

# **Department of Humanities and Social Sciences Syllabus for**

## **Ph.D. entrance test**

### **Accounting & Finance Syllabus**

- Accounting Principles and Standards, Preparation of Financial Statements.
- Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis
- Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis
- Standard Costing & Variance Analysis
- Financial Management, Concept & Functions
- Capital Structure – Theories, Cost of Capital, Sources and Finance
- Capital Budgeting – Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainty Analysis.
- Budgeting and Budgetary Control, Types and Process, Zero base Budgeting
- Leverages – Operating, Financial and Combined Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level.
- Dividend – Theories and Determination
- Working Capital Management – Determinants, Cash, Inventory, Receivables and Payables Management, Factoring
- Value & Returns – Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns;
- Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover

### **History Syllabus**

1. Sources of Indian History – Literary, Numismatics, Epigraphy
2. Historiography – Orientalist, Imperialist, Nationalist, Marxist, Cambridge, Subaltern
3. Indus Valley Civilization – Archeological sites, urban development, trade and commerce, ports, decline
4. Vedic Age – Early and Later Vedic Societies, Economy and Religion
5. Protest Movements – Jainism & Buddhism
6. Mauryan Empire – Foundation, Administration, Urbanization, Ashoka's Dhamma
7. Gupta Age – Foundation, State and Administration, Socio-cultural achievements, Indian Renaissance and Golden Age debate
8. Delhi Sultanate – Political Dynasties, Administrative Reforms, Economy, Art and Architecture
9. Mughal Empire – Foundation, State and Administration, Reign of Akbar, Socio-Religious Policy, Decline and Successor States
10. Chola Dynasty – Sources, Political History, Local Administration Religion, Society, Architecture
11. Vijayanagar and Bahmani Kingdoms – Origin, Administration, Decline
12. History of the Marathas – Rise of Maratha Power, Administration under Chhatrapati Shivaji, Society during Peshwa Power, Downfall of Maratha Power

13. Social reform movements – Bhakti & Sufi Movements
14. Colonialism - English East India Company - From the Battle of Plassey (1757) to Sepoy Mutiny (1857)
15. British Raj - Queens Proclamation (1858) to the Partition of India (1947)

## **Social and Cultural Anthropology Syllabus**

1. Culture and Society:  
ethnocentrism, cultural relativism, social institutions, social groups and social stratification
2. Marriage, Family and Kinship Institutions:  
Types of families, household, laws of marriage, functions of marriage, marriage as an economic institution, kinship, genealogy and patriarchy, consanguinity and affinity, descent and filiation
3. Economic organization  
Hunter-gatherer, pastoral, horticultural and agricultural economies; forms of exchange in simple societies
4. Political organization and social control  
Types of political organizations; power, authority and legitimacy; the idea of sovereignty in simple societies; law and justice in simple societies
5. Religion  
Monotheism, polytheism; sacred and profane; myths and rituals; taboos
6. Anthropological theories  
Structuralism, functionalism, classical evolutionism
7. Research methods  
Fieldwork and ethnography
8. Indian Society  
Varnas, caste; village studies; agrarian relations in Indian villages; sanskritization; westernization; tribe and the nation-state; ethnicity and ethnic conflicts; agrarian relations in Indian villages

## **English Language Education Syllabus**

1. History of ELT in India
2. Methods and Approaches in Language Teaching
3. Teaching of skills
4. Technology in ELT
5. Language learning theories

## **English Literature Syllabus**

1. History of British Literature: From Chaucer till present
2. Literary theory and Criticism
3. American Literature and Anglo-phone Literatures from Canada and Australia (Includes oral traditions of Native Americans and Aboriginals)
4. Literatures from the Global South: Literatures from Africa, Latin America and South Asia
5. Cultural Studies
6. Literatures in the Visual Culture/Image studies
7. Modern Indian Literatures: In English and Translation
8. Indian Literary Traditions
9. New Humanities and Posthuman Literatures (comprises of Digital Humanities, Medical Humanities, Energy Humanities and Environment Environmental Humanities)
10. Contemporary World Literatures

