Syllabus Outlines for Ph.D. Entrance Test 2018-19

DEPARTMENT OF BUSINESS ADMINISTRATION
FRANK & DEBBIE ISLAM MANAGEMENT COMPLEX
ALIGARH MUSLIM UNIVERSITY, ALIGARH

Human Resource Area
General Concepts of Human Resource Management; HR Planning; Recruitment & Selection, Remuneration etc.; Concept of HRD; System Development, Training, Appraisal System, Counseling; Intervention Strategies; Concepts of Industrial Relations; Models of IR; Trade Unions in India, Collective Bargaining; Workers Participation in Management; Laws Government IR in India; Social Security and Labour Related Laws; Concepts of OD; Managing Change; Planned Change and OD; OD Interventions, Other Dimensions of OD.

General Management Area
Understand Management process, planning, organizing; directing and controlling; Strategy formulation and implementation; Environment of business; micro and macro elements having a bearing on business decisions; Key tools of Management science; Soft Skills in Management Business Communication and Human Behaviour; Understanding basic Business Laws and Ethics; Emerging issues in Management.

Marketing Management Area
Core Concepts and Philosophies of Marketing; Concept of a Product; Product Branding Decisions; New Product Development Process; Innovation Diffusion Process; Product Life Cycle Strategies; Concepts and Strategies in Pricing; Consumer Behaviour; Consumer Buying Decision Process; Marketing Channels And Functions; Marketing Communication; Framework and Approaches to Service Marketing; Basics of International Marketing; Basics of Marketing Information System.

Finance Area
Financial Statement Analysis; Indian Financial System; Financial Instruments; Various types of Financial Institutions such as Mutual Funds / Venture Capital Investment Decisions; Working Capital Management; Financing Decisions; Dividend Decisions; Portfolio Theory; Asset Pricing Theories; Security Analysis; Portfolio Evaluation; Foreign Exchange Market; Currency Derivatives; Foreign Exchange Risk and Management; Global Financial Management.

International Business Area
Dimensions of International Business and External Influences; International Business Theories; WTO and Trading Arrangements; Globalization and Cross Cultural Challenges; Global Organizational Structure; Methods of Foreign Market Entry; Strategies for Human Resources Management; International Legal Systems; Intellectual Property Rights; Modes of International Payments; Netting; Transfer Pricing; International Accounting and Taxation Practices; EXIM Policy of India; Export Documentation and Procedures; International Supply Chain Management; International Marketing Strategies; International Monetary System and IMF; Balance of Payments; Foreign Exchange Markets; International Project Appraisal.
Operations and Information Management Area
Introduction to Operations Management; Facilities Planning; Inventory Planning and Control; Statistical Quality Control and TQM; Basics of Supply Chain Management; Performance Management; Technology and Innovation Management; Optimization Techniques and Modeling; Framework of E-Commerce; Concepts and Applications of Knowledge Management.

Research Aptitude and Methodology
Introduction to Business Research Methods; Stages in the Business Research Process; Classification of Business Research Designs; Types of Data and their Applications; Scaling Procedures; Questionnaire Design; Types of Sampling; Hypothesis Testing Concept & Procedures; Overview of Data Analysis Techniques; Research and Teaching Aptitude; Research Ethics; Overview of Higher Education System in India.

Note: Candidates are advised to visit the Ph.D. Ordinances & Regulations on www.amucontrollerexams.com for the pattern of the question paper.

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