

### 13. ATAL BIHARI VAJPAYEE SCHOOL OF MANAGEMENT AND ENTREPRENEURSHIP (ABVSME)

The pattern of JNUEE 2022-23 will be based on Multiple Choice Questions (MCQs) through Computer Based Test (CBT)

#### Ph.D.

Sl. No.	Name of School	Sub. Code & Sub. Code Number	Syllabus for Entrance Examination
1	Atal Bihari Vajpayee School Of Management And Entrepreneurship (Abvsme)	Ph.D. in Management – SMEH (914)	<p><b>Syllabus for Ph.D. JNUEE</b></p> <p><b>Research Methodology</b></p> <p>Unit:-1 Foundation of Research  Unit:-2 Types of Research  Unit:-3 Research design  Unit:-4 Literature Review  Unit:-5 Data measurement and scaling  Unit:-6 Sampling design  Unit:-7 Data Collection, Data Analysis &amp; Tools  Unit:-8 Report Writing and Ethics in research</p> <p><b>Management</b></p> <p><b>Unit 1:-</b>Management, Functions, Communication, Decision Making, Organisation Structure and Design, Managerial Economics, Demand analysis, Market Structures, National Income, Inflation, Business Ethics &amp; CSR, Ethical Issues &amp; Dilemma, Corporate Governance, Value Based Organisation</p> <p><b>Unit 2:-</b>Organisational Behaviour, Individual Behaviour, Group Behaviour, Interpersonal Behaviour &amp; Transactional Analysis, Organizational Culture &amp; Climate, Work Force Diversity &amp; Cross Culture Organisational Behaviour, Emotions and Stress Management, Organisational Justice and Whistle Blowing.</p> <p><b>Unit 3:-</b> Human Resource Management, Strategic Role of Human Resource Management, Competency Mapping &amp; Balanced Scoreboard, Career Planning and Development, Performance Management and Appraisal, Organization Development, Change &amp; OD Interventions, Talent Management &amp; Skill Development, Employee Engagement &amp; Work-Life Balance, Industrial Relations, Trade Union &amp; Collective Bargaining, International Human Resource Management, Green HRM</p> <p><b>Unit 4:-</b>Accounting Principles and Standards, Preparation of Financial Statements, Financial Statement Analysis, Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis, Standard Costing &amp; Variance Analysis, Financial Management, Concept &amp; Functions, Capital Structure, Budgeting and Budgetary Control, Types and Process, Zero Base Budgeting, Leverages</p> <p><b>Unit 5:-</b>Value &amp; Returns, Capital Budgeting, Dividend, Mergers and Acquisition, Negotiations, Leveraged Buyouts, Takeover, Portfolio Management, Derivatives, Working Capital Management, International Financial Management, Foreign Exchange Market, Financial Market operation.</p> <p><b>Unit 6:-</b>Strategic Management, Strategic Analysis, Internal Analysis, Strategy Formulation, Retrenchment, Integration and Diversification, Business Portfolio Analysis, Strategy Implementation.</p> <p><b>Unit 7:-</b> Market Segmentation, Positioning and Targeting, Product and Pricing Decision, Place and Promotion Decision, Consumer and Industrial Buying Behaviour, Brand Management, Service Marketing, Customer Relationship Marketing, Retail Marketing, Emerging Trends in Marketing, International Marketing, Rural Marketing, Digital &amp; Social Marketing, International Business, Foreign Direct Investment, Role of International Financial Institutions.</p> <p><b>Unit 8:-</b>Entrepreneurship Development, Intra-preneurship, Innovations in Business,</p>

			<p>Business Plan and Feasibility Analysis, Sickness in Small Industries, Institutional Finance to Small Industries</p> <p><b>Unit 9:-</b>State participation in business, Interaction between Government, Business and different Chambers of Commerce and Industry in India; Government's policy with regard to Small Scale Industries; Government clearances for establishing a new enterprise; Public Distribution System; Government control over price and distribution; Consumer Protection Act (CPA) and The role of voluntary organizations in protecting consumers' rights; New industrial policy of the government : liberalization, deregulation and privatization; Indian planning system; Government policy concerning development of backward areas/regions; The responsibilities of the business as well as the Government to protect the environment; Corporate Governance; Cyber laws.</p> <p><b>Unit 10:-</b>Conceptual foundations of information systems; Information resource management; Types of information Systems; System Development management life-cycle, Designing online and distributed environments; Implementation and control of project; Trends in information technology; Managing data resources-Organizing data. DSS and RDBMS; Enterprise Resource, Planning (ERP), Expert systems, e-Business architecture, e-Governance; Information systems planning, Artificial Intelligence, Big Data, Data Warehousing, Data Mining, and Knowledge Management.</p> <p><b>Unit 11:-</b> Operation Research Linear programming-problem formulation, simplex method and graphical solution, sensitivity analysis. Fundamentals of operations management, Facility Location and Layout, Scheduling, Organizing for production; Aggregate production planning, capacity planning, plant design: process planning, plant size and scale of operations, Management of facilities; Line balancing; Equipment replacement and maintenance; Production control; Supply chain management-vendor evaluation and audit; Quality management; Statistical process control, Six Sigma; Flexibility and agility in manufacturing systems; World class manufacturing; Project management concepts, R&amp;D management, Management of service operations; Role and importance of materials management, value analysis, make or buy decision; Inventory control, MRP; Waste management.</p>
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#### 14. SPECIAL CENTRE FOR STUDY OF NORTH EAST INDIA

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#### Ph.D.

Sl. No.	Name of Centre	Sub. Code & Sub. Code Number	Syllabus for Entrance Examination
1	Special Centre for the Study of North East India (SCSNEI)	North East India Studies- NESH (882)	<ul style="list-style-type: none"> <li>Understanding North East India and its neighbouring areas: history, culture, society, politics, economic development, ecology and contemporary policies</li> <li>Research Methodology: Various interdisciplinary methods such as approaches to social sciences, qualitative, quantitative, interpretative and historical methods</li> <li>In addition to the above, the syllabus covers themes pertaining to North East India, such as religion and society, tribes and ethnicity, government and politics, economic development, frontiers and borderlands, and cultural histories.</li> </ul>