



**Pt. Ravishankar Shukla University,  
Raipur (C.G.), India 492010**

## **Syllabus**

### **Ph.D Entrance (Management)**

**Session: 2025-26**

Approved by :  
Board of Studies : **Management**  
Dates : **16/05/2025**  
Name of Chairman : **Prof. A. K. Srivastava**  
Name of Member's :  
1. **Prof. G. K. Deshmukh**  
2. **Dr. Sanskrity Joseph**  
3. **Dr. S. K. Indurkar**  
4. **Dr Ashok Kumar Jha**  
5. **Mrs. Pooja A. Narayan**

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16/5/25  
16/5/2025  
16/5

## Part 1: Research Methodology

- Concepts of Research, Scientific Approach to Research, Types of Social Science Researches.. Research Process and Planning for Research, Formulation of Research Problem,
- Research Designs – Exploratory, Descriptive and Experimental Research Designs, Sampling Design, Sources and Methods of Data Collection, Observation Design, Interviewing for Research, Formulation of Questionnaire.
- Scaling Techniques, Techniques of Data Analysis (including Statistical Techniques) like ANOVA, Awareness of Software Packages relevant to Management Researches
- Interpretation of Data and Drawing Inferences, Research Report Writing, Research Publications.
- Applications in Marketing Research with special reference to Product Research, Service Research, Advertising Research and Sales Research.

## Part 2: Management

**MANAGEMENT CONCEPTS AND PROCESS :** Functions and principles of management ,historical evolutions of management thoughts Management Process, Planning, Organizing, Staffing, Directing and Coordinating, Controlling.

**ORGANISATIONAL BEHAVIOUR:** Personality, Attitudes, Values, Emotional Intelligence, Perception, learning, Motivation, Leadership, Conflict. Socialization, Counselling, Mentoring.

**ACCOUNTING FOR MANAGERS :** Financial Accounting, Financial Statement Analysis, Management Accounting, Cost Accounting – Material, Labour, Overheads, Job and Process Costing. Budget and Budgetary Control, Costing for Decision-making, Standard Costing, Cost Volume Profit Analysis,

**ENVIRONMENT AND MANAGEMENT :** Business Environment, Types, Consumer Protection Act (CPA), New Industrial Policy of the Government, Monetary and Fiscal Policy. Environmental Management System : EMS Standards, ISO 14000. Environmental Accounting and Auditing, Clearance/Permissions for establishing industry, GATT/WTO Provisions, Patents, IPRS.

**BUSINESS LEGISLATIONS:** The Indian Contract Act 1872, Essentials of a valid contract, Void agreements, Performance of Contracts & its remedies, Quasi-contracts. Agency, Bailment, Guarantee and Indemnity., The Companies Act, 2013 : Nature and Types of Companies. Formation. Memorandum and Articles of Association, Prospectus Allotment of Shares, Winding Up. .

**MANAGERIAL COMMUNICATION:** Channels and Media of Communication, Communication Networks, Effectiveness of Communication ; Process of Communication, Barriers to Communication; Writing Business Reports , Oral Communication, Resume preparations, public speaking and negotiations skills; Legal aspects of Business Communication , Listening Skills, Presentation Skills, Non Verbal Communication , Feedback Skills, Interview skills, Counselling Skills, Communication on Disciplinary Matters. Group Discussion and Meetings.

**MANAGEMENT SCIENCE :** Management Science, Linear Programming: Formulation, Transportation and Assignment Models, Routing Problems, Queuing Theory; Inventory Management Techniques, PERT and CPM, Decision Theory. Game Theory; Simulation.

**MARKETING MANAGEMENT:** Marketing: Concept, Nature and scope. Marketing Environment Ps of Marketing , Marketing Information & Research, Market Segmentation and Targeting, Buying Behaviour. Understanding Consumer & Industrial Markets, Product Decisions- Types of Product, Product Life Cycle, New Product Development Stages, Branding and Pricing Methods, Factors Influencing Pricing Decisions, Channel Management, Sales Management, Promotion Management , Marketing Control. Specific Marketing Issues : Rural Marketing, Retail Marketing, Marketing of E-Business, Consumerism, Globalisation, Green Marketing

**PRODUCTION MANAGEMENT:** Functions of Production Management. Relationship with other Management Functions. Different Production Systems: Continuous and Mass Production Intermittent Production, Batch / Job-Shop Production, Product Design . Plant Location, Plant Layout, Capacity Planning, Planning, Scheduling and Sequencing TQM & SQC. Materials Management, Material Handling, JIT. Work study, Methods Study, Work Measurement, Industrial Safety and Safety Management, Maintenance Management.

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**INTERNATIONAL BUSINESS:** Balance of Payment Instruments of trade policy; Institutional set-up for export promotion in India, salient features of the current EXIM policy, Export procedure documentation, regulatory framework of International Trade, Foreign Investments in India: Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII) .

**MANAGEMENT INFORMATION SYSTEMS (MIS) :** Management Information System. The System Approach and System View of Business, Introduction to the Process of M.I.S. Development, Management Information System Design - Defining the Problem, Set System Objectives, Determining information needs, sources, Development and selection of alternative design, Gross Design, Report, Implementation of MIS : Stages of Implementation ; Evaluating the system , maintenance of the system. Information system for Decision Making, Basic Information System Related to Finance, Production, Marketing and Human Resources. MIS and Decision Making - Phases of Decision-making process- Intelligence, Design & choice. Programmed V/s Non-Programmed Decisions. Expert System and Decision Support System.

**SALES AND ADVERTISING MANAGEMENT:** Sales Management, Sales Organization - Theory of Selling, Allocation of Sales Territory, Sales Forecasting , Sales budgeting, Role of Advertising in Marketing Process, Legal, Ethical and Social Aspect of advertising , advertising media, types, strategy,. media selection. Purchase Proposition, Unique Selling Proposition, Measuring Advertising Effectiveness, Advertising Agency and its role . Determination of target audience, building of advertising programme – Message, Headlines, Copy Logo, Illustration Appeal, Layout. Campaign Planning, Media Planning, Budgeting, Evaluation.

**STRATEGIC MANAGEMENT:** Business Policy, Corporate Strategy, Strategic Management : Definition, model and process for Strategy Formulation : Strategic Intent – Vision, Mission, Purpose and Objectives, Environmental Analysis . Strategic Alternatives-merger, acquisition, diversification, modernisation, integration, joint venture, turn around. Strategic Choice- objective and subjective considerations in strategic choice. Strategic Implementation, Implementation, Strategy, Evaluation, Strategic Control, Operational Control Techniques of Strategic Evaluation and Control.

**HUMAN RESOURCE MANAGEMENT:** Resource Management, HR challenges in changing environment , Human Resource Policy and Planning; Job Analysis. Methods of , Job Analysis, Description , Job specification. Recruiting and Selecting Human Resources ,Placement , and Induction, Manpower Training and Development, Performance Appraisal and Potential Evaluation; Job Evaluation. Wage Determination and Compensation management . Employees' Welfare; Industrial Relations & Trade Unionism: Grievance Management.

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