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B.Com. (Hons.)

Delhi University

<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
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Semester-I

1.2	Financial Accounting	<ul style="list-style-type: none"> Financial Accounting, Ist Semester (Delhi University), <i>Gupta RL & Gupta VK</i> 	1181
		<ul style="list-style-type: none"> Financial Accounting, (Madras University), <i>Parthasarathy P.</i> 	990
1.3	Business Law	<ul style="list-style-type: none"> Business Law, B.Com. (Hons.), Semester I, (Delhi University), <i>Kapoor ND</i> 	1176
		<ul style="list-style-type: none"> Business Laws (B.Com., Delhi University), <i>Kapoor GK & Dhamija Sanjay</i> 	975
1.4 (a)	Business Organisation & Management	<ul style="list-style-type: none"> Business Organisation & Management, (All India), <i>Gupta CB</i> 	169

Semester-II

2.2	Corporate Accounting	<ul style="list-style-type: none"> Corporate Accounting, <i>Gupta RL & Radhaswamy M</i> 	1052
		<ul style="list-style-type: none"> Introductory Corporate Accounting, IInd Semester (Delhi University), <i>Gupta RL & Gupta VK</i> 	1129
2.3	Corporate Laws	<ul style="list-style-type: none"> Corporate Laws, <i>Kapoor GK & Dhamija Sanjay</i> 	263
2.4 (a)	Entrepreneurship	<ul style="list-style-type: none"> Entrepreneurial Development, <i>Gupta CB & Srinivasan NP</i> 	174
		<ul style="list-style-type: none"> Entrepreneurship Development in India, <i>Gupta CB & Srinivasan NP</i> 	175
		<ul style="list-style-type: none"> Entrepreneurship & Small Business Management, <i>Gupta CB & Khanka SS</i> 	176
		<ul style="list-style-type: none"> Entrepreneurship – Text & Cases (Delhi University), <i>Gupta CB</i> 	1234
		<ul style="list-style-type: none"> Creativity and Innovation in Entrepreneurship, <i>Khanka SS</i> 	1245
		<ul style="list-style-type: none"> Entrepreneurship : Business and Management, <i>Bhatia RC</i> 	008

Semester-III

3.1	Human Resource Management	<ul style="list-style-type: none"> Human Resource Management – Text & Cases, <i>Gupta CB</i> 	163
		<ul style="list-style-type: none"> Modern Human Resource Management, B.Com (Hons.) Semester III, CBCS (Delhi University), <i>Gupta CB</i> 	1233
		<ul style="list-style-type: none"> Basic Human Resource Management, B.Com., <i>Gupta CB</i> 	1216
		<ul style="list-style-type: none"> Essentials of Human Resource Management, <i>Gupta CB</i> 	1150
		<ul style="list-style-type: none"> Modern Human Resource Management, B.Com. (Hons.) Semester IV, (Delhi University), <i>Gupta CB</i> 	1202
		<ul style="list-style-type: none"> Human Resource Management, <i>Prasad LM</i> 	858
3.2	Income Tax Law & Practice	<ul style="list-style-type: none"> Income Tax: Law & Practice (FY 2021-22) <i>Mittal Preeti Rani & Bansal Anshika</i> 	007
		<ul style="list-style-type: none"> Fundamentals of Income Tax: Problems & Solutions <i>Mittal Preeti Rani & Bansal Anshika</i> 	1247
		<ul style="list-style-type: none"> Income Tax: Law & Practice, <i>Pagare Dinkar</i> 	314
3.3	Management: Principle & Applications	<ul style="list-style-type: none"> Management: Principles and Practice, <i>Gupta CB</i> 	1172
		<ul style="list-style-type: none"> Management: Principles and Applications, <i>Kumar Pradeep</i> 	022
		<ul style="list-style-type: none"> Management: Theory & Practice, <i>Gupta CB</i> 	158



Semester	Subject Name	Related Books	Title Code
		• Management: Concepts and Practice, <i>Gupta CB</i>	157
3.4 (a)	Investing in Stock Market	• Investment Analysis & Portfolio Management, <i>Rustagi RP</i>	1116
		• Investment Management: Theory & Practice, <i>Rustagi RP</i>	1058
3.4 (c)	Fundamental of Marketing	• Marketing Management, <i>Gupta CB & Nair Rajan</i>	187
		• Principles of Marketing, <i>Gupta CB</i>	1191
		• Marketing Management – Value Approach, <i>Nair Rajan & Nair Sanjith R</i>	1201
		• Marketing, <i>Nair Rajan</i>	185

Semester-IV

4.1	Cost Accountancy	• Cost Accounting: Text, <i>Saxena VK and Vashist CD</i>	111
		• Cost Accounting: Problems & Solutions, <i>Saxena VK & Vashist CD</i>	112
		• Essentials of Cost Accounting Text, (Professional Competence Exam.), <i>Saxena VK & Vashist CD</i>	1098
		• Cost Accounting, <i>Arora MN</i>	001
		• Objective Questions in Cost Accounting, <i>Arora MN</i>	003
		• Fundamentals of Cost Accounting: Text Book, Professional Competence Exam., <i>Maheshwari SN</i>	1101
		• Problems & Solutions in Cost Accounting, <i>Maheshwari SN</i>	090
		• Cost Accounting, <i>Iyengar SP</i>	063
4.2	Business Mathematics	• Business Mathematics (All Courses), <i>Sancheti DC & Kapoor VK</i>	552
4.3	Computer Applications in Business	• Computer Applications in Business, <i>Srinivasa Vallabhan</i>	944
		• Introduction to Computer Applications in Business, <i>Srinivasa Vallabhan</i>	1159
		• Computer Applications in Business (In Press) <i>Pandey US & Kumar Virender</i>	1252
		• Computer Application in Business (In Press) <i>Gupta Gunjan & Subbulakshmi S</i>	1262
4.4 (a)	Insurance & Risk Management	• Principles of Insurance and Risk Management, <i>Gupta SL & Mittal Alka</i>	1066
4.4 (b)	Project Management & Techniques	• Project Management and Control, <i>Rao PCK</i>	218
5.1	Principles of Management	• Principles of Marketing, <i>Gupta CB</i>	1191
		• Marketing Management – Value Approach, <i>Nair Rajan & Nair Sanjith R</i>	1201
		• Marketing Management, <i>Gupta CB & Nair Rajan</i>	187
		• Marketing, <i>Nair Rajan</i>	185

Semester-V

5.2	Financial Management	• Basic Financial Management, <i>Rustagi RP</i>	1151
		• Financial Management – Principles & Practice, <i>Maheshwari SN</i>	178
		• Elements of Financial Management, B.Com., <i>Maheshwari SN</i>	181
		• Fundamentals of Financial Management, PEE-II, <i>Maheshwari SN</i>	922
5.3 (a)	Management Accounting	• Principles of Management Accounting, <i>Maheshwari SN, Maheshwari Suneel K & Maheshwari Sharad K</i>	091
		• Elements of Management Accounting – Text, B.Com. (Bangalore University), <i>Maheshwari SN</i>	081
		• Cost & Management Accounting, ICSI (Inter Executive Programme), <i>Maheshwari SN</i>	078



<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
5.3 (b)	Organisational Behaviour	• Organisational Behaviour, <i>Prasad LM</i>	211
		• Organisational Behaviour, <i>Nahar Amandeep, Rao PCK & Nigah Rajesh Kumar</i>	1240
5.3 (d)	Entrepreneurship Development	• Entrepreneurial Development, <i>Gupta CB & Srinivasan NP</i>	174
		• Entrepreneurship Development in India, <i>Gupta CB & Srinivasan NP</i>	175
		• Entrepreneurship : Business and Management, <i>Bhatia RC</i>	008
		• Entrepreneurship – Text & Cases (Delhi University), <i>Gupta CB</i>	1234
		• Creativity and Innovation in Entrepreneurship, <i>Khanka SS</i>	1245
5.4 (c)	Advertising & Personal Selling	• Advertising & Personal Selling, <i>Gupta CB</i>	1133
		• Modern Advertising, <i>Gupta CB</i>	1235
5.4 (d)	Business Statistics	• Business Statistics, MBA, <i>Gupta SP & Gupta MP</i>	518
		• Business Statistics (Statistical Methods), B.Com. (Hons.) Semester II, (Delhi University), <i>Gupta SP & Aggarwal Archana</i>	519
		• Business Statistics & Business Mathematics, B.Com., <i>Gupta SP & Gupta PK</i>	1131

Semester-VI

6.1	Auditing & Corporate Governance	• Auditing and Corporate Governance, <i>Mittal Preeti Rani, Bansal Anshika & Bhatia RC</i>	1244
		• Principles & Practice of Auditing (All India), <i>Pagare Dinkar</i>	101
6.2	GST & Customs Law	• Goods & Services Tax with Customs Law, <i>Gupta Vineet & Gupta NK</i>	006
		• Textbook of GST & Customs Law, <i>Balachandran V</i>	027
6.3 (a)	Fundamental of Investment	• Investment Management: Theory & Practice, <i>Rustagi RP</i>	1058
6.4 (a)	Financial Reporting Analysis	• Financial Reporting and Analysis, <i>Dhamija Sanjay</i>	009
6.4 (c)	Project Management & Techniques	• Project Management and Control, <i>Rao PCK</i>	218
6.4 (e)	Industrial Relations & Labour Laws	• Industrial Relations and Labour Laws, <i>Tripathi PC, Gupta CB & Kapoor ND</i>	1162

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B.Com.

Delhi University

<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
Semester-I			
1.2	Financial Accounting	<ul style="list-style-type: none"> Financial Accounting, Ist Semester (Delhi University), <i>Gupta RL & Gupta VK</i> 	1181
		<ul style="list-style-type: none"> Financial Accounting, (Madras University), <i>Parthasarathy P</i> 	990
1.3	Business Organisation & Management	<ul style="list-style-type: none"> Business Organisation & Management, Semester I, (Delhi University), <i>Gupta CB</i> 	1179
Semester-II			
2.2	Business Law	<ul style="list-style-type: none"> Business Law, (New Syllabus, Delhi University), <i>Kapoor ND</i> 	1176
		<ul style="list-style-type: none"> Business Laws (B.Com., Delhi University), <i>Kapoor GK & Dhamija Sanjay</i> 	975
2.3	Business Mathematics & Statistics	<ul style="list-style-type: none"> Business Statistics & Business Mathematics, B.Com. <i>Gupta SP & Gupta PK</i> 	1131
Semester-III			
3.1	Company Law	<ul style="list-style-type: none"> Elements of Company Law, <i>Kapoor ND</i> 	1226
		<ul style="list-style-type: none"> Corporate Laws, <i>Kapoor GK & Dhamija Sanjay</i> 	263
3.2	Income Tax Law & Practice	<ul style="list-style-type: none"> Income Tax: Law & Practice (FY 2021-22), <i>Mittal Preeti Rani & Bansal Anshika</i> 	007
		<ul style="list-style-type: none"> Fundamentals of Income Tax: Problems & Solutions <i>Mittal Preeti Rani & Bansal Anshika</i> 	1247
		<ul style="list-style-type: none"> Income Tax Law & Practice, <i>Pagare Dinkar</i> 	314
Semester-IV			
4.2	Corporate Accounting	<ul style="list-style-type: none"> Corporate Accounting, All India, B.Com. (Hons.) Revised Course, IInd Year (University of Delhi) <i>Gupta RL, Radhaswamy M</i> 	1052
		<ul style="list-style-type: none"> Introductory Corporate Accounting, IInd Semester (Delhi University), <i>Gupta RL & Gupta VK</i> 	1129
4.3	Cost Accounting	<ul style="list-style-type: none"> Cost Accounting – Text, <i>Saxena VK & Vashist CD</i> 	111
		<ul style="list-style-type: none"> Cost Accounting – Problems & Solutions, <i>Saxena VK & Vashist CD</i> 	112
		<ul style="list-style-type: none"> Essentials of Cost Accounting Text, (Professional Competence Exam.), <i>Saxena VK & Vashist CD</i> 	1098
		<ul style="list-style-type: none"> Cost Accounting, <i>Arora MN</i> 	001
		<ul style="list-style-type: none"> Objective Questions in Cost Accounting, <i>Arora MN</i> 	003
		<ul style="list-style-type: none"> Fundamentals of Cost Accounting : Text Book, Professional Competence Exam., <i>Maheshwari SN</i> 	1101



Semester	Subject Name	Related Books	Title Code
		• Problems & Solutions in Cost Accounting, <i>Maheshwari SN</i>	090
		• Cost Accounting, <i>Iyengar SP</i>	063

Semester-V

5.1 (a)	Human Resource Management	• Basic Human Resource Management, B.Com., <i>Gupta CB</i>	1216
		• Modern Human Resource Management, B.Com. (Hons.) Semester III, CBCS (Delhi University), <i>Gupta CB</i>	1233
		• Essentials of Human Resource Management, <i>Gupta CB</i>	1150
		• Modern Human Resource Management, B.Com. (Hons.) Semester IV, (Delhi University), <i>Gupta CB</i>	1202
5.1 (b)	Principles of Marketing	• Principles of Marketing, <i>Gupta CB</i>	1191
		• Essentials of Marketing Management, <i>Gupta CB</i>	1149
		• Marketing, <i>Nair Rajan</i>	185
		• Marketing Management – Value Approach, <i>Nair Rajan & Nair Sanjith R</i>	1201
5.1 (c)	Auditing & Corporate Governance	• Auditing and Corporate Governance, <i>Mittal Preeti Rani, Bansal Anshika & Bhatia RC</i>	1244
		• Principles & Practice of Auditing (All India), <i>Pagare Dinkar</i>	101
5.1 (d)	Financial Reporting & Analysis	• Financial Reporting and Analysis, <i>Dhamija Sanjay</i>	009
5.2 (a)	Fundamentals of Financial Management	• Basic Financial Management, <i>Rustagi RP</i>	1151
		• Elements of Financial Management, B.Com., <i>Maheshwari SN</i>	181
5.2 (b)	GST & Customs Law	• Goods & Services Tax with Customs Law, <i>Gupta Vineet & Gupta NK</i>	006
5.2 (d)	Industrial Law	• Elements of Industrial Law, <i>Kapoor ND</i>	297
		• Handbook of Industrial Law, <i>Kapoor ND</i>	298
5.3 (a)	Entrepreneurship Development	• Entrepreneurial Development, <i>Gupta CB & Srinivasan NP</i>	174
		• Entrepreneurship: Business and Management, <i>Bhatia RC</i>	008
		• Entrepreneurship – Text & Cases (Delhi University), <i>Gupta CB</i>	1234
		• Creativity and Innovation in Entrepreneurship, <i>Khanka SS</i>	1245
		• Entrepreneurship Development in India, <i>Gupta CB & Srinivasan NP</i>	175

Semester-VI

6.1 (a)	Management Accounting	• Principles of Management Accounting, <i>Maheshwari SN, Maheshwari Suneel K & Maheshwari Sharad K</i>	091
6.2 (b)	Fundamentals of Investment	• Investment Management: Theory & Practice, <i>Rustagi RP</i>	1058
6.2 (d)	Organisational Behaviour	• Organisational Behaviour, <i>Prasad LM</i>	211
		• Organisational Behaviour, <i>Nahar Amandeep, Rao PCK & Nigah Rajesh Kumar</i>	1240
6.3 (a)	Advertising, Personal Selling & Salesmanship	• Advertising & Personal Selling, <i>Gupta CB</i>	1133
		• Modern Advertising, <i>Gupta CB</i>	1235
6.4 (a)	Entrepreneurship Development	• Entrepreneurial Development, <i>Gupta CB & Srinivasan NP</i>	174
		• Entrepreneurship Development in India, <i>Gupta CB & Srinivasan NP</i>	175
		• Entrepreneurship : Business and Management, <i>Bhatia RC</i>	008
		• Entrepreneurship – Text & Cases (Delhi University), <i>Gupta CB</i>	1234
		• Creativity and Innovation in Entrepreneurship, <i>Khanka SS</i>	1245

B.A. (Programme)

Delhi University

Commerce Based Papers under CBCS

<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
1.	Fundamentals of Business Organisation	<ul style="list-style-type: none"> Fundamentals of Business Organisation & Management, <i>Bhushan YK</i> Management Concepts and Practice, <i>Gupta CB</i> Business Organisation & Management, (All India), <i>Gupta CB</i> Management: Principles and Practice, <i>Gupta CB</i> Business Organisation & Management, Semester I, (Delhi University), <i>Gupta CB</i> 	131 157 169 1172 1179
2.	Fundamentals of Entrepreneurship	<ul style="list-style-type: none"> Entrepreneurial Development, <i>Gupta CB & Srinivasan NP</i> Entrepreneurship Development in India, <i>Gupta CB & Srinivasan NP</i> Entrepreneurship & Small Business Management, <i>Gupta CB</i> Entrepreneurship – Text & Cases (Delhi University), <i>Gupta CB</i> Entrepreneurship : Business and Management, <i>Bhatia RC</i> 	174 175 176 1234 008
3.	Managerial Aspects of Small Business: Operations, Office, Accounting & Functions	<ul style="list-style-type: none"> Advanced Accountancy – I, <i>Gupta RL & Radhaswamy M</i> Financial Accounting, B.Com (Madras), <i>Gupta RL & Gupta VK</i> Principles & Practice of Accounting (All India), <i>Gupta RL & Gupta VK</i> Financial Accounting, Ist Semester (Delhi University), <i>Gupta RL & Gupta VK</i> 	040 031 036 1181
4.	Tax Procedures & Practices	<ul style="list-style-type: none"> Income Tax: Law & Practice (FY 2021-22), <i>Mittal Preeti Rani & Bansal Anshika</i> Fundamentals of Income Tax: Problems & Solutions <i>Mittal Preeti Rani & Bansal Anshika</i> Income Tax Law & Practice, <i>Pagare Dinkar</i> Textbook of GST & Customs Law, <i>Balachandran V</i> Goods & Services Tax with Customs Law, <i>Gupta Vineet & Gupta NK</i> 	007 1247 314 027 006
5.	Insurance	<ul style="list-style-type: none"> Principles of Insurance and Risk Management, <i>Gupta SL & Mittal Alka</i> 	1066
6.	Human Resource Management	<ul style="list-style-type: none"> Human Resource Management – Text & Cases, <i>Gupta CB</i> Essentials of Human Resource Management, <i>Gupta CB</i> Modern Human Resource Management, B.Com. (Hons.) Semester IV, (Delhi University), <i>Gupta CB</i> Basic Human Resource Management, B.Com., <i>Gupta CB</i> Modern Human Resource Management, 4 Year, B.Com Course, Semester II, Delhi University, <i>Gupta CB</i> Modern Human Resource Management, B.Com (Hons.) Semester III, CBCS (Delhi University), <i>Gupta CB</i> Human Resource Management, <i>Prasad LM</i> 	163 1150 1202 1216 1218 1233 858
7.	Industrials Relations	<ul style="list-style-type: none"> Personnel Management & Industrial Relations, <i>Tripathi PC</i> Industrial Relations and Labour Laws, <i>Gupta CB & Tripathi PC, Kapoor ND</i> Handbook of Industrial Law, <i>Kapoor ND</i> Elements of Industrial Law, <i>Kapoor ND</i> 	234 1162 298 297



