**Dept. of Management Studies, University of Kashmir**

**RECENT ADVANCES IN MANAGEMENT**

**Ph.D Syllabus**

**Effective from batch 2017**  
**Course Code:** MGT-PHD-01  
**Term End Exam:** 100  
**Min. Pass Marks:** 50%

**UNIT I**

Marketing management; Segmentation Targeting and Positioning (STP) approach, marketing strategy, Segmentation research, Consumer behavior, Perceptual Maps, customer value, Customer and competitor analysis, Market orientation, Relationship Marketing and customer life time value; Customer Relationship Management (CRM), Brand equity, Channel Design and Management, Marketing Communication: Sales Process and Advertising Models, Service quality- Models and dimensions, social media marketing, globalization

**UNIT II**

Financial Management –functions and processes; Risk management; forward, future, options, contracts and swaps; Measures of Stock market volatility and Fundamental Analysis; Firm performance measures- Balanced score card, triple bottom line; Economic Value Added; Market Value Added. Emerging issues in accounting, IFRS and GAAP impacts assessment; Financial statement analysis - Fund flow, cash flow and ratio analysis; Evaluation of investment decisions; Risk analysis and project evaluation; Working capital management.

**UNIT III**

Globalization and HRM, HRD climate and audit; HRD practices in Indian organisations; Measurement of Strategies & Techniques. Succession Planning, managing work ethics, decentralized workplaces, work engagement and involvement, work life balance, Job crafting, Change Management. Work-Life Balance, Stress management, employee-motivation, Performance management.

**UNIT IV**

Supply chain management, ERP, data base marketing, internet marketing, Total Quality management (TQM), Concept of six sigma, Inventory Management, Core Process Re-engineering.  
Tourism impacts, tourism impact assessment, Destination planning and development, Sustainable tourism development, tourism business operations, Tourism marketing strategies, Tourism linkages and intermediaries, factors responsible for changing tourism concepts and tourist demand pattern.

**Suggested Readings:**

1. **Gary L. Lilien, Arvind Rangaswamy, and Arnaud De Bruyn**, *Principles of Marketing Engineering*, Trafford Publishers.
2. **Gary L. Lilien, Philip Kotler**, *Marketing Models*, Prentice Hall College Div.
3. **David A. Aaker**, *Strategic Market Management*, John Wiley, 2001.
4. **Risk Management**, Joel Besis, Tat McGraw Hill
5. **Financial Management**, Pandey I.M., Vikas Publication House
6. **Battacharya S.K. & Dearden J.**, *Accounting for Management: Text and Cases*, Vikas New Delhi
7. **Human Resource Management** by Michael Armstrong 9th Ed., Kogan Page
8. **Tourism Principles, Practices and Philosophies**, Charles R Goeldner & J.R. Brent Ritchie, JOHN WILEY & SONS, INC.
9. **Tourism Principles & Practices** by Chriss Cooper, Pearson Education