

LM THAPAR SCHOOL OF MANAGEMENT

Thapar University, Dera Bassi Campus

9. Syllabus for Research Aptitude Test (RAT) - 2017

The detailed syllabus of Research Aptitude Test (RAT) for admission in Ph.D. program of LMTSM, is described below:

Part-I: Assessment of Research Skills/Aptitude of the Candidate

Logical Reasoning: Arguments, deductive and inductive reasoning; logical and Venn diagram; Information and inferences; analogies; reading and comprehension.

Research Methodology: Definition, characteristics, and ethical issues in research; types of research; research methods and process, quantitative and qualitative research; analysis and Interpretation of data; mapping and tool s for data analysis.

Basic Statistics: Measures of central tendency- mean, mode median, standard deviation; quartile and percentile; correlation and regression.

Part-II: Assessment of knowledge of the candidate in management domain:

Fundamentals of Management: Principles and theories of management; management functions, elements of strategy, SWOT analysis, strategy formulation and execution, core competence and competitive advantage, market structures.

Organizational Behavior: Skills and roles in an organization, contemporary organizational structures, understanding and managing individual and group behaviour, personality, perception, values and attitudes, learning, motivation, interpersonal and group dynamics, managing conflicts.

Marketing Management: STP strategies, product mix, product life cycle, new product development, pricing strategies, promotion mix, marketing of services.

Financial Management: Valuation concepts, capital budgeting decisions, capital structure and cost of capital, dividend policy, long term and short term financing instruments, mergers and acquisitions.

Human Resource Management: Human resource planning, recruitment, selection, induction, training and development, performance management, leadership theories.

Operations Management: Definition, need and scope; product-process matrix; production function, cost output relations, TQM and Six Sigma; supply chain and logistics management.

Information Systems: Technological issues and data processing in organizations, MIS and decision making, emerging trends in Information technology.