

AWADHESH PRITAP SINGH UNIVERSITY, REWA (MP)

Syllabus for PhD Entrance 2022

Subject: Business Administration

Faculty: Management

Part A: Research Methodology

Meaning, Objectives, Importance Types and Scope of Research in Management, Review of Literature, Research Design and its types, Features of a good Research Design, Sample Design, Measuring and Scaling Techniques, Hypothesis: Meaning & Formation, Sources of Data, Collection of Primary Data, Processing of Data: Editing, Coding and Classification, Field Work and Tabulation & Analysis of Data, Utility and importance of Statistics in Research. Measures of Central Tendencies and Dispersion, Co-relation & Regression, Statistical Tests such as Z-test, t-test, F-test, Chi Square test, ANOVA and their interpretation. Techniques and Precautions in Research Interpretation, Steps in Report Writing, Layout of a Research Report, Basics of MS Office; Word, Excel & Power Point. Research related Software like SPSS.

Part B: Subject (Business Administration)

Evolution of Management Thoughts, Functions & Principles of Management, Management by Objectives, Role of Motivation and Leadership in Management, Business Process Re-engineering, Corporate Governance, Corporate Social Responsibility, Sustainable Management, Emotional Intelligence, Knowledge Management, Employee Empowerment, Employee Engagement, Talent Management, Retention Strategies, Corporate Culture, Stress Management, Green HRM, Marketing Strategy, 4Ps of Marketing, Marketing in a Liberalized Economy, Advertising & Sales Promotion, Retail Management, Organized and Unorganized Retail, Digital Marketing, Multi Level Marketing, Green Marketing, International Marketing, Rural Marketing, Relationship Marketing & CRM, Financial Analysis, Activity Based Costing, Economic Value Added, Micro Finance, Derivatives Market in India, Stock & Commodity Markets, Foreign Exchange Market in India, Recent Changes in Global Financial Markets, Enterprise Resource Planning, Business Process Outsourcing, Total Quality Management, Supply Chain Management & Logistics, Overview of Business Policy and Strategic Management, Core Competency, Strategic Leadership, Mergers & Acquisitions, Joint Venture & Strategic Alliance.

Atul Pandey
(Prof. Atul Pandey) 17/06/22

Chairman

Board of Studies (Business Administration)

Chairman
Board of Studies
(Business Administration)
A.P.S. (17/06/22)