<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
8.	Organisational Behaviour	• Organisational Behaviour, <i>Prasad LM</i>	211
		• Organisational Behaviour, <i>Nahar Amandeep, Rao PCK & Nigah Rajesh Kumar</i>	1240
9.	Business Law	• Elements of Mercantile Law (All India), <i>Kapoor ND</i>	278
		• Business Law, B.Com (Tamil Nadu), <i>Kapoor ND</i>	283
		• Legal System in Business, B.Com., MBA, All India, <i>Kapoor ND</i>	1166
		• Business Laws (for BBA, IP University), <i>Kapoor GK & Dhamija Sanjay</i>	276
10.	Company Law	• Elements of Company Law, <i>Kapoor ND</i>	1226
11.	Banking Operation & Regulations	• Banking Law & Practice – I, <i>Varshney PN</i>	332
		• Banking Theory, Law & Practice, <i>Sundharam KPM & Varshney PN</i>	336
12.	Accounting & Finance	• Advanced Accountancy – I, <i>Gupta RL & Radhaswamy M</i>	040
		• Advanced Accountancy – II, <i>Gupta RL & Radhaswamy M</i>	041
		• Principles & Practice of Accounting (All India), <i>Gupta RL & Gupta VK</i>	036
		• Financial Accounting, Ist Semester (Delhi University), <i>Gupta RL & Gupta VK</i>	1181
		• Corporate Accounting, All India, B.Com. (Hons.) Revised Course, IInd Year (University of Delhi), <i>Gupta RL & Radhaswamy M</i>	1052
13.	Financial Management	• Financial Management – Principles & Practice, <i>Maheshwari SN</i>	178
		• Elements of Financial Management, B.Com., <i>Maheshwari SN</i>	181
		• Basic Financial Management, <i>Rustagi RP</i>	1151
14.	Financial Market Institutions & Financial Services	• Indian Financial System, <i>Varshney PN & Mittal DK</i>	246
		• Investment Analysis & Portfolio Management, <i>Rustagi RP</i>	1116
		• Investment Management: Theory & Practice, <i>Rustagi RP</i>	1058
15.	Cost Accounting	• Cost Accounting – Text, <i>Saxena VK & Vashist CD</i>	111
		• Cost Accounting, <i>Arora MN</i>	001
		• Cost Accounting – Problems & Solutions, <i>Saxena VK & Vashist CD</i>	112
		• Problems & Solutions in Cost Accounting, <i>Maheshwari SN</i>	090
		• Fundamentals of Cost Accounting : Text Book, Professional Competence Exam., <i>Maheshwari SN</i>	1101
		• Cost Accounting, <i>Iyengar SP</i>	063
16.	Marketing Management	• Marketing Management, <i>Gupta CB & Nair Rajan</i>	187
		• Marketing Management – Value Approach, <i>Nair Rajan & Nair Sanjith R</i>	1201
		• Principles of Marketing, <i>Gupta CB</i>	1191
		• Essentials of Marketing Management, <i>Gupta CB</i>	1149
		• Marketing Management, <i>Varshney RL & Gupta SL</i>	822
17.	Advertising, Sales Promotion & Sales Management	• Advertising & Personal Selling, <i>Gupta CB</i>	1133
		• Modern Advertising, <i>Gupta CB</i>	1235
18.	Business Communication	• Essentials of Business Communication, (All Courses), <i>Rajendra Pal</i>	212
		• Business Law, Ethics and Communication: Text, IPCC, <i>Kapoor GK & Gupta CB</i>	1143
		• Basic Business Communication, B.Com. (Hons.) Semester VI, (Delhi University), <i>Gupta CB</i>	1220
19.	Office Management & Secretarial Practice	• Office Management : Principles & Practice, <i>Ghosh Prasant</i>	144
		• An Outline Company Secretarial Practice, B.Com., <i>Balachandran V. & Ghosh PK</i>	141
		• Company Law & Secretarial Practice, (B.Com.), <i>Kapoor ND</i>	288

B.Com. (Hons.), School of Open Learning, University of Delhi

<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
Semester-I			
1.	Financial Accounting	<ul style="list-style-type: none"> Financial Accounting, Ist Semester (Delhi University), <i>Gupta RL & Gupta VK</i> 1181 Financial Accounting, (Madras University), <i>Parthasarathy P</i> 990 Principles & Practice of Accounting (All India), <i>Gupta RL & Gupta VK</i> 036 Financial Accounting, B.Com (Madras), <i>Gupta RL & Gupta VK</i> 031 	
2.	Business Law	<ul style="list-style-type: none"> Business Law, B.Com. (Hons.), Semester I, Delhi University, <i>Kapoor ND</i> 1176 	
Semester-II			
3.	Corporate Accounting	<ul style="list-style-type: none"> Corporate Accounting, All India, B.Com. (Hons.) Revised Course, IInd Year (University of Delhi), <i>Gupta RL & Radhaswamy M</i> 1052 	
4.	Corporate Laws	<ul style="list-style-type: none"> Corporate Laws, <i>Kapoor GK & Dhamija Sanjay</i> 263 	
Semester-III			
5.	Human Resource Management	<ul style="list-style-type: none"> Human Resource Management – Text & Cases, <i>Gupta CB</i> 163 Modern Human Resource Management, B.Com (Hons.) Semester III, CBCS (Delhi University), <i>Gupta CB</i> 1233 Basic Human Resource Management, (B.Com.), <i>Gupta CB</i> 1216 Essentials of Human Resource Management, <i>Gupta CB</i> 1150 Modern Human Resource Management, B.Com. (Hons.) Semester IV, (Delhi University), <i>Gupta CB</i> 1202 Human Resource Management, <i>Prasad LM</i> 858 	
6.	Income Tax Law & Practice	<ul style="list-style-type: none"> Income Tax: Law & Practice (FY 2021-22), <i>Mittal Preeti Rani & Bansal Anshika</i> 007 Income Tax Law & Practice, <i>Pagare Dinkar</i> 314 Fundamentals of Income Tax: Problems & Solutions <i>Mittal Preeti Rani & Bansal Anshika</i> 1247 	
7.	Management principal & Application	<ul style="list-style-type: none"> Management Principles and Applications, <i>Kumar Pradeep</i> 022 Management: Principles and Practice, <i>Gupta CB</i> 1172 Management Theory & Practice, <i>Gupta CB</i> 158 Management Concepts and Practice, <i>Gupta CB</i> 157 	
	E-Commerce (SEC)	<ul style="list-style-type: none"> E-Commerce, <i>Pandey US & Virender Kumar</i> 1249 	
Semester-IV			
8.	Cost Accounting	<ul style="list-style-type: none"> Cost & Management Accounting, <i>Gupta MP</i> 1261 Cost Accounting – Text, <i>Saxena VK & Vashist CD</i> 111 Cost Accounting – Problems & Solutions, <i>Saxena VK & Vashist CD</i> 112 	



Semester	Subject Name	Related Books	Title Code
		<ul style="list-style-type: none"> Essentials of Cost Accounting Text, (Professional Competence Exam.), <i>Saxena VK and Vashist CD</i> 	1098
		<ul style="list-style-type: none"> Cost Accounting, <i>Arora MN</i> 	001
		<ul style="list-style-type: none"> Objective Questions in Cost Accounting, <i>Arora MN</i> 	003
		<ul style="list-style-type: none"> Fundamentals of Cost Accounting: Text Book, Professional Competence Exam., <i>Maheshwari SN</i> 	1101
		<ul style="list-style-type: none"> Problems & Solutions in Cost Accounting, <i>Maheshwari SN</i> 	090
		<ul style="list-style-type: none"> Cost Accounting, <i>Iyengar SP</i> 	063
9.	Business Mathematics	<ul style="list-style-type: none"> Business Mathematics (All Courses), <i>Sancheti DC & Kapoor VK</i> 	552
10.	Computer Application in Business	<ul style="list-style-type: none"> Computer Application in Business, <i>Gupta Gunjan & Subbulakshmi S</i> 	1262
		<ul style="list-style-type: none"> Computer Applications in Business, <i>Pandey US & Virender Kumar</i> 	1252
		<ul style="list-style-type: none"> Introduction to Computer Applications in Business, <i>Srinivasa Vallabhan</i> 	1159
11.	Principal of Marketing	<ul style="list-style-type: none"> Principles of Marketing, <i>Gupta CB</i> 	1191
		<ul style="list-style-type: none"> Marketing Management: Value Approach, <i>Nair Rajan & Nair Sanjith R</i> 	1201
		<ul style="list-style-type: none"> Marketing Management, <i>Gupta CB & Nair Rajan</i> 	187
		<ul style="list-style-type: none"> Marketing, <i>Nair Rajan</i> 	185
12.	Financial Management	<ul style="list-style-type: none"> Basic Financial Management, <i>Rustagi RP</i> 	1151
		<ul style="list-style-type: none"> Financial Management – Principles & Practice, <i>Maheshwari SN</i> 	178
		<ul style="list-style-type: none"> Elements of Financial Management, B.Com., <i>Maheshwari SN</i> 	181
		<ul style="list-style-type: none"> Fundamentals of Financial Management, PEE-II, <i>Maheshwari SN</i> 	922
12.1 (a)	Managment Accounting (DSE1)	<ul style="list-style-type: none"> Principles of Management Accounting, <i>Maheshwari SN, Maheshwari Suneel K & Maheshwari Sharad K</i> 	091
		<ul style="list-style-type: none"> Elements of Management Accounting – Text, B.Com (Bangalore University), <i>Maheshwari SN</i> 	081
(b)	Organisational Behaviour	<ul style="list-style-type: none"> Organisational Behaviour, <i>Prasad LM</i> 	211
		<ul style="list-style-type: none"> Organisational Behaviour, <i>Nahar Amandeep, Rao PCK & Nigah Rajesh Kumar</i> 	1240
12.2 (a)	Advertising & Personal Selling (DSE 2)	<ul style="list-style-type: none"> Modern Advertising, <i>Gupta CB</i> 	1235
		<ul style="list-style-type: none"> Advertising & Personal Selling, <i>Gupta CB</i> 	1133
(b)	Business Statistics	<ul style="list-style-type: none"> Business Statistics (MBA), <i>Gupta SP and Gupta MP</i> 	518
		<ul style="list-style-type: none"> Business Statistics (Statistical Methods), B.Com. (Hons.) Semester II, (Delhi University), <i>Gupta SP & Aggarwal Archana</i> 	519
		<ul style="list-style-type: none"> Business Statistics & Business Mathematics, B.Com., <i>Gupta SP & Gupta PK</i> 	1131

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B.Com., School of Open Learning

University of Delhi

<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
Semester-I			
1.	Financial Accounting	<ul style="list-style-type: none"> Financial Accounting, Ist Semester (Delhi University), <i>Gupta RL & Gupta VK</i> 	1181
		<ul style="list-style-type: none"> Financial Accounting, (Madras University), <i>Parthasarathy P</i> 	990
		<ul style="list-style-type: none"> Principles & Practice of Accounting (All India), <i>Gupta RL & Gupta VK</i> 	036
		<ul style="list-style-type: none"> Financial Accounting, B.Com (Madras), <i>Gupta RL & Gupta VK</i> 	031
2.	Business Organisation & Management	<ul style="list-style-type: none"> Business Organisation & Management, Semester I, (Delhi University), <i>Gupta CB</i> 	1179
Semester-II			
3.	Business Law	<ul style="list-style-type: none"> Business Law, B.Com. (Hons.), Semester I, Delhi University, <i>Kapoor ND</i> 	1176
4.	Business Statistics & Business Mathematics	<ul style="list-style-type: none"> Business Statistics & Business Mathematics, B.Com., <i>Gupta SP & Gupta PK</i> 	1131
Semester-III			
5.	Company Law	<ul style="list-style-type: none"> Elements of Company Law, <i>Kapoor ND</i> 	1226
5.1.	Computer Appp in Business (SEC)	<ul style="list-style-type: none"> Computer Application in Business, <i>Gupta Gunjan & Subbulakshmi S</i> 	1262
		<ul style="list-style-type: none"> Computer Applications in Business, <i>Pandey US & Virender Kumar</i> 	1252
		<ul style="list-style-type: none"> Introduction to Computer Applications in Business, <i>Srinivasa Vallabhan</i> 	1159
6.	Incom Tax Law & Practice	<ul style="list-style-type: none"> Income Tax: Law & Practice (FY 2021-22), <i>Mittal Preeti Rani & Bansal Anshika</i> 	007
		<ul style="list-style-type: none"> Fundamentals of Income Tax: Problems & Solutions <i>Mittal Preeti Rani & Bansal Anshika</i> 	1247
		<ul style="list-style-type: none"> Income Tax Law & Practice, <i>Pagare Dinkar</i> 	314
Semester-IV			
7.	Corporate Accounting	<ul style="list-style-type: none"> Corporate Accounting, All India, B.Com. (Hons.) Revised Course, IInd Year (University of Delhi), <i>Gupta RL & Radhaswamy M</i> 	1052
		<ul style="list-style-type: none"> Introductory Corporate Accounting, IInd Semester (Delhi University), <i>Gupta RL & Gupta VK</i> 	1129
8.	Cost Accounting	<ul style="list-style-type: none"> Cost & Management Accounting, <i>Gupta MP</i> 	1261
		<ul style="list-style-type: none"> Cost Accounting – Text, <i>Saxena VK & Vashist CD</i> 	111
		<ul style="list-style-type: none"> Cost Accounting – Problems & Solutions, <i>Saxena VK & Vashist CD</i> 	112
		<ul style="list-style-type: none"> Essentials of Cost Accounting Text, (Professional Competence Exam.), <i>Saxena VK & Vashist CD</i> 	1098
		<ul style="list-style-type: none"> Cost Accounting, <i>Arora MN</i> 	001
		<ul style="list-style-type: none"> Objective Questions in Cost Accounting, <i>Arora MN</i> 	003



Semester	Subject Name	Related Books	Title Code
		• Fundamentals of Cost Accounting : Text Book, Professional Competence Exam., <i>Maheshwari SN</i>	1101
		• Problems & Solutions in Cost Accounting, <i>Maheshwari SN</i>	090
		• Cost Accounting, <i>Iyengar SP</i>	063

Semester-V

1. (a)	Human Resource Management (DSE 1)	• Human Resource Management – Text & Cases, <i>Gupta CB</i>	163
		• Modern Human Resource Management, B.Com (Hons.) Semester III, CBCS (Delhi University), <i>Gupta CB</i>	1233
		• Basic Human Resource Management, B.Com., <i>Gupta CB</i>	1216
		• Essentials of Human Resource Management, <i>Gupta CB</i>	1150
		• Modern Human Resource Management, B.Com. (Hons.) Semester IV, (Delhi University), <i>Gupta CB</i>	1202
		• Human Resource Management, <i>Prasad LM</i>	858
(b)	Principals of Marketing (DSE)	• Principles of Marketing, <i>Gupta CB</i>	1191
		• Marketing Management – Value Approach, <i>Nair Rajan & Nair Sanjith R</i>	1201
		• Marketing Management, <i>Gupta CB & Nair Rajan</i>	187
		• Marketing, <i>Nair Rajan</i>	185
2. (a)	Fumdamentals of Financial Management (DSE)	• Basic Financial Management, <i>Rustagi RP</i>	1151
		• Financial Management – Principles & Practice, <i>Maheshwari SN</i>	178
		• Elements of Financial Management, B.Com., <i>Maheshwari SN</i>	181
		• Fundamentals of Financial Management, PEE-II, <i>Maheshwari SN</i>	922
(b)	Industrial Law	• Elements of Industrial Law, <i>Kapoor ND</i>	297
		• Handbook of Industrial Law, <i>Kapoor ND</i>	298
(a)	Entrepreneurial Development (SEC)	• Entrepreneurial Development, <i>Gupta CB & Srinivasan NP</i>	174
		• Entrepreneurship: Business and Management, <i>Bhatia RC</i>	008
		• Entrepreneurship: Text & Cases (Delhi University), <i>Gupta CB</i>	1234
		• Creativity and Innovation in Entrepreneurship, <i>Khanka SS</i>	1245
		• Entrepreneurship Development in India, <i>Gupta CB & Srinivasan NP</i>	175

“Education is not the learning of facts,
but the training of the mind to think.”

Albert Einstein

B.Com. (Hons.)

Guru Govind Singh Indraprastha University

<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
Semester-I			
1.	Management Process & Organisation Behaviour	• Management Process & Organisational Behaviour (BBA, IP University & Other Universities), <i>Prasad LM</i>	984
2.	Financial Accounting	• Financial Accounting, B.Com., <i>Gupta RL & Gupta VK</i>	031
		• Advanced Accountancy – I, <i>Gupta RL & Radhaswamy M</i>	040
		• Advanced Accountancy, Vol. I <i>Gupta MP & Aggarwal BM</i> (Financial Accounting)	1241
		• Principles & Practice of Accounting (All India), <i>Gupta RL & Gupta VK</i>	036
		• Financial Accounting, Ist Semester (Delhi University), <i>Gupta RL & Gupta VK</i>	1181
3.	Business Communication	• Essentials of Business Communication, (All Courses), <i>Pal Rajendra and Korlahalli JS</i>	212
		• Business Law, Ethics and Communication: Text, IPCC <i>Kapoor GK & Gupta CB</i>	1143
		• Basic Business Communication, B.Com. (Hons.), Semester VI, (Delhi University), <i>Gupta CB</i>	1220
Semester-II			
1.	Business Mathematics	• Business Mathematics (All Courses), <i>Sancheti DC & Kapoor VK</i>	552
		• Business Statistics & Business Mathematics, B.Com. <i>Gupta SP & Gupta PK</i>	1131
2.	Business Law	• Business Laws (for BBA, IP University), <i>Kapoor GK & Dhamija Sanjay</i>	276
		• Business Law, B.B.A. Course (GGSIP University, Delhi), <i>Kapoor ND</i>	1160
3.	Cost Accounting	• Cost Accounting – Text, <i>Saxena VK & Vashist CD</i>	111
		• Cost Accounting, <i>Arora MN</i>	001
		• Cost Accounting – Problems & Solutions, <i>Saxena VK & Vashist CD</i>	112
		• Problems & Solutions in Cost Accounting, <i>Maheshwari SN</i>	090
		• Fundamentals of Cost Accounting: Text Book, Professional Competence Exam., <i>Maheshwari SN</i>	1101
		• Cost Accounting, <i>Iyengar SP</i>	063
		• Essentials of Cost Accounting Text, (Professional Competence Exam.), <i>Saxena VK & Vashist CD</i>	1098
Semester-III			
1.	Marketing Management	• Marketing Management, <i>Gupta CB & Nair Rajan</i>	187
		• Marketing Management – Value Approach, <i>Nair Rajan & Nair Sanjith R</i>	1201
		• Principles of Marketing, <i>Gupta CB</i>	1191
		• Essentials of Marketing Management, <i>Gupta CB</i>	1149
		• Marketing Management, <i>Varshney RL & Gupta SL</i>	822
2.	Management Accounting	• Principles of Management Accounting, <i>Maheshwari SN, Maheshwari Suneel K & Maheshwari Sharad K</i>	091



Semester	Subject Name	Related Books	Title Code
3.	Human Resource Management	• Advanced Management Accounting, CA (Final), <i>Saxena VK & Vashist CD</i>	1123
		• Cost & Management Accounting, ICSI (Inter Executive Programme) <i>Maheshwari SN</i>	078
		• Essentials of Cost & Management Accounting, ICWA (New Syllabus), <i>Saxena VK & Vashist CD</i>	1157
		• Human Resource Management – Text & Cases, <i>Gupta CB</i>	163
		• Essentials of Human Resource Management, <i>Gupta CB</i>	1150
		• Modern Human Resource Management, B.Com. (Hons.) Semester IV, (Delhi University), <i>Gupta CB</i>	1202
		• Basic Human Resource Management, B.Com., <i>Gupta CB</i>	1216
		• Modern Human Resource Management, 4 Year, B.Com. Course, Semester II, Delhi University, <i>Gupta CB</i>	1218
		• Human Resource Management, <i>Prasad LM</i>	858
		• Modern Human Resource Management, B.Com (Hons.) Semester III, CBCS (Delhi University), <i>Gupta CB</i>	1233
4.	Business Statistics	• Business Statistics, MBA, <i>Gupta SP & Gupta MP</i>	518
		• Business Statistics & Business Mathematics, B.Com., <i>Gupta SP & Gupta PK</i>	1131

Semester-IV

1.	Financial Management	• Financial Management – Principles & Practice, <i>Maheshwari SN</i>	178
		• Elements of Financial Management, B.Com., <i>Maheshwari SN</i>	181
		• Basic Financial Management, <i>Rustagi RP</i>	1151
2.	Auditing	• Principles & Practice of Auditing (All India), <i>Pagare Dinakar</i>	101
		• Auditing and Corporate Governance <i>Mittal Preeti Rani, Bansal Anshika & Bhatia RC</i>	1244
		• अंकक्षण एवं निगमीय (कम्पनी) शासन, भाटिया आर.सी.	005
3.	Corporate Accounting	• Corporate Accounting, All India, B.Com. (Hons.) Revised Course, IInd Year (University of Delhi), <i>Gupta RL & Radhaswamy M</i>	1052
4.	Indian Economic	• Concise Indian Economy (BBA), <i>Dhingra IC</i>	1236
		• Indian Economic Development, CBSE New Syllabus, <i>Dhingra IC</i>	929
		• The Indian Economy: Environment & Policy, <i>Dhingra IC</i>	379
5.	Research Methodology	• Textbook of Research Methodology, <i>Tripathi PC</i>	237

Semester-V

1.	Income Tax	• Income Tax: Law & Practice (FY 2021-22), <i>Mittal Preeti Rani & Bansal Anshika</i>	007
		• Fundamentals of Income Tax: Problems & Solutions <i>Mittal Preeti Rani & Bansal Anshika</i>	1247
		• Income Tax Law & Practice, <i>Pagare</i>	314
2.	Entrepreneurship Development	• Entrepreneurship : Business and Management, <i>Bhatia RC</i>	008
		• Entrepreneurship – Text & Cases (Delhi University), <i>Gupta CB</i>	1234
		• Entrepreneurial Development, <i>Gupta CB</i>	174



<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
		• Entrepreneurship Development in India, <i>Gupta CB</i>	175
		• Entrepreneurship & Small Business Management, <i>Gupta CB, Khanka SS</i>	176
3.	Management Information System	• Management Information System, (M.Com., MBA), <i>Prasad LM</i>	902

Semester-VI

1.	Project Management	• Project Management, <i>Jain Megha</i>	019
		• Project Management and Control, <i>Rao PCK</i>	218
2.	GST	• Goods & Services Tax with Customs Law, <i>Gupta Vineet & Gupta NK</i>	006
		• Textbook of GST & Customs Law, <i>Balachandran V</i>	027
3.	E-commerce	• E-Commerce, <i>Pandey US & Virender Kumar</i>	1249



*When educating the minds of our youth,
we must not forget to educate their hearts.*

Dalai Lama



B.B.A.