## **Economics Syllabus**

### **Unit-1: Micro Economics**

Theory of Consumer Behaviour- Theory of Production and Cost-Decision making under uncertainty Attitude towards Risk- Game Theory– Non-Cooperative Games-Market Structures, Competitive and non-competitive equilibria and their efficiency properties- Factor Pricing- General Equilibrium Analysis- Efficiency Criteria: Pareto-Optimality, Kaldor – Hicks and Wealth Maximization-Welfare Economics: Fundamental Theorems- Social Welfare Function-Asymmetric Information: Adverse Selection and Moral Hazard

### **Unit-2: Macro Economics**

National Income: Concepts and Measurement- Determination of output and employment: Classical & Keynesian Approach-Consumption Function- Investment Function- Multiplier and Accelerator-Demand for Money-Supply of Money- IS – LM Model Approach- Inflation and Phillips Curve Analysis-Business Cycles- Monetary and Fiscal Policy-Rational Expectation Hypothesis and its critique

### **Unit- 3: Statistics and Econometrics**

Probability Theory: Concepts of probability, Distributions, Moments-Central Limit Theorem-Descriptive Statistics – Measures of Central tendency & dispersions-Correlation, Index Numbers-Sampling methods & Sampling Distribution-Statistical Inferences, Hypothesis testing- Linear Regression Models and their properties – BLUE-Identification Problem-Simultaneous Equation Models – recursive and non-recursive- Discrete choice models-Time Series Analysis

### **Unit- 4: Economic Growth and Economic Development**

Theories of Economic Development: Adam Smith, Ricardo, Marx, Schumpeter, Rostow, Balanced & Unbalanced growth, Big Push approach- Models of Economic Growth: Harrod-Domar, Solow, Robinson Kaldor

Technical progress – Disembodied & embodied; endogenous growth- Indicators of Economic Development: PQLI, HDI, SDGs-Poverty and Inequalities – Concepts and Measurement-Social Sector Development: Health, Education, Gender

## **Unit- 5: Indian Economy**

Economic Growth in India: Pattern and Structure-Agriculture: Pattern & Structure of Growth, Major Challenges, Policy Responses- Industry: Pattern & Structure of Growth, Major Challenges, Policy Responses-Services: Pattern & Structure of Growth, Major Challenges, Policy Responses-Rural Development – Issues, Challenges & Policy Responses- Urban Development – Issues, Challenges and Policy Responses-Foreign Trade: Structure and Direction, BOP, Flow of Foreign Capital, Trade Policies-Infrastructure Development: Physical and Social; Public-Private Partnerships- Reforms in Land, Labour and Capital Markets- Centre-State Financial Relations and Finance Commissions of India; FRBM- Poverty, Inequality & Unemployment

## **Entrance Syllabus for Linguistics**

### **A. Research Methodology**

*Research:* Meaning, Types, and Characteristics, Positivism and Post positivistic approach to research — Methods of Research: Experimental, Descriptive, Historical, Qualitative and Quantitative methods — Steps of Research — Thesis and Article writing: Format and styles of referencing — Application of ICT in research — Research ethics.

### **B. Linguistics**

#### **1. Language and Linguistics**

*Notions of Language :* Language as written text—Philological and literary notions i.e., norm, purity and their preservation, language as a cultural heritage—Codification and transmission of cultural knowledge and behaviour, language as a marker of social identity—Language boundary, Dialect and language—Codes of special groups—Use of language(s) to express multiple identities

*Approaches to the Study of Language :* Semiotic approach—Interpretation of sign; language as a system of social behaviour

*Structure of Language:* Levels and their hierarchy—Phonological, Morphological, Syntactic and semantic, their interrelations; Universal and specific properties of language

*Grammatical Analysis:* Linguistic units and their distribution at different levels; Notions of contrast and complementation

*Linguistics and Others Fields:* Relevance of linguistics to other fields of enquiry—Philosophy, Anthropology, Sociology, Political Science, Psychology, Education, Computer Science and Literature.

#### **2. Phonetics, Phonology and Morphology**

*Phonetics:* Definition; Mechanisms of speech production—Airstream mechanism, oronasal process, Phonation process and articulation ( place and manner ); cardinal vowels ( primary and secondary ); vowels and consonants ( liquids, glides ); secondary articulation; coarticulation; syllable; phonetic transcription ( IPA ); suprasegmentals.

*Phonology:* Phonetics vs phonology; concept of phoneme, phone and allophone; Principles of phonemic analysis.

