



# 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](http://www.gitam.edu)

## GITAM SCHOOL OF BUSINESS

### PhD Entrance Test Syllabus (Common for all Management Programmes)

#### PhD in Management

##### Module I:

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 Herzberg theories of motivation – controlling – importance, process of controlling – techniques of controlling.

##### Module II:

Financial Statement Analysis – Ratio Analysis, Cash Flow Analysis. Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis. Financial Management, Concept & Functions - Capital Structure - Theories, Cost of Capital, Sources and Finance, Leverages – Operating, Financial, and Combined Leverages, Financial Breakeven Point & Indifference Level - Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns - Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainty Analysis - Dividend – Theories and types of dividends - Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management

##### Module III:

Organisational Behaviour – Significance & Theories. Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation. Group Behaviour – Team Building, Leadership, Group Dynamics. Interpersonal Behaviour & Transactional Analysis. Human Resource Management – Concept, Perspectives, Influences and Recent Trends. Human Resource Planning, Recruitment and Selection, Induction, Training and Development. Job Analysis, Job Evaluation and Compensation Management. Strategic Role of Human Resource Management

##### Module IV:

Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction. Market Segmentation, Positioning and Targeting. Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies. Place and promotion decision – Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion. Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firms.



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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 and Green Marketing

#### **Module V:**

Statistics for Management: Concept, Measures of Central Tendency and Dispersion. Data Collection & Questionnaire Design. Sampling – Concept, Process and Techniques. Hypothesis Testing – Procedure; T, Z, F, Chi-square tests. Correlation and Regression Analysis. Operations Management – Role and Scope. Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process. Scheduling; Loading, Sequencing and Monitoring. Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management – KAIZEN, Benchmarking, Just in Time, Quality Circles, Inventory Management.

#### **Module VI:**

Strategic Management – Concept, Process, Decision & Types. Strategic Analysis – External Analysis, PEST, Porter's Approach to industry analysis, Internal Analysis – Resource Based Approach, Value Chain Analysis. Strategy Formulation – SWOT Analysis. Entrepreneurship- Introduction, evolution of entrepreneurship. Theories of Entrepreneurship, Traits of entrepreneurship, entrepreneurial mindset, entrepreneurial motivation, types of entrepreneurship. International Business – Managing Business in Globalization Era. Theories of International Trade. Foreign Direct Investment – Benefits and Costs. Multilateral regulation of Trade and Investment under WTO. International Trade Procedures and Documentation; EXIM Policies