Guru Govind Singh Indraprastha University

<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
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Semester-I

1.	Management Process & Organisational Behavior	• Management Process & Organisational Behaviour (BBA, IP University & Other Universities), <i>Prasad LM</i>	984
2.	Business Mathematics	• Business Mathematics (All Courses), <i>Sancheti DC & Kapoor VK</i> • Business Statistics & Business Mathematics, B.Com., <i>Gupta SP & Gupta PK</i>	552 1131
3.	Financial Accounting Analysis	• Advanced Accountancy – I, <i>Gupta RL & Radhaswamy M</i> • Financial Accounting, B.Com (Madras), <i>Gupta RL & Gupta VK</i> • Principles & Practice of Accounting (All India), <i>Gupta RL & Gupta VK</i> • Financial Accounting, Ist Semester (Delhi University), <i>Gupta RL & Gupta VK</i> • Advanced Accountancy, Vol. I, (Financial Accounting), <i>Gupta MP & Aggarwal BM</i>	040 031 036 1181 1241
4.	Business Economics	• Business Economics, B.B.A. (Guru Gobind Singh University) <i>Varshney RL, Maheshwari KL & Maheshwari RK</i>	1169

Semester-II

1.	Cost Accounting	• Cost Accounting – Text, <i>Saxena VK & Vashist CD</i> • Cost Accounting, <i>Arora MN</i> • Cost Accounting – Problems & Solutions, <i>Saxena VK & Vashist CD</i> • Problems & Solutions in Cost Accounting, <i>Maheshwari SN</i> • Fundamentals of Cost Accounting : Text Book, (Professional Competence Exam.), <i>Maheshwari SN</i> • Cost Accounting, <i>Iyengar SP</i> • Essentials of Cost Accounting Text, (Professional Competence Exam.), <i>Saxena VK & Vashist CD</i>	111 001 112 090 1101 063 1098
2.	Quantitative Techniques	• Quantitative Techniques & Operations Research, (BBA New Syllabus), <i>Gupta SP & Gupta PK</i>	1017
3.	E-Commerce	• E-Commerce, <i>Pandey US & Virender Kumar</i>	1249
4.	Business Communication	• Essentials of Business Communication, (All Courses), <i>Pal Rajendra & Korlahalli JS</i> • Business Law, Ethics and Communication: Text, IPCC <i>Kapoor GK & Gupta CB</i> • Basic Business Communication, B.Com. (Hons.) Semester VI, (Delhi University), <i>Gupta CB</i>	212 1143 1220
5.	Business Environment	• Business Environment, MBA, BBA, BBM (All India), <i>Gupta CB</i> • Business Environment, B.Com., (Madras University), <i>Gupta CB</i> • Essentials of Business Environment, B.Com., <i>Gupta CB</i>	1047 1046 1215

Semester-III

1.	Business Law	• Business Law (IP University), <i>Kapoor ND</i> • Business Laws (for BBA, IP University) <i>Kapoor GK & Dhamija Sanjay</i>	1060 276
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Semester	Subject Name	Related Books	Title Code
2.	Marketing Management	<ul style="list-style-type: none"> Marketing Management, <i>Gupta CB, Nair Rajan</i> Marketing Management – Value Approach, <i>Nair Rajan & Nair Sanjith R</i> Principles of Marketing, <i>Gupta CB</i> Essentials of Marketing Management, <i>Gupta CB</i> Marketing Management, <i>Varshney RL and Gupta SL</i> 	187 1201 1191 1149 822
3.	Management Accounting	<ul style="list-style-type: none"> Principles of Management Accounting, <i>Maheshwari SN, Maheshwari Suneel K & Maheshwari Sharad K</i> Advanced Management Accounting, CA (Final), <i>Saxena VK and Vashist CD</i> Cost & Management Accounting, ICSI (Inter Executive Programme), <i>Maheshwari SN</i> Essentials of Cost & Management Accounting, ICWA (New Syllabus), <i>Saxena VK & Vashist CD</i> 	091 1123 078 1157
4.	Indian Economics	<ul style="list-style-type: none"> Concise Indian Economy (BBA), <i>Dhingra IC</i> Indian Economic Development, CBSE New Syllabus, <i>Dhingra IC</i> The Indian Economy: Environment & Policy, <i>Dhingra IC</i> 	1236 929 379

Semester-IV

1.	Human Resource Management	<ul style="list-style-type: none"> Human Resource Management – Text & Cases, <i>Gupta CB</i> Essentials of Human Resource Management, <i>Gupta CB</i> Modern Human Resource Management, B.Com. (Hons.) Semester IV, (Delhi University), <i>Gupta CB</i> Basic Human Resource Management, B.Com., <i>Gupta CB</i> Modern Human Resource Management, 4 Year, B.Com Course, Semester II, Delhi University, <i>Gupta CB</i> Human Resource Management, <i>Prasad LM</i> Modern Human Resource Management, B.Com (Hons.) Semester III, CBCS (Delhi University), <i>Gupta CB</i> 	163 1150 1202 1216 1218 858 1233
2.	Financial Management	<ul style="list-style-type: none"> Financial Management – Principles & Practice, <i>Maheshwari SN</i> Elements of Financial Management, B.Com., <i>Maheshwari SN</i> Basic Financial Management, <i>Rustagi RP</i> 	178 181 1151
3.	Research Methodology	<ul style="list-style-type: none"> Textbook of Research Methodology, <i>Tripathi PC</i> 	237
4.	Management Information System	<ul style="list-style-type: none"> Management Information System, M.Com., MBA, <i>Prasad LM</i> 	902

Semester-V

1.	Income Law & Practice	<ul style="list-style-type: none"> Income Tax: Law & Practice (FY 2021-22), <i>Mittal Preeti Rani & Bansal Anshika</i> Fundamentals of Income Tax: Problems & Solutions <i>Mittal Preeti Rani & Bansal Anshika</i> Income Tax Law & Practice, <i>Pagare Dinkar</i> 	007 1247 314
2.	Entrepreneurship Development	<ul style="list-style-type: none"> Entrepreneurship: Business and Management, <i>Bhatia RC</i> Entrepreneurship: Text & Cases (Delhi University), <i>Gupta CB</i> Entrepreneurial Development, <i>Gupta CB & Srinivasan NP</i> Entrepreneurship Development in India, <i>Gupta CB & Srinivasan NP</i> Entrepreneurship & Small Business Management, <i>Gupta CB & Khanka SS</i> 	008 1234 174 175 176



<i>Semester</i>	<i>Subject Name</i>	<i>Related Books</i>	<i>Title Code</i>
3.	GST	• Goods & Services Tax with Customs Law <i>Gupta Vineet & Gupta NK</i>	006
		• Textbook of GST & Customs Law, <i>Balachandran V & Ghose PK</i>	027

Semester-VI

1.	Project Management	• Project Management, <i>Jain Megha</i>	019
		• Project Management and Control, <i>Rao PCK</i>	218
2.	Sales & Distribution Management	• Advertising & Personal Selling, <i>Gupta CB</i>	1133
		• Modern Advertising, <i>Gupta CB</i>	1235

See your goal.

Understand the obstacles.

Create a Positive mental picture.

Embrace the challenge.

Stay on track.

Show the world you can do it!

Self-Development Books

<i>Devesh Bhikshu</i>		<i>Rajendra Pal</i>		<i>Books Distributed by Us</i>	
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Making of Man	8.00			Karma (कर्म)	30.00
How to be Happy	15.00	<i>Prakash J Shah & Rajendra Pal</i>		Hasya – Sukhad Jiwan Lasya	
Might of Mind	30.00	Verses for Self Fulfilment	12.00	(हास्य – सुखद जीवन लास्य)	30.00
Brain Building	15.00	<i>Prakash J Shah</i>		How to Control Your Anger	
Magic of Motivation	10.00	Twelve Books that can		(क्रोध काबू करें – कैसे ?)	75.00
Education	15.00	Change Your Life	20.00	Enjoy Life with Laughter	
What is Success	7.50	How to Negotiate Successfully	10.00	(हास्य व्यंग के संग जीवन में रंग)	50.00
Develop Your Self-Confidence	15.00	How to Develop Effective		Saphalta (सफलता)	40.00
Learning to Learn	10.00	Personality	20.00	Mana (मन)	35.00
Steps to Success	125.00	How to Develop Effective Public		Duniya Aapkey Hath, Parishram Ke Sath	
Duty-Work	10.00	Speaking	15.00	(दुनियाँ आपके हाथ, परिश्रम के साथ)	35.00
House of Honour	15.00	How to Think Like a Winner	25.00	Acharya Devo Bhava	
How to Live 12 Months a Year	20.00	How to be a Winner	50.00	(आचार्य देवो भव)	40.00
Know Thyself	30.00	How to Develop Positive Life	15.00	Vani-Jeeven Sanjeevani	
Brahmacharya	20.00	Mank ke Jity Jit		(वाणी-जीवन संजीवनी)	60.00
Gems from Vedas	30.00	(मन के जीते जीत)	10.00	Unnati Ke Shikhar Par	
Inspiring Ideas	10.00	<i>S Mitter & Prakash J Shah</i>		(उन्नति के शिखर पर)	40.00
Youth's Guide	10.00	How to Read a Person Like a		Hitopadesh ki Niti Kathayain	
Ramayana	20.00	Book	12.50	(हितोपदेश की नीति कथाएँ)	20.00
Gita for Students	15.00	<i>RN Aggarwal</i>		Panchatantra ki Niti Kathayain	
Ishopanishad (ईशोपनिषद्)	8.50	A Pratical Guide to Successful		(पंचतंत्र की नीति कथाएँ)	50.00
		Living	12.50	Vidur Niti (विदुर नीति)	100.00
<i>SS Gulshan & Devesh Bhikshu</i>		How to Achieve Success and		Chanakya Neeti (चाणक्य नीति)	100.00
The Mahabharat & Management	450.00	Happiness	30.00	Aushadh sam Poshak Phal-Subzian	
<i>Sultan Chand</i>		<i>Swami Vidyananda Saraswati</i>		(औषध सम पोषक फल-सब्जियाँ)	100.00
The Gita	30.00	Arise, Awake and Stop Not ...	12.50	Jeevem Sharada Shatam	
<i>Usha Aggarwal</i>		<i>AR Acharya</i>		(जीवेम शरदः शतम्)	100.00
Mahabharat Kathaalok		Suvichara Shatakam	10.00	Aacharya Chanakya (आचार्य चाणक्य	
(महाभारत कथालोक)	400.00	<i>SC Pathak</i>		राष्ट्र सृष्टा एवं भविष्य दृष्टा)	100.00
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Healthy Living	12.50	in Academic & Competitive		कैसे प्रभावकारी हो)	100.00
<i>S Mitter & SC Aggarwal</i>		Examinations	25.00	<i>Atul Chandra Pradhan</i>	
How to Develop your		Learning to Learn	10.00	Let us Build a New India	20.00
Personality & Potentialities	45.00	<i>AK Sahni</i>		<i>Jitendra Kumar Ram</i>	
<i>Anjali Ahuja</i>		Thought for the Day	25.00	Success a Guide to a Students	20.00
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Personalities	15.00	How to be Healthy	30.00	Wisdom	50.00
Noble Thoughts on 100 Great		<i>Atul Chandra Pradhan</i>		<i>Kaviraj Raghunandan "Nirmal"</i>	
Topics	25.00	The Way to Happiness & Success	15.00	Gita ka Saccha Svarup	
Moral Teachings of 100 Great				(गीता का सच्चा स्वरूप)	50.00
Saints	25.00			<i>Devesh Bhikshu</i>	
				Hints for Self Culture	100.00

Creativity and Innovation in Entrepreneurship

Dr. S.S. Khanka

About the Book

Creativity and innovation as hallmarks of entrepreneurship have been recognized as the modern day mantra for success in business and industry. It is with this realization, the Government of India, by announcing a number of policies and schemes, has been giving ever increasing emphasis on developing creativity and innovation in entrepreneurship in the country. So much so, increasing number of educational institutions in the country have started offering the paper on creativity and innovation in entrepreneurship in their course curricula. Because creativity and innovation in entrepreneurship, as a subject, is relatively of recent origin in India, there has so far not been any comprehensive textbook available on the subject in the Indian context. The present book is a modest attempt to fill in this gap.

Salient Features

- Serves as a pioneering textbook on creativity and innovation in entrepreneurship written in the Indian context.
- Covers the subject matter on creativity and innovation in entrepreneurship in an all-encompassing manner.
- Each chapter begins with the specific learning objectives as takeaways.
- Each chapter and its subsequent topics begins with theme-based quotations to serve as inroad to proceed further.
- Elaborates the complex and difficult topics in an easily understandable manner with relevant cases in an anecdotal style.

Contents

Section I: Entrepreneurship

- Entrepreneur
- Entrepreneurship
- Entrepreneurship Development Programmes (EDPs)

Section II: Creativity

- Introduction to Creativity
- Creative Tools and Techniques
- Entrepreneurial Creativity

Section III: Innovation

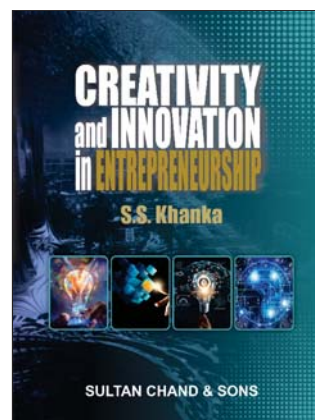
- Introduction to Innovation

- Moving Innovation to Market
- Management of Technology
- Asset Protection
- Technology Maturity, Obsolescence and Discontinuities

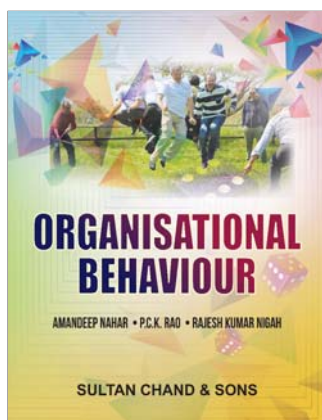
Section IV: Incubators and Accelerators

- The Business Incubators and Accelerators
- The Business Incubator Players
- Start-ups and Innovations
- Design Thinking and Innovation
- Artificial Intelligence (AI) and Innovation

Scan to listen to the Author



Management



Organisational Behaviour

Dr. Amandeep Nahar • Dr. P.C.K. Rao • Dr. Rajesh Kumar Nigah

About the Book

Organisation Behaviour as a specialised discipline, continues to amuse the readers as well as researchers. The new paradigms always fine-tune the existing doctrines, applications, and mechanisms to ideally deal with people at work. The present book is simply not an addition to the shelf, rather unleashes the new dimensions of thought and actions in today's scenarios vis-à-vis new millennials. The book helps students, managers, and practitioners in understanding the fundamentals of 'managing people at work' with current perspectives.

The book encapsulates the entire syllabus of B.Com. (Program), B.Com. (H) of Delhi University, BBA, and BBM programs of various universities in India. The subject is explained lucidly with the help of suitable examples and illustrations, depictions wherever essential.

Salient Features

- Each chapter begins with a suitable 'story line' that captures the theme of the topic.
- Only Indian case studies are given at the end of the chapter for classroom discussion.
- Principles, and theoretical foundations are duly supported by figures and tables to make the learning simple.
- The influence of technology over behaviour is specially covered in depth with suitable illustrations.
- Book is flooded with more than 120 diagrams and comparative tables to make the material simpler and suit the exam orientation for easy recap.
- The topics are sequentially and scientifically dealt so that reader's interest be maintained continuously. The individual behaviour (micro level) is discussed before embarking on the group behaviour (macro level) so that interconnectivity can be grasped.

Contents

Unit I

- OB: An Overview
- Evolution of Management

Unit II

- Personality
- Attitude
- Learning
- Perception

Unit III

- Group Dynamics
- Communication and TA
- Motivation
- Leadership

Unit IV

- Power Politics
- Organisation Change
- Organisation Development

Unit V

- Conflict and Negotiation
- Organisational Stress
- Organisation Culture

Figures

Case Studies

Tables

Entrepreneurship – Text & Cases

Dr. C.B. Gupta

About the Book

This book is suitable for B.Com. (Hons.), Semester-II [Paper BCH 2.4(a)], B.Com., Semester V [Paper BC 5.3 (a)], B.Com., Semester VI (General Elective) [Paper BC 6.4 (a)], B.Com. (Hons.) Semester IV (Skill Enhancement Course), Paper BCH 4.5(a), CBCS, Delhi University; BBA, B.Com. (Hons.) of Guru Gobind Singh Indraprastha University, B.Com., Paper 5.1 Entrepreneurship Development of Bangalore University; B.Com. (Hons.) Core• 12, B.Com. General Madras University.

