

Program	Faculty	Branch/Specialization	Name of Subject	Subject Code
Ph.D	Commerce and Management	Management	Management	MNGT019902

Unit-wise Content distribution

Unit	Contents
Unit-I	Management: History, approaches - development of various schools of thought, from scientific management to post modern management (current). Short comings, pitfalls, strengths and threats of various approaches. The trend during and after the Post liberalization era.
Unit-II	Point planning, rule, strategy, strategic issues based 'on planning orientation. Decision making - types, resources, rational decisions, decision tree, implications of group decision making on management.
Unit-III	Strategy leads to structure: Types of organizational structures. Organizational Design, Chart and Departmentalization, Span of control, Authority-responsibility, centralization -decentralization, delegation, Theories of organizations, Boundary less and structure less organization, Empowering and authority - reasonability functions.
Unit-IV	Motivation and leadership (No theories) significance, relevance and purpose on Managerial performance. Control - Types - Production, Financial and Human resources - feed forward control. Control leads to planning and reorganizing - Control as end result variable.
Unit-V	Management Today: Ethical issues in Management, Competitive Advantage SWOT analysis - Compliance &.quality audit. Core competence and Business Process Out sourcing (BPO),Re-Engineering, Internationalization of business, TQM and employee work culture, Boundary less organization, Performance of out -sourcing, Future trends.

TEXTBOOKS/REFERENCES:

1. Koontz, H and Wechrich. H. Management, 10th ed., New York, Mc Graw Hill.
2. Luthans, F. Organizational Behaviour, 7th ed., New York, Mc Graw Hill. 2
3. Robbins, S.P. Management, 5th ed., New Jersey, Englewood Cliffs, prentice Hall of Inc.
4. Robbins, S.P. Organizational Behaviour, 7th ed., New Delhi, Prentice Hall of India.
5. Singh, Dalip Emotional Intelligence at work, Response Books, Sage Publications, Delhi.

Program	Faculty	Branch/Specialization	Name of Subject	Subject Code
Ph.D	Commerce and Management	Commerce	Commerce	COMM019902

Unit-wise Content distribution

Unit	Contents
Unit-I	Accounting & Finance Concepts; Capital Structure and Planning; Stock Market Operations. Marketing Concepts; Marketing Planning; Services Marketing; Marketing Research – Concepts and Methods, International Marketing. Business Environment and Policy Frame work in India.
Unit-II	Human Resource Management; Concepts, Human Resource Planning, Training and Development, Performance Appraisal. Statistical Concepts, Data Collection, Sampling, Statistical Methods and Tests of Significance
Unit-III	Current Issues in Marketing; Marketing Concepts; Marketing Planning and Strategies; Role of Information Technology in Marketing; Marketing Implementation, Evaluation and Control; Brand Equity; Global Marketing-EPRG Framework, International Business Environment, Foreign Market Entry; Brand Equity; Brand Loyalty, CRM; Societal Marketing; Marketing Research; Green Marketing; Services Marketing; Retail Marketing; Rural Marketing
Unit-IV	Introduction to Research in Marketing; Current Researches in Marketing; Problem Formulation for Marketing Research; Structuring Hypotheses & Research Designs; Data Collection; Statistical Methods for Analysis of Data; Applications of Analytical Techniques in Marketing Studies; Report Writing; Formatting, Lesson Plan Bibliography.
Unit-V	Corporate Reporting Practices; Ratio Analysis; Theories of Capital Structure, Dividend Models, Capital Asset Pricing Model (APM); Risk and Return Measurement and Analysis; Performance Evaluation and Portfolios; Performance Measurement of Initial Public Offerings; Models for Prediction of Industrial Sickness; Financial, Legal and Tax Implications of Merger and Acquisitions

Textbooks/References:

1. Lal. Jawahar, Accounting Theory, Himalaya Publishing House, Delhi.
2. Forrell, James, L: Portfolio Management, Tata McGraw Hill Companies Inc. New Delhi.
3. Cohen, Jerome B. Zingbarg, Edward D. and Eikel Arkur Investment Analysis and Portfolio Management, Irwin, Illinois
4. Fisher, Donald E. and Jordan, Ronald J., Security Analysis and Portfolio Management, Prentice Hall of India Pvt. Ltd., Delhi.
5. Donald R. Cooper and Pamela S. Schindler- Business Research Methods, Tata McGraw Hill, New Delhi. 6.Kothari, C.R. Research Methodology, Wiley Eastern Ltd., New Delhi.