

**Ph.D. Entrance Syllabus (2023)**

**Equity Shares: Analysis and Valuation**

Fundamental Analysis-Economy analysis, industry analysis and company analysis, weaknesses of fundamental analysis; Technical Analysis-Tools of technical analysis, important chart formations or price patterns and technical indicators; Efficient Market Hypothesis-Concept of 'Efficient Market' and its implications for security analysis and portfolio management.

**Securities Market in India**

Structure and trading regulatory framework of securities market; SEBI; Types of issue of securities in Indian capital market (Public issue through prospectus, offer for sale, private placement); BSE; NSE; OTCEI; Trading procedure at stock exchange.

**Financial Markets, Participants & Instruments**

Financial markets (types and classification of financial markets, organized and unorganized markets, money and capital market, primary and secondary market); Players and participants in financial markets; Financial instruments. Investment; Modes of investment; Factors affecting investment decision; Investment and speculation; Real and Financial asset; Elements of sound investment; Relevance of investment analysis; Investment decision process.

**Portfolio Management and Risks & Returns**

Investment; Modes of investment; Factors affecting investment decision; Investment and speculation; Real and Financial asset; Elements of sound investment; Relevance of investment analysis; Investment decision process. Portfolio Management-Concept of portfolio and portfolio management, concept of risk, types of portfolio management. Markowitz Portfolio Selection Model: Concept of portfolio analysis and diversification of risk. Also discusses Markowitz Model and Efficient Frontier. Risk and Return: Concepts of risk and return, how risk is measured in terms of standard deviation and variance, the relationship between risk and return

**Financial Management**

Capital budgeting- basics, significance and techniques; Cost of capital; Capital structure; Time value of money; Budgeting and budgetary control. Capital Asset Pricing Model-Assumptions of CAPM and the inputs required for applying CAPM and the limitations of this Model; Sharpe-The Single Index Model; Measurement of return on an individual stock, measurement of portfolio return and measurement of individual stock risk.

**Goods and Services Tax (GST)**

Concept; Genesis of GST in India; Legislative framework of GST; Advantages of GST; Composition scheme; Reverse charge mechanism; Exemption from GST; Supply: meaning, scope, composite and mixed supply, time and value of supply; Eligibility and conditions for taking input tax credit; Registration under GST.

**Research Methods**

Research techniques; Hypotheses & research design; Formulation of research problem; Multiple correlation & regression; ANOVA; Basic techniques of sampling; Tests of significance; Research data analysis & interpretations.

Jeet  
yohi  
17/06/23

Harun Khan  
17/8/23

Jyoti

## Marketing

Philosophies of Marketing; Marketing Mix; Marketing Environment; Segmentation, Targeting and Positioning; Consumer Behaviour; International Marketing; International Marketing Mix; Marketing of Services; GAP Model; Relationship Marketing; Brand Management; Brand Equity; Brand Positioning; Industrial Marketing (B2B); Logistics Management; Online Retailing; Ethical Issues in marketing; Contemporary Topics in Marketing.

## HRM

HRM Models: Human resource planning; Employee training; Performance appraisal; Job evaluation; Labour turnover; Grievance redressal; Incentives; Industrial relations; Workers' empowerment; Collective bargaining; Workers' participation in management; Labour welfare; Competency mapping; Career planning.

**Note:** Entrance test paper to Ph.D course shall be set from the above syllabus. The paper shall have the following components:

**1) Research aptitude component: 50 marks**

Research aptitude component shall consist of 8 descriptive type questions and the candidate is required to attempt any five questions. Each question shall carry 10 marks. The answer to each question should be within 800 words.

**2) Academic component: 50 marks**

In the academic component, there shall be 50 multiple choice questions (with four alternative choices) covering the aforesaid syllabus. The candidate is required to attempt all the questions. Each question shall carry 1 mark.

**The duration of the test shall be of 3 hours.**

Jee  
yoh  
17/08/23

Harkun Khan  
17/8/23

Jeeb  
17/8/23