

Sabarmati University, Ahmedabad
DEPARTMENT OF RESEARCH AND DEVELOPMENT
Ph.D. PROGRAMME
Ph.D. ENTRANCE TEST (REAT) December, 2025
SUBJECT: MANAGEMENT
(SECTION-B)
SYLLABUS
Subject: 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 Organisation Structure and Design Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control
Managerial Economics Elasticity & Forecasting Market Structures Market Classification & Price Determination
National Income – Concept, Types and Measurement Inflation – Concept, Types and Measurement Business Ethics & CSR Ethical Issues & Dilemma Corporate Governance Value Based Organisation

Unit II

Organisational Behaviour – Significance & Theories Individual Behaviour – Personality, Perception, Values, Attitude, Learning and Motivation Group Behaviour – Team Building, Leadership, Group Dynamics
Interpersonal Behaviour & Transactional Analysis Organizational Culture & Climate Work Force Diversity & Cross Culture Organisational Behaviour Emotions and Stress Management

Organisational Justice and Whistle Blowing Human Resource Management Human Resource Planning, Recruitment and Selection, Induction, Training and Development Job Analysis, Job Evaluation and Compensation Management

Unit III

Strategic Role of Human Resource Management Competency Mapping & Balanced Scoreboard Career Planning and Development
Performance Management and Appraisal Organization Development, Change & OD Interventions
Talent Management & Skill Development Employee Engagement & Work Life Balance
Industrial Relations: Disputes & Grievance Management, Labour Welfare and
Social Security Trade Union & Collective Bargaining International Human Resource Management – HR Challenge of International Business Green HRM

Unit IV

Strategic Management – Concept, Process, Decision & Types Financial Management, Concept & Functions Capital Structure – Theories, Cost of Capital, Sources and Finance Budgeting and Budgetary Control, Types and Process, Zero base Budgeting Leverages Operating, Financial and Combined Emerging Trends in Marketing Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing Strategy Implementation Challenges of Change, Developing Programs McKinsey 7s Framework

Unit V

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 Entrepreneurship Development Concept, Types, Theories and Process Developing Entrepreneurial Competencies concept of Supply Chain Management

