

## **PhD Programme in the Department of Humanities and Social Science**

The Department of Humanities and Social Sciences strives to nurture young minds to become well-rounded engineers, responsible global citizens and leaders. The Department acts as a change-facilitator by imparting professional and behavioral competencies to complement the existing and emerging educational programs of the University. We have multifaceted faculty in the Department who offer a variety of contemporary courses to students at undergraduate and post-graduate level. Additionally, the faculty has been conducting FDP programs, community development programs and workshops based on research methods.

Research is an important component not only for academic excellence but also for creation of new knowledge. The PhD degree is designed to impart competitive edge in the candidates so that they can fulfill their professional goals in the area of their choice like teaching, consulting, research or any other. Faculty in the Department has been actively pursuing and guiding research in the different areas of Management, Humanities and Social Sciences like Marketing Management, Finance, Economics and International Business, Human Resource Management, Business Communication, Political Science, Good Governance etc. with research publications in journals of high repute. Research specializations include Consumer Behavior, Service Marketing, Internet Marketing, Corporate Social Responsibility, Emotional Intelligence, Good Governance, English Language and Literature, Conflict Management, Corporate Finance, Financial Econometrics, Personal Finance, International Business, Behavioral Finance, Economic Development and Financial & Management Accounting, and Sociology.

### **Syllabus for PhD Entrance Examination – 2026-27**

#### **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.

### **Economics, Finance and International Business:**

Demand and Supply, Demand Forecasting, Production and Cost Function, Indifference Curve, National Income (GDP, GNP), 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, International Business and Trade, Globalization, Theory of Market (Perfect Competition, Monopoly, Monopolistic Competition and Oligopoly), Fiscal Policy, Monetary Policy, Inflation, indicators and Instruments of money control, Balance of Payments.

### **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

### **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.

### **Political Science:**

**Introduction to Political Theory:** What is Political Theory, Why do we need Political theory, Liberty, Equality , Justice, Rights , Democracy, Citizenship, Power, Sovereignty, State, Civil society, Property, Gender, Liberalism, Socialism, Nationalism, Secularism, Affirmative Action, freedom of speech and the Question of censorship

**Indian Government and Politics:** Nature of the constitution (The making of Indian constitution and its sources. The Preamble of the Indian constitution Features of Indian Constitution, Fundamental Rights and Fundamental Duties, Directive Principles of State Policy, Amendment procedure), Union Government; (President, Vice-President, Parliament, Cabinet and Prime Minister), State Government; (Governor, State legislature, Council of ministers and Chief Minister, Local Government (The New System of Panchayats and Municipalities), The Judicature, The Federal system, Election Procedure

**Comparative Government and Politics:** Comparative Politics a. Nature, Scope, (Methods: Authoritarian and Democratic Regimes), Classifications of Political Systems, Parliamentary and Presidential: UK & India, Classifications of Political Systems, Parliamentary and Presidential: USA and Switzerland, Electoral system, Party System

**Introduction to International Relations:** Meaning Scope & Importance of INR, Approaches – Realism, Neo-Realism, Neo Liberalism, Structural Approaches, Feminist Perspective, Cold War & Post Cold War Era, India's Foreign Policy, India & Her neighbours (India & Pakistan, India & China, India & Bangladesh), India & Great Powers (India & USA, India & Russia)

### **Sociology:**

Classical Sociological Theories, The Sociological Imagination, Structuralism, Functionalism, Structuration, Conflict Theory, Symbolic Interactionism, Post-Structuralism, Structure and Agency, Critical Theory. Environmental Justice, New Social Movements, New Ecological Paradigm, Realism and Constructionism, Risk Theory, Reflexive Modernity, Ecological Modernisation, Late Modernity, Indian Sociological Thought.