



## Commerce

### Ph.D. Entrance Test Syllabus - 2022

#### **Unit I: Business Environment and International Business**

Nature of Business environment. Economic environment, Political & Legal environment, Technological environment and Global environment. Evolution of international business, Theories of International business, Integration between countries, WTO. International strategic management. Contemporary issues in business environment.

#### **Unit II: Business Economics**

Nature and scope of managerial economics; macro-economics and its interface with business and industry; national income; monetary system; fiscal policy; economic growth and development; policies towards economic stability.

#### **Unit III: Human Resource Management**

Nature and scope of HRM, human resources planning, Job analysis & design, recruitment & selection, training & development, performance appraisal, compensation, human resource audit, wages and salary policies in India. Contemporary issues in HRM.

#### **Unit IV: Financial Accounting and Costing**

Accounting concepts, conventions and standards. Measurement of business income, corporate reporting, valuation of assets (tangible and intangible), social accounting. Nature and scope of management accounting, tools of management accounting, ratio analysis, cash flow and funds flow analysis. Marginal costing, break even analysis, budgeting, variance analysis. Nature of Strategic cost management, Activity based costing, life cycle costing, JIT, Business Process Reengineering (BPR)

#### **Unit V: Financial Management and Financial Services**

Nature, scope and objectives of financial management. Cost of capital, capital budgeting, capital structure (including leverages), capital structure and value of the firm, capital structure theories, working capital management, dividend policy and valuation of the firm. International financial management (concepts only). Financial system, Nature and Structure of financial system and economic development, financial intermediaries. Commercial Banking - Non-banking financial institutions (NBFCs), financial markets and regulatory frame work. Financial services.

#### **Unit VI: Marketing Management**

Nature, evolution, and concepts of marketing, marketing mix, marketing environment. Segmentation, targeting, positioning, consumer behaviour. Product, pricing, promotion, and channel management decisions and Marketing research.