Salient Features

- Comprehensive coverage of the syllabus
- Systematic arrangement of various topics
- Examples from Indian industry
- To the point presentation
- Lucid and simple language
- Chapter outline in the beginning of every chapter to give a bird's eye-view of the contents
- Tables and diagrams to illustrate the text
- Very short answer, short answer and long answer type questions
- Case studies of Indian entrepreneurs

Contents

Unit I: Introduction

- Nature and Role of Entrepreneurship
- Routes of Entrepreneurship
- Creativity and Innovation
- Dimensions of Entrepreneurship

Unit II: Types of Business Entities

- Micro, Small and Medium Enterprises
- Business Groups, Business Houses and Family Business
- Contemporary Role Models in Indian Business

Unit III: Entrepreneurial Sustainability

- Institutions Assisting Entrepreneurs
- Entrepreneurial Development in India
- Business Incubators, Angel Investors, Venture Capital and Private Equity Funds

Unit IV: Business Plan Preparation

- Sources and Techniques of Business Ideas
- Feasibility Analysis
- Business Plan

Unit V: Marshalling Resources

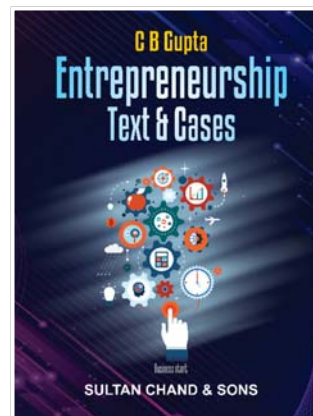
- Financing the New Venture
- Production and Operations Management
- Marketing Issues in a New Venture
- Building the New Venture Team
- Forms of Ownership for New Venture
- Growth and Transition of a Venture
- Accounting and Financial Statements of a New Venture

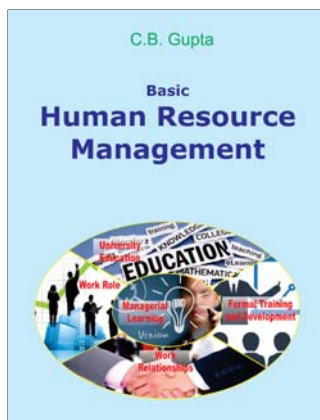
Unit VI: Appendices

- Case Studies of Successful and Unsuccessful Entrepreneurs
- Model Feasibility Reports

Bibliography

Question Paper of B.Com. (Hons.), May 2017





Basic Human Resource Management

Dr. C.B. Gupta

About the Book

Basic Human Resource Management has been especially designed and written for paper BCS 5.1(a) (Human Resource Management) under Fifth Semester of B.Com. (CBCS) Delhi University. It will be equally useful for other similar courses of undergraduate level.

Salient Features

- Full coverage of the prescribed syllabus
- Learning Objectives in the beginning of each chapter to provide a bird's eye view of the contents.
- Summary at the end of each chapter for quick revision before the Examination.
- Test Questions culled from B.Com. Examinations of Delhi University.
- Simple and lucid language.

Contents

Unit I: Introduction to Human Resource Management

- Nature and Scope of Human Resource Management
- Human Resource Department and HR Manager
- Human Resource Policies

Unit II: Acquisition of Human Resources

- Human Resource Planning
- Job Analysis – Job Description and Job Specification
- Recruitment and Selection
- Placement, Induction and Socialisation

Unit III: Training and Development

- Employee Training
- Management Development Programmes
- Career Planning and Development

Unit IV: Performance, Employee Counselling and Job Changes

- Performance Appraisal
- Employee Counselling
- Changes – Transfers and Promotions

Unit V: Compensation

- Compensation
- Job Evaluation
- Incentive Plans and Performance Linked Compensation

Unit VI: Maintenance

- Employee Health and Safety
- Employee Welfare
- Social Security
- Grievance Handling and Redressal

Appendix: Cases in HRM

Question Papers

Entrepreneurship Business and Management

Dr. R.C. Bhatia

About the Book

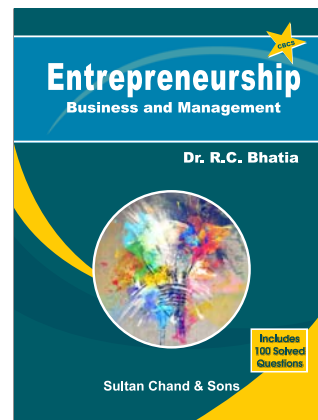
The book has been designed for the CBCS (Choice Based Credit System) programme for the subject, Entrepreneurship – Business and Management for the courses B.Com. (Hons.) BCH 2.4 (a) Semester II, BCH 4.5 (a) Semester IV, B.Com. BC 5.3 (a), Semester V, B.Com. BC 6.4 (a) Semester VI (GE), University of Delhi; BBA, B.Com. (Hons.), Guru Gobind Singh Indraprastha University, Delhi; B.Com. 5.1 Bangalore University; B.Com. (Hons.) Core 12, B.Com. General, Madras University. The course aims at imparting basic knowledge on entrepreneurship and new enterprise creation so as to provide an opportunity to students to opt for entrepreneurship as an alternative career option as well as greater exposure to entrepreneurial process through hands-on training. The book is based on a practical & theory based examinations.

Salient Features

- Comprehensive coverage of all the new syllabus.
- Precise and clear exposition of text.
- At the end of every Chapter short questions with answers are given for the weaker students in the class (A total of approximately 400 questions).
- Lucid language makes book closer overview of the concepts.
- Nearly 120 Important Questions are given at the end of this book.

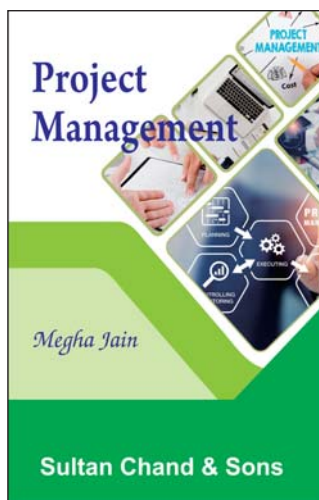
Contents

- | | |
|---|---|
| • Entrepreneur and Entrepreneurship | • Demand and Supply Factors |
| • Entrepreneurial Mindset – Innovation and Creativity | • Understanding Customer Adoption Process |
| • Entrepreneurial Decision Making – Biases and Heuristics | • Management |
| • Business Risks | • Managing Finance |
| • Social and Commercial Entrepreneurship | • Managing Human Resource |
| • Business | • Business Ideas |
| • Facilitators and Inhibitors of Business | • Business Plan |
| • Role of E-Commerce and M-Commerce | • Business Incubators, Angel Investors and Private Equity Funds, etc. |
| • Technological Innovation and its Viability | • Self Help Group |
| • Ethical Considerations | • Important Questions |
| • Market and Society | |



*The best way to predict the future
is to create it*

Peter Drucker



Project Management

Dr. Megha Jain

About the Book

This book is for those students and corporates who are willing to learn basic project management and associated techniques in order to ensure the incepting skill-set to be well versed with the fundamental of the field 'Projects and its Management'. One might not become a world authority on the project management subject, but one can be an effective and efficient project manager. For very large and very complex projects, you will probably need a few extra and more rigorous tools. Through this book, students will feel better equipped in the area of management of projects for its affiliated governance and broader mechanism that finds its extension today in the World of Management in the sub streams of Project Appraisal, Implementation, and Control. Although some of the examples in this book focus on projects that address

technological or systems related issues – a growing industry in need of skilled project managers! – The book is intended for anyone who needs to manage projects of any sort.

Salient Features

- The current edition gratefully acknowledges and acts on the comments and suggestions of esteemed readers as well as renowned authors such as Prasanna Chandra who have worked in the current field for authors' like us.
- The book includes case studies after each chapter in order to give greater insights to the readers of this book.
- The language of the book is simple at most of the places barring quite a few chapters where the technical depiction and usage is mandatory.
- The book is well equipped with objective type questions along with the essay type questions with self- assessment exercises at the end of chapter.

Contents

Unit I

- Introduction
- Project Life Cycle
- Generation and Screening of Project Ideas

Unit II

- Technical Analysis
- Market and Financial Analysis
- Network Techniques

Unit III

- Financing of Projects

Unit IV

- Project Evaluation and Control
- Social Cost-Benefit Analysis
- Emerging Concepts and Issues in Project Management



*Winners never quit and
quitters never win.*

Vince Lombardi

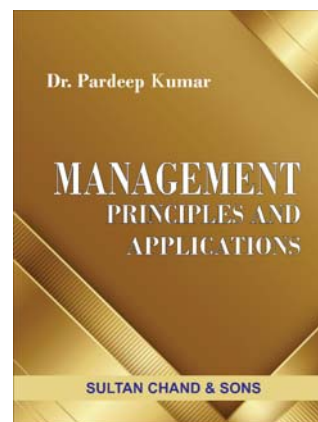


Management: Principles and Applications

Dr. Pardeep Kumar

About the Book

This streamlined volume covers the principles, concepts and application of management to provide the readers with a solid foundation for understanding key issues of management. A comprehensive and updated text book on "Management: Principles and Applications" has been designed by keeping in mind the requirements of the syllabus of B.Com. (H) CBCS (LOCF) Semester III BCH: 3.3, University of Delhi. This book meets the requirement of the syllabus of Credit Based System implemented in Delhi Universities and other universities in under graduate Commerce courses. The book is structured in five parts with twenty three chapters.



Management

Salient Features

- Texts are designed to ensure ease of grasping of concepts.
- This volume provide extensive and comprehensive coverage of all the topics in the syllabus
- The subject matter has been presented in a simple language and with a minimum of technical terminology.
- Adequate emphasis has been given to conceptual clarity and application of basic concepts to satisfy the five learning outcomes specified in the syllabus.
- Use of diagrams, exhibits, tables, and figures has been incorporated to make the complex topics self-explanatory.
- Large numbers of new and updated real-world examples are incorporated to ensure ease of grasping of concepts.
- The examples have been given at appropriate places in the book to make the subject more interesting for the students.
- Learning outcomes in the beginning of each chapter to give a bird's eye view of the contents and a practical management in action case study.
- Important questions are given at the end of each chapter for students to test their knowledge and understanding of the topics covered in the chapter.
- The case study has been incorporated at the end of each chapter to enable the students to apply the concepts learnt.

Contents

Unit I: Introduction

- Introduction to Management
- Coordination Mechanisms in Organizations
- Theory Base of Management
- Managerial Functions, Mintzberg Roles, Levels and Competencies

Unit II: Planning

- Nature and Process of Planning
- Organizational Objective Setting
- Decision-Making
- Forecasting and Scheduling
- Strategy
- Business Environment

Unit III: Organising

- Nature and Process of Organizing
- Decentralization and Delegation
- Mintzberg's Organizational Forms

- Departmentalization
- Staffing: As a Function
- Organizational Structures and Organograms: Comparative Suitability and Changes Over Time
- Formal and Informal Organization's Interface

Unit IV: Directing and Controlling

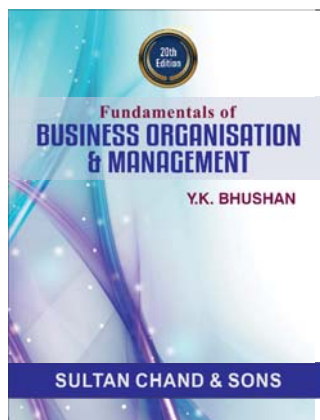
- Motivation
- Leadership
- Nature and Principles of Controlling
- Measures of Controlling and Accountability for Performance

Unit V: Salient Development and Contemporary Issues of Management

- Management Challenges of 21st Century
- Contemporary Issues in Management

Review Questions; Case Study

Edition: 1st, 2020; *Pages:* xvi + 416; *Size:* 185 × 240 mm; *ISBN:* 978-93-5161-189-9 (TC 022); ₹ 350.00



Fundamentals of Business Organisation & Management

Dr. Y.K. Bhushan

About the Book

The book has been revised as per the syllabus requirements of Commerce & Management of all Indian Universities. A Section on Globalisation of Business, Entrepreneurship, Corporate Governance, Limited Liability Partnership, Transformational and Transactional Leadership, Quality of Work Life (QWL), Total Quality Management (TQM), Six Sigma, Re-Engineering, Just-In-Time (JIT), Marketing Mix, Direct Marketing, E-Commerce, HRM, CSR initiatives, Environmental Context of Business have been added.

Salient Features

- The book is written in a simple language.
- Illustrative diagrams are given to clarify abstruse aspects.

Contents

Part One: Business System

- Nature of Business
- Evolution of Business
- Launching a Business Enterprise.

Part Two: Ownership of Business Firms

- Sole Proprietorship and Partnership
- Joint Stock Company
- Limited Liability Partnership
- Co-operative Organisation
- Ownership Organisation Decision.

Part Three: Company Management

- Organs of Company Management
- Company Meetings and Resolutions
- Company Office – Its Organisation and Management.
- Corporate Governance

Part Four: Principles of Management

- Nature of Management
- Development of Management Thought
- Functions of Management
- Managerial Planning
- Organising
- Staffing and Directing
- Controlling
- Scientific Management.

Part Five: Production Function of Management

- Plant Location
- Production Planning and Control
- Work Improvement and Work Measurement

- Materials Management
- The Economics of Size.

Part Six: Human Resource Function of Management

- Personnel Selection and Development
- Employee Remuneration
- Industrial Relations
- Productivity and Labour Welfare
- Industrial Psychology.

Part Seven: Marketing Function of Management

- Marketing Functions
- Pricing Policies
- Channels of Distribution
- Salesmanship and Advertising
- Insurance & Transport
- Organised Commodity Markets
- International Marketing.

Part Eight: Financial Function of Management

- Financial Planning
- Methods of Planning
- Institutional Financing of Industry
- Securities Market.

Part Nine: Business and its Environment

- Social Responsibilities of Business and Public Relations
- Rationalisation and Automation
- Business Combinations and Monopoly
- Government and Business
- Public Enterprise
- Public Utilities

Supplement

Management: Concepts and Practices

Dr. C.B. Gupta

About the Book

This book has been recommended as a textbook for Paper 101 – “Principles of Management” as per the revised syllabus of BBA Course of GGS Indraprastha University.

Salient Features

- Lucid, simple and conversational language.
- Systematic and sequential arrangement of various topics.
- Liberal use of tables and diagrams to provide a visual view of key concepts.
- Chapter outline to indicate at a glance the topics covered in each chapter.

Contents

Unit I: Introduction

- Concept and Nature of Management
- Process and Significance of Management
- Roles and Areas of Management & Coordination
- Development of Management Thought.

Unit II: Planning and Decision-making

- Nature, Scope and Objectives of Planning
- Decision-making
- Management by Objectives
- Corporate Planning and Environment
- Business Forecasting.

Unit III: Organising and Staffing

- Nature and Process of Organising
- Authority and Responsibility Relationships
- Delegation and Decentralisation
- Departmentation
- Formal and Informal Organisations

- Span of Control
- Types of Organisation
- Concept, nature and Importance of Staffing.

Unit IV: Motivating and Leading People

- Concept and Nature of Directing
- Motivation and Morale
- Leadership
- Communication

Unit V: Managerial Control

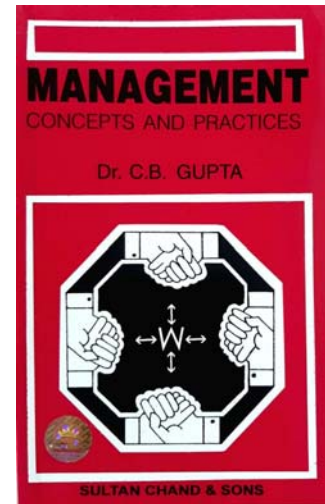
- Concept and Process of Control
- Techniques of Managerial Control.

Unit VI: Objective Type Questions

Unit VII: Case Studies

Select Bibliography

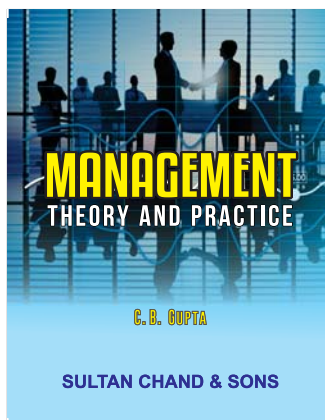
Questions Papers of BBA Examinations of GGS Indraprastha University.



*Education is the key to unlocking the world,
a passport to freedom.*

Oprah Winfrey





Management: Theory and Practice

Dr. C.B. Gupta

About the Book

This book is designed to provide a comprehensive and contemporary study of management. A wide range of topics relevant to effective management of business and other organizations are covered. It is primarily a student-oriented book for those pursuing courses in Commerce, Management and Allied Disciplines.

Salient Features

- Comprehensive coverage of various topics.
- Systematic arrangement and analytical presentation.
- Lucid and Simple Language with emphasis on conceptual clarity.
- Precise and clear exposition of the text.

Contents

Part I: Introduction to Management

- Concept and Nature and Scope of Management
- Management Process – Functions and Principles
- Coordination – The Essence of Managing
- Evolution of Management Thought
- Modern Management Gurus
- Management and Environment.

Part II: Planning and Decision-making

- Nature, Process and Types of Planning
- Forecasting
- Management by Objectives
- Decision-making
- Strategic Management Process
- Problem Solving

Part III: Organising

- Nature and Principles of Organisation
- Departmentation
- Span of Management
- Authority and Responsibility
- Delegation and Decentralisation
- Forms of Organisation Structure
- Line and Staff Relations
- Theories of Organisation
- Management of Change
- Organisation Development
- Organisation Charts and Manuals
- Organisational Climate and Culture
- Organisational Conflicts
- Organisational Politics

Part IV: Staffing

- Nature and Scope of Staffing
- Selection, Training and Development

- Human Resources – Appraisal and Accounting
- Knowledge Management
- Learning Organisation

Part V: Directing

- Nature and Scope of Directing
- Motivation and Morale
- Communication
- Leadership
- Supervision
- Team Building
- Crisis Management
- Corporate Governance

Part VI: Controlling

- Nature and Process of Controlling
- Techniques of Control

Part VII: Management and Society

- Management of Public Undertakings
- Social Responsibilities of Business
- Business Ethics
- Japanese Management
- International Management
- Excellence in Management
- Management of Time
- Management of Family Business
- Management of Non-profit Organisation
- Management in Future
- Modern Management Techniques
- The Entrepreneurship Development
- Some Syllabi on Management

Syllabi on Management

Select Bibliography

Subject Index

Business Management

Dr. C.B. Gupta

About the Book

This book has been especially designed and written as the standard Textbook for B.Com., B.B.A., B.B.M. and other similar undergraduate courses.

Salient Features

- Lucid, simple and conversational language.
- Liberal use of diagrams and tables to illustrate the text.
- Full coverage of the prescribed syllabus.
- Points to remember for quick revision.
- Questions from university examinations.
- Case Study in each chapter for practical learning.
- Chapter Outline at the beginning of every chapter to give a bird's eye view of the topics covered.

Contents

Unit I: Introduction

- Nature and Scope of Management
- Management Process, Functions and Principles
- Evolution of Management Thought
- Social Responsibility and Ethics.

Unit II: Planning and Decision-making

- Nature and Process of Planning
- Methods and Types of Plans
- Forecasting and Decision-making.
- Management Information System

Unit III: Organising

- Nature and Process of Organising
- Organisation Theory & Behaviour
- Departmentation
- Span of Management
- Authority and Responsibility
- Delegation and Decentralisation
- Types of Organisation Structure
- Groups in Organisation
- Organisation Charts and Manuals.

Unit IV: Staffing

- Nature and Scope of Staffing
- Recruitment, Selection and Training
- Performance Appraisal and Promotion
- Job Analysis and Job Evaluation.

Unit V: Directing

- Nature and Scope of Directing
- Supervision
- Motivation and Morale
- Leadership
- Communication.

