

Medi-Caps University

Syllabus for Ph. D. Entrance Exam in Commerce

The syllabus of this entrance exam covers topics such as Business Environment, Financial and Management Accounting, Business Economics, Business Statistics and Data Processing, Business

management, Marketing Management, Financial Management, Human Resource Management and Banking and Financial Institution.

Syllabus of PhD (Commerce) Entrance Exam

Unit 1 – Business Environment

- Second Generation reforms
- Privatization and Globalization
- Planning Policy
- Meaning and definition of Business Environment
- Liberalization
- Legal Environment of Business in India
- Industrial Policy
- Industrial Growth and Structural Changes
- Environment protection
- Economic Policy
- Economic Environment
- Consumer Protection
- Competition Policy

II – Financial and Management Accounting

- Valuation of Shares
- Responsibility Accounting
- Ratio Analysis
- Partnership Accounts
- Liquidation
- Financial Statements
- Cost and Management Accounting
- Capital and Revenue
- Basic Accounting Concept

- Advanced Company Accounts

Unit III – Business Economics

- Utility analysis
- Price determination in different Market Situations
- Nature and Uses of Business Economics
- Laws of Variable Proportion
- Laws of Returns
- Elasticity of Demand
- Demand Analysis
- Concept of Profit and Wealth Maximization

Unit IV– Business Statistics and Data Processing

- Sampling Errors
- Data types
- Data Processing
- Data Collection and Analysis
- Correlation and Regression
- Computer Application to Functional Areas
- Analysis and Interpretation of data

Unit V– Business Management

- Staffing
- Principles of Management
- Planning Process
- Organizational Culture and Structure
- Organizing
- Leadership and Control

- Decision Making
- Business Ethics and Corporate Governance

Unit VI– Marketing Management

- Product decision
- Pricing, Distribution and Promotion
- Marketing Planning
- Marketing Mix
- Marketing Environment
- Evolution of Marketing
- Concepts of Marketing

Unit VII– Financial Management

- Working Capital Management
- Financial and Operating Leverage
- Dividend Policy
- Cost of capital; Capital Budgeting
- Capital Structure

Unit VIII– Human Resource Management

- Training and Development
- Succession Planning
- Role and Functions of HRM
- Recruitment and Selection
- Performance Appraisal
- Industrial Relations
- HR Planning
- Compensation

Unit IX – Banking and Financial Institution

- Reserve Bank of India
- NABARD and Rural Banking
- Importance of Banking to Business
- Types of Banks
- E Banking
- Development Banking
- Banking Sector Reforms in India