



PhD Entrance Syllabus

Structure of the PhD Entrance Test (100 Marks)

Section A: Aptitude and Reasoning – Common to all candidates (50 Marks)

Section B: Subject-Specific (Entrepreneurship) (50 Marks)

Section A: APTITUDE & REASONING (Common to ALL)

Unit-1: Verbal Reasoning

Navigating Directions and Mastering Distances, Blood Relations, Logical Puzzles and Problem Solving- Floor Based, Month and Year Based. Seating Arrangements - Circular, Linear, Decoding the Code- Letter Coding, Number Coding, Letter and Number Coding.

Unit-2: Number System

Mastering Quick Calculations, BODMAS Simplified, Exploring Numbers and Division Rule, Unit Digits Decoded, Unlocking Divisibility and Counting Zeroes, "Mastering LCM and HCF: Foundations of Factorization, Uncovering Factors, Exploring Remainders.

Unit-3: Arithmetic Ability-1

Percentages - Fraction, Decimal, Percentage Change, Concept of 'By' and 'To', Product Constancy, All About Averages, Profit & Loss Essentials, Articles, False Weight, and Discount Insights - Discount, Simple Interest: Calculations and Applications, Compound Interest: Calculations and Applications, Relationship between SI and CI.

Unit-4: Arithmetic Ability-2

Ratio, Proportion, Partnership, Problems on Ages, Time and Work - Concept of Efficiency, Smart Work with Time and work, Negative Work, Chain Rule, Pipes and Cisterns, Time, Speed & Distance, Problems based on Trains, Problems based on Boats and Streams.

Unit-5: Critical Reasoning

Analogy and Classification, Sequence and Series Logic, Syllogisms - Types of statements, Venn diagrams using statements, Method to solve problems Two Statements and Two Conclusions, EITHER-OR Conclusions, Four Statements and Two Conclusions.



School of Business, **SR University, Warangal**

Section B: Entrepreneurship
Syllabus for PHD Admission Eligibility Test

I. Entrepreneurship

Meaning of innovation, Meaning and concept of entrepreneurship, skills/traits required to be an entrepreneur - form of business organization, Idea Generation, Idea Evaluation & Feasibility Analysis - Opportunity recognition - idea evaluation, value proposition canvas, Product/Service Feasibility Analysis - Business model/Plan & Product/ Market Fit - Iterating the MVP - Value Proposition, Customer Segments, Channels and Partners, Revenue Model and Streams, Key Resources, Activities, and Costs Customer Relationships

II. Business Models & Funding: Customer Develop and validate business model - Business Plan, investor pitch and key elements of raising money for a new venture - Startup in Venture Capital Market - Funding Agencies for Business - Challenges Faced in Integration and Growth - Starting a Venture Capital - Venture Capital Structure - Different Stages of Funding for Startups - Registration of firm - Legal documentation of startup

III. Strategic Management

Concept of Management, Functions – Planning, Organizing, Staffing, Coordinating and Controlling, Communication – Decision Making – Organization Structure and Design – Types, Authority, Responsibility, Centralization, Decentralization, Span of Control, Sustainable development goals, corporate governance - PESTEL Analysis, Porter's Approach to industry analysis, - Value Chain Analysis, Strategy Formulation, SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis, BCG, GE Business Model, Ansoff's Product Market Growth Matrix, McKinsey 7s Framework, Blue Ocean Strategy, Strategy Implementation and Strategic Control and Assessment

IV. Operations & Logistics Management

Operation Management, Just-in-time production, Production planning and control, Project Management, Inventory Control, Enterprise Resource Planning, Quantitative Techniques & Methods, – Gantt Chart, Master production schedule, PERT/CPM, Strategic planning, aggregate planning, shop-floor planning, Planning devices Location modeling, Factors influencing layout decision, Facility layout modeling, types of material handling equipment and their purposes, Job design, Work study, Six sigma; TQM.

V: Business Economics

Objectives of business firms, Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR, Consumer behavior: Utility analysis; Indifference curve analysis, Law of Variable Proportions: Law of Returns to Scale, Theory of cost: Short-run and long-run cost curves, Price determination under different market forms, Price discrimination, Pricing strategies, Peak load pricing, Theory of Distribution/ Theory of Factor Markets.