Unit VI: Control and Coordination

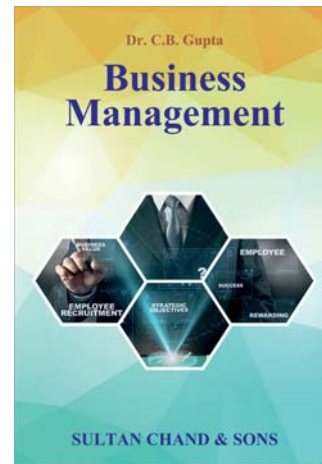
- Nature and Process of Controlling
- Techniques of Managerial Control
- Coordination – The Essence of Management
- Techniques of Management

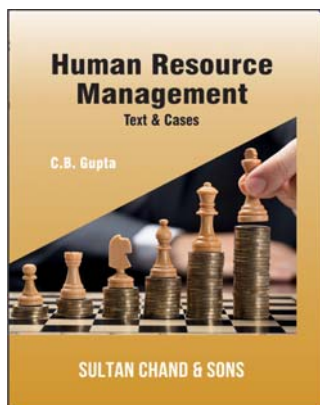
Case Studies

Selected Bibliography

Objective Type Questions

Model Question Papers





Human Resource Management: Text & Cases

Dr. C.B. Gupta

About the Book

The present edition of the book has been divided into 8 sections to provide a comprehensive and balanced coverage of the subject. The topics covered are strategic human resource management (HRM), Systems approach to HRM, environment of HRM, work – life balance and international HRM.

Salient Features

- Systematic arrangement and analytical presentation of the subject matter
- Contemporary approach
- Comprehensive arrangement of topics
- Insights from Indian Industries in the form of boxes
- Provides an in-depth understanding of the subject

Contents

Part I: Introduction to HRM

- Nature and Scope of HRM
- Organising the HRF
- Strategic HRM
- Human Resource Policies

Part II: Acquiring Human Resources

- Human Resource Planning
- Job Analysis & Job Design
- Recruitment and Selection
- Placement, Induction and Socialisation

Part III: Developing Human Resources

- Employee Training
- Executive Development
- Career Planning and Development
- Human Resource Development
- Employee Empowerment

Part IV: Managing Performance & Compensation

- Performance Appraisal
- Job Evaluation
- Wage and Salary Administration
- Incentive Compensation

Part V: Maintaining & Retaining Human Resources

- Job Changes – Transfers, Promotions and Separations
- Absenteeism and Labour Turnover
- Employee Health & Safety

- Employee Welfare (Employee Benefits & Engagement)
- Social Security
- Work Environment
- Discipline and Grievance

Part VI: Integrating Human Resources

- Industrial Relations and Industrial Disputes
- Trade Unions
- Collective Bargaining
- Workers' Participation in Management
- Morale
- Job Satisfaction
- Human Relations
- Quality of Working Life
- Management of Stress and Burnout

Part VII: Human Resource Control

- Human Resources Records, Research and Audit
- Human Resource Accounting and Information System

Part VIII: Emerging Horizons in HRM

- Human Resource Management in Virtual Organisation
- International HRM
- HRM in a Changing Environment

Appendix

- Syllabi on HRM
- Bibliography
- Index

Business Organisation and Management

Dr. C.B. Gupta

About the Book

This book has been designed primarily as a textbook for B.Com. Degree Students of Delhi University and of other Indian Universities. It describes the basic concepts and techniques in a simple and lucid manner.

The book is divided into six parts, namely – Introduction of Business, Organising a Business, Marketing of Products, Financing the Business, Business Horizons and Principles of Management.

Salient Features

- Learning objectives at the beginning of each chapter to provide at a glance the topics covered.
- Tables and Diagrams to illustrate the text.
- Summary and Key-terms at the end of each chapter for quick revision.
- Test questions culled from B.Com. and BBA Examinations of various Universities for self-examination.
- Bibliography and Index further enhance the value of the book.

Contents

Section I: Introduction

- Nature and scope of business
- Business System and Its Environment
- Objectives of Business
- Social Responsibilities of Business

Section II: Organising A Business

- Promotion: Legal and Procedural Aspects (Launching a Business Enterprise)
- Location: Selection of Region and Site
- Forms of Ownership Organisation – I (Proprietorship and partnership)
- Forms of Ownership Organisation – II (Company and Cooperative)
- Choice of Suitable Form of Business Organisation

Section III: Marketing of Products

- Nature and Functions of marketing
- Channels of Distribution (Home Trade)
- Exports and Imports (Foreign Trade)
- Advertising, Salesmanship and Sales Promotion
- Business Risks
- Elements of Insurance

Section IV: Financing the Business

- Financial Planning (Capitalisation and Capital Structure)
- Source of Corporate Finance

- Special Financial Institutions

- Stock Exchange and SEBI

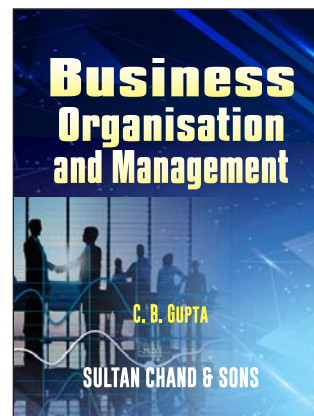
Section V: Business Horizons

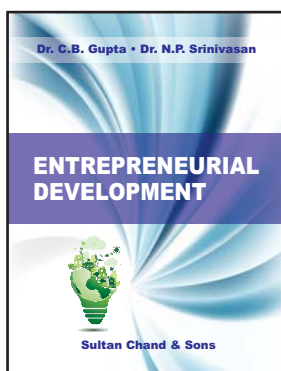
- Public Enterprises and Public Utilities
- Small Business in India

Section VI: Principles of Management

- Nature and Scope of Management
- Functions and Principles of Management
- Coordination – The Essence of Management
- Approaches to the Study of Management
- Nature and Significance of Planning
- Process and Types of Plans
- Nature and Process of Organising
- Departmentation
- Delegation and Decentralisation of Authority
- Forms of Organisations
- Nature and Functions of Staffing
- Recruitment, Selection and Training
- Nature and Scope of Directing
- Motivation and Morale
- Leadership
- Communication
- Nature and Process of Control
- Techniques of Managerial Controls

Appendix; Bibliography; Index





Entrepreneurial Development

Dr. C.B. Gupta • Dr. N.P. Srinivasan

About the Book

The book is relevant for the disciplines of developing the skills of entrepreneurs. The text contains current theory and practice of entrepreneurship.

Each chapter of the thoroughly revised and enlarged edition of this book contains very short, short and long answer type questions as per the latest examination pattern. Case Studies of start-up entrepreneurs in India are given at the end.

Salient Features

- New topics have been added – New Startups, MTR Foods, GST and MSMEs, Fintech and Services.
- Easily understood logical flow
- Reasonable Priced
- Lucid, Concise and Simple Language.

Contents

Part I

- Entrepreneurial Culture and Structure
- Competing Theories of Entrepreneurship
- Entrepreneurial Traits and Types
- Entrepreneurial Motivation
- Establishing Entrepreneurial Systems

Part II

- Project Identification and Classification
- Project Formulation
- Project Design and Network Analysis
- Project Appraisal
- Financial Analysis
- Social Cost Benefit Analysis
- Factory Design and Layout

Part III

- Steps for Starting a Small Industry
- Selection of Types of Organisation
- Incentives and Subsidies
- Exports and Imports
- Sources of Project Finance
- Institutional Finance to Entrepreneurs

Part IV

- Institutions Assisting Entrepreneurs
- Innovation and Entrepreneurship
- Intrapreneurship or Corporate Venturing
- Intellectual Property

Part V

- Appendix I: Case Studies of Start Up Entrepreneurs
- Appendix II: Objective Type Questions



An investment in knowledge pays the best interest.

Benjamin Franklin



Entrepreneurship and Small Business Management

Dr. C.B. Gupta • Dr. S.S. Khanka

About the Book

The 7th revised and enlarged edition of the edition of the book has been designed to meet the growing need of students pursuing B.Com., BA, BBA, BBM, M.Com., MBA and diploma courses in Management and Entrepreneurship. The new topics added in this edition are: OPC vs. Entrepreneurship, Business Incubators, Business Plan, Franchising, E-Commerce and others.

Salient Features

- Lucid, simple and conversational language.
- Concise description of the subject.
- Chapter outline to give a bird's eyevue of the topics covered in each chapter.
- Stepwise development of every topic to facilitate learning.
- Logical and sequential arrangement of different topics.
- Diagrams and tables to illustrate the text.
- Questions culled from University Examinations.

Contents

Part I: Entrepreneurship

- Entrepreneur and Entrepreneurship
- Entrepreneurship Development in India
- Entrepreneurial Motivation
- Nature and Scope of Business

Part II: Small Business Management

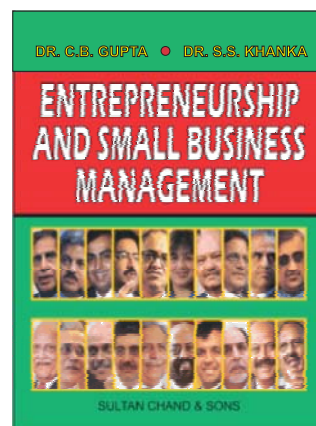
- Small Business – An Introductory Framework
- Establishing Small Enterprise
- Forms of Ownership (Ownership Structures)
- Financing Small Business
- Lease Financing and Hire Purchase
- Working Capital Management
- Purchasing and Inventory Management
- Production and Operations Management
- Issues in Small Business Marketing
- Small Entrepreneur in International Business

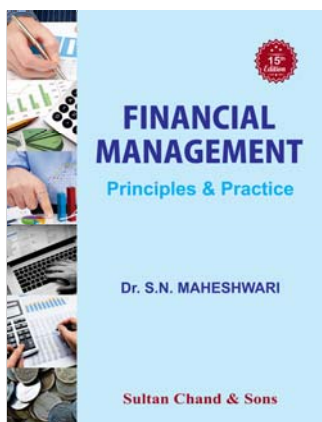
- Profit Planning and Budgeting
- Accounting for Small Business
- Growth Strategies for Small Business
- Office Organisation for Small Business
- Sickness in Small Scale Industries
- Institutional Assistance to Small Scale Industries
- Policy Support to Small Scale Industries
- Legal Framework for Small Business
- Management Process in Small Business
- Rural Entrepreneurship
- Family Business

Bibliography

Appendix

Question Papers





Financial Management: Principles & Practice

Dr. S.N. Maheshwari

About the Book

The book provides a comprehensive coverage of the course-content requirements of the students appearing for the paper 'Financial Management' at the MBA and M.Com. Examinations of different Indian Universities and those of professional Institutions. The book has been divided into SEVEN Sections. Each Section covers a different aspect of 'Financial Management' with the subject divided into chapters covering different topics in a systematic, convenient and concise manner. The last TWO Sections: Section F and Section G comprising of Advanced Solved Problems and Advanced Unsolved Problems, respectively, make the study of the subject all the more informative, interesting and exhaustive.

Salient Features

- Incorporates latest relevant provisions of different legislations viz., The Companies Act, 2013, The Finance Act, 2018, Industrial Development Regulation Act, 1951 etc., having a bearing on financial management of an organization.
- Updates the details regarding working of different financial institutions providing finance to various sectors of economy.
- Explains recent measures taken by the Securities Exchange Board of India (SEBI) and financial institutions including Reserve Bank of India for strengthening the financial sector.
- Adds questions, problems and cases from recent university and professional examinations.

Contents

Section A: Foundations of Finance

- Financial Management – Meaning and Scope
- Concepts in Valuation
- Valuation of Securities
- Risk and Return
- Regulatory Framework

Section B: Financial Analysis

- Financial Statements – Analysis and Interpretation
- Ratio Analysis
- Funds Flow Analysis
- Cash flow Analysis

Section C: Cost Analysis

- Basic Cost Concepts
- Marginal Costing and Profit Planning
- Decisions Involving Alternative Choices
- Budgetary Control

Section D: Funds Management

- Financial Planning – Meaning and Scope
- Capital Structure
- Sources of Finance
- Project Management
- Basics of Capital Budgeting

- Risk Analysis in Capital Budgeting
- Working Capital Management
- Working Capital Control and Banking Policy
- Cost of Capital
- Leverages
- Dividends, Bonus and Rights

Section E: Miscellaneous

- Valuation of Goodwill and Shares
- Tax Implications and Financial Planning
- Industrial Sickness
- Lease Financing
- Investment Portfolio Management
- Corporate Restructuring: Mergers, Amalgamations and Acquisitions
- Social Cost Benefit Analysis
- International Financial Management
- Issue and Listing of Securities
- Financial Management in Public Sector Enterprises
- Inflation and Financial Management

Section F: Advanced Solved Problems

Section G: Advanced Unsolved Problems and Appendices

Edition: 15th, 2019; *Pages:* xxviii + 1606; *Size:* 185 × 240 mm; *ISBN:* 978-93-5161-142-4 (TC 178); ₹ 750.00

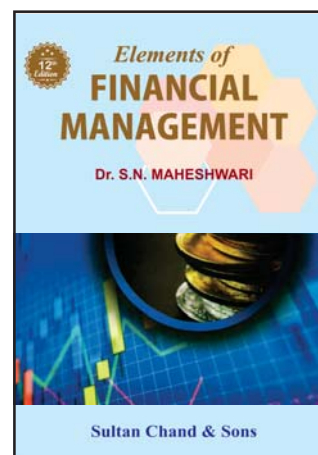
Elements of Financial Management

Dr. S.N. Maheshwari

About the Book

The book provides a comprehensive coverage of the course-content requirements of the students appearing the paper 'Financial Management' at the B.Com. and B.B.A. Examinations of different Indian Universities as per CBCS syllabus. The book has been divided into FOUR convenient Sections. Each Section covers a different aspect of 'Financial Management' with the subject divided into chapters covering different topics in a systematic and concise manner.

The unique feature of this book lies in its simple and systematic presentation of theory, which would enable the students to solve practical problems with ease. The other main strengths of this book are: plentiful illustrative examples and end-of-the-chapter exercises with short answers.



Management

Salient Features

- Incorporates latest relevant provisions of different legislations viz., The Companies Act, 2013, The Companies (Amendment) Acts 2015 & 2017, The Finance Act, 2018: Industrial Development Regulation Act, 1951, etc., having a bearing on financial management of an organization.
- Updates the details regarding working of different financial institutions providing finance to various sectors of economy.
- Explains recent measures taken by the Securities Exchange Board of India (SEBI) and financial institutions including Reserve Bank of India for strengthening the financial sector.
- The book has 238 Illustrations, 219 Essay Type Questions, 195 Practical Problems apart from 84 Small Answer Questions, 60 Short Answer Questions & 30 Objective Type Questions from recent university examinations.

Contents

Section A: Foundations of Finance

- Financial Management – Meaning and Scope
- Concepts in Valuation
- Valuation of Securities
- Risk and Return

Section B: Funds Management

- Financial Planning – Meaning and Scope
- Capital Structure
- Sources of Finance
- Leverages

Section C: Long-Term Financial Planning

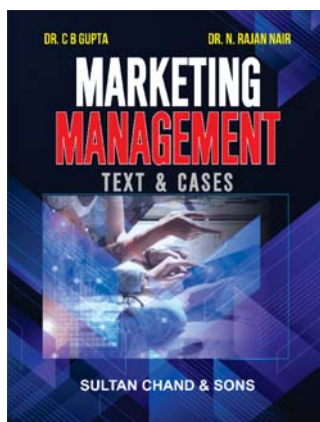
- Basics of Capital Budgeting
- Risk Analysis in Capital Budgeting
- Dividend Policy
- Cost of Capital

Section D: Working Capital Management

- Basics of Working Capital Management
- Management of Cash
- Management of Accounts Receivable and Payable
- Management of Inventory

Section E: Appendices

- **Appendix I:** Table I – Present Value Factor of ₹ 1
- **Appendix II:** Table II – Present Value Factor of ₹ 1 Received Annually for N Years – i.e., PVAF ($r\%$ n)
- **Appendix III:** Table III – Compound Value of ₹ 1
- **Appendix IV:** Table IV – The Compound Value of an annuity of ₹ 1
- **Appendix V:** Table V – Factor for Compounded Value of an annuity i.e., CVAF ($r\%$ n)



Marketing Management

Text & Cases

Dr. C.B. Gupta • Dr. N. Rajan Nair

About the Book

The book is an indispensable and well-written book on Marketing and contains several distinctive features. It contains several topics of contemporary interest eg., Relationship Marketing, Social Marketing, Rural Marketing, Market of Services, Consumer Protection, Strategic Marketing, Online Marketing and so on.

Salient Features

- Learning Objectives to give a bird's eye-view of the topics covered in each chapter.
- Lucid, concise and simple language.
- Systematic arrangement and analytical presentation.
- Liberal use of tables and diagrams to illustrate the text.
- Summary at the end of every chapter for quick revision.
- Case Study at the end of each chapter.
- Test Questions culled from examinations of various Universities and Business Schools.

Contents

Part I: Introduction (Identifying and Understanding the Market)

- Nature, Scope and Importance of Marketing
- Modern Marketing Concept
- Marketing Environment and Marketing System
- Consumer or Buyer Behaviour
- Market Segmentation and Marketing Mix
- Marketing Research and Marketing Information System

Part II: Product Mix (Creating Value)

- Product Planning and Product Mix
- New Product Development

Part III: Pricing (Capturing Value)

- Price Mix

Part IV: Distribution (Delivering Value)

- Channels of Distribution
- Physical Distribution of Goods

Part V: Promotion (Communicating Value)

- Promotion Mix
- Advertising
- Personal Selling
- Sales Promotion, Publicity and Public Relations

Part VI: Marketing and Society

- Consumer Protection in India
- Marketing of Services
- Rural Marketing
- Strategic Marketing
- Recent Issues and Developments in Marketing

Appendix

Syllabi on Marketing Management

Select Bibliography

Index

Principles of Management

Dr. Dinkar Pagare

About the Book

This book is the revised version of one of the bestselling books of the author. The book has been prescribed by scores of Universities in India, Africa, Middle East, South East Asia and professional institutes like Institute of Chartered Accountants of India, Institute of Cost and Management Accountants, Institute of Company Secretaries, etc. The book has been recommended by renowned professors, college teachers and appreciated by students across generations. The first edition of the book appeared in 1980.

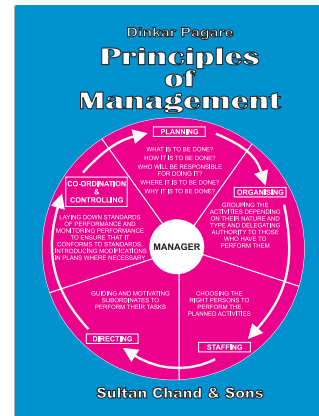
The book presents updated subject matter on management based on latest research and contemporary developments across global organizations and interesting case studies at end of each chapter.

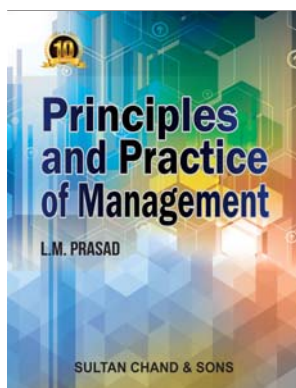
Salient Features

- The current edition acknowledges the additions and improvements suggested by valued readers.
- The chapter 'Types of Organization', gives a detailed discussion on Project, Matrix, Committee and Free-Form Organizations.
- The chapter 'Groups in Organization' presents an informed discussion on Group Dynamics and Sociometry.
- The chapter 'Types and Techniques of Training' presents well-researched matter on Role Playing, Management Games, Brainstorming and Sensitivity Training Techniques.
- The chapter, 'Motivation' incorporates the modern theories of motivation, e.g., Expectancy, 'Z' and Job Satisfaction.
- The chapter, 'Control Devices' presents a comprehensive discussion on Break-Even Point Analysis, Return on Investment Control (ROI), Programme Evaluation and Review Technique (PERT), Management Information System (MIS), and Cybernetics.

