



RAFFLES UNIVERSITY

Japanese Zone, NH-48, Neemrana-301705

Ph.D. Course Work Syllabus

Paper-II Management Paper Code-(Ph.D-102)

Contact Hours: 4 Hrs/ week
Credit: 4

Continuous Assessment: 40 Marks
End Term Exam: 60 Marks

Unit-I

Human Resource Management. Strategy and planning for Human Resource Management , Governance and development of Human Resource Management, Industrial Democracy , Role of Human Resource in Digital and Skill India, Executive Training and Human Resource Development

Unit-II

Marketing Management Consumer Behavior and Marketing, Marketing and Sales Promotions, Planning and practices of Strategic Marketing, Product based portfolio and Customer oriented Approach, Rural Marketing

Unit-III

International Business: Globalization and its impacts on international Business, Relevance of international Economic institutions World order economy, Analytical reviews of MNC'S, Foreign Direct investment and FII's '5 (Foreign Institutional investors), international Branding.

Unit-IV

Accounting and Finance: Financial System focus Indian economy, Applications of Financial Statement Techniques, Practices of Financial and Portfolio Management, Emerging issues in Accounting and Finance, Current Tax Regime

Unit-V

Business Environment: Economics and Economic System, Managerial Economics Approach, Micro Economics Practices in Management, Macro Economics Applications in Management.

Suggested Readings:

1. Everette, E. A. & Ronald, J. E. (2000). Production and Operations Management. New Delhi: Prentice-Hall.
2. Chary, S.N. (2012). Production and Operations Management. New Delhi: Tata McGraw-Hill.
3. Hill, T. & Hill, Alex (2012). Operations Management. UK: Palgrave.
4. Iyer. S.S. (2002). Managing for Values. New Delhi: New Age International Publications
5. Bhatia, S.K.(2007). Business Ethics and Managerial Values. New Delhi: Tata McGraw-Hill.
6. Mathur U.C. (2007). Corporate Governance and Business Ethics. New Delhi: Mc Millan.
7. Desai,V. (2013). Project Management. New Delhi: Himalaya Publishing House.
8. Poornima, C. (2011). Entrepreneurship Development - Small Business Enterprises. New Delhi: Pearson.
9. Robbins, S.P., Sanghi, S. & Judge, T. A. (2015). Organizational Behavior. New Delhi: Pearson Education.
10. Kotler, P. (2015). Marketing Management, Analysis, Planning, Implementations and Control. New Delhi: Pearson Education.
11. Horngren. T. Charles, Sundem. L. G.,Schatzberg. O. J.& Burgstahler, D. (2013). Introduction to Management Accounting. New Delhi: Pearson Education.
12. Goyal.S.N & Manmohan (1998).Principles of Management Accounting. Agra: Sahitya Bhavan.