

Syllabus for the Ph.D. Entrance Examination

Name of the Institute : **Institute of Management**

Academic Year : 2024-2025

'Research Methodology' Syllabus	
Topic 1	Role of Management research; Research process
Topic 2	Secondary data research; Exploratory, descriptive and experimental research
Topic 3	Qualitative research methods, Survey methods, observational methods
Topic 4	Types of Variables, Scales and measurement; Questionnaire design
Topic 5	Sampling design and procedures; Field work, Data processing and analysis

'General Management' Syllabus	
Topic 1	Concepts and Perspectives in Human Resource Management; Human Resource Management Objectives and Process
Topic 2	Organisational Structure and Design; Personality; Behaviour of Individual and Groups; Leadership; Teamwork
Topic 3	Demand and Supply; Production, Costs, Pricing; Market Structures
Topic 4	Fundamentals of Book-keeping; Financial Accounting; Capital Budgeting; Capital Structure; Models of Strategic Analysis
Topic 5	Strategy Formulation and Implementation; Business Environment; Ethics in Management
Topic 6	Marketing Functions; Product Development; Marketing Mix; Market Segmentation; Product Life Cycle
Topic 7	Correlation and Regression Analysis; Probability and Distribution
Topic 8	Scope & Significance of Operations Management; Quality Management; Overview of Supply Chain Management


Date & Signature of HoD / HoI