



TILAK MAHARASHTRA VIDYAPEETH

Declared as Deemed to be University Under Section 3 of UGC Act 1956

Reaccredited by NAAC with 'B++' Grade

ISO 21001 : 2018 Certified



PhD Entrance Test

A.Y-2026-27

Subject: Management Syllabus

Units	Topics
Units 1: Principles and Practices of Management	• Evolution of Management Thought • Functions of Management: Planning, Organizing, Staffing, Directing and Controlling • Principles of Management • Decision Making and Managerial Effectiveness • Organizational Behaviour • Leadership, Motivation and Communication
Units 2: Accounting, Costing and Financial Management	• Branches of Accounting and Accounting Standards • Financial Statement Analysis • Cost concepts, Costsheets, • Marginal Costing and Break-Even Analysis • Budgetary Control and Standard Costing • Financial Management • Capital Structure and Cost of Capital • Financial Markets and Institutions • Contemporary Issues in Accounting and Finance
Units 3: Marketing Management, Advertising and Sales Management	• Fundamentals of Marketing: Principles and Concepts of Marketing, Consumer • Behaviour, Segmentation, Targeting and Positioning • Functional Areas of Marketing: Principles and Concepts of Marketing, Product, • Product Life Cycle, Pricing, Promotion and Distribution, Consumer Behaviour, • Segmentation, Targeting and Positioning, Services Vs Goods • Contemporary Marketing: Digital and Social Media Marketing, E-Commerce, • Sustainable and Green Marketing, Emerging Trends in Marketing
Units 4: Banking, Insurance and Financial Services	• Structure of Indian Financial System • Reserve Bank of India and Monetary Policy • Commercial Banking and Banking Reforms • Digital Banking and FinTech • Insurance • Mutual Funds and Financial Services

Units 5: Human Resource Management and Business Administration	• Human Resource Planning • Recruitment, Selection and Placement • Training and Development • Performance Management • Compensation and Reward Management
Units 6: Economics, Business Environment and Corporate Social Responsibility	• Microeconomic and Macroeconomic • Demand, Supply and Market Structures • National Income and Economic Development • Monetary and Fiscal Policy • Liberalization, Privatization and Globalization • Business Environment • Sustainable Development and ESG • Corporate Social Responsibility (CSR) • Business Ethics and Corporate Citizenship

References

1. Principles and Practice of Management – L. M. Prasad, Sultan Chand & Sons
2. Advanced Accountancy : S. N. Maheshwari & S. K. Maheshwari : Vikas Publishing House
3. Cost Accounting: Principles and Practice : M. N. Arora : Vikas Publishing House
4. Financial Management: Theory and Practice : Prasanna Chandra : McGraw Hill Education (India)
5. Indian Financial System : M. Y. Khan : McGraw Hill Education (India)
6. Marketing Management : C. B. Gupta & N. Rajan Nair : Sultan Chand & Sons
7. Banking: Theory, Law and Practice : E. Gordon & K. Natarajan : Himalaya Publishing House
8. Insurance: Principles and Practice : M. N. Mishra & S. B. Mishra : S. Chand Publishing
9. Financial Services : M. Y. Khan : McGraw Hill Education (India)
10. Human Resource Management : C. B. Gupta : Sultan Chand & Sons
11. Business Environment : Francis Cherunilam : Himalaya Publishing House
12. Managerial Economics : D. N. Dwivedi : Vikas Publishing House
13. Business Ethics and Corporate Governance : A. C. Fernando :

Additional Reference for Comprehensive Preparation

1. UGC NET/JRF/SET Commerce
2. UGC NET Management