



**Syllabus: Syllabus for Paper II**  
**PhD Entrance Examination**  
**TERI School of Advanced Studies**

**1. Business Sustainability & CSR:**

Introduction to Sustainable Development, SDGs, Business Sustainability: Concept and Corporate Practices, Reporting and Communicating Sustainability, CSR, strategies for sustainable businesses, Ethical and Responsible Business.

**2. Marketing Management:**

Marketing: theory and Concepts, 4P, Product and Brand Management, Consumer Behaviour, Market Research, Integrated marketing communication, Channel of distribution, Online Marketing, Societal Marketing, Business to Business Marketing, Supply Chain Management.

**3. Accounting and Finance:**

Introduction to Financial Accounting, Cost Accounting, Management Accounting, Accounting Concepts and Principles, Financial Statement Analysis, Budgeting, Costing and Cost Sheet, Cost Volume Profit Analysis, Target Costing, Life Cycle Costing, Economic Value Added, etc.

**4. General Management, OB & HR:**

Forms of Organizations, Functions of a Manager, Managerial Roles and Skills, Organization Culture, Structure, and Development, Change Management, Human Resource Planning and Management

5. **Strategy:**

Industry Competition, Porter's industry analysis, Resource based view of Corporation, Theory of core competency, Types of strategy: strategy Implementation.

**Method of Examination for Paper II:**

The method focusses on assessing candidate's critical thinking, expression and research abilities to conduct research in an interdisciplinary environment.

Two articles will be provided. The questions will be designed to assess the reading accuracy, analysis and interpretation, language comprehension and expression, background knowledge of the subject, summarization of the major ideas and ability to critique or challenge established ideas.