

# University of Kalyani

## Department of Business Administration

### Syllabus for RET for Admission to Ph.d Programme

#### Pursuant to Ph.D Regulations, 2021

#### A. Research Methodology

Introduction: Identification of Research Problem, Literature review, Research Design, Questionnaire Design.

Data Analytics: Validity & Reliability of data, Data scaling, Outlier & Influential data points.

Data collection & Sampling – Concept, Process and Techniques.

Statistics for Empirical Analysis: Descriptive Statistics & Inferential Statistics, Multivariate Techniques for Management Studies

Report writing & Publication: Steps of report writing, Component of a research report, Research Ethics, Citation metrics.

#### B. Subjects

##### **Unit 1:**

Management – Concept, Process, Theories and Approaches, Management Roles and Skills. McKinsey 7s Framework

Functions – Planning, Organizing, Staffing, Coordinating and Controlling.

Decision Making – Concept, Process and Tools.

Organization Structure and Design – Types, Authority, Responsibility, Centralization, Decentralization and Span of Control

Managerial Economics – Concept and Importance

Demand analysis – Utility Analysis, Indifference Curve, Elasticity and Forecasting

Market Structures – Market Classification and Price Determination

National Income, Inflation, Unemployment.  
Business Ethics, Corporate Governance, CSR

**Unit 2:**

Organizational Behaviour–Significance and Theories  
Individual Behavior –Personality, Perception, Values, Attitude, Learning and Motivation  
Group Behaviour–Team Building, Leadership, Group Dynamics  
Interpersonal Behaviour and Transactional Analysis  
Organization Culture and Climate

Work Force Diversity and Cross Culture Organizational Behaviour  
Emotions and Stress Management

**Unit 3:**

Human Resource Management - Concept, Perspectives, Recent trends  
Human Resource Planning, Recruitment and Selection, Induction, Training and Development  
Job Analysis, Job Evaluation and Compensation Management  
Strategic Role of HRP  
Career Planning and Development  
Performance Management and Evaluation  
Organization Development and Change  
Industrial Relations: Disputes and Grievance Management, Labour Welfare and Social Security  
International Human Resource Management- HR Challenges of International Business

**Unit 4:**

Strategic Management – Concepts, Process, Decision and Types  
Strategic Analysis – External Analysis, PEST, Porter's Approach to Industry analysis, Internal Analysis  
– Resource Based Approach, Value Chain Analysis. Competitive Advantage, Strategic Intent.  
Strategy Formulation – SWOT Analysis, Corporate Strategy : Growth, Stability, Retrenchment .  
Integration and Diversification, Business Portfolio Analysis –BCG, GE Model, Ansoff Product Market  
Growth Matrix.  
Strategy Implementation – Challenges to change, Functional implementation.

**Unit 5**

Financial Accounting-Basic Concepts- Preparation of Financial Statements-Financial Statement  
Analysis  
Cost Accounting- Cost classification, Cost behaviour, Overhead Cost and Control, Job Costing. Activity  
based costing.  
Management Accounting- Concept, Need, Importance and Scope, Budget and Budgetary Control,  
Marginal costing: Concept, C-V-P Analysis, Relevant Costing –Management Control Systems-Transfer  
pricing-Divisional Performance Measurement

Aims and Objectives of Financial Management- Time Value of Money- Instruments of Long term  
Finance- Capital Structure Planning- Capital Structure Theories- Cost of Capital- Investment  
Decisions- Tools of Capital Budgeting and Risk Analysis in capital Budgeting- Management of  
Working Capital -Internal Financing and Dividend Policy, Bonus Shares, buy-back of shares-

**Unit 6**

Marketing – Concept, Orientation, Trends, Customer value and satisfaction, Marketing Mix  
Marketing Segmentation, Targeting and Positioning  
Consumer and Industrial Buying Behaviour – Theories and Models, CRM

Product –Concept, Level, Product mix PLC, New Product development, Branding, Brand Equity, Brand Extension, Loyalty, Branding strategy  
Pricing- objective, method and strategy  
Place –Managing Channels, Types of intermediaries, Channel structure, VMS and HMS, Channel selection  
Promotion- Promotion mix, IMC, tools of promotion  
Service Marketing – Managing Service Quality and Brands, Service Mix  
Retail Marketing – Concept, Trends and Types of outlets  
International Marketing- Entry mode decisions, Marketing mix strategies for international markets

#### **Unit 7**

Operations Management – Role and Scope  
Facility Location and Layout – Site Selection and Analysis, Layout – Design & Process  
Enterprise Resource Planning – ERP Modules, ERP Implementation  
Scheduling; Loading, Sequencing and Monitoring  
Quality Management and Statistical Quality Control, Quality Circles, Total Quality Management – KAIZEN, Benchmarking, Six Sigma; ISO 9000 Series Standards  
Operation Research – LPP, Assignment, Transportation, Travelling salesman, Queuing Decision Theory, PERT & CPM, Game Theory

#### **Unit 8**

Entrepreneurship Development – Concept, Types, Theories, Development of Entrepreneurial Competencies.  
Innovations in Business, Business Plan and Feasibility analysis, MSME. Institutional Finance to Small industries.  
International Business, FDI, EXIM policies  
Role of International Financial Institutions- IMF and World Bank

#### **Unit 8**

Information Technology –Design & Analysis of Algorithms, Open source softwares & their applications in Management.  
DBMS, MIS and DSS, Data warehousing, Data Mining.  
Networking & security issues  
Soft Computing & Artificial Intelligence, Concepts of Big Data  
System Analysis & Design, Object oriented design, Web Techno