

**DEPARTMENT OF COMMERCE & BUSINESS MANAGEMENT**  
**Kakatiya University, Warangal, Telangana**  
**Pre-PhD (Part -I) Syllabus**

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**PAPER – I: RESEARCH METHODOLOGY**

**Unit – I: Introduction –**

Research: Need and Significance of Research Definition Types of Research-Scientific Investigation. The Building Blocks of Science in Research-Deduction and Induction. The Language of Research: Concepts, Constructs, Definitions, Variables, Propositions and Hypotheses, Theory and Models. Technology and Business Research: Information needs of Business - Technologies used in Business Research: The Internet, Email Browsers and Websites. Role of Business Research in Managerial Decisions - Ethics in Business Research: Ethical Treatment of Participants - Informed Consent, Rights to Privacy, Confidentiality.

**Unit – II: The Research Process –**

Problem Identification: Broad Problem Area-Preliminary Data Gathering, Literature Survey Online Database Useful for Business Research - Problem Definition - Theoretical Framework - Components of Theoretical Framework- Hypothesis Development - Statement of Hypothesis - Procedure for Testing of Hypothesis - Brief Review of parametric and non-parametric tests (Theory Only)

**Unit-III: The Research Design –**

Types of Research Designs: Exploratory, Descriptive, Experimental Designs and Case Study-Concept of Measurement - Operational Definitions – Scales: Nominal and Ordinal Scales - Rating Scales - Ranking Scales Scaling Techniques- Construction of LIKERT types of Scales -Reliability and Validity Content Validity, Criterion Related Validity and Construct Validity Sampling Design: Concept of Sampling - Types - Sample Size Determinations -Characteristics of Good Sampling - Sampling Errors.

**Unit – IV: Collection and Analysis of Data -**

Sources of Data-Primary Sources of Data Secondary Sources of Data - Data Collection Methods – Interviews: Structured Interviews and Unstructured Interviews - Face to face and Telephone Interview - Observational Surveys- Questionnaire Construction: Organizing Questions - Structured and Unstructured Questionnaires - Guidelines for Construction of Questionnaires - Brief review of descriptive, associational and inferential statistics (Theory Only) Data Analysis using SPSS Coding-Labeling – Analysis – Frequencies – Descriptives – Cross Tabs – Other measures.

**Unit-V: The Research Report –**

Research Reports-Components - The Title Page - Table of Contents - The Executive Summary - The Introductory Section - The Body of the Report - The Final Part of the Report- Acknowledgements – References - Appendix - Guidelines for Preparing a Good Research.

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**PAPER II: MARKETING**

**Unit - I:**

Marketing Concept- Holistic Marketing Concept - Value Creation and Delivery - Customer Relationship Management (CRM) - Strategic Marketing - Marketing Information System and Marketing Research - Indian Marketing Environment

**Unit - II:**

Buyer Behaviour - Factors affecting Buyer Behaviour - Personal Factors and Socio-Cultural factors - Consumer Decision Making Models - Howard Sheth, EKB and Nicosia models -Models of Organisational Buyer Behaviour - Trends in Indian Consumer Behaviour.

**Unit - III:**

Global Marketing - Global Marketing Environment - Global Market Selection and Entry Strategies - Global Marketing Strategies - Trends and Challenges in Global Marketing Management.

**Unit IV:**

Services Marketing - Problems and Challenges in Service Marketing - Marketing of Tourism Services - Hospitality Marketing - Marketing of Banking and Financial Services - Marketing of Insurance Services - Marketing of Healthcare Services - Emerging trends in Services Marketing.

**Unit - V:**

Rural Marketing - Problems and Challenges of Rural Marketing - Marketing of Agro Inputs -Agricultural Marketing - Rural Marketing Strategies – Retail Marketing - Trends in Retailing in India - Problems and challenges of Retailing in India.

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**PAPER-II: HUMAN RESOURCES MANAGEMENT AND ORGANISATIONAL  
BEHAVIOUR**

**Unit - I:**

Human Resources Management - HRM Model - HRM Environment in India - Human Resources Planning - Recruitment and Selection Process - E Recruitment - Job Portals - HR Audit - HR Climate in India.

**Unit - II:**

Human Resource Development - Assessing HRD Needs - HRD Strategies-Competency Development Management Development Assessing the impact of HRD Programmes-OD Intervention strategies Power and Politics in OD-OD Consultants- Role and Responsibilities

**Unit - III:**

Performance Management System - Determining KRAs and KPIs - Competence based Performance Management System - Team Based Performance Management System - Leadership based Performance Management Systems - Performance Management Practices in Indian Organizations - Compensation Management.

**Unit - IV:**

Industrial Relations - Models of Industrial Relations - Evolution and Growth of Industrial Relations in India - Government Policies on Industrial Relations - Industrial Disputes- Causes and Consequences of Industrial Disputes - Settlement of Industrial Disputes - Collective Bargaining and the Role of Trade Unions - Grievance Handling System.

**Unit - V:**

Organisational Behaviour - Factors affecting Organisational Behaviour - Individual Factors -Motivation – Learning - Perception – Personality - Group Dynamics - Conflicts within groups and between group Conflict Resolution Strategies - Managing Change in Organisations - Organizational Climate and Culture - Quality of Work life.

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**PAPER-II: FINANCE**

**Unit - I:**

Finance Function - Profit Maximisation Vs Wealth maximization - Financial Planning - Time Value of Money - Theories of Capital Structure - Capital Budgeting - Working Capital Management.

**Unit II:**

Financial System - Indian Financial System - Markets, Institutions, Instruments, Services - Money Market Capital Market - Primary and Secondary Markets-Regulatory Framework - Agencies involved In the Investor's Protection

**Unit - III:**

Investment Management - Instruments of Investment - Risk and Return - Concept and Measurement -Security Valuation - Different models of Security Valuation.  
Equity Analysis - Fundamental and technical analysis - Portfolio Analysis and Selection - Capital Asset Pricing and Arbitrage Pricing Models - Evaluation of Portfolio Performance - Financial Derivatives.

**Unit - IV:**

Capital Structure Planning - Indifference Point Analysis - Debt Securitisation and Syndication - Corporate Acquisitions - Determination of Exchange Ratio - Corporate Valuation - EFCF and DCF approaches to Corporate Valuation - Corporate Restructuring and Financial Reengineering.

**Unit V:**

Banking and Financial Services - Indian Banking System - Changes in the regulatory frame work - Asset and Liability Management System - Interest Rate Risk - Market Risk - Credit Risk Management of NPAs - Management of Mutual Funds in India - Insurance Industry in India- Trends and Progress.