

**Dept of Education Management**  
**SNDT Women's University**  
**Ph.D Entrance Syllabus**  
**Year 2015-16**

There will be two sections of question paper. Section A and section B. Section A will cover objective type questions (Multiple choice, matching, true/false, statement-Reasoning type etc.) carrying 60 marks. Section B will have short essay type questions carrying 40 marks.

**Unit 1- An overview- Education management**

Concept of management in education- social relevance and the need for diversification, growth and Development, problems and perspective, future of higher education. Quality and Education. The New Education Policy- Plan of action: implication for higher education, National Perspective plan for women's Education. Role of Universities- functions, structure, organization and governance of universities. Policy development and implementation. Strategic Management: Historical background, Theories, and practices. Foundations of the Curriculum- Philosophical and psychological perspectives of curriculum design. Quality control -Theories of quality control, assurance, management and their application in educational settings. Educational Legislation- Rule and regulation. Education and training act.

**Unit 2 -Principles of management**

Concept of Management, Scope, Functions, and Principles of Management. Evolution of Management thought: Classical Theory of Management, **Neo** classical theory of management, Modern theory of Management. Basic elements of management process- decision-making, problem solving, human relations, communication. Concepts and practices – relating to Planning- Process, procedure, techniques. Strategic and Operational planning in educational organizations. Nature & Scope of Staffing, Manpower Planning, Selection & Training, nature and scope of performance appraisal, process and types of performance appraisal,

**Unit 3 - Organization Behavior**

Organization behavior and the New Workplace, Theories -**Taylorism** and scientific management ,The Human relations Movement ,Theory X and Theory Y, Schools of thought in Organizational behavior. 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. Organizational Culture and Climate.

#### **Unit 4 -Curriculum Planning & Designing**

Evaluation of Curriculum for formal and non-formal education, Process of curriculum design and revision , Managing the Process of curriculum changes , Strategies for teaching / learning, Developing values, Reflective , planned change , Handling resistance to change, Strategies to overcome to resistance to change. Implementing change, Models, and techniques of planned change: force field analysis, Problem Solving Techniques.

#### **Unit 5- Organizational Development**

Organizational Development -diagnosis process and methodology to assess existing organization. Interventions- Human , Techno structural , HRM and strategic interventions. The role of sensitivity training, Virtual Reality , Training Simulations . Impact of globalization on organizational development- Global market forces, Global technological factors, Global cost forces, Political and micro economic factor. Organizational Transformation- process , steps and strategies. Organizational effectiveness and its assessment.

#### **Unit 6 -Financial Accounting**

Concepts of financial accounting (related to educational system). Theories of Financial Management -Decision, Normative and Bucket theory of financial management. Fund flow analysis. 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.

#### **Unit 7 -Marketing Concept**

Marketing information system- research and planning. Promotion decision- different promotion strategies . Performance and control- marketing audit, Steps for conducting marketing audit . Theories and concepts of relationship marketing - Virtual ,Customer relationship ,Service marketing, Non profit and social marketing. Marketing of education services- Method of marketing, Ethics in marketing ,Being leader in education services . Role of marketing research in decision-making- Definition of marketing research , Purpose of marketing research , Process and Evaluation of Decision Making. Analyze the marketing system- study the characteristics of consumer behavior, define market segmentation , target markets in context of external and internal customer.

## **Unit 8- Educational Leadership**

Theories of leadership in historical perspective- Trait, behavior & 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. .