - Strategic Management

Strategic Management Concepts; 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; Mckinsey 7s Framework

Unit -V - Marketing

Marketing - Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction

Market Segmentation, Positioning and Targeting, Product and Pricing Decision - Product Mix, Product Life Cycle, Place and promotion decision - Marketing channels and value networks, Advertising and Sales promotion Consumer and Industrial Buying Behaviour

Brand Management - Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; 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

Unit -VI

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

Unit - VII

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 , Micro and Small Scale Industries in India