GULBARGA UNIVERSITY

(State University established during 1980 as per KSU Act 1976)
Jnana Ganga, KALABURAGI 585 106, Karnataka, India

DEPARTMENT OF STUDIES AND RESEARCH IN COMMERCE

website: gug.ac.in, Phone : 08472-263202, E mail : chairmancommguk@gmail.com

No. GUK/COM/Ph.D-Admission/2026-27/41 Date: 01.06.2026

To,
The Registrar,
Gulbarga University,
Kalaburagi

Sir,

Sub: Submission of Copy of syllabus for Ph.D Entrance Test 2026-reg.
Ref: GUK/ACA/Ph.D/2025-26/40 Dated:18.05.2026

* * *

With reference to above cited subject. I am submitting herewith the Syllabus copy of Ph.D Entrance Test 2025-26. The same has been approved the BOS in Commerce P.G through circulation vide resolution No. 01 Dated: 21.05.2026 for your consideration and perusal.

Therefore I request you to accept the same.

Thanking you.

Yours Sincerely

1/6/2026

Dr.Rajnalkar Laxman
Chairman
Dept.of Commerce. GUK

Copy to : Dr. Dasarath Naik, Co-ordinator, Ph.D Entrance Test 2026, Gulbarga University, Kalaburagi.

D:\VST-BOS\BCOM\LETTER

Gmail Chairman_Commerce, Gulbarga University, Kalaburagi <chairmancommguk@gmail.com>

Requesting to approve the Syllabus of Ph.D. Progarmme Entrance Examinations in Commerce-reg

5 messages

Chairman_Commerce, Gulbarga University, Kalaburagi <chairmancommguk@gmail.com> Thu, May 21, 2026 at 1:13 PM
To: Bheemanagouda <bheemanagouda@gmail.com>, akash sb <akash_pgc06@rediffmail.com>, Venkata Narasaiah <drpvnarasaiah@gmail.com>, Rajnalkar Laxman <drlaxman1964@gmail.com>

Dear sir,

With reference to above cited subject, I am forwarding herewith the syllabus of Paper I and Paper II of Entrance Examinations of Ph.D. Programme in Commerce.

Hence, I request you to please go through the same and approve with or without modification. Please communicate your approval on or before 29.05.2026. If no communication is received from your side it is presumed that the syllabus has been approved.

Please find the attached files.

Thanking you,

2 attachments

Paper II.pdf
218K

Paper I.pdf
292K

akash sb <akash_pgc06@rediffmail.com> Thu, May 21, 2026 at 1:30 PM
To: "Chairman_Commerce, Gulbarga University, Kalaburagi" <chairmancommguk@gmail.com>

Sir. I have gone through the syllabus of Ph D entrance exam , therefore, I gave my consent without suggesting any suggestions.Thank u Yours faithfully. Dr. S.B.Akash

[Quoted text hidden]

Mail Delivery Subsystem <mailer-daemon@googlemail.com> Fri, May 22, 2026 at 3:26 PM
To: chairmancommguk@gmail.com

16/05/26

CHAIRMAN
Department of Commerce
Gulbarga University, Kalaburagi-585106

GULBARGA UNIVERSITY, KALABURAGI

DEPARTMENT OF COMMERCE

SYLLABUS FOR PH.D. ENTRANCE TEST
PAPER – II: COMMERCE

Module I – Human Resource Management:

Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning; Compensation management: Wage and Salary Administration, Job evaluation, Performance appraisal, Perception, Employee health and safety;

Module II – Finance:

Financial Management, Scope and Functions, Capital Structure, Long term investment decisions, Working capital management; Financial Systems, Indian financial system, Components of Financial System, DFIs, Financial services; Financial Markets, Money Market, Stock market.

Module III - Marketing Management:

Marketing: Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning; Market segmentation, Targeting and positioning; Product decisions: Product line; Product mix decisions; Product life cycle: New product development; Pricing decisions, Promotion methods Advertising.

Module IV – Taxation:

Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes, Deductions from Gross total income; International Taxation, Corporate Tax Planning, Goods and Services Tax (GST): Objectives and main provisions; Other indirect tax.

Module V – Accounting:

Financial Accounting, Financial statements, Accounting standards, Costing, Costing methods & techniques, Management accounting, Functions, Ratio analysis, Cash flow analysis.

Module VI – Business Environment and Strategic Management:

Concepts and elements of business environment: Economic environment, Environmental analysis, Environmental scanning; Corporate Social Responsibility (CSR); Strategic management process, Functional level strategies, Strategy formulation, Strategies evaluation and control.

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Department of Commerce
Gulbarga University, Kalaburagi-585106

GULBARGA UNIVERSITY, KALABURAGI
Department of Commerce

Syllabus for Ph.D. Entrance Examination
Paper I: Research Methodology

Module I – Foundations of Research:

Introduction, Meaning, Objectives, Characteristics, and Significance of Research, Types of Research, Research Process.

Module II – Research Problem and Research Design:

Review of Literature, Identification and Formulation of Research Problem, Variables and Types of Variables, Research Design: Meaning and Types of Research Design.

Module III – Sampling and Data Collection:

Census and Sample, Sampling Design and Types of Sampling Design, Methods and Sources of Data Collection, Measurement and Scaling Techniques

Module IV – Data Analysis and Interpretation:

Data Preparation and Presentation, Descriptive Statistics, Hypothesis Testing, Parametric and Non-Parametric Tests, Interpretation of Results

Module V – Research Report Writing, Ethics and Publication:

Steps and Structure of Research Report, Research Ethics and Plagiarism, Research Publication.

References:

1. Research Methodology: Methods and Techniques — C. R. Kothari and Gaurav Garg.
2. Research Methodology: A Step-by-Step Guide for Beginners — Ranjit Kumar.
3. Business Research Methods — Donald R. Cooper and Pamela S. Schindler.
4. Research Methods for Business: A Skill-Building Approach — Uma Sekaran and Roger Bougie.
5. Business Research Methods — William G. Zikmund, Barry J. Babin, Jon C. Carr, and Mitch Griffin.

CHAIRMAN
Department of Commerce
Gulbarga University, Kalaburagi-585106