Contents

- | | |
|--|--|
| • Introductory | • Methods of Communication |
| • Evolution of Management Thought and Practice | • Nature and Functions of Personnel Management |
| • Schools of Management | • Personnel Planning |
| • Scientific Management | • Recruitment |
| • Fayol's Theory of Management | • Selection |
| • Hawthorne Experiments | • Types and Techniques of Training |
| • Nature and Importance of Planning | • Motivation |
| • Process of Planning | • Job Design, Job Analysis, and Job Evaluation |
| • Decision-Making | • Personnel Compensation and Methods of Wage Payment |
| • Methods of Planning | • Directing Function of Management |
| • Nature and Importance of Organization | • Directing Function – Leadership |
| • Organization Theory | • Nature and Process of Control |
| • Types of Organization | • Control Devices |
| • Assignment of Responsibility and Delegation of Authority | • Coordination |
| • Informal Groups Within formal Organization | • Business Objectives and Social Responsibilities |
| • Role of Communication in Management | |





Principles and Practice of Management

Dr. L.M. Prasad

About the Book

The book in the present edition has been thoroughly revised and restructured. All the chapters have been re-written not only to incorporate new developments in Principles and Practice of Management but also to make the subject-matter more lucid and crisp. Thus, the present edition is vastly improved both in terms of contents and presentation.

Salient Features

- Comprehensive coverage of Subject-matter with latest developments.
- Authentic presentation of the subject matter with suitable Figures, Tables and Exhibits
- Proper blend of theory and practice.
- An opening case study so that the concerned concepts can be related to practices easily.
- Multiple choice questions, short answer questions, and discussion/application questions at the end of each chapter to test the assimilation of subject-matter concerned.
- Awareness Developer at the end of each chapter to enable the reader to assess her/his behavioral pattern.
- Case study at the end of each chapter for class-room discussion to sharpen diagnostic and analytical skills of the readers.
- Guidelines for learning through cases at the end of the book to enable the readers to make full use of learning through cases.
- Glossary at the end of the book for bird's eye-view.

Contents

Part I: Conceptual Framework of Management

- Introduction to Management
- Development of Management Thought
- Management Challenges and Opportunities
- Social Responsibility and Ethics

Part II: Planning

- Fundamentals of Planning
- Organizational Plans
- Decision Making

Part III: Organizing

- Fundamentals of Organizing
- Power and Authority
- Conflict and Coordination
- Organizational Change

Part IV: Staffing

- Fundamentals of Staffing
- Employee Development and Performance Appraisal

Part V: Directing

- Fundamentals of Staffing
- Motivation
- Leadership
- Communication

Part VI: Controlling

- Fundamentals of Controlling
- Control Techniques

Part VII: Management Practices

- Management Practices of Prominent Countries and Business Leaders

Appendices

Glossary

Subject Index

Organizational Behaviour

Dr. L.M. Prasad

About the Book

The book in the present edition has been thoroughly revised and restructured. All the chapters have been re-written not only to incorporate new developments in Organizational Behaviour but also to make the subject-matter more lucid and crisp. Thus, the present edition is vastly improved both in terms of contents and presentation. The book is ideally suited to MBA/PGDBM and other relevant courses.

Salient Features

- Most comprehensive coverage of subject-matter with latest development.
- Subject-matter presented in simple and lucid style with suitable Figures, Tables and Exhibits.
- Proper blend of theory and practice.
- An opening case of organizational behaviour so that the concerned concepts can be related to practices easily.
- Multiple choice questions, short answer questions, discussion/application questions at the end of each chapter to test the assimilation of subject-matter concerned.
- Awareness Developer at the end of each chapter to enable the reader to assess her/his behavioural pattern.
- Case at the end of each chapter for class-room discussion to sharpen diagnostic and analytical skills of the readers.
- Guidelines for learning through cases at the end of the book to enable the readers to make full use of learning through cases.
- Glossary at the end of the book for bird's eye view.

Contents

Part I: Conceptual Framework for Organizational Behaviour

- Introduction to Organizational Behaviour

Part II: Foundations of Individual Behaviour

- Nature of Human Behaviour
- Personality
- Perception
- Learning
- Attitudes and Values
- Emotional Intelligence
- Motivation: Concepts and Theories
- Motivation: Applications
- Individual Decision Making

Part III: Foundations of Group Behaviour

- Interpersonal Behaviour
- Group Dynamics

- Work Teams
- Power and Politics
- Leadership
- Communication
- Conflict Management

Part IV: Organization Systems

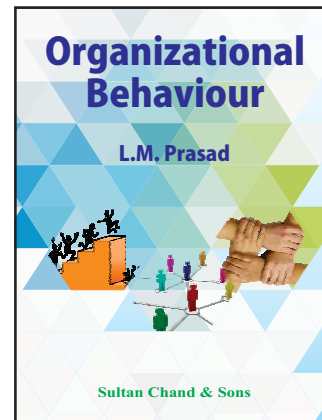
- Design of Organization Structure
- Organizational Culture
- Organizational Change and Stress Management

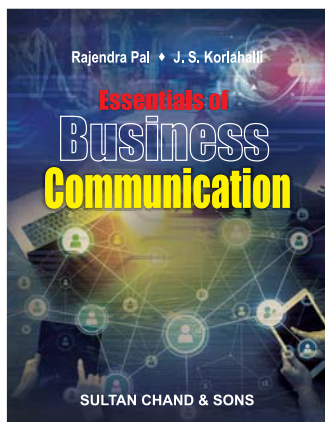
Appendix 1

Appendix 2

Glossary

Index





Essentials of Business Communication

Dr. Rajendra Pal • Dr. J.S. Korlahalli

About the Book

The book is designed for all courses such as MBA, BBA, B.Com. and Professional Courses. The book includes topics on Essentials of Communication, Electronic Communication, Intercultural Communication and Oral Communication.

Salient Features

- The key points of each chapter are given as boxed items to refresh your memory.
- Diagrams and tables are not only interesting and educative but also aid to memory.
- The section *English for Effective Business Communication* will help you to keep your language free from grammatical and spelling errors and also refine your vocabulary.
- There is an easy exposition of the theoretical aspects of the subject and also carefully designed illustrations.

Contents

- | | |
|--|---|
| • Essentials of Communication | • Electronic Communication |
| • English for Effective Business Communication | • Intercultural Communication |
| • Business Correspondence | • Oral and Other Forms of Communication |
| • Employment Related Communication | • Essay Writing |
| • Interdepartmental Communication | • Appendix 1 |
| • Other Forms of Written Communication | • Appendix 2 |
| • Precis Writing | |



Communication is a skill that you can learn.

It's like riding a bicycle or typing.

*If you're willing to work at it, you can rapidly
improve the quality of every part of your life.*

Brian Tracy



Project Management & Control

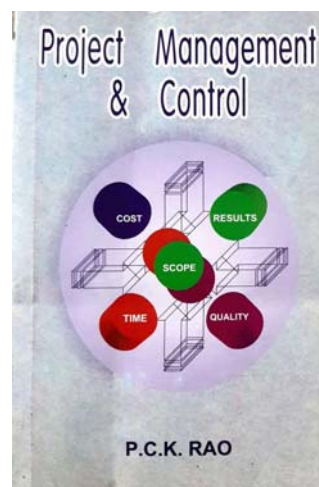
Dr. P.C.K. Rao

About the Book

The aim of this book is to present the basic concepts and essential tools that help govern such monumental projects. The book has been logically organized into 8 sections covering the entire syllabus of ICMA course.

Salient Features

- Presentation of material in a simple and lucid style.
- Informative illustrations.
- Presentation of flow charts.
- Discussion of case studies.



Management

Contents

Section I: Identification and Formulation of Projects

- Project Management : An Overview
- Identification and Formulation of Projects
- Life-cycle Phase and Systems Approach of a Project

Section II: Project Section, Consideration and Feasibility

- Pre-feasibility and Post-conception Studies
- Project Feasibility Studies and Considerations
- Detailed Project Report as submitted to the Financial Institutions

Section III: Project Appraisal: A Multi-dimensional View

- Financial Appraisal
- Technological Appraisal
- Socio-Economic Appraisal
- Managerial Appraisal

Section IV: Project Financing

- Sources and Patterns of Finance
- Public Sector Project Financing
- Role of Tax Planning in Projects

Section V: Project Evaluation Techniques

- Project Planning and Scheduling
- Network Fundamentals
- PERT Cost/Time Trade-off
- Application of PERT/CPM to Real Life Projects

Section VI: Project Designing and Cost Controls

- Conceptual Designing and Value Engineering
- Project Cost Estimation and Control
- Role of the Cost Accountant in Project Management

Section VII: Project Administration

- Role and Leadership of the Project Manager
- Structure and Team Building of Project Organisation
- Bids and Contracts in Project Development

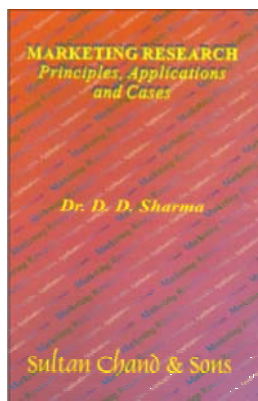
Section VIII: Post-Project Evaluation

- Aftermath of Project Implementation
- Sample Project Plans
- Exercises

Statistical Tables

Selected References

Past Question Papers with Suggested Answers



Marketing Research

Principles, Applications and Cases

Dr. D.D. Sharma

About the Book

This book provides a down-to-earth description of techniques involved in designing, conducting and applying marketing research to the problems in business organisations. The emphasis is on developing an understanding of the principles and their applications. Case studies on actual Indian market situations have been included. This book can be used as a textbook by the management students specialising in the area of marketing.

Salient Features

- Revised version of the book has been made crisp and interesting
- The text has been put in a more appropriate and scientific manner
- The Indianised version of this book becomes the hallmark of its presentation

Contents

Part I – Principles

- Marketing Research – An Overview
- Problem Discovery and Formulation
- Marketing Research Process
- Scientific Method
- Research Design
- Experimental Research Designs
- Secondary Data
- Primary Data
- Methods of Primary Data Collection
- Questionnaire Design
- Attitude Measurement and Scaling Techniques
- Collecting Primary Data – Observation Method
- Sampling Techniques
- Selecting a Sample

- Processing of Collected Data
- Cross Tabulation of Data
- Data Analysis and Interpretation
- Data Analysis and Interpretation (*Continued*)
- Multivariate Analysis
- Presentation of Research Finding

Part II – Applications

- Product Research
- Advertising Research
- Motivation Research
- Sales Control Research

Part III – Miscellaneous Issues

- Ethical Issues in Marketing Research
- Future of Marketing Research

Part IV – Cases

Appendices



Impossible is just an opinion.

Paulo Coelho



Human Resource Development

Dr. P.C. Tripathi

About the Book

The present text is an authentic presentation of contemporary concepts and practices in Human Resource Development. An indispensable text book for students of MBA, M.Com. and other Post Graduate Courses in Management and Commerce who are preparing for Human Resource Development or Personnel Development Paper. The book includes newer HR concepts and practices in the context of Indian Business Environment.

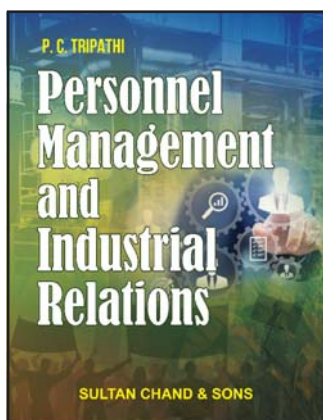
Salient Features

- Contents of the book have been enhanced in view of the questions set in various University Examination Papers and more examples and emerging practices from the Corporate World have been added.
- Subject matter presented in simple and lucid style with suitable use of Figure, Tables and Exhibits.
- More than 250 Discussion Questions from various Universities at the end of each chapter.
- Exhibits showing how leading Indian Companies follow different Human Resource Development Practices.
- New Concepts introduced in this edition:
 - Organisational Learning, Core Competence, Just-in-time, Flat Organisations, Down-Sizing, Collateral Organisation, Marketing Strategy, Brand Rationalisation, Supply chain Management, Mergers and Strategic Positioning.
 - Emotional Intelligence, Learning Curve and Manpower planning in India
 - Major Recommendations of the Second National Commission on labour in relation to employee welfare and social security.
 - Approaches to structuring of Human Resource Development
 - Institutional and Government Efforts for training operatives.

Contents

- | | |
|--|---|
| • Introduction | • Employee Compensation |
| • Planning and Organising the HRD System | • Employee Welfare and Social Security |
| • HRD in Indian Industry | • Employee Communication |
| • Individual Behaviour | • Help, Cooperation, Competition and Conflict |
| • Group Behaviour | • Grievance and Discipline |
| • Acquisition of Human Resource | • Quality of Work Life (QWL) |
| • Performance Appraisal | • Organisational Climate or Culture (OC) |
| • Promotion, Potential Appraisal and Career Planning | • Organisational Change |
| • Training and Development | • Organisation Development (OD) |
| • Motivation | • Organisational Effectiveness. |
| • Leadership & Supervision | |





Personnel Management and Industrial Relations

Dr. P.C. Tripathi

About the Book

The present text deals with the subject of Personnel Management comprehensively and cogently in the light of the practices prevailing in our country. The book presents a systematic and unified approach to the personnel tasks of Business Organisation. Though this text book is written on the basis of syllabi of personnel Management Courses in various Indian Universities it also promises to be of interest to Management Practitioners, Administrators and Executives as well.

Salient Features

- Subject matter presented in simple and lucid style with suitable use of Figures and Tables.
- Emphasis is laid upon the principles of Personnel Management followed by digested descriptions of practices in our country.
- A list of carefully selected supplementary reading and discussion questions provided at the end of each chapter to enable the student to test his post reading acquisition of knowledge.
- New Concepts introduced in this edition:
 - VRIO Framework, Corporate Business Strategies
 - Job designing, Motivation Theories and Performance Appraisal.
 - Strategic Management View and Competency Assessment.
 - Career planning from organisational and individual perspective, Time management and Pareto Analysis.
 - Mechanistic and Organic Compensation
 - Segmentation approach, Mentoring, Human resource Strategy for successful mentoring programme.

Contents

- | | |
|-------------------------------------|---|
| • Introduction | • Employee Compensation |
| • Future Personnel Manager | • Labour Welfare and Social Security |
| • Planning the Personnel Function | • Grievance |
| • Organising the Personnel Function | • Employee Discipline |
| • Leadership | • Trade Unions |
| • Motivation | • Collective Bargaining |
| • Job Satisfaction and Morale | • Industrial Relations and Industrial Disputes in India |
| • Employee Communication | • Worker Participation in Management |
| • Control and Audit | • Records and Research |
| • Procurement of Personnel | |
| • Performance Appraisal | Test Yourself (Objective Type Questions) |
| • Training and Development | Bibliography |
| • Career Planning, Promotion | Glossary |
| • Change, Absenteeism & Turnover | |

Research Methodology & Applications of SPSS in Social Science Research

P. Sundara Pandian • S. Muthulakshmi • T. Vijayakumar

About the Book

The edition contains significant additional input in almost every chapter of the book. It provides enhanced insights into issues from emerging countries' business. The practical examples cover all aspects of parametric and non-parametric tests which are relevant for business in emerging countries. This edition includes several new cases and examples which would help students comprehend the research methodologies illustrated in each chapter. This edition will equip students with the knowledge of skills involved in this basic research process.

Overview of the Book

Research methodology is taught as a supporting subject in several ways in many academic disciplines such as education, psychology, social work, library studies and marketing research. The core philosophical base for this book comes from my conviction that, although these disciplines vary in content, their broad approach to a research enquiry is similar. This book, therefore, is addressed to these academic disciplines and business people. This textbook provides the readers with an understanding of the Introduction to Research, Types of Research, Steps in Research Process, Identification of Research Problems, Importance of Review of Literature, Research Design, Methods of Data Collection, Hypothesis, Sampling Techniques, Introduction to SPSS, Descriptive Statistics, Cross tabulation, One Sample t-Test, Paired Sample t-test, One Way ANOVA, Two Way ANOVA, Factorial ANOVA, MANOVA, Chi-Square Test, Non- Parametric Test, MANN Whitney Test, Wilcoxon Test, Kruskal -Wallis Test, Friedman Test, Correlation Analysis, Multiple Regression Analysis, Factor Analysis, Cluster Analysis, Multi - Dimensional Scaling, Discriminate Analysis, Canonical Correlation, Overview of Structural Equation Model (SEM) and Report Writing. It uses simple examples to demystify complex theories and methodologies. This well-organized book deals with the variety of research methods and tools used in management and social sciences with application of SPSS. A Handbook of Research Methodology is recommended for use in undergraduate and postgraduate courses focusing on research methodologies in various disciplines.

Edition: 1st, 2022; *Pages:* xxxvi + 324; *Size:* 185 × 240 mm; *ISBN:* 978-91-91820-18-3 (TC 1256); ₹ 275.00

A Textbook of Research Methodology in Management and Social Sciences

Dr. P.C. Tripathi

About the Book

Research in social sciences has become very popular in our country in recent years. At the individual level, M.Phil., and Ph.D. programmes have added impetus to research. At the organisational level, new awareness has developed among corporate organisations to take research-based decisions instead of relying on intuition. Social research involves a logical series of steps right from selecting a topic to writing a report. Eighteen chapters of this book comprehensively deal with all these steps.

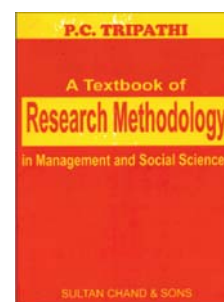
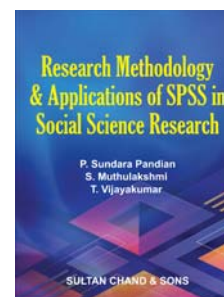
Salient Features

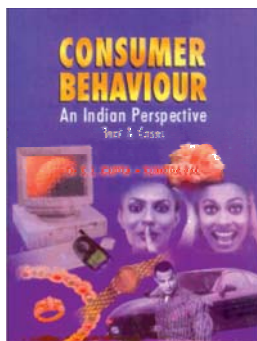
Comprehensive description of each topic • Lucid and simple language • Real world examples • Solved exercises and objective questions (with answers) • Conformity to the core syllabus

Contents

Introduction • The Problem • Hypothesis • Experimental Methods of Data Collection • Non-Experimental Methods of Data Collection • Techniques of Data Collection • Sampling • Measurement Scales • Data Processing (Editing, Classification and Tabulation) • Single and Bivariate Analysis of Data • Multivariate Analysis of Data • Statistical Inference (Parameter Estimation) • Hypothesis Testing: One Sample Parametric Tests • Hypothesis Testing: Two sample Parametric Tests • Hypothesis Testing: Difference Between More Than Two Sample Means • Hypothesis Testing: Non-parametric Tests • Interpretation, Report Writing and Oral Presentation • Business Memos and Letters • Appendix (Statistical Tables) • Bibliography

Edition: 7th, 2014; *Pages:* xx + 388; *Size:* 185 × 240 mm; *ISBN:* 978-93-5161-013-7 (TC 237); ₹ 250.00





Consumer Behaviour: *An Indian Perspective (Text & Cases)*

Dr .S.L. Gupta • Dr. Sumitra Pal

About the Book

This book on Consumer Behaviour: Text and Cases, has been designed especially for the students of MBA, MBE, PGDM, M.Com, BBA, BCA, BBE, BBS, BCA, B.Com., of various Indian Universities and Management as well as Technical Institutes. The book is equally useful for students pursuing courses, wherever Consumer Behaviour, is taught as one of the papers. The present book covers almost the entire syllabus of the said paper taught in various Universities / Autonomous Institutes / Institutes affiliated to Indraprastha University or other Universities/bodies.

