Ph.D. Entrance Examination Syllabus for
Faculty of Business Management, Saurashtra University, Rajkot

Course Contents:

Unit-I
**Introduction:** Historical Development, Definition of Management, Science or Art, Management and Administration, Development of Management Thought, Contribution of Taylor and Fayol, Functions of Management, Types of Business Organization, Business Ethics and Social Responsibility: Concept, Shift to Ethics, Tools of Ethics

Unit-II
**Planning:** Nature & Purpose, Steps involved in Planning, Objectives, Setting Objectives and Process of Managing by Objectives, Strategies, Policies & Planning Premises, Forecasting, and Decision-making

Unit-III

Unit-IV
**Directing:** Scope, Human Factors, Creativity and Innovation, Harmonizing Objectives, Leadership, Types of Leadership Motivation, Hierarchy of Needs, Motivation theories, Motivational Techniques, Job Enrichment, Communication, Process of Communication, Barriers and Breakdown, Effective Communication

Unit-V
**Controlling:** System and process of Controlling, Requirements for effective control, The Budget as Control Technique, Information Technology in Controlling, Productivity, Problems and Management, Control of Overall Performance, Direct and Preventive Control, Reporting, The Global Environment, Globalization and Liberalization, International Management and Global theory of Management.

Unit - VI
**Financial Management - Introduction**
Financial Management: Definition, Scope, Goal, Function, Approaches of Financial Management

Unit - VII
**Working Capital Management as a Decision to Create Value for the Business**
Principles of Working Capital Management, Various Approaches, Estimation of Working Capital, Managements of Components of Working Capital; Cash, Receivables, Inventory and Sources of Working Capital Finance

Unit -VIII
Investment Decision and Various Steps Involved
Nature of Investment Decision, Techniques of Investment Decision; Discounted and Non-Discounted Techniques, Estimation of Discount Rate (Cost of Capital), Determination of Cash Flows and Complex Investment Decisions

Unit – IX
Human Resource Management
Concepts and Perspectives on Human Resource Management
Human Resource Management in a Changing Environment
Corporate Objectives and Human Resource Planning
Meaning and need for HRP – Process, Importance and Hindrances

Unit- X
Marketing Management
Marketing: Meaning, Elements of marketing, Company orientations towards the marketplace, Demand management
The Marketing environment, Concept of Marketing information system and marketing research

Note:
Each Unit has equal weightage in the examination (10%)