*Acoustic Phonetics:* Sound waves—frequency, amplitude; periodic complex harmonics; fundamental frequency, resonance, filtering, spectrum, spectrogram, pitch, loudness, length; formants, transition, burst; voice onset time; aspiration; noise spectra; cues for place and manner.

*Phonemics:* Phoneme, Phone and allophone; contrast and complementary distribution; preliminary and analytical procedures of phonemic analysis.

*Generative Phonology:* Two levels of phonological representation; phonological rules; distinctive features (Major class, Manner, Place, etc.), Abstractness controversy; Rule ordering types.

*Morphology:* Scope and nature: concept of morpheme, morph, allomorph, portmanteau morph, lexeme and word; identification of morphemes; morphological alternation; morphophonemic process; internal and external sandhi; derivation vs inflection; root and stem; grammatical categories.

*Types of Morphemes:* Root, stem, base, suffix, infix, prefix, portmanteau morpheme; affixes vs clitics.

*Morphological Processes:* Derivational vs inflectional processes (conjugation and declension); primary vs secondary derivation.

*Level-ordered Morphology:* Hierarchical organization of words; lexical vs non-lexical categories; morphology.

*Types of Compounding:* Endocentric (karmadhaaraya, tatpurusha), exocentric (bahuvrihi) copulative compound (dvandva) and headedness of compounds.

*Morphology-Syntax Interface:* Nominalization and the Lexicalist hypothesis.

### **3. Syntax and Semantics**

*Traditional and Structuralist Syntax:* Parts of speech; Indian classification of grammatical categories (naama, aakhyata, upasarga, nipaata); structural syntactic categories (word, phrase, clause etc.)

*Generative Syntax:* Universal grammar. Innateness Hypothesis, meaning of the term ‘generative’, Transformational generative grammar, criteria for determining constituents, Aspects model, Problems with the Aspects model, Ross’s constraints; Principles and Parameters.

*General Notions:* Structure and structure-dependence, diagnostics for structure; reference, co reference and anaphoric reference; deixis.

*Phrase Structure:* X-bar theory; head, complement, specifier; binary branching: S as IP, S-bar as CP; DP analysis of noun phrases; head-complement parameter.

*Some Syntactic Operations and Constructions:* Movement and trace: passive, raising, WH- movement (questions, relativization), topicalization, scrambling; adjunction and substitution; head-to-head movement, movement to SPL deletion (gapping and VP-deletion); ECM (exceptional case-marking), constructions, small clauses; clefts and pseudo clefts.

*Some Principles of Grammar :* Constraints on movement—Ross’s constraints explained in terms of Subjacency; Government and Proper Government; Case theory, case as motivation for movement; Anaphors and Pronouns; Binding Theory ( Principles A, B and C ); strong and weak cross-over; theta theory, theta marking; PRO as subject of infinitives; quantifiers ( universal and existential ); quantifier raising, scope ambiguity.

*Meaning:* Types of meaning; descriptive, emotive and phatic; sense and reference, connotation and denotation, sense relations (homonymy, synonymy, etc.); types of opposition (taxonomic, polar, etc.); ambiguity, sentence meaning and truth conditions, presupposition, entailment and implicature. speech acts, deixis, definiteness, mood and modality, componential analysis.

*Pragmatics:* Presupposition, entailment and implicature; speech acts, indexicals.

*Formal Foundations:* Membership, union, intersection, cardinality, powersets: mapping and functions; propositions, truth values, sentential connectives; arguments, predicates, quantifiers, variables.

*Model-theoretic Semantics:* Different models and interpretation; possible worlds; mood and modality; tense and aspect, counterfactuals.

#### **4. Historical Linguistics and South Asian Language Families**

*Introduction:* Synchronic and diachronic approaches to language; interrelationship between diachronic and synchronic data; use of written records for historical studies; language classification; notion of language family, criteria for identifying family relationships among languages; definition of the word ‘cognate’; language isolates; criteria for typological classification—agglutinative, inflectional, analytic, synthetic and polysynthetic; basic word order typology—SVO, SOV, etc.

*Linguistic Change and Reconstruction:* Sound change; Neogrammarian theory of gradualness and regularity of sound change; genesis and spread of sound change; phonetic and phonemic change; split and merger; conditioned vs unconditioned change; types of change—assimilation and dissimilation, coalescence, metathesis^ deletion, epenthesis; Transformational-generative approach to sound change—rule addition, rule deletion, rule generalisation, rule ordering; social motivation for change; lexical diffusion of sound change; analogy and its relationship to sound change; reconstructing the proto-stages of languages, internal reconstruction and comparative method—their scopes and limitations; innovation and retention; sub grouping within a family; family tree and wave models; relative chronology of different changes.