Salient Features

- This book provides insight into the consumer behaviour with focus on Indian environment.
- The contents will enable the marketers to apply the concepts to real time marketing.

Contents

- | | |
|--|--|
| • Understanding Consumer Behaviour | • The Family and Life Style Marketing |
| • Consumer Research | • Social Class and Consumer Behaviour |
| • Market Segmentation | • Culture, Sub-Culture and Cross Culture |
| • Consumer Needs and Motivation | • The Process of Innovations and Diffusion of Innovation |
| • Consumer Personality | • Consumer Behaviour as a Decision Process |
| • Consumer Perception | • Maintaining Consumer Satisfaction |
| • The Process of Learning and Memory | • Consumerism and Public Policy Issues |
| • Nature of Consumer Attitudes | • Organisational Buyer Behaviour |
| • Models of Consumer Behaviour | |
| • Group Dynamics and Consumer Reference Groups | Appendices |
| • Communication, Advertising and Consumer Buying Behaviour | Glossary |

*Knowing who your customers are is great,
but knowing how they behave is even better.*

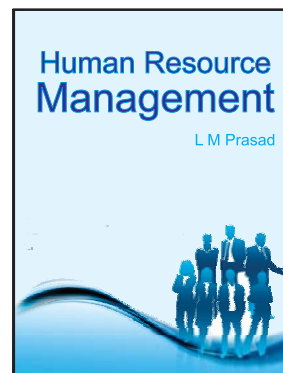
Jon Miller

Human Resource Management

Dr. L.M. Prasad

About the Book

The book in the present edition has been thoroughly revised and restructured. All the chapters have been re-written not only to incorporate new developments in Human Resource Management but also to make the subject-matter more lucid and crisp. Thus, the present edition is vastly improved both in terms of contents and presentation. The present edition is ideally suited to MBA/PGDM and other courses.



Management

Salient Features

- Most Comprehensive coverage of subject-matter with latest development.
- Subject-matter presented in simple and lucid style with suitable Figures, Tables and Exhibits.
- An opening illustration of HRM practice of a prominent company in each chapter to enable readers to relate HRM concepts with HRM practices easily.
- Questions at the end of each chapter to test the assimilation of subject-matter concerned.
- Case at the end of each chapter for class-room discussion to sharpen diagnostic and analytical skills of the participants.
- Guidelines for learning through cases at the end of the book to enable the readers to make full use of learning through cases.

Contents

Part I: Framework of Human Resource Management

- Introduction to Human Resource Management
- Human Resource Management Environment
- Strategic HRM
- Human Resource Information System Accounting and Audit.

Part II: Acquiring Human Resources

- Human Resource Planning
- Job Design and Job Analysis
- Recruitment
- Selection
- Socialisation, Orientation and Placement.

Part III: Development Human Resources

- Human Resource Development System
- Career Planning & Development
- Training and Development

Part IV: Managing Performance and Compensation

- Performance Management
- Compensation Management
- Incentives and Benefits.

Part V: Motivating and Maintaining Human Resources

- Motivational Environment
- Empowerment and Participation
- Safety and Health Management
- Human Resource Mobility.

Part VI: Managing Industrial Relations

- Dynamics of Industrial Relations
- Discipline and Grievance Management
- Management of Industrial Disputes.

Part VII: Human Resource Management for Global Business

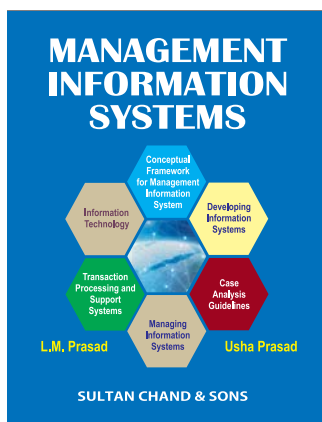
- International Human Resource Management

Appendix: Learning Through Cases

Name Index

Organisation Index

Subject Index



Management Information System

Dr. L.M. Prasad • Dr. Usha Prasad

About the Book

The present edition of the book is thoroughly revised and restructured to put sharp focus on latest developments in Management Information Systems. Some of the new concepts added in the present edition are Business Processes, Business Models, Software Development, Learning Organization, Integrated Information Systems, Supply Chain Management Systems, Customer Relationship Management Systems, Knowledge Management Systems, Business Intelligence and International Information Systems.

Salient Features

- Each Chapter contains a relevant quotation from a leading personality.
- A case presentation in each chapter to sharpen diagnostic and analytical skills.
- Theme and key concepts given for each chapter.
- Leading questions related to textual materials of the chapter.
- Case analysis guidelines and glossary at the end of the text.

Contents

Part I: Conceptual Framework for Management Information System

- An Overview of Management Information Systems
- Information and System Concepts
- Organisation and Information Systems

Part II: Information Technology

- Nature and Implications of Information Technology
- Computer Hardware
- Computer Software
- Database Management Systems
- Communication Technology
- Applications of Information Technology.

Part III: Developing Information Systems

- Planning for Information Systems
- Approaches for System Development
- System Analysis and Design
- System Implementation and Maintenance.

Part IV: Transaction Processing and Support Systems

- Transaction Processing Systems
- Decision Support Systems
- Executive Information Systems
- Artificial Intelligence and Expert Systems
- Functional Information Systems
- Integrated Information Systems

Part V: Managing Information Systems

- Managing Information Systems Resources
- Controls in Information Systems
- Information Security
- Audit of Information Systems

Appendix: Case Analysis Guidelines

Glossary

Subject Index

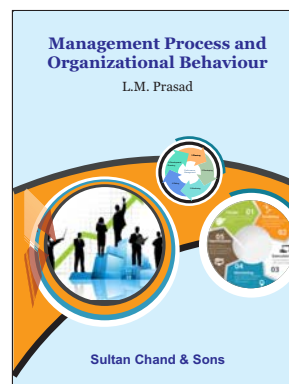
Management Process and Organizational Behaviour

Dr. L.M. Prasad

About the Book

Textual Materials of the book have been divided into two parts with each part dealing with a set of dimensions of Management Process and Organizational Behaviour. Each part has been divided into relevant chapters. Part I presents Management Process containing six chapters: Introduction to management, Planning, Organizing, Staffing, Motivating and Leading, Controlling. Part II presents Organizational Behaviour containing four chapters: Introduction to Organizational Behaviour, Individual Behaviour, between Group Behaviour, Team Development.

The book is ideally suited to BBA/BBM and other relevant courses.



Management

Salient Features

- Comprehensive coverage of subject-matter with latest developments.
- Most authentic presentation of the subject-matter.
- Subject-matter presented in simple and lucid style with 26 Figures, 12 Tables, and 4 Exhibits.
- Proper blend of theory and practice.
- An opening case relevant to Management Process and Organizational.
- Chapter at a glance to enable the reader to have a glimpse of the chapter.
- Discussion / application questions at the end of each chapter to test the assimilation of subject-matter concerned.
- Awareness Developer at the end of each chapter to enable the reader to assess her / his behavioural pattern.
- References at the end of each chapter will facilitate further reading of the subject-matter.
- Glossary at the end of the book for bird's eye-view.

Contents

Part I: Management Process

- Introduction to Management
- Planning
- Organizing
- Staffing
- Motivating and Leading
- Controlling

Part II: Organizational Behaviour

- Introduction to Organizational Behaviour
- Individual Behaviour
- Group Behaviour
- Team Development

Appendix

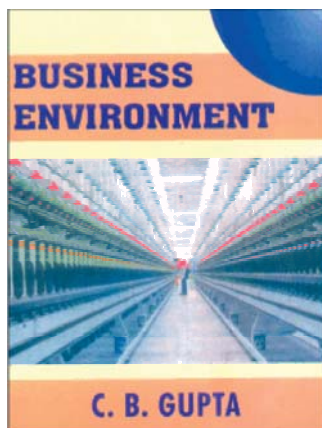
Glossary



The great aim of education is not knowledge, but action.

Herbert Spencer





Business Environment

Dr. C.B. Gupta

About the Book

The 10th Revised and Enlarged edition of the book is targeted for the students of commerce, management, economics etc. The book is divided into 32 chapters and each chapter deals with specific elements of business.

Salient Features

- Lucid, simple and conversational language.
- Latest policy guidelines and government regulations.
- Full coverage of the latest prescribed syllabi
- Summary at the end of every chapter for quick revision.
- Tables and diagrams to illustrate the text.
- Chapter outline at the beginning of every chapter to provide overview of the chapter contents.
- Test questions on the pattern of examination question papers.
- Based on the author's teaching and writing experience of 35 years.

Contents

Unit I: An Overview of Business Environment

- Introduction to Business Environment
- Environmental Analysis
- Managing Diversity
- Nature and Scope of Business

Unit II: Political and Legal Environment

- The Constitutional Environment
- Functions and Role of the State
- Legal Environment

Unit III: Social and Cultural Environment

- Demographic Environment
- Culture & Business
- Business and Society
- Social Responsibilities of Business
- Business Ethics and Values
- Corporate Governance

Unit IV: Economic Environment

- Economic Systems
- Economic Planning
- Economic Parameters
- Economic Policies

Unit V: Financial Environment

- Indian Financial System
- The Reserve Bank of India
- Commercial Banking
- Financial Institutions
- Stock Exchange and SEBI

Unit VI: Natural and Technological Environment

- Natural Environment
- Technological Environment.

Unit VII: Global/International Environment

- Globalisation
- Foreign Direct Investment
- Multinational Corporations
- India WTO and Trading Blocks

Unit VIII: Industrial Environment

- Public Enterprises & Privatisation
- Small Scale & Cottage Industries
- Industrial Sickness
- Industrial Labour in India

Unit IX: Appendix

- Some syllabi on Business Environment
- Objective Type Questions

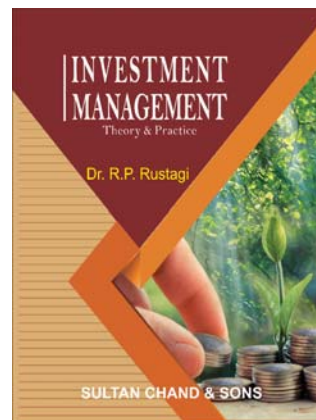
Investment Management

Theory & Practice

Dr. R.P. Rustagi

About the Book

Investment Management has been prepared to meet the requirement of students taking B.Com. (H) and other courses in Finance. The scope of investment decision-making has substantially widened with new concepts appearing on the horizon. Appropriately, the syllabi of the different courses have been updated. Consistent with the objective, the book presents an analytical framework of the related subject-matter in the light of SEBI Rules, Regulations and Guidelines. Numerical examples and illustrations have been extensively to explain the applications of different concepts.



Management

Salient Features

- Comprehensive and systematic coverage and analytical presentation of the subject matter.
- Chapter Theme and chapter plan in the beginning of each Chapter to give the bird's eye-view of the contents.
- Objective Type Questions (with answers) given at the end of each Chapter.
- More than 250 examples and solved illustrations/problems given at appropriate places.
- Solutions to latest Questions appeared in different examinations given for the benefit of the students.
- Latest Developments in the Indian Capital Market given in a capsule form.
- Frequent references to SEBI Guidelines, Rules and Regulations.
- Important points, concepts and definitions given in the Side Boxes.
- Extensive use of Charts, Graphs and Diagrams.

Contents

Part I: Investment Environment

- Understanding Investment
- Financial Markets, Participants and Instruments

Part II: Risk-return Relationship and Portfolio Management

- Risk and Return
- Portfolio Selection and Management

Part III: Securities Analysis and Valuation

- Fixed Income Securities: Yield and Valuation
- Equity Shares: Fundamental and Technical Analysis
- Valuation of Equity Share

Part IV: Mutual Funds and Financial Derivatives

- Mutual Funds
- Financial Derivatives

Part V: Indian Capital Market

- Indian Capital Market: Structure and Emerging Trends
- Investors' Protection, Unfair Trade Practices and Insider Trading

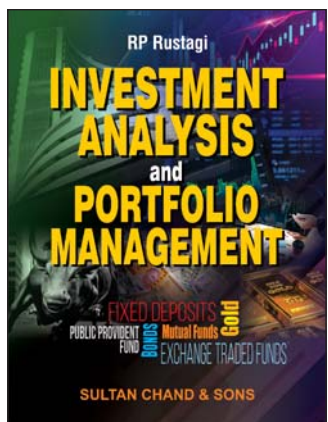
Appendices



*The best investment you can make is an investment in yourself...
The more you learn, the more you'll earn.*

Warren Buffett





Investment Analysis and Portfolio Management

Dr. R.P. Rustagi

About the Book

Investment Analysis and Portfolio Management has been prepared to meet the requirements of students taking M.Com., MBA, CFA, PGDBM and other courses in Finance. The scope of investment decision making is widening as new concepts and financial products are appearing on the horizon. The book attempts to comprehend the developments taking place in the area of investment analysis. It aims to present the intricate and complex tools and techniques of investment management in a simplified

way. Numerical examples and illustrations have been used extensively to explain the application of different concepts. The book is equally useful for the investment researchers, investment practitioners and all types of investors.

Salient Features

- Comprehensive and systematic coverage and analytical presentation of the subject matter.
- Reader-friendly and frequent references to Indian environment to enhance the understanding of the subject.
- Detailed exposition of Stock Exchange operations and latest developments and emerging trends in Indian capital market given in a capsulated form.
- Frequent references to SEBI Guidelines, Rules and Regulations.
- 'Chapter Theme' and 'Chapter Plan' given in the beginning to present the bird's eye view of the chapter.
- More than 90 examples, nearly 350 solved illustrations, more than 280 assignments and around 150 problems given at the appropriate places.

Contents

Part I: Investment Environment

- Understanding Investment
- Financial Markets, Participants and Instruments.

Part II: Indian Capital Market

- Securities Market in India: Structure and Trading
- Mutual Funds.

Part III: Fixed Interest Securities

- Bond Fundamentals
- Bond Valuation and Management.

Part IV: Equity Shares : Analysis and Valuation

- Fundamental Analysis : E-I-C Approach
- Technical Analysis and Market Efficiency
- Valuation of Equity Shares

Part V: Risk-Return Relationship and Portfolio Management

- Risk-Return Analysis in Investment
- Portfolio Theory : Portfolio Selection and Management
- Capital Assets Pricing Model, Arbitrage Pricing Theory and Portfolio Evaluation

Part VI: Derivatives and Risk Management

- Financial Derivatives: Forwards and Futures
- Options : Strategies and Valuation
- Swaps and Credit Derivatives

Part VII: Changing Structure of Indian Capital Market

- Indian Capital Market : Emerging Trends
- Investors' Protection, Unfair Trade Practices and Insider Trading

Part VIII: Miscellaneous Topics

- Structured Debt, Securitization and Assets – Backed Securities.
- Investment in Real Assets

Appendices

- Glossary
- Bibliography
- Compounded Value Tables, Present Value Tables and Standard Area Table

Advertising and Personal Selling

Dr. C.B. Gupta

About the Book

The book has been revised keeping in view the new syllabus of B.Com. and B.Com. (Hons.) of Delhi University.

Advertising Self-Regulation, Information needs of Sales force, Changing Role of Personal Selling and Forms of Internet advertising have been added in the book.

Salient Features

- Comprehensive Coverage of all the prescribed topics
- Systematic arrangement and analytical presentation
- Lucid and simple language
- Focus on conceptual clarity
- Precise and clear exposition of the text
- Chapter outline in the beginning of every chapter to provide a bird's eye view of the contents
- Extensive use of tables and diagrams to illustrate the text
- Summary at the end of every chapter for quick recapitulation
- Test Questions at the end of every chapter for self-examination.

Contents

Section A: Advertising

- Introduction to Advertising
- Media Decisions
- Message Development
- Measuring Advertising Effectiveness
- Advertising Agency
- Ethical and Legal Aspects of Advertising

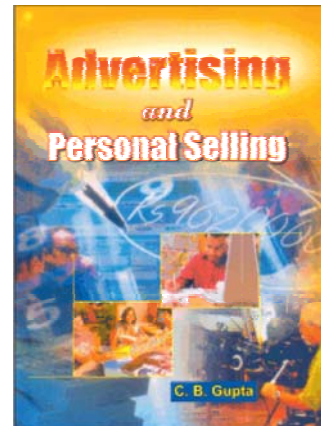
Section B: Personal Selling

- Introduction to Personal Selling
- Process of Effective Selling
- Sales Planning and Control
- Management of Sales Force
- Appendix

Question Papers

Objective Type Questions

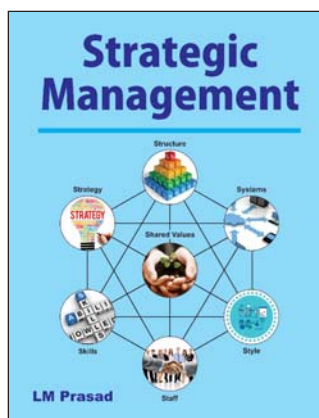
Select Bibliography



*Education is the passport to the future,
for tomorrow belongs to those
who prepare for it today.*

Malcolm





Strategic Management

Dr. L.M. Prasad

About the Book

The book in the present edition has been thoroughly revised and restructured. All the chapters have been re-written not only to incorporate new developments in Strategic Management but also to make the subject-matter more lucid and crisp. Thus, the present edition is vastly improved both in terms of contents and presentation. The present edition is ideally suited to MBA/PGDM and other relevant courses.

Salient Features

- Most comprehensive coverage of subject-matter with latest development.
- Most authentic presentation of the subject-matter.
- Subject-matter presented in simple and lucid style with suitable Figures, Tables, and Exhibits.
- Proper blend of theory and practice.
- An opening illustration of Strategic Management practice of a prominent company in each chapter to enable readers to relate Strategic Management concepts with Strategic Management practices easily.
- Multiple choice questions, short answer questions, discussion/application questions, and practical exercise at the end of each chapter to test the assimilation of subject-matter concerned.
- Case at the end of each chapter for class-room discussion to sharpen diagnostic and analytical skills of the readers.
- Comprehensive cases involving more than one issue of Strategic Management at the end.
- Guidelines for learning through cases at the end of the book to enable the readers to make full use of learning through cases.
- Glossary at the end of the book for bird's eye view.

Contents

Part I: Conceptual Framework of Strategic Management

- Introduction to Strategic Management
- Strategic Management Process

Part II: Strategic Intent and Strategy Formulation

- Strategic Intent
- Environmental Analysis
- Organizational Analysis
- Corporate Strategies: Stability, Expansion, Retrenchment
- Corporate Strategies: Internationalization and Digitalization
- Business Strategies
- Choice of Strategy

Part III: Strategy Implementation

- Activating Strategy
- Structural Implementation
- Behavioural Implementation
- Functional Implementation

Part IV: Strategic Control

- Strategic Control

Part V: Cases

- Cases
- Glossary
- Name Index
- Organization Index
- Subject Index

Essentials of Human Resource Management

Dr. C.B. Gupta

About the Book

The book has been designed as per the revised syllabus of B.Com. Course for University of Delhi. The book has been especially designed and written for one of the optional paper, namely 'Human Resource Management'.

Salient Features

- Systematic arrangement and analytical presentation of the subject-matter.
- Contemporary approach and Comprehensive arrangement of topics.
- Insights from Indian Industry in the form of boxes and provides an in-depth understanding of the subject.

