



Bhartiya Skill Development University

Syllabus for Ph.D. Entrance Test

Management

Concept of Management: Concept and scope of Management, Principle, and Theories of Management.

Human Resource Management and Organizational Behavior

Emerging Issues & Challenges in Human Resource Management; Strategic Human Resource Management; Organizing and Staffing; Performance appraisal and performance management system, HRD; HRIS; Human resource accounting and auditing; trade union; ILO; Industrial Relations. Organizational Behavior-Personality, Perception, Values, Attitude, Learning and Motivation, Leadership, Managing Conflicts, Organizational Development, Decision Making, Group Dynamics, Organization Culture.

Marketing Management

Marketing for the 21st Century; Marketing Concepts; Marketing Planning and Strategies; Marketing Channels; Brand Equity; Global Marketing- EPRG Framework, Brand Equity; Brand Loyalty, CRM; Societal Marketing; Marketing Research; Green Marketing; Services Marketing; Retail Marketing; Rural Marketing; New Marketing Offerings; holistic marketing.

Economics and International Business

Role of Government in Economic Planning and Market Governance, Analysis of market structure- GDP and economic growth, Demand & Supply, Banking & Taxation, capital markets Economic reforms in India. Foreign trade and Economic Development, Balance of Payment, Role of various institution impacting international business, EXIM policy, Implication of politico-legal dimensions of firms doing International business.

References:

Books for Management

1. Principals of Management by P C Tripathi, P N Redd

Books for Human Resource Management and Organizational Behaviour

1. Aswathappa K., Human Resource Management, McGraw Hill, New Delhi.
2. Rao V.S.P., Human Resource Management, Excel Books, New Delhi.
3. Fisher, Shaw et. Al., Human Resource Management, Wiley Publications, New Delhi.
4. Management of Organizational Behaviour Leading Human Resources, Johnson, Dewey E., PHI Publication
5. Organizational Development and Transformation, Zawacki Robert, Tata McGraw Hill
6. Strategic Management, Garth Saloner, Andrea Shepard, Joel Podolny



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Books for Marketing:

1. Boyd, Westfall and Stasch: Marketing Research, Richard D. Irwin, Homewood Illisons.
2. Churchill, A. Gilbert Jr: Marketing Research- Methodology Foundations, The Drydone Press, Orlando.
3. Green and Tull: Research for Marketing Decisions, Prentice Hall of India (P) Ltd., New Delhi.

Books for Economics and International Business

1. Development with Dignity by Amit Bhaduri
2. Indian Economy Environment and policy by IC Dhingra
3. Indian Economy: Performance & Policies by Uma , Kapila
4. Banking in India by S.K. Basu
5. Indian Economy by I.C. Dhingra
6. Modern Banking by R.S. Sayers
7. International Business by Francis Cherunilum
8. International Business by VS Bhalla