

Ph.D. Entrance Syllabus Management Department

I. Logistics & Supply Chain Management

- Introduction to SCM: definitions, scope, objectives, elements
- Supply chain drivers: facilities, inventory, transportation, information, sourcing, pricing
- Logistics fundamentals: inbound & outbound logistics, warehousing, packaging, distribution
- Transportation management: modes, routing, scheduling, multimodal transport
- Inventory management: EOQ, safety stock, ABC analysis, reorder point systems
- Demand forecasting methods: qualitative & quantitative
- Warehouse design, layout, picking systems & material handling
- Procurement & sourcing strategies, vendor evaluation, global sourcing
- Supply chain network design, facility location, distribution strategies
- Supply chain coordination, bullwhip effect and mitigation strategies
- Reverse logistics & green supply chain
- Technology in SCM: ERP, WMS, TMS, IoT, RFID, AI, Blockchain
- Supply chain risk management, resilience, sustainability & circular models
- Current trends: e-logistics, hyperlocal supply chains, automated warehousing

II. Retail & E-Commerce Management

- Retail fundamentals: role, scope, formats
- Retail mix: product, price, promotion, place, people, presentation
- Consumer behaviour in retail settings
- Merchandising, category management & demand forecasting
- Retail operations: store layout, inventory control, customer service
- E-commerce business models: B2B, B2C, C2C, D2C
- Digital payments, fulfilment centres, logistics & returns management
- Omni-channel retail, click-and-collect, last-mile delivery
- Emerging trends: quick commerce, social commerce, conversational commerce

III. BFSI – FinTech

- Overview of the Indian financial system
- Banking basics: deposits, advances, NPAs, credit evaluation
- Insurance concepts: premium, risk pooling, underwriting
- FinTech evolution: UPI, wallets, IMPS/NEFT, digital KYC
- API banking, payment gateways, tokenization
- Blockchain basics, distributed ledgers & smart contracts
- Digital lending, peer-to-peer lending, BNPL
- WealthTech, InsurTech, RegTech
- Cybersecurity in BFSI, fraud management, RBI digital finance guidelines

IV. Digital Media & Marketing

- Fundamentals of digital marketing
- SEO (on-page, off-page) & SEM (Google Ads, PPC models)
- Social media marketing: Instagram, Facebook, LinkedIn, YouTube
- Content marketing: planning, calendars, storytelling
- Email marketing & marketing automation
- Performance marketing, CTR, CPC, CPM, campaign optimization
- Web & social analytics (KPIs, metrics, funnels, conversions)
- Online consumer behaviour
- Influencer marketing, ORM, digital branding

V. Ports and Terminal Management

- Types and functions of ports
- Port governance and regulatory framework
- Basic terminal operations: berthing, pilotage, and cargo handling
- Types of terminals: container terminals, bulk cargo terminals, and liquid cargo terminals
- Container terminal operations: vessel scheduling and yard planning
- Major port equipment: quay cranes, rail-mounted gantry cranes, rubber-tired gantry cranes, and reach stackers
- Port logistics and hinterland connectivity
- Port performance indicators: berth productivity and crane productivity
- Port safety and security, including the International Ship and Port Facility Security Code
- Digitalization in ports: Port Community System, Electronic Data Interchange, and port automation
- Emerging trends: smart ports and environmentally sustainable port initiatives