Contents

Unit I: Introduction

- Concept of Human Resource Management
- Nature of Human Resource Management
- Functions of Human Resource Management
- Importance of Human Resource Management
- Development of Human Resource Management
- Contribution of Industrial Psychology
- Organisation of Human Resource Department
- Human Resource Policies
- Unit At a Glance
- Test Questions

Unit II: Procurement

- Concept and Process of Human Resource Planning
- Concept of Job Analysis, Job Description and Job Specification
- Nature and Sources of Recruitment
- Nature and Process of Selection
- Role of Tests and Interviews
- Concepts of Induction and Socialisation
- Unit at a Glance
- Test Questions

Unit III: Training and Development

- Concepts of Training and Development
- Importance of Training and Development
- Types of Training
- Identifying Training Needs
- Designing a Training Programme
- Methods of Training (On-the-job and off-the-job)
- Concept and Methods of Executive Development
- Unit at a Glance
- Test Questions

Unit IV: Performance Management System

- Concept of Performance Appraisal
- Objectives of Performance Appraisal
- Problems in Performance Appraisal
- Essentials of an Effective Performance Appraisal System
- Methods of Performance Appraisal
- Job Changes – Transfers and Promotions
- Employee Counselling
- Unit At a Glance
- Test Questions

Unit V: Compensation Management

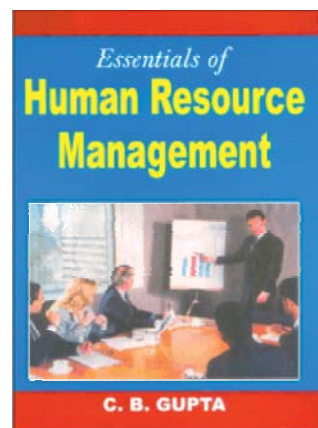
- Concept of Compensation
- Components of Compensation
- Fringe Benefits
- Concept of Compensation Management
- Performance Linked Compensation
- Profit-sharing
- Labour Co-partnership
- Employee Stock Option Plans (ESOPs)
- Employee Health
- Employee Welfare
- Social Security
- Unit At a Glance
- Test Questions

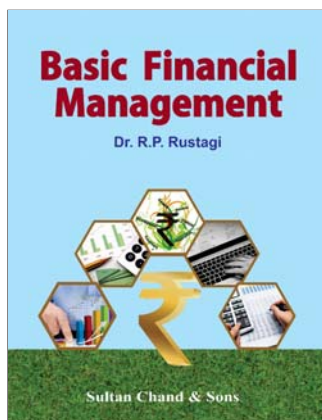
Unit VI: Emerging Horizons in HRM

- Impact of IT on Human Resource Management
- Business Process Re-engineering (BPR)
- Downsizing
- Voluntary Retirement Scheme (VRS)
- Changing Role of Human Resource Management

Unit At a Glance

Test Questions; Objective Type Questions





Basic Financial Management

Dr. R.P. Rustagi

About the Book

Basic Financial Management has been prepared to meet the requirements of students taking B.Com. (Programme) of University of Delhi. The Scope of financial decision-making has substantially widened with new concepts appearing on the horizon. Consistent with the objective, the book presents an analytical framework of the related subject-matter. Numerical examples and illustrations have been used extensively to explain the application of different concepts.

Salient Features

- Comprehensive and systematic coverage and analytical presentation of the subject matter.
- Chapter Theme and Chapter Plan in the beginning of each chapter to give the bird's eye-view of the contents of that chapter.
- Objective Type Questions (with answers) given at the end of each chapter.
- Sufficient examples and solved illustrations/problems given at appropriate places.
- Extensive use of Charts, Graphs and Diagrams.

Contents

Part One

- Financial Management – An Introduction
- Time Value of Money

Part Two

- Capital Budgeting – An Introduction
- Capital Budgeting – Techniques of Evaluation

Part Three

- Cost of Capital
- Leverage Analysis
- EBIT – EPS Analysis
- Leverage, Cost of Capital and Value of the Firm
- Factors of Capital Structure

Part Four

- Dividend Decision and Valuation of the Firm
- Dividend Policy : Determinants and Constraints

Part Five

- Introduction to Working Capital
- Working Capital : Estimation and Calculations
- Management of Cash
- Receivables Management
- Inventory Management

Appendices



*Wealth like a tree, grows from a seed.
The sooner you plant that seed the
sooner shall the tree grow.*

George S. Clason



Business Organisation and Management

Dr. C.B. Gupta

About the Book

The Book has been thoroughly revised so as to meet fully the requirements of Paper BC 1.3 Semester I of B.Com. Course (CBCS).

Following are the key changes in this edition:

- Business Formats: Franchising & E-Commerce.
- Business Environment.
- Business Ethics and Social Responsibility.
- Social Entrepreneurship.
- Techniques of Controlling.
- Contemporary Issues in Management

Salient Features

- Chapter Outline to give an overview of topics covered in each chapter.
- Full coverage of the prescribed syllabus.
- Systematic and sequential arrangement of topics as per the revised syllabus.
- Tables, diagrams and real life examples to illustrate the text.
- Lucid and simple language.
- Review Questions at the end of every chapter for self-examination.

Contents

Unit I: Introduction to Business Organisation Management

- Meaning and Role of organization and Management
- Function of Management
- Forms of Business Ownership
- Business Formats
- Micro, Small and Medium Enterprises

Unit II: Business Environment and Entrepreneurship

- Business Environment
- Business Ethics and Social Responsibilities
- Business and Social Entrepreneurship

Unit III: Planning and Organising

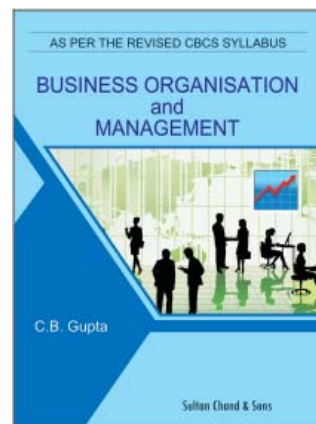
- Planning
- Decision-Making: Process and Techniques
- Organising: Concept and Structure

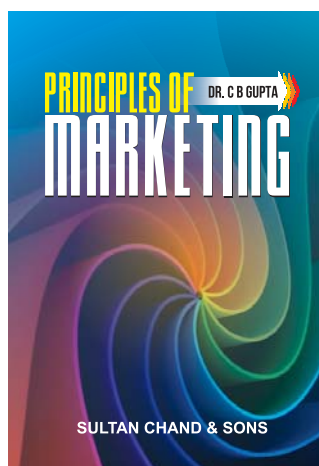
Unit IV: Directing and Controlling

- Motivation
- Leadership
- Communication
- Controlling
- Techniques of Control: Financial, Quality and Operating Controls

Unit V: Salient Development and Contemporary Issues in Management

- Contemporary Issue in Management





Principles of Marketing

Dr. C.B. Gupta

About the Book

Principles of Marketing has been especially designed and written for the new syllabus of paper CH 3.4 (Principles of Marketing) for the B.Com. (Hons.) Semester III course of Delhi University. The book will also be useful for similar courses at the undergraduate level.

Salient Features

- Comprehensive and analytical presentation of the subject matter.
- Learning objectives in the beginning of each chapter to give a bird's eye view of the contents.
- Tables and diagrams to facilitate understanding.
- Examples from Indian Industry.
- Summary at the end of each chapter for quick revision before the examination.
- Reader friendly format and simple language.
- Test questions culled from B.Com. (Hons.) examinations of Delhi University.

Contents

Unit I: Introduction and Consumer Behaviour

- Nature, Importance and Scope of Marketing
- Evolution of Marketing Concepts
- Marketing Mix
- Marketing Environment
- Consumer Behaviour – An Overview

Unit II: Market Selection and Product

- Market Segmentation Targeting and Product Positioning
- Product Decisions
- New Product Development

Unit III: Pricing and Promotion

- Pricing Decisions
- Promotion Decisions

Unit IV: Distribution and Retailing

- Channels of Distribution
- Physical Distribution
- Retailing in India: Changing Scenario

Unit V: Rural Marketing and Consumer Protection

- Rural Marketing
- Recent Developments and Issues in Marketing

*Education ... is the most powerful weapon
which you can use to change the world.*

Nelson Mandela

Business Statistics

Dr. S.P. Gupta • Dr. M.P. Gupta

About the Book

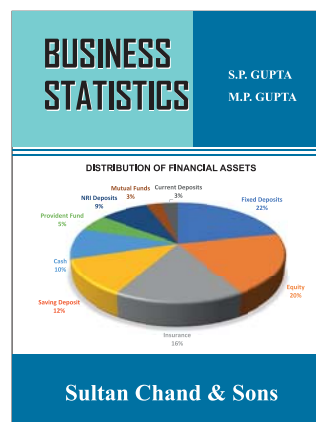
The book is designed with the basic objective of introducing students of Business Administration to the statistical concepts that help in decision-making.

Salient Features

- The entire text of this edition has been thoroughly revised. In particular more attention has been given to chapters like Tests of Hypothesis, Estimation, Chi-Square Test, Statistical Decision Theory.
- A unique feature of the book is that most chapters have an interesting write up in the form of *Ethical Considerations*.
- Every effort has been made to reduce to the minimum the printing or calculation mistakes.

Contents

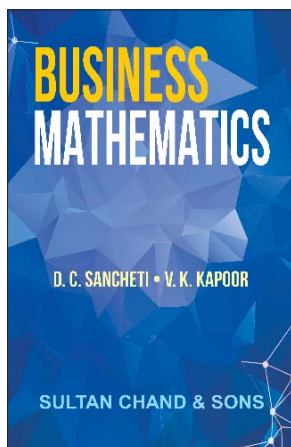
- Business Statistics – What & Why
- Collection of Data
- Presentation of Data
- Measures of Central Tendency
- Measures of Variations
- Skewness, Moments and Kurtosis
- Correlation analysis
- Regression Analysis
- Index Numbers: Concepts and Applications
- Business Forecasting and Time Series Analysis
- Probability
- Probability Distributions
- Sampling and Sampling Distributions
- Estimation of Parameters
- Test of Hypothesis
- Small Sampling Theory
- Chi-Square Test
- Analysis of Variance
- Statistical Quality Control
- Partial and Multiple Correlation and Regression
- Statistical Decision Theory
- Appendix: Statistical Tables



*Success is not final; failure is not fatal;
it is the courage to continue that counts*

Winston Churchill





Business Mathematics

Dr. D.C. Sancheti • Dr. V.K. Kapoor

About the Book

The book is designed for the students of CA, ICMA and B.Com. A complete section on linear programming has been added. Moreover a new feature is addition of application to commerce and economics and probability.

Salient Features

- A number of typical problems have been added as solved examples in each chapter. These will enable the reader to have a better and thoughtful understanding of the basic concepts of the theory and its various applications
- A conscious effort has been made to make the presentation of all topics discussed very simple and to develop the subject-matter in such step-by-step manner that the book can serve as self-study text for the students
- The book has 989 illustrations, 112 diagrams and 1,149 exercises with answers for practice.

Contents

- Logical Statements and Truth Tables
- Theory of Sets
- Boolean Algebra
- Real Number Systems
- Groups, Ring and Field
- Indices and Surds
- Logarithms
- Equations : Linear Quadratic, Cubic and Higher Order
- Permutations and Combinations
- Binomial Theorem
- Mathematical Induction, Sequence and Series
- Arithmetic and Geometric Progressions
- Convergence and Divergence of Series
- Circular Functions and Trigonometry

- Coordinate Geometry
- Functions, Limits and Continuity
- Differential Calculus
- Integral Calculus
- Vector Algebra
- Matrix Algebra

Supplement

- Applications to Business and Economics
- Linear Programming
- Probability
- Some Additional Topics
- Numerical Tables

Index



*Don't sit down and wait
for the opportunities to come.
Get up and make them.*

Madam C. J. Walker



Quantitative Techniques and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta

About the Book

This book on Quantitative Techniques and Operations Research provides a conceptual understanding of basic quantitative techniques/methods used in solving managerial problems. It discusses comprehensively the essential topics of quantitative decision-making by using illustrations and examples. With revised and updated contents, this edition of the book will be useful to the students pursuing the undergraduate programme in Management and Commerce.

Salient Features

- The chapters on Linear Programming Problems are rewritten and have been designed to take the reader through gradual increase in complexity. Chapter 2 of part II is completely dealt with the formulation of linear programming models from business and economics.
- Given its importance in the current business environment, chapter on Operations Scheduling has been dealt with at length.

Contents

Part I: Quantitative Techniques

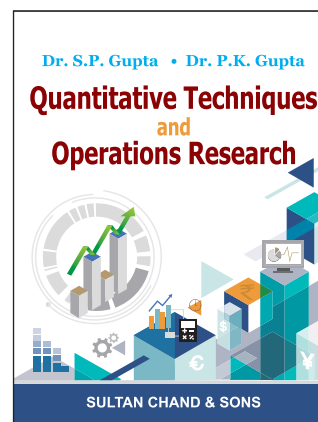
- Quantitative Techniques – Introduction
- Introduction to Statistics
- Classification and Tabulation
- Diagrammatic and Graphic Presentations
- Measures of Central Tendency
- Measures of Variation
- Skewness Moments and Kurtosis
- Correlations and Analysis
- Regression Analysis

Questions Papers

Appendix

Part II: Operations Research

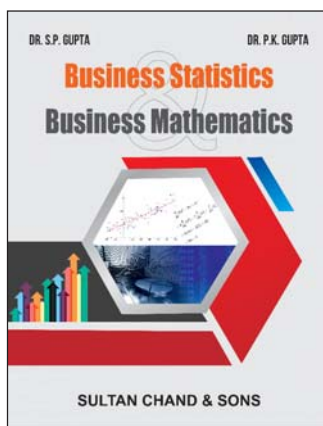
- Managerial decision-making and Operations Research
- Linear Programming
- Linear Programming Problem – Solution Method
- Duality in Linear Programming Problem
- Transportation Problem
- Assignment Problem
- Operations Scheduling



*Education breeds confidence.
Confidence breeds hope.
Hope breeds peace.*

Confucius





Business Statistics & Business Mathematics

Dr. S.P. Gupta • Dr. P.K. Gupta

About the Book

This textbook covers complete syllabus in Business Mathematics & Business Statistics paper of B.Com. 2nd year students. The Book has been designed strictly according with the latest updated syllabus prescribed by University of Delhi. Besides revising and simplifying the text, a number of illustrations and examples are added to explain various concepts introduced in the text. Also, new problems mostly from recent university examinations have been added in this edition. At the same time old stereotype problems have been removed. In fact the whole book has been rewritten and given a new look altogether.

Salient Features

- Book covers complete syllabus in Business Mathematics & Business Statistics paper of B.Com. examination.
- There are detailed self-contained chapters on all the syllabus elements.
- Part I of the book starts with the introduction to Statistics and discusses measures of central tendency and of variation, correlation & regression analysis, index numbers, time series and interpretation of data.
- Part II of the book begins with introducing the concept of matrices and determinants. Their applications to business and economic problems are discussed in the chapter.
- Concept of differentiation & integration along with their applications are given in chapters 3 & 4 of part II.
- The language used in text is simple and the subject matter has been presented in a lucid and straightforward style.
- Special care has been taken to develop the concepts in an easy to understand manner and are self explanatory.
- The book does not require any previous knowledge of the subject.

Contents

Part I: Business Statistics

- Introduction to Statistics
- Classification and Tabulation
- Graphic Presentation
- Measures of Central Tendency
- Measures of Variation
- Correlation Analysis
- Regression Analysis
- Index Numbers
- Analysis of Time Series
- Interpretation of Data
- Appendix

Part II: Business Mathematics

- Matrix Algebra
- Function, Limits and Continuity
- Differentiation and its Application
- Integration and Its Applications
- Mathematics of Finance

Appendix

Corporate Laws

[Including Companies (Amendment) Act, 2019]

Dr. G.K. Kapoor • Dr. Sanjay Dhamija

About the Book

The book has been designed for the students of B.Com. The book covers the Corporate Law syllabus of B.Com., B.Com. (Hons.) of Delhi University as well as other Universities.

Salient Features

- A comprehensive text book on Corporate Laws covering provisions of the Companies Act, 2013 and the Depositories Act, 1996, especially conceived for the students of B.Com.
- An authentic, up-to-date, simple and lucid analysis of the provisions of the Companies Act, 2013, as amended by the Companies (Amendment) Act, 2019 / Rules made under the Companies Act, 2013/SEBI Regulations.
- Detailed analysis of the provisions of the Depositories Act, 1996 (as amended by the Finance Act, 2018).
- The language of the book is simple and treatment of the subject lucid. An effort has been made to present the complicated provisions in a simple manner so that students can easily grasp.
- Questions and practical problems selected from past examination questions of various Universities, including Delhi University have been given along with hints to their answers at the end of each chapter.
- Important circulars, notifications, amendments and case laws (up to 15th July, 2019) have been incorporated at appropriate places.
- Law stated in this book is as amended up to 1st August, 2019.

Contents

Unit I: Introduction

- History of Company Legislation
- Meaning and Characteristics of a Company
- Kinds of Companies
- Formation and Incorporation of a Company

Unit II: Documents

- Memorandum of Association and Its Alteration
- Articles of Association and its Alteration
- Prospectus
- Shares and Share Capital
- Membership

Unit III: Company Management and Meetings

- Appointment of Directors
- Legal Position of Directors

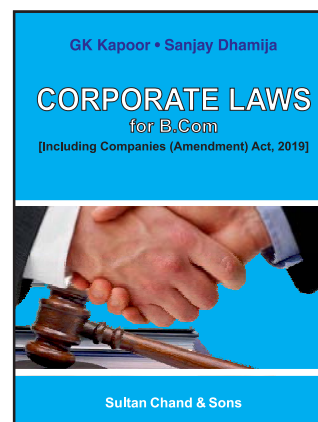
- Disqualifications and Removal of Directors
- Powers and Duties of Directors
- Key Managerial Personnel, Managing Director, Manager and Whole Time Director
- Board Meetings Including Meeting Through Video Conferencing
- Meeting of Shareholders

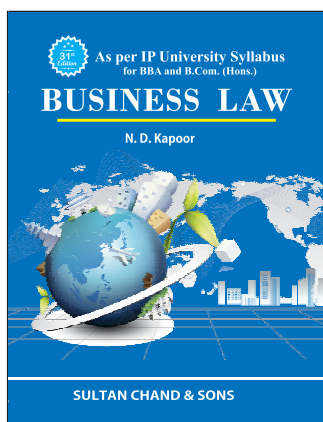
Unit IV: Dividends, Audit and Winding Up

- Divisible Profits and Dividend
- Company Audit
- Winding Up Under the Companies Act, 2013
- Insolvency and Bankruptcy Code, 2016

Unit V: The Depository Act, 1996

- The Depositories Act, 1996





Business Law

(as per IP University Syllabus BBA and B.Com. (Hons.))

N.D. Kapoor

About the Book

The Thirty-first Revised Edition of 'Business Law' as per Guru Gobind Singh Indraprastha University, Delhi, syllabus for BBA and B.Com. (Hons.) students, like its predecessors, attempts to present the basic principles of Law in a way that makes the subject easily intelligible even to a non-specialist. The present edition incorporates amendments made by the companies (Amendment) Act, 2019.

Salient Features

- Each Unit contains Illustrative Cases, Test Questions, Practical Problems, MCQs & etc.
- New typography of the book makes the book strain-free and reader friendly. Comprehensive & easy to Understand

Contents

Unit I: The Indian Contract Act, 1872

- Introductory
- Nature of Contract
- Offer and Acceptance
- Consideration
- Capