



मेडी-केप्स विश्वविद्यालय, इंदौर

Medi-Caps University, Indore

Syllabus for Ph. D. Entrance Exam in Management

Duration: 3 Hours

Total Marks: 100

Mode: Objective

Note:

- i. There will be one Question Paper which will have 100 questions.
- ii. All questions will be compulsory.
- iii. The Question Paper will have two Parts i.e. Part A and Part B
- iv. Part A will have 50 questions based on Research Methodology
- v. Part B will have 50 questions based on Subject-Specific Knowledge.

PART A: Research Aptitude (50 Marks)

Research Methodology

1. Meaning, Objectives, and Types of Research
2. Research Process and Research Design
3. Hypothesis: Formulation, Testing, and Interpretation
4. Sampling Techniques: Types and Applications
5. Tools and Techniques of Data Collection
6. Measurement and Scaling Techniques
7. Qualitative and Quantitative Research Methods
8. Data Analysis: Statistical Techniques (Descriptive & Inferential Statistics)
9. Reliability and Validity in Research

Research Ethics and Writing

1. Ethical Considerations in Research
2. Plagiarism and Academic Integrity
3. Referencing Styles: APA, MLA, Harvard, Chicago, etc.
4. Research Report and Thesis Writing
5. Publication Ethics

Logical and Analytical Reasoning

1. Logical Deduction
2. Analytical Reasoning and Puzzles
3. Statements and Arguments
4. Data Sufficiency

Basic Statistics and Quantitative Aptitude

1. Mean, Median, Mode, Variance, and Standard Deviation
2. Probability: Basic Theorems and Applications
3. Correlation and Regression Analysis
4. Hypothesis Testing: Z-Test, T-Test, Chi-Square Test, ANOVA

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New

PART B: Management Core Subjects (50 Marks)

General Management

1. Principles of Management
2. Organizational Behavior
3. Leadership and Motivation Theories
4. Decision-Making and Problem-Solving

Financial Management

1. Time Value of Money
2. Capital Budgeting and Investment Decisions
3. Cost of Capital and Capital Structure
4. Financial Statement Analysis and Ratio Analysis
5. Working Capital Management

Marketing Management

1. Marketing Mix: 4Ps and 7Ps
2. Market Segmentation, Targeting, and Positioning
3. Consumer Behavior Theories
4. Branding, Advertising, and Sales Management

Human Resource Management (HRM)

1. HR Planning, Recruitment, and Selection
2. Training and Development
3. Performance Appraisal and Compensation Management
4. Industrial Relations and Labor Laws

Strategic Management

1. Business Policy and Corporate Strategy
2. Competitive Analysis and Strategy Formulation
3. SWOT Analysis
4. Porter's Five Forces and Value Chain Analysis

Economics for Managers

1. Microeconomic Principles: Demand and Supply, Elasticity
2. Macroeconomic Principles: Inflation, Monetary Policy, Fiscal Policy
3. International Trade and Exchange Rates

Business Environment and Ethics

1. Indian Economic Environment
2. Business Legislation: Companies Act, Competition Act
3. Corporate Governance
4. CSR and Business Ethics

Information Systems and Technology

1. Management Information Systems (MIS)
2. Enterprise Resource Planning (ERP)
3. E-Commerce and Digital Business Models

Current Trends in Management

1. Emerging Management Theories
2. Startups and Entrepreneurship
3. Sustainable Business Practices and SDGs

Weightage

1. Research Aptitude – 50%
2. Core Management Subjects – 50%