



SAI TIRUPATI UNIVERSITY

Ph. D ENTRANCE EXAMINATION

-SYLLABUS-

MANAGEMENT

2025

Detailed Syllabus- Management

Unit-I

Management – Concept, Process, Theories and Approaches, Management Roles and Skills

Functions –

Planning, Organizing, Staffing, Coordinating and Controlling.

Communication – Types, Process and Barriers.

Decision Making – Concept, Process, Techniques and Tools

Organization Structure and Design – Types, Authority, Responsibility, Centralization,

Decentralization and Span of Control

Unit – II

Organizational Behavior – Significance & Theories

Individual Behavior – Personality, Perception, Values, Attitude, Learning and Motivation Group

Behavior –

Team Building, Leadership, Group Dynamics Interpersonal Behavior & Transactional Analysis

Organizational Culture & Climate

Workforce Diversity & Cross Culture Organizational Behavior

Emotions and Stress Management

Organizational Justice and Whistle Blowing

Human Resource Management – Concept, Perspectives, Influences, and Recent Trends

Human Resource Planning, Recruitment, and Selection, Induction, Training, and Development

Job Analysis, Job Evaluation and Compensation Management

Unit- III

Accounting Principles and Standards, Preparation of Financial Statements

Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, Preparation of Cost Sheet, Marginal Costing.

Capital Structure – Theories, Cost of Capital, Sources and Finance Budgeting and Budgetary Control, Types and Process, Zero base Budgeting.

Value & Returns – Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns.

Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainty Analysis Dividend – Theories and Determination
Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover
Portfolio Management – CAPM, APT
Derivatives – Options, Option Payoffs, Option Pricing, Forward Contracts & Future Contracts
Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring

Unit - IV

Strategic Management – Concept, Process, Decision & Types
Strategy Formulation – SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment. Market Segmentation, Positioning, and Targeting
Product and Pricing Decision – Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies
Place and promotion decision – Marketing channels and value networks, VMS, IMC, Advertising, and Sales promotion

Unit –V

Consumer and Industrial Buying Behavior: Theories and Models of Consumer Behavior
Brand Management – Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions, and Loyalty
Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling
Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firms
Customer Relationship Marketing – Relationship Building, Strategies, Values, and Process
Retail Marketing – Recent Trends in India, Types of Retail Outlets.
Emerging Trends in Marketing – Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing

International Marketing – Entry Mode Decisions, Planning Marketing Mix for International Markets

Unit –VI

Statistics for Management: Concept, Measures of Central Tendency and Dispersion, Probability Distribution –

Binominal, Poison, Normal and Exponential

Data Collection & Questionnaire Design Sampling – Concept, Process and

Techniques Hypothesis Testing – Procedure; T, Z, F, Chi-square tests Correlation and Regression Analysis. Operations Management – Role and Scope

Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process

Unit – VII

Entrepreneurship Development – Concept, Types, Theories and Process, Developing

Entrepreneurial Competencies, Intrapreneurship – Concept and Process

Women Entrepreneurship and Rural Entrepreneurship

Innovations in Business – Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas

Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial, Analysis Micro and Small-Scale Industries in India; Role of Government in Promoting SSI Sickness in Small Industries – Reasons and Rehabilitation

Institutional Finance to Small Industries – Financial Institutions, Commercial Banks, Co-operative Banks, Micro Finance.

Reference Books-

1. Raymond Noe, John Hollenbeck, Barry Gerhart, Patrick Wright, *Human Resource Management: Gaining a Competitive Advantage*, McGraw Hill, 2025
2. Philip Kotler, Kevin Lane Keller, *Marketing Management*, Pearson, 2014
3. Dinkar Pagare, *Principles of Management*, Sultan Chand & Sons, 2010
4. Daniel King, Scott Lawley, *Organizational Behaviour*, Oxford University Press, 2019
5. David M. Levine, Timothy C. Krehbiel, Mark L. Berenson, *Business Statistics: A First Course*, Pearson, 2014
6. Dr. O.P. Gupta, *Fundamentals of Entrepreneurship*, SBPD Publishing House, 2021
7. Eugene F. Brigham, Michael C. Ehrhardt, *Financial Management: Theory & Practice*, Cengage Learning, 2016
8. Richard Lynch, *Strategic Management*, SAGE Publications Ltd, 2022