*Language Contact and Dialect Geography:* Linguistic borrowing—lexical and structural; motivations—Prestige and need-filling ( including culture-based ); Classification of loan words—Loan translation, loan blend, calque, assimilated and unassimilated loans (tadbhava and tatsama); Bilingualism as the source for borrowing; dialect, idiolect; isogloss; methods of preparing dialect atlas, focal area, transition area and relic area.

*Phonological Reconstruction:* Comparative method, collection of cognates, establishing phonological correspondences; reconstruction of the phonemes of the proto-language based on contrast and complementation; internal reconstruction as opposed to comparative reconstruction; morphophonemic alternations as the source for reconstruction; recovering historical contrasts by comparing, alternating and non-alternating paradigms; accounting for exceptions to sound change.

*Borrowing:* Lexical and structural; different types of borrowing—cultural, intimate and dialect; classification of loanwords; impact of borrowing on language; pidgins and creoles.

*Dialect Geography:* Preparation of questionnaire; selection of informants and localities; elicitation of data; preparation of isogloss maps; deciding dialect and -sub-dialect areas: correlating political and cultural history with regional and social dialects.

*Extensions of the Neogrammarian Theory:* Social motivation of social change: study of sound change in progress; socio-linguistic studies of Martha’s Vineyard. and New York City; lexical diffusion.

*Language Families of South Asia:* Indo-Aryan, Dravidian-, Austro-Asiatic, Tibeto-Burman; language isolates—Bumshaski, Nahali.

*Areal Features of South Asia:* South Asia as a linguistic area—phonological—length contrast in vowels and consonants, retroflexion, open syllable structure; morphemic structure rules; morphological and syntactical—agglutination, ergativity, agreement; productive use of conjunctive participles; passives; causatives; echo words; phenomenon of reduplication; copulative compounds; compound verbs, relative clause construction; dative /genitive subject construction.

## **5. Socio-linguistics and Applied Linguistics**

*Language and Society:* Speech community; verbal repertoire; linguistic and communicative competence; linguistic variability and ethnography of speaking; socio-linguistic variables; patterns of variation; regional, social and stylistic; restricted and elaborated codes; diglossia.

*Languages in Contact:* Types of bilingualism and bilinguals; borrowing; convergence; pidgins and creoles; language maintenance and shift.

*Sociology of Language:* Language planning; language standardization and modernization; language and power; literacy—autonomous vs ideological.

*Speech as Social Interaction:* Speech community and language boundaries; communicative competence; speech event and its components; rules of speaking; social significance of Gricean Maxims and conversational implicature; pragmatics of politeness; semantics of power and solidarity; social processes and linguistic structures; cross-cultural perspectives on speech events.

*Linguistic Variability:* Variation in linguistic behaviour; language and identity; restricted and elaborated codes; linguistic variables and their linguistic, social and psychological dimensions; language and social inequality; linguistic and social attitudes and stereotypes.

*Language Contact:* Bilingualism; bilingual proficiency; code-mixing and code-switching; .

*Language Development:* Language planning; corpus and status planning; codification and elaboration; language movements.

*Sociolinguistic Methodology :* Sampling and tools; identification of socio-linguistic variables and their variants; data processing and interpretation; quantitative analysis; variable rules; ethnomethodology; participant observation; qualitative analysis of data.

*Scope of Applied Linguistics:* Language teaching; translation studies; lexicography; stylistics; speech pathology; mass media and communication; language and computers.

*Language Learning and Language Teaching:* First and second language learning; language acquisition in multilingual settings.

*Linguistics and Psycholinguistics :* Language and other signalling systems: biological bases of human language.

*Developmental Psycho-linguistics :* First language acquisition and second language learning; bilingual acquisition, issues and processes in language acquisition; three periods in the history of child language studies.

*Language Processing* : The processes of perception—comprehension and production; perceptual units and perceptual strategies; parsing and parsing strategies; steps in comprehension; sentence comprehension and discourse comprehension; mental representation of language and lexicon; relationship between comprehension and production; sentence and discourse strategies in comprehension and production; speech errors as evidence of language production.

