

Syllabus Outlines for PhD (Business Administration) Entrance Test-2017 (AIMA-AMU PhD Programme)

- The test will consist of multiple choice questions pertaining to the indicative topics mentioned in Parts A and B.
- There will be no negative marking for a wrong answer.
- To become eligible for the Interview the candidate has to obtain at-least 50 per cent marks in the test.

Part A – Basics of Management

Functions of managers in business organizations; Managerial skills and levels; Meaning Power and authority; Functions of human resource managers; Fundamentals of human resource management- recruitment, selection, training and appraisal; Functions of marketing managers; Concepts and components of marketing mix; Functions of finance managers; Indian financial systems; Basic accounting concepts; Balance sheet and its components; Globalization of business; Functions of operations managers; Statistical quality control techniques; Inventory costs and simple models; Elements of business environment.

Part B – Research Fundamentals and Aptitude

Decisional and research problems; Steps in research; Primary and secondary data; Types and properties of the four types of scales used for data collection; Population and sample; Types of sampling methods; Methods of data collection; Data interpretation; Types of variables; Logical reasoning; Research and teaching aptitude; Research ethics; Overview of higher education system in India.