

**Dr. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY, AURANGABAD**  
**Faculty of Commerce and Management**  
**Ph.D. Entrance Test 2020**

**Subject: Business Administration ,Paper-II**

Sr. No.	Name of The Unit	Detailing
Unit-I	Business Research Methodology	<p>Foundations of Business Research, Research Design, Qualitative research and Quantitative research, Research applications in functional areas of business. Steps in research process, Research proposal, drafting a research proposal and evaluating a research proposal. approaches, Measurement &amp; Data, Concept of Measurement: Problems in measurement in Business research Concept of Scale, Rating Scales, Sampling, Basic concepts, Types of sampling methods, Sample Characteristics of a good sample Sampling frame, sampling errors. Defining the universe, concepts of statistical population, Types of Data - Secondary Data, Primary Data: Definition, advantages and disadvantages, Data collection Methods: Questionnaire, Sampling Concepts, Data Analysis and Interpretation &amp; Report Writing, Hypothesis: qualities of a good hypothesis, Types of Hypothesis, concept of Hypothesis techniques Tests of Significance. Business Research Report: Research Ethics, Presentation. Referencing styles and citation.</p>
Unit-II	Managerial Economics, Principles and Practices of Management and Organizational Behaviour	<p><b>Managerial Economics :</b></p> <p>Nature and scope of managerial Economics, Importance of managerial decision making, Marginal analysis. Demand function, elasticity of demand and its significance in managerial decision making. Consumer equilibrium utility and indifference curve approach; Inflation, Types measurement and control; balance of payments; monetary and fiscal policies. Demand Analysis, Production Function and Production Theory, Cost-Output Relations, Market Structures, Pricing Techniques, Demand – Cost – Profit – Forecasting, Macro-Economics, National Income Concepts, Economic policy – Export import Policy, Business Environment</p> <p><b>Principles and Practices of Management and Organizational Behaviour :</b></p> <p>Evolution of management thoughts, systems and contingency approach for understanding approach managerial process. Social responsibilities of business, Functions of Management, Concept and significance of organizational behaviour, Theories of organizational behaviour. Organizational</p>

		<p>Structure. Individual behaviour - Personality-Perception-Values-Attitudes; Group Behaviour-Group dynamics, Decision making, Management by objectives, Teamwork.</p> <p>Motivation- Types and Theories of Motivation. Work stress, Organisational change and development, conflict management, stress management. Leadership – Types and Theories. Learning – Types and Barriers. Conflict Management – Types. Change Management. Communication - Types and Barriers. Organizational Development – Theories, Intervention and Models.</p>
Unit-III	Human Resource Management	<p>Concepts and Perspectives in HRM- Human Resource Planning- Objectives, Process and Techniques. Job analysis- Job Description- Job Evaluation. Recruitment and Selection and Exit Policy.</p> <p>Training and Development- Types, Training Need Analysis and methods. Performance Appraisal and Evaluation Types and Methods. Compensation Management and Wage Determination. Industrial Relations and Trade Unions. Dispute Resolution and Grievance Management. Labour Welfare, Cross culture and HRD strategies, strategic HRM.</p>
Unit-IV	Financial Management	<p>Introduction and objectives of financial management, Nature and Scope. Long Term and Short Term financing instruments. Sources of finance, Investment decisions. Time Value of Money and cost of Capital. Capital Structure. Factors determining capital structure. Capital Budgeting and Risk analysis. Working Capital Management. Dividend policy, determinants. Financial analysis, Ratio analysis and Cash flow statements.</p>
Unit-V	Marketing Management	<p>Marketing Orientation, Core Concepts in Marketing-Value, Satisfaction, and Marketing Mix. Marketing Environment and Environment Scanning; Marketing Information Systems and Marketing Research; Understanding Consumer and Industrial Markets; Demand Measurement and Forecasting; Market Segmentation-Targeting and Positioning; Product Decisions, Product mix.</p> <p>Product Life Cycle; New Product Development; Branding and Packaging; Pricing Methods and Strategies.</p> <p>Promotion Decisions-Promotion mix; Advertising; Personal Selling; Channel Management; Vertical Marketing Systems; Evaluation and Control of Marketing Effort; Marketing of Services; Customer Relation Management. Digital Marketing, e-commerce-B2B, B2C.</p>

		<p><b>IT in Management</b></p> <p>Use of computers in managerial applications. Technology issues and data processing in organisations, Information systems; MIS and decision support system; system analysis and design; internet and internet based applications. Introduction to electronic commerce: framework applications, network infrastructure including internet. Internet commercialization. Electronic payment system, inter-organisational commerce and intra organisational commerce. EDI, Value-added network, digital library, Security, advertising and marketing on the internet, Introduction to e CRM. Consumer search and resource discovery, computer based education and training. Digital copyrights. Fundamentals of mobile computation and wireless computation, multimedia, software agents; characteristics and properties, Technology's</p>
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**Reference Books:**

**Unit 01: Business Research Methods, Donald Cooper & Pamela Schindler, TMGH, Research Methods in Business Studies: A Practical Guide, Pervez Ghauri, Dr Kjell Gronhaug, FT Prentice Hall**

**Unit 02: Principles of Economics by Robert H. Frant and Ben S. Bernanke Publication – Tata McGraw – Hill, Harold Koontz & Heinz Wehrich: Essentials of Management, Tata McGraw Hill, Principles & Practice of management: L.M.Prasad. Management Concepts & Practices – Hannagan, Organizational Behaviour by Fred Luthans**

**Unit 03: Human Resource Management, Dr. S.S. Khanka, Sultan Chanda , Delhi, Human Resource Management, Deepak Bhattacharya, Sage Publishing Ltd., Human Resource Management, Arun Monppa , Tata McGraw Hill Publishing Company**

**Unit 04: Financial Management, Shashi K. Gupta and R.K. Sharma (Kalyani Publication), Basics of Financial Management, V.K. Saxena and C.D.Vashist (Sultan Chand & Sons)**

**Unit 05: Kotler, Philip; Armstrong, Gary; Agnihotri, Prafulla Y. and Ehsan UI Haque, Principles of Marketing: A South Asian Perspective, Pearson. Rajgopalan, Marketing Management: Text and Cases, Vikas Publishing House.**

**Computer applications in management by Sanjeev Gupta**

**Name & Signatures of Syllabus Committee:**

**Prof. W.K. Sarwade**  
(Chairman)

**Prof. Shelke Abhijeet**  
(Member)

**Dr. Shweta Patil**  
(Member)

**Date: 09 July-2020**  
**Place: Aurangabad**