



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

Website: www.gitam.edu

GITAM SCHOOL OF BUSINESS
Department of Entrepreneurship
PhD in Management: Entrepreneurship
PhD Entrance Test Syllabus - 2023-2024

PhD in Management: Entrepreneurship

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. Entrepreneurship

Entrepreneurship-Introduction, evolution of entrepreneurship; Theories of Entrepreneurship, Traits of entrepreneurship, entrepreneurial mindset, Entrepreneurial motivation, Types of Entrepreneurship, entrepreneurship and economic development, Corporate Entrepreneurship. Sources for innovative ideas, Methods of generating ideas, creative problem solving, opportunity identification, setting-up of new ventures, Incubation. Marketing Plan, Operational Plan, Organizational Plan, Financial Plan and growth plans, Sources of Finance- Financial Institutions-Angel Investors-Venture Capitalist. Family business and Social Entrepreneurship.