GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)
(Declared as Deemed to be University u/s 3 of UGC Act, 1956)
Visakhapatnam │ Hyderabad │ Bengaluru
Accredited by **NAAC** with **A++** Grade
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GITAM SCHOOL OF BUSINESS
Department of Business Analytics
PhD in Management: Business Analytics
PhD Entrance Test Syllabus - 2023-2024

PhD in Management: Business Analytics

1. **General Management**

Introduction to management – management thought – functions and principals of management: Planning – planning premises, types and steps in planning – decision making and forecasting, steps in decision making – management by objectives (MBO) and decision tree analysis – organizing structure, type of organizations, principals of organising, delegations, and decentralisation of authority – line and staff functions – leading-leadership, styles of leadership, theories of leadership – Blake and Mouton's managerial grid- motivation, process, Maslow's McGregor and Hertzberg theories of motivation – controlling – importance, process of controlling – techniques of controlling.

2. **Business Analytics**

Introduction to Business Analytics, Types of Data, Types of Analytics - Descriptive Analytics, Predictive Analytics, Prescriptive Analytics, Introduction to Machine Learning, Probability Theory, Regression Analysis, Logistic Regression, Correlation Analysis, ANOVA, Decision Trees, Clustering, Association Analysis, Big Data Analytics