

Program	Ph.D.		
Syllabus	Entrance Exam Syllabus for Commerce		
Examination Pattern	Question Type	No. of Questions	Total Marks
	1 Mark Domain Specific	35	35
	1 Mark Research Aptitude	35	35
	Total	70	70

Section – 1 - Weightage – 50%	
Sr. No.	Topics
1	Business Environment and International Business: Business environment concepts; Economic, political, legal, and socio-cultural influences; CSR. International business scope and importance; Globalization; Trade theories; Government intervention; Tariffs; FDI & FPI; BOP; Regional integration (EU, ASEAN, SAARC, NAFTA); IMF, World Bank, UNCTAD; WTO agreements (TRIPS, TRIMS, GATS).
2	Accounting and Auditing: Principles; Partnership and corporate accounting; Mergers and acquisitions; Holding companies; Cost and management accounting (ABC, life cycle, JIT, Kaizen); Ratio, fund, and cash flow analysis; HR, inflation, and environmental accounting; Indian AS & IFRS; Audits (financial, cost, management, energy, safety).
3	Business Economics: Scope, firm objectives, demand analysis, elasticity; Consumer behavior (utility, indifference curve); Production laws; Cost theory; Market structures (perfect, monopoly, oligopoly); Pricing strategies (skimming, penetration).
4	Business Finance: Sources and scope; Lease finance; Cost of capital; Capital budgeting; Working capital; Dividend policies; Risk-return; Forex markets; Hedging; Eurocurrency, GDR, ADR; International capital budgeting.
5	Business Statistics and Research Methods: Central tendency, dispersion, skewness; Correlation, regression; Probability, Bayes theorem; Distributions (binomial, Poisson, normal); Research types and design; Data collection, sampling, hypothesis testing (z, t, ANOVA, chi-square, Mann-Whitney, Kruskal-Wallis); Report writing.
6	Business Management and HRM: Principles, organization structure, authority and delegation; Motivation, leadership; Corporate governance, ethics; HRM roles and functions; Planning, recruitment, training; Compensation and incentives; Performance appraisal (360°); Collective bargaining; Personality, perception, conflict, stress, culture and change.
7	Banking and Financial Institutions: Indian financial system overview; Bank types; RBI functions; Basel norms, NPAs; Financial markets (money, capital); DFIs, NBFCs, mutual/pension funds; Financial regulators; Digital banking; Insurance – types, risk management, reinsurance, IRDA.
8	Marketing Management: Concepts, marketing mix, segmentation, targeting, product life cycle, pricing strategies, promotion mix, distribution, consumer behavior, service marketing, CRM, green/online/direct marketing, logistics.
9	Legal Aspects of Business: Indian Contract Act, Special contracts, Sale of Goods, Negotiable Instruments, Companies Act 2013, LLP, Competition Act, IT Act (cyber laws), RTI Act, IPR (patents, trademarks, copyrights), GST framework.
10	Income-tax and Corporate Tax Planning: Concepts, residential status, exemptions, heads of income, deductions, tax computation; International taxation, transfer pricing; Tax planning techniques; TDS, advance tax, e-filing.

Section – 2 - Weightage – 50%	
Sr. No.	Topics
1	Research Aptitude - Research: Meaning, characteristics and types; Steps of research, Methods of research; Research Ethics; Paper, article, workshop, seminar, conference and symposium.
2	Reasoning (Including Mathematical) - Number series; letter series; codes; Relationships; classification.
3	Logical Reasoning - Understanding the structure of arguments; Evaluating and distinguishing deductive and inductive reasoning; Verbal analogies: Word Analogy-Applied analogy; Reasoning Logical Diagrams: Simple diagrammatic relationship, multi-diagrammatic relationship; Venn diagram; Analytical Reasoning
4	Data Interpretation - Sources, acquisition and interpretation of data; Quantitative and qualitative data; Graphical representation and mapping of data.