*Applied Psycho-linguistics* : Aphasia and its clinical and linguistic classifications; anomia, and dyslexia; stuttering; language in mental retardation; language in schizophrenia; language loss in aging; language in the hearing-impaired; data from normative and pathological language and their use for assessment of speech and language impairment; therapeutic intervention.

*Processes of Learning*: Language as a formal system and as a major factor in communication; learning a language and learning through language; behaviourist and cognitive theories of language learning including—Skinner, Piaget and Chomsky, etc., learning and communicative strategies, focus on the learner.

*Language Typology, Universals and Linguistic Relatedness*: Language typology and language universals; Morphological types of languages.

*Inductive vs Deductive Approaches*: Parametric variation and language universals.

*Applications*: Computational linguistics and its relation to allied disciplines in cognitive science—philosophy, psychology and artificial intelligence.

*Computational Lexicography*: The craft of dictionary making; the digital computer as a lexicographic tool; lexical databases and on-line dictionary.

*Parsing, Syntax and Semantics* : Parsing and generation, top-down and bottom up parsing; types of parsers; unification and unification-based grammars.

*Corpus Linguistics*: Corpus-building and corpus-processing, SGML and Text Encoding Initiative, Corpus tagging and Tree banks, Corpus projects.

*Language Technology*: Natural language interface to databases, Cooperative response systems, Speech technology.

*Brain-language Relationship*: Issues in neurolinguistics and linguistics aphasiology, cerebral dominance, lateralization and handedness; models of brain-language relationship.

*Brain Pathology and Language Breakdown*: Aphasia and its classification; classical categories, linguistic account, overview of linguistic aphasiology, anomia and agrammatism; dyslexia and its classification.

*Linguistics and Language Pathology*: Use of linguistics in diagnosis and prognosis of language disorders; language pathology and normal language,

Language Pathology and Language Disorders; Stuttering; nature and analysis of language in psychopathological conditions; schizophrenic language: language in mental retardation.

*Language Disorders and Intervention*: Variation in language disorders; need and scope of intervention: therapeutic use of language.



## **French – Entrance Exam Syllabus**

**Littérature : Histoire de la littérature française :** Littérature française du Moyen Age au 20ème siècle. Les principaux mouvements littéraires : littérature médiévale, Renaissance, Classicisme, Baroque, Siècle des Lumières, réalisme, romantisme, symbolisme, surréalisme, nouveau roman, nouveau théâtre, existentialisme, postmodernisme, écriture des femmes, de migration.

**Littératures francophones :** Les œuvres de renommée par des écrivains des régions suivantes : **Asie et Pacifique, Afrique Noire, Canada, Maghreb, Océan indien, Europe francophone.** Les principaux écrivains comme Senghor ; Césaire, Kourouma ; Mariam Ba et mouvements comme la Négritude, le Printemps Arabe et idées et théories comme l'identité africaine, le postcolonialisme, l'immigration etc.

**Civilisation :** La Révolution française jusqu'à la France contemporaine y compris les tendances politiques, les pratiques culturelles comme l'art ; la mode ; la gastronomie, la géographie de la France et DOM, TOM et les pays francophones etc.

### **Traductologie :**

-La traduction est un champ d'étude interdisciplinaire situé à l'interface entre la linguistique et les études culturelles. Définitions de traduction : traduction interlinguale, et intersémiotique.

Approches linguistiques à la traduction

Théories interprétatives de traduction. Concepts en traduction par exemple adaptation, cohérence, cohésion, contexte, emprunt, équivalence, faux amis, fidélité, procédés de traduction, processus de la traduction, sur traduction, sourcier, texte pragmatique, unités de traduction etc.

Traduction pédagogique/ traduction professionnelle -Terminologie de la traduction relative à divers domaines de la science et de la technologie. Enseignement de la traduction -Traduction et idéologie / politique de la traduction

### **Linguistique :**

Compréhension des concepts linguistiques de base, notamment langue/parole, code / message, relation syntagmatique/paradigmatique, compétence linguistique/performance. Traits essentiels du langage humain -Description de la langue selon une perspective synchronique et/ou diachronique

Nature du signe linguistique -Différence entre Phonétique et Phonologie.

Classification de consonnes, voyelles et semi-voyelles

Syllabes and Rythmes -Morphologie et syntaxe de la langue française

Registres de langue

Analyse de constituants immédiats

Théories de l'énonciation

Identification de différentes fonctions du langage d'après Jakobson)

- Concepts essentiels de la pragmatique : actes de parole, des performatifs etc.

- Concepts essentiels de l'analyse de discours : cohérence and cohésion.

### **Didactique des Langues – Cultures -**

Evolution des méthodologies de l'enseignement du Français langue étrangère : des méthodes traditionnelles aux approches centrées sur l'apprenant

Didactique en tant qu'un champ d'étude interdisciplinaire située à la croise de la linguistique, psychologie, sociologie, technologie, études culturelles.

-Définitions de concepts de base : méthode, méthodologie, manuel, didactique.

- Approche communicative et Approche actionnelle

-Usage des documents authentiques

-Problèmes et perspectives dans l'enseignement/apprentissage du Français dans le contexte indien

-Principes de production pédagogiques

-Interculture dans l'enseignement et l'apprentissage du Français

- CECR et Niveaux communs de référence

- French for specific purposes (FOS)

-Technologies de l'information et de la communication pour l'enseignement (TICE)

- Analyse des manuels de FLE : Dondo, Cours de langue et Civilisation française, (Mauger Bleu) Mauger Rouge, De vive Voix, Cartes sur Table, Nouveau Sans Frontières, Archipel, Connexions, Alter Ego, Echo, Version Originale etc

## **Philosophy Syllabus**

### **Western Philosophy:**

- **Ancient Philosophy:** Study of classical Greek and Roman philosophers like Plato, Aristotle, and the Stoics.
- **Modern Philosophy:** Exploration of thinkers such as Descartes, Spinoza, Leibniz, Hume, and Kant.
- **Contemporary Philosophy:** Examination of 20th-century philosophers like Wittgenstein, Heidegger, and Sartre.
- **Logic and Critical Thinking:** Introduction to formal logic, argument analysis, and reasoning.
- **Metaphysics:** Inquiry into the nature of reality, existence, and being.
- **Epistemology:** Study of knowledge, belief, and justification.
- **Ethics**

### **Indian Philosophy:** Basics of Indian Philosophical Thought.

- The various school of thought: Jainism, Carvaka, Sankhya - Yoga, Nyaya-Vaiseika Buddhism, Vedanta.

## **Entrepreneurship Syllabus**

No.	Unit	Sub-unit
1.	<b>Entrepreneurial Environment</b>	<ul style="list-style-type: none"><li>• Global Entrepreneurship Environment (E.g. Global Entrepreneurship Monitor)</li><li>• Entrepreneurship in India (E.g. Ease of Doing Business – Start-up India)</li><li>• Indian Start-up Ecosystem</li><li>• Definition &amp; theories of entrepreneurship</li></ul>
2.	<b>Entrepreneurial Opportunity</b>	<ul style="list-style-type: none"><li>• Identifying &amp; Creating Business Opportunities</li><li>• What defines a good business opportunity?</li><li>• Business Planning</li><li>• Business Models</li></ul>
3.	<b>Venture Financing</b>	<ul style="list-style-type: none"><li>• Equity Financing</li><li>• Angel Investing</li><li>• Debt Financing</li><li>• Financial Statements</li><li>• Bootstrapping &amp; Crowdfunding for resources</li></ul>
4.	<b>Marketing &amp; Growth of Enterprises</b>	<ul style="list-style-type: none"><li>• Growing &amp; Scaling up new ventures</li><li>• Entrepreneurial Marketing Techniques for Start-ups</li><li>• Family Business Management</li><li>• Role of Business Incubation</li></ul>
5.	<b>Tools &amp; Techniques</b>	<ul style="list-style-type: none"><li>• Design Thinking</li><li>• Idea generation techniques</li><li>• Testing and experimenting with new ideas (Prototyping, Story Boarding, etc.)</li><li>• Lean Start-up methodology</li></ul>

### **Reference Books**

- Charantimath, P. M. (2013). *Entrepreneurship development and small business enterprises*. Pearson Education India.
- Roy, R. (2016). *Entrepreneurship*. Oxford University Press.
- Neck, H. M., Neck, C. P., & Murray, E. L. (2023). *Entrepreneurship: The practice and mindset*. Sage publications.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship*. McGraw-Hill Education.

## Syllabus for Management

Total Marks 30 :(10 Marks for General Management + 20 for respective specialization)

Module	Focus Area	Weightage
I	General Management	10
II	Organizational Behaviour	20
II	Marketing	20
IV	Strategic Management	20

### Detailed Contents

Module	Topics	Weightage
1 General Management	<p><b>Management</b>- Definition and scope, Management functions and process, Management Roles and Skills, Managing Internal and External environment, Social Responsibility and Managerial Ethics, Managerial Decision making – Process, Types of problems and decisions, Decision-making conditions and styles, Principles of Management</p> <p><b>Planning</b> – meaning, process, purpose, establishing goals, developing plans issues in planning</p> <p><b>Organizing</b> – definition, Organization Structure and design options, and decisions, Staffing, Managing change and innovation,</p> <p><b>Directing</b> - Foundations of Behaviour, Motivation theories, and current issues – Leadership theories, issues and styles</p> <p><b>Controlling</b> -Definition, importance, process, types, contingency factors, contemporary issues, Effective control system, Operations and value chain management, importance, process, types, contingency factors, contemporary issues, Effective control system, Operations, and value chain management</p>	
II HRM & OB	Organizing and Staffing; Recruitment, Selection, Placement and Induction processes, Performance Appraisal and Performance Management processes Human Resource Development- Training and Development Processes, Human Resource Information System; Human Resource Accounting and Auditing, Management of Industrial Relations: Trade Unions and Employers Associations; Discipline and Grievance Management; Participative Management, Organizational Behaviour- Personality; Individual and Group Decision making; Group Dynamics; Work motivation; Power and Politics; Organizational Culture; Conflict Management.	
III Marketing	Marketing for the 21st century, Marketing Opportunities and Customer Value, Marketing Strategies, Marketing Mix Decisions, Marketing Environment, Forecasting Demand, Conducting Marketing Research, Customer Relationships, Consumer Markets, Business Markets, Segmentation, Targeting and Positioning, Branding and	

	Brand Equity, Consumer Behaviour, Product strategy, Buying Motives, Factors Influencing Consumer Behaviour, Product Strategy, Services Marketing, Pricing Strategies, Marketing channels, Retailing, Wholesaling and Logistics, Integrated Marketing Communications, New Market offerings, The Holistic Marketing Organisation.	
IV Strategic Management	<p>Strategy Formulation: Ansoff's Growth vector, BCG Model, Porter's Generic strategies, Competitor Analysis, Strategy Implementation</p> <p>Corporate Level Strategies; Stability Strategy – BCG portfolio model, Generic strategies; Expansion strategies – Ansoff Matrix, Integration Strategies, Diversification Strategies, Cooperative Strategies; Retrenchment Strategies;</p> <p>Strategic Analysis and Choice; Strategy Implementation – Nature, barriers and inter-relationship; Structural Implementation; Functional and Operational Implementation; Behavioural Implementation;</p> <p>Strategy Evaluation and Control;</p> <p>Ethics and Management System: Ethical issues and analysis in management, Social responsibilities of Businesses, Corporate Governance</p>	

## **Political Science Syllabus**

The syllabus for the Ph.D. entrance test for Political Science will include the following six Units. The question paper will include at least one question from each Unit.

### **Unit One: Methods in Social Sciences**

#### ***1. The Idea of Social Science***

- a) Approaching the difference between natural and social science
- b) Conceptions of Science: From verification to falsification
- c) Objectivity and value neutrality

#### ***2. Empirical Research in Social Sciences***

- a) Identification of research problem, formulation of hypothesis, use of concepts, operationalization of variables
- b) Quantitative and qualitative methods
- c) Research Design

#### ***3. Quantitative Research Method***

- a) Measurement: Issues of Reliability, Validity, and levels of measurement
- b) Data collection: methods of data collection and observation, questionnaires and interviews
- c) Sampling techniques: probability and nonprobability techniques
- d) Data processing: establishing categories and coding data
- e) Data interpretation: Descriptive statistics and inferential statistics
- f) Preparation of research report

#### **4. Qualitative Research**

- a) Depth Interviews
- b) Ethnography
- c) Content analysis

### **Unit Two: Key Concepts in Political Theory**

- 1. State**
- 2. Civil Society**
- 3. Citizenship**
- 4. Equality**
- 5. Justice**

### **Unit Three: Indian Politics II: Political Institutions**

#### **1. Making of Political Institutions**

- (i) Constitutionalism in the Postcolonial Context
- (ii) Constituent Assembly Debates
- (iii) Constitutional Law and Change

#### **2. Judicial Power and Rule of Law**

- (i) Judicial Independence, Judicial Review
- (ii) Judicial Activism, Public Interest Litigation
- (iii) Civil Liberties, Preventive Detention and Extraordinary Laws (MISA, TADA, POTA, NSA etc.).

#### **3. Executive and Political Leadership**

- (i) President: Modes of exercise of powers
- (ii) Prime Minister and the Cabinet: Collective Responsibility and Accountability to the Parliament. The PMO

(iii) Governors and Chief Ministers: Changing Role and Institutional Relationship

#### **4. Legislatures and Representation**

(i) Composition, Powers, Reservations

(ii) Antidefection

Provisions, and Parliamentary Committees

(iii) Election Commission and Electoral Reforms

#### **5. Federal Institutions**

(i) Strong Centre Framework and Commissions on Centre-state Relations

(ii) Central Interventions and State Rights

(iii) Autonomy and Devolution: Federal Reforms and multilevel Federalism

#### **6. New Institutions and Governance**

(i) Transparency and Accountability: CVC, NHRC, CIC.

(ii) Inclusion and Accommodation: NCSC, NCST, NCM, NCLRM.

### **Unit Four: Indian Politics III: Political Process**

#### **1. State in Independent India**

a. The Nehruvian Consensus

b. Emergency and Deinstitutionalisation

c. State under Globalisation and Liberalisation

#### **2. Political Parties and Electoral Politics**

a. Ideology and Social Bases of Political Parties (National & Regional)

b. Shift from 'Congress System' to Coalition Politics

c. Party Politics and Nonparty

Political Mobilisation

#### **3. Class, Caste, Tribe, and Gender**

a. The Changing Nature of Class Dominance in India

b. Middle Class: Old and New

c. Politics and Mobilisation of OBCs, Dalits, Caste Hindus and Adivasis

d. The Gender Question: Issues of Equality and Representation

#### **4. Religion, Language, Region**

a. Religious Communities and Secular Politics

b. Linguistic Mobilisation and Demands for Recognition/Autonomy

c. Region and Nation: 'Sons of the Soil', Smaller States and Secession

#### **5. Civil Society**

a. Media and Politics

b. Social Movements

### **Unit 5: International Relations**

## **1. Approaches and Methods**

- i. Realism and Neorealism
- ii. Liberalism and Neoliberal Institutionalism
- iii. Critical Approaches :Constructivist, Feminist, NeoMarxist
- iv. Normative Approaches: Global Justice, Cosmopolitanism

## **2. Nation State in a Globalizing World**

### ***3. The Unequal World: Economy, Political Power and Cultural Dominance***

- i) Cold War and Its Aftermath
- ii) New Imperialism Debate
- iii) Unipolarity and Multipolarity
- iv) Forms of Dependency and Assertions

## **4. War and Peace**

- i) Old and New Wars
- ii) Conflicts and Conflict Resolution
- iii) Global Terrorism

## **5. International / Regional Organizations**

- i) United Nations in a Globalizing World
- ii) European Community
- iii) The ASEAN

## **6. International Regimes (on Trade, Environment, Nonproliferation and Human Rights)**

### ***7. South Asia and World Politics***

- i) Foreign Policies of South Asian States
- ii) Major Powers and South Asia
- iii) Regional Cooperation in South Asia

## **Unit 6: Public Administration**

### **I. Public administration as a discipline and profession (14 Lectures)**

- (a) Meaning, scope and significance of the subject, public and private administration
- (b) Evolution and major approaches.

### **II. Administrative theories (16 Lectures)**

- (a) Ideal-type bureaucracy
- (b) Scientific management
- (c) Human relations theory



(d) Rational decision-making.

### **III. Development administration (14 Lectures)**

(a) Meaning and approaches

(b) Rigg's ecological approach

### **IV. Recent Trends (16 Lectures)**

(a) New public administration

(b) New public management

(c) Good governance

(d) Feminist perspectives

(e) Revisiting Gandhi's concept of Oceanic Circles.