

## **Syllabus for PhD Entrance Test Humanities and Social Sciences**

### **Economics and Finance: Major Topics are**

Demand and Supply, Demand Forecasting, Production and Cost Function, Indifference Curve, National Income (GDP, GNP), International Business and Trade, Time Value of Money, Sources of Finance, Financial Statement Analysis, Capital Structure, Capital Budgeting, EBIT-EPS Analysis, Leverages, Working Capital Management, Dividend Policy, Inventory Management, Derivatives, Financial Planning

### **Human Resource Management**

**Introduction to HRM:** Strategic role and challenges to HRM

**Recruitment and Placement:** job analysis, Planning and Recruiting, employee Testing and Selection, Interviewing candidates

**Training and Development:** Training and developing Employees, performance Management and Appraisal

**Compensation:** Establishing Strategic Pay plans, Financial Incentives, Benefits and Services

**Employee Relation:** labor Relation Collective bargaining, Employee Safety and Health

**Creating high Performance Work Systems:** Fundamental Principles, Anatomy of High-Performance Work system, Outcomes of High- Performance Work system,

**Expanding HRM Horizons:** Internalization of HRM, major economies and their HRM practices, managing HR across the world, HRM in international Joint Ventures

### **Marketing**

**Marketing process and related concepts:** developing marketing strategies and plans; gathering information and scanning the environment; demand forecasting, analyzing consumer and business markets; identifying market segments and targets; setting product strategy; developing pricing strategies and programs; managing retailing, wholesaling, and logistics.; integrated marketing communications; introducing new marketing offerings; tapping into global markets.

**Branding Strategies:** customer-based brand equity; brand positioning; brand elements to build brand equity; brand equity measurement and management system; sources of brand equity; capturing market performance; brand extensions; managing brands over geographic boundaries and market segments.

**Understanding consumption behavior:** consumer behavior and marketing strategy; the consumer research process; perception; learning, memory, and product positioning; consumer attitude, motivation, personality, and emotion; self-concept and lifestyle. Group influences on consumer behavior; consumer decision process and problem recognition; customer satisfaction, and customer commitment.

**Understanding Service:** Positioning Services in Competitive Markets; consumer behavior in a services context; applying the 4Ps of marketing to services; managing the customer interface.

### **English Literature**

Chaucer to Shakespeare, Contemporary Period, Critical Theory, Culture Studies, Jacobean to Restoration Periods, Augustan Age: 18th Century Literature, Romantic Period, Victorian Period, European Literature from 18th to 20th Century, American and other non-British Literature, British Literature from 14th to 20th Century, Indian Literature in English, Indian Writing in English, Literary Theory and Criticism, Non-British English Literature.