

# **SNDT Women's University**

([www.sndt.ac.in](http://www.sndt.ac.in))

## **Syllabus – PhD Entrance Test in Education Management (Faculty of Management Studies)**



**SNDT Women's University  
1, Nathibai Thackersey Road,  
Mumbai 400 020  
Revised – 2021**

**Ph.D. Entrance Test**  
**2018-19**  
**(Section A)**  
**Syllabus of Research Methodology**  
**(50 Marks)**

*(Dept. Of education Management: Faculty of Commerce and Management Studies)*

<b>Topic</b>	<b>Sub-topics</b>	<b>Weightage</b>
Basic Concept of research	Rationale of research, Research Problem, Research Objectives Types of Research: Fundamental, Applied, Action Quantitative/Qualitative	5
Literature Survey/Review	Primary Sources, Secondary Sources, Searching e-resources: Using search engines, searching databases Authenticity of e-resources, Writing Literature Review	5
Research Problem	Identification of research problem Defining research problem	5
Research Methodology	Types of research methods <ul style="list-style-type: none"> <li>• Field research</li> <li>• Survey research</li> <li>• Experimental research</li> <li>• Quasi experimental research</li> <li>• Correlational research</li> <li>• Archival methods</li> <li>• Content analysis</li> <li>• Qualitative research</li> </ul> Hypotheses: Meaning ,Types of Hypotheses, Level of significance Types of research variables, Operational definitions Research designs: Exploratory , descriptive and causal research Design ,Factorial designs,	10
Sampling	Concepts of population, Concept of sample Sampling Techniques: Probability Sampling techniques, Non-Probability Sampling techniques, Snowball and Quota sampling, Sample size estimation,	5

Data Collection methods, tools and techniques	Primary Data Collection: Observation, Interview, Questionnaire, rating scales, Psychometric tests Secondary Data Collection, Case study Types of scales: Nominal, Ordinal, Interval, Ratio	5
Data analysis techniques	Descriptive and Inferential analysis. Quantitative techniques: Simple, Partial, and Multiple regression, Comparing two groups and more than two groups. Parametric and nonparametric data analysis. Qualitative methods: Thematic Analysis, Ethnography, Grounded theory, Phenomenology. Case study; Focus Groups. Content analysis	5
Report Writing/ Documentation	Title, Subtitle, Formatting etc. Citation (APA and Harvard style) References (APA and Harvard) Bibliography (APA and Harvard)	5
Research ethics	Ethics in conducting research Copyright, Plagiarism Originality of research work Creative Commons	5

**References:**

1. American Psychological Association. (2009). Publication Manual of the American Psychological Association, Sixth Edition. APA.
2. Denzin, N. K. & Lincoln, Y. S. (2000). The handbook of qualitative research, 2<sup>nd</sup> edition, Sage publication. California.
3. Elmes, D. G. (2011). ResearchMethods in Psychology. Wadsworth Publishing; 9 ed.
4. Goodwin, J. (2009). Research in Psychology: Methods in Design. Wiley (6th edition)
5. Kerlinger, F. N. (1995). Foundations of behavioural research. New Delhi: Surjeet Publication.
6. Shaughnessy, J. J., Zechmeister, E. B. & Zechmeister, J. (2012). Research methods in psychology. (Ninth Edi.). NY: McGraw Hill.

7. Tabachnick , B.G. and Fidell, L. J. (2001). Using Multivariable statistics (4th ed).
8. Cooper Donald, Pamela Schindler and Sharma, J.K. (2013). Business Research Methods. McGraw Hill Education, India. 11<sup>th</sup> edition.
9. Zikmund William.,BabinB.J,Carr J.C., Adhikari A, Griffin,M. (2012).Business Research Methods.Cengage.9<sup>th</sup> edition.

### Section B

**Subject: Education Management (Faculty of Commerce and Management Studies)**

#### Template for Subject Syllabus

	<b>Module/s</b>	<b>Sub-topics</b>	<b>Weightage</b>
1.	<b>An overview- Education &amp; Curriculum management</b>	Concept of management in education- social relevance and need for diversification, growth and Development, Quality and Education. The New Education Policy- National Perspective plan for women's Education. Role of Universities- Policy development and implementation. Strategic Management: Historical background, Theories, and practices. Evaluation of Curriculum for formal and non-formal education, Process of curriculum design and revision Managing the Process of curriculum changes,	10
2.	<b>Organizational behaviour &amp; Human Resources</b>	Concept of Human Resources and Management, Principles and Evolution of Management thought: Classical, Neo classical, Modern theory of Management. Basic elements of management process- decision-making, problem solving, human relations, communication etc. Nature & Scope of Staffing, Manpower Planning, Selection & Training, performance appraisal and management. Importance of OB in new Workplace, Theories: Taylorism,scientific management, Human relations Movement, Theory X and Theory Y. Managing work motivation. Understanding attitudes to globalization, Cross -National convergence and divergence. Perception, Attribution, Attitude and Values, Learning and Reinforcement, Job Design, Goal Setting, and Work Arrangements, Learning Organization, Group and team, work arrangement. Power and Politics, Conflict and Negotiation. Culture and Climate.	10

3.	<b>Financial Accounting</b>	Concepts of financial accounting (related to educational system). Theories of Financial Management -Decision, Normative and Bucket theory of financial management. Sources of term finance: term loans, fixed deposits, Balance sheet, etc. Related Funding of the educational institutions: Sources of finance for educational institutions, internal generation as a source of finance, Basic accounts- auditing of accounts, sources, revenues and grants, financial accountability and viability, budget formulation. Cost management- Private and Public Educational institution.	10
4.	<b>Marketing Concept</b>	Information system- research and planning. Promotion decision- different promotion strategies. Theories and concepts of relationship marketing - Virtual, Customer relationship, Service marketing, Non-profit Marketing and social marketing. Marketing of education services- Method of marketing, Ethics in marketing. Role of marketing research in decision-making- Definition and purpose marketing research, Process and Evaluation of Decision Making. Analyze the marketing system- study the characteristics of consumer behaviour, define market segmentation, and target markets in context of external and internal customer.	10
5.	<b>Educational Leadership</b>	Theories of leadership in historical perspective- Trait, behaviour & contingency theories. Strategic management & leadership. Emotional intelligence & leadership. Leadership Competency. Leading the educational change. Team Building, Transactional, Transformational, and Situational leadership. Theories of reflective practice and self-development: Argyris and Schon's double loop learning, Kolb's experiential learning, Gibbs Model of reflection etc. .	10

**Format for each of the sections of the written test:**

Objective type questions (20): 20  
Short answer questions (3): 15  
Long answer questions (1): 15

### References-

1. Koteen J. (1997). Strategic management in public and nonprofits organizations in managing public concerns in an era of limits (2nd ed). Praeger.
2. Aggrawal J. C. (2011). Development of Education System in India. Shipra Publications.
3. Reddeppa Reddy, M.C. & Adinarayana Reddy, P. (2007). Education and Women empowerment. Amol Publications.
4. Bourai, H.H.A. & Uniyal, B.P. (2005). Challenges in Administration of Higher Education. Amol Publications
5. Ajit Singh (2007). Curriculum and Instruction. Amol Publications.
6. Kalsa & Singh R.R. (1997). Curriculum Construction. Sage Publications.
7. Carter McNamara (2006). Field Guide to Consulting and Organizational Development: A Collaborative and Systems Approach to Performance, Change, and Learning. Authenticity Consulting, LLC.
8. Brown, T. & Collins H. (2009). Change by Design: How design thinking transform organization and Inspires Innovation. Sage Publications.
9. Thomas G. C., & Christopher G. W. (2009). Organization Development and Change. Cengage Learning publications.
10. Beerel, A. (2009). Leadership and Change Management. Sage Publications
11. Koontz H., Cyril O' Donnell, & Heinz Weihrich. (2010). Essentials of Management. McGraw Hill publications,
12. De C. Robbins (2014). Fundamentals of Management: Essential concepts and applications Prentice Hall publications.
13. Terry G. R. & Franklin. (2012). Principles of Management. Publisher Literary Licensing, LLC.

14. ParikUday& Rao T.V. (2004). Performance Management and Appraisal Systems. Response Books, New Delhi
15. Robins S.P. (2012).Organizational Behaviour (15<sup>th</sup>ed.). PHI Learning / Pearson Education.
16. Hersey, P., & Blanchard, K. H(2012).Management of Organizational Behaviour(10<sup>th</sup>ed.). Prentice-Hall.
17. Katherine Miller, (2005). Organizational Communication: Approaches and Processes., P Wadsworth Publishing Company
18. Brigham, E. F. &Davas, P. R. (2012). Financial Management. Cengage Learning
19. James, C. V. H., Martin, J.W. (2005). Fundamental of Financial Management. Prentice Hall
20. Brigham E.F.& Michael, C. E. (2013). Financial Management: Theory & Practice. Cengage Learning
21. Kishor R. (2013). Financial Management. Taxman
22. Maheshwari, S. N. &Maheshwari, S.K. (2012). An Introduction to Accounting. Vikas Publication House Pvt. Ltd.
23. Kotler P. & Armstrong, G. (2012). Principles of Marketing: An Asian Perspective. McGraw-Hill.
24. Glencoe (2012). Marketing Essentials:McGraw Hill
25. Wood, M.B. (2010). Essential Guide to Marketing Planning. Prentice Hall
26. Woods P. (2005). Democratic Leadership in Education: Leading Teachers, Leading Schools Series. Sage publications
27. Shapiro, J.P. ,&Jacqueline A. S. ( 2010). Ethical Leadership and Decision Making in Education: Applying Theoretical Perspectives to Complex Dilemmas.Routledge
28. Morrill, R.L., &Rowman, P. ( 2010). Strategic Leadership: Integrating Strategy and Leadership in Colleges and Universities. Littlefield Education,
29. Marshall, C., &Oliva, M. (2009). Leadership for Social Justice: Making Revolutions in Education. Pearson

30. Owens , R. G. &Valesky, T. ( 2010).Organizational Behavior in Education: Adaptive Leadership and School Reform. Pearson
31. Marion, R. (2005). Leadership in Education: Organizational Theory for the Practitioner. Waveland Pr Inc.