

Mohammad Ali Jauhar University, Rampur
Syllabus for Ph.D. Admission Test, 2025-26 onwards

Part-I

Research Methodology

Meaning of research; objectives of research; basic steps of research; criteria of good research; types of research, Meaning of research problem; selection of research problem, Review of related literature- Meaning, necessity and sources, Hypothesis- Meaning, function and types of hypothesis; Null/Alternative hypothesis, Variables- Meaning and types, Research design: Types of research design- exploratory, descriptive, diagnostic and experimental, Sampling- Meaning and types of sampling; Probability and Non-Probability, Tools and techniques of data collection- questionnaire, schedule, interview, observation, case study, survey etc., Statistics and its significance in research, research Ethics, Research reports: Writing preliminaries, main body of research, references and bibliography; Meaning and importance of workshop, seminar, conference, symposium etc. in research, Plagiarism- Concept and significance of plagiarism, overview of Higher Education System in India

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Part-II
Management

Management

Nature, Scope, and Functions of Management, Evolution of Management Thought: Classical to Modern, Planning: Objectives, Policies, MBO, Forecasting, Organizing: Authority, Responsibility, Delegation, Departmentation, Staffing, Directing, Controlling: Techniques and Applications, Contemporary Trends: Agile Management, Holacracy, Design Thinking, Business Ethics, Corporate Governance, Managerial Roles (Mintzberg), Decision-Making Processes

Organizational Behaviour

Foundations: Personality, Perception, Learning, Values, Attitudes, Motivation Theories: Maslow, Herzberg, McClelland, Vroom, Equity, Leadership Theories: Trait, Behavioral, Contingency, Path-Goal, Transformational, Group Dynamics, Team Building, Conflict Management, Communication: Models, Barriers, Interpersonal Skills, Organizational Culture, Change & Development, Power & Politics, Organizational Structure, Stress Management, Job Satisfaction

Human Resource Management

HR Functions: HRP, Recruitment, Selection, Induction, Training & Development, Career Planning, Performance Appraisal, Compensation Management, Industrial Relations, Collective Bargaining, Strategic HRM, Talent & Competency Management, Employee Engagement, HR Analytics, Labour Laws, Industrial Disputes Act, Wage & Bonus Acts, New Labour Codes and Implications, Workforce Diversity, Work-Life Balance, Employer Branding

Marketing Management

Marketing Concepts, Core Principles, Marketing Mix (7Ps), STP: Segmentation, Targeting, Positioning, Product Management, Branding, Packaging, Pricing Strategies, Promotion Mix, Channel Management, Consumer Behaviour Models and Buyer Decision Process, Digital & Social Media Marketing, Green Marketing, Rural Marketing, Customer Relationship Management, Marketing Metrics and Analytics, Marketing Research, Services Marketing, Global Marketing

Financial Management

Goals and Functions of Financial Management, Financial Statement Analysis, Ratio Analysis, Common Size Statements, Time Value of Money, Risk-Return Analysis, Capital Budgeting Techniques, Cost of Capital, Capital Structure Theories, Leverage Analysis, Dividend Policy Decisions, Working Capital Management, Indian Financial System, Capital Market, Money Market, SEBI, Mergers & Acquisitions, Financial Derivatives, Behavioral Finance

Strategic Management

Strategic Intent, Vision, Mission, Goals, Objectives, Environmental Scanning: SWOT, PESTLE, Porter's Five Forces

Strategic Formulation: BCG, GE Matrix, Ansoff, Porter's Generic Strategies, Strategy Implementation: Structure, Systems, Leadership, Culture, Strategic Evaluation and Control, Strategic Alliances, M&A, Turnaround and Retrenchment Strategies, International Strategy, Competitive Advantage in Global Markets, Blue Ocean Strategy, Corporate Level and Business Level Strategies

Operations Management

Introduction to Operations Management, Productivity Measures, Facility Location, Layout Planning, Process Design, Forecasting Techniques, Aggregate Planning, Production Planning and Control, Inventory Management (EOQ, JIT), Quality Management: TQM, Six Sigma, ISO, Kaizen, SCM Principles, Logistics Management, Lean & Agile SCM, Industry 4.0, Smart Manufacturing, Green Supply Chain, Operations Strategy, ERP Systems, Capacity Planning

Entrepreneurship

Entrepreneurial Process, Types of Entrepreneurs, Innovation Management, Types and Sources of Innovation, Design Thinking, Creativity in Business, IPR, Patent, Trademark, Copyright, Startup India, MSME, SIDBI, Incubation, Accelerators, Business Model Canvas, Pitching, Angel Investors, Venture Capital, Government Policy and Institutional Support, Social Entrepreneurship, Entrepreneurial Ecosystems, Exit Strategies

Indian Business Environment & Policy

Economic Environment: LPG Reforms, Monetary & Fiscal Policy, Industrial Policy, Trade Policy, Role of Government in Business, Regulatory Environment: Companies Act, Competition Act, IBC, Public Sector vs. Private Sector Reforms, FDI, FEMA, WTO, International Business

Environment, Ease of Doing Business, Make in India, Atmanirbhar Bharat, Social and Technological Environment in Business, Demographic Trends, Income Distribution, Informal Sector

Contemporary Issues in Management

Business Analytics, Big Data Analytics, Data-Driven Decision Making, Artificial Intelligence, Machine Learning, Blockchain, IoT, FinTech, Digital Payment Systems, Cryptocurrencies, ESG, Sustainability Reporting, Integrated Reporting, CSR Legislation and Impact, Corporate Social Innovation, Technology Integration in HR, Finance, Marketing & Operations, Digital Transformation, Platform Business Models, Gig Economy, Metaverse, Cloud Computing, Cybersecurity, Remote Work Trends