



ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

Department of Management Studies

Syllabus for Ph.D. Entrance Test (Management)

Maximum Marks: 70

Part-I 35 Multiple choice Questions (35×1=35)

Part-II 35 Multiple choice Questions (35×1=35)

Part I: Research Methodology

Module I: Research in Business: Basic concepts

Module II: Types of Research Designs

Module III: Measurement and Data Collection

Module IV: Sampling

Module V: Data Processing & Scientific Writing

Part-II Business Management

Module I: Management Practices & Strategic Management

Module II: Marketing Management

Module III: Financial Management

Module IV: Human Resource Management

Module V: IT & Tourism



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Part I: Research Methodology (Marks: 35)

Module I: Research in Business: Basic concepts

Research- Basic concepts, Scientific method and Social Sciences, Language of Research-concept, construct, variable proposition, hypothesis; The Research Process. Selection and defining the Research problem; Objectives and Hypothesis: Importance of Literature Review in Research.

Module II: Types of Research Designs

Research Design and Stages : Types of Research Design: Survey method , Experimental method (variable, designs), Historical methods, Content analysis; Developing Research Plan – Exploration, Description, Diagnosis, Experimentation; Data Triangulation

Module III: Measurement and Data Collection

Measurements: Nature and types, Characteristics of a good measurement-Reliability and Validity, Attitude measurement. Methods of Data collection; Primary and Secondary data. Questionnaire, schedules, interview and observation methods. Questionnaire Design and Development.

Module IV: Sampling

Sampling design- Meaning, logic and application of sampling, sampling terminology; Universe, population, sampling frame, Determination of sample size; Methods of sampling- random sampling methods and non-random sampling methods.

Module V: Data Processing & Scientific Writing

Descriptive Statistics, Tests of Significance chi-squared test, t-test and z-test; Regression Analysis-analysis of variance (ANOVA), Correlation Analysis: Scientific writing: Preparation of thesis and research papers: Structure of a thesis/research article/ review article: Ethics in conducting research



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Part-II: Business Management (Marks: 35)

Module I: Management Practices & Strategic Management

Management Process: Theories and Approaches; Organisational behaviour: Classical, Neo – Classical and Modern Theories; Understanding and Managing individual behaviour (personality, Perception, Learning, Motivation); Group Dynamics, Communication, Leadership; Strategic Management: Concept, Process, Strategic Analysis; External Analysis, PEST, Porter’s Approach to industry analysis; Internal Analysis – Resource Based Approach, Value Chain Analysis Strategy Formulation – SWOT Analysis; Corporate Strategy: Growth, Stability, Retrenchment, Integration and Diversification; Business Portfolio Analysis - BCG, GE Business Model, Ansoff’s Product Market Growth Matrix Strategy Implementation.

Module II: Marketing Management

Marketing Environment and Environment Scanning; Marketing Information Systems and Marketing Research; Market Segmentation – Targeting and Positioning; Product Decisions, Product mix, Product Life Cycle; New Product Development; Branding and Packaging; Pricing Methods and Strategies. Promotion Decisions – Promotion mix; Advertising; Personal Selling; Channel Management; Vertical Marketing Systems; Marketing of Services; Customer Relation Management; Uses of Internet as a Marketing Medium – Other related issues like branding, market development, Advertising and retailing on the net.

Module III: Financial Management

Introduction to Financial Management: Definitions, Importance and Objectives; Theories of Capital Structure: An Overview Approaches to Capital Budgeting: Evaluating Capital Budgeting decisions: Dividend policies and theories: An overview. The integration of sustainability factors in financial management. The use of machine learning and artificial intelligence in financial management decision-making. The application of behavioural finance concepts to understand how biases and heuristics impact financial decision-making. Understand the role of corporate governance in ensuring effective financial management.



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Module IV: Human Resource Management

Concepts and perspectives in HRM; HRM in changing environment, Human Resource Planning – Objectives, Process and Techniques, Job analysis – Job Description, Selecting Human Resources. Induction, Training and Development. Exit policy and Implications. Performance Appraisal and Evaluation, Potential Assessment, Job Evaluation, Wage Determination, Industrial Relations and Trade Unions, Dispute Resolution and Grievance Management, Labour Welfare and Social Security Measures.

Module V: IT for Managers & Tourism Management

Information Technology Enabled Services. Enterprise Resource Planning, Transaction Processing Systems, MIS & DSS IT. Artificial Intelligence for Business Management. Information and Data security. Consumer data privacy issues. Computer Organisation. Net Neutrality. World Network Readiness Index. E-Governance, E-Commerce. Tourism: concepts, definitions. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international. Nature and forms of Tourism. Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism. Impacts of tourism.