

**Ph.D. Admissions**  
**Second Semester: 2018-19**  
**Department of Management**

**Short-listing Criteria:**

**For Full time candidates:**

1. 60% or 6.0 CGPA or above in MBA or two year Management Program
2. Candidates having M.Phil. (Social and Behavioral Sciences) & M.E/M.Tech. in Industrial Engineering Only
3. Any Higher Degree of BITS Pilani

**For Part time candidates:**

1. 60% or 6.0 CGPA or above in MBA or two year Management Program
2. Recognized One year Residential Executive program
3. Candidates having M.Phil. (Social and Behavioral Sciences) & ME/M.Tech. in Industrial Engineering Only
4. Any Higher Degree of BITS Pilani
5. The candidate must be working Professional.

**Selection Procedure:**

Written Test & Interview

All candidates shortlisted for Ph.D. Programme in the Department of Management will be required to take a written test of 1 Hr. duration followed by interview.

**Research Areas:**

1. Finance & Accounting
2. Marketing
3. Organizational Behavior & Human Resource Management
4. Operations Management & Decision Science
5. Information Technology & Technology Management
6. Strategy & Entrepreneurship

**Financial assistance for Full-time Candidates:**

Full-time PhD students admitted into the PhD programme are eligible to be considered for an Institute fellowship of Rs. 25,000/- per month in the first year. Higher assistantship will be made available in subsequent years. Consideration for fellowship will be as per Institute norms. It will be obligatory on the part of every admitted Full time student to undertake 8 to 10 hours (per week) of work as assigned to him/her by the institute.

## Syllabus for Written Test:

<b>Marketing</b>
Developing Marketing Strategies and Plans, Marketing Research, Creating customer value and customer relationships, Analyzing consumer markets, Analyzing Business Markets, Identifying Market Segments and Targets, Competitive Dynamics, Crafting the Brand position, Creating Brand Equity, Setting Product strategy, Designing and managing services, Developing Pricing strategies and Programs, Designing and Managing Integrated Marketing Channels, Designing and Managing Integrated Marketing Communications
<b>Reference books:</b> <ul style="list-style-type: none"><li>• Kotler Philip, Kevin Lane Keller, Abraham Koshy, Mithileswar Jha; “Marketing Management – A South Asian Perspective”, Pearson Education India Limited, New Delhi, 14 th Ed., 2013.</li><li>• Malhotra Naresh K. and Dash Satyabhushan, Marketing Research: An Applied Orientation. Pearson Education, 2015, 7th Edition.</li></ul>
<b>Production &amp; Operations Management</b>
Forecasting, Facility Location Planning, Facility Layout Planning, Aggregate Planning, Inventory Management, Statistical Process Control, Production scheduling, Materials Requirement Planning, Just in time and Lean Operations
<b>Reference books:</b> <ul style="list-style-type: none"><li>• Heizer, J.; Render, B. and Rajashekhar, J., Operations Management, Pearson Education, India, 9th Edition, 2009.</li></ul>
<b>Finance &amp; Accounting</b>
Concepts and Relevance of Accounting Information in the Business, Golden Rules of Accounting, Journal Entries, Ledger and Trial Balance, Preparation of Financial Statement – Trading, Profit and Loss A/C, Balance Sheet, Cash flow statement. Analysis of Financial Statements – Ratio Analysis
<b>Reference books :</b> <ul style="list-style-type: none"><li>• Anthony Robert N., Hawkins David F., Merchant Kenneth A., Accounting: Text and cases, 12th edition-2007, Tata McGraw Hill</li></ul>
<b>HR &amp; OB</b>
Personnel Planning and Recruitment, Selection, Testing and Interviews, Training and Development, Performance Management and Appraisal, Employee Retention, Engagement and Careers Compensation, Benefits and Services, Ethics, Employee Safety and Health, Labour Relations and Collective Bargaining, Personality, Motivation, Perception, Organizational Culture, Group behavior and leadership
<b>Reference books :</b> <ul style="list-style-type: none"><li>• Dessler Gary, Varkkey Biju (2015), Human Resource Management, 14th edition. Pearson Education</li><li>• Stephen P. Robbins, Organizational Behavior, 15th edition. Pearson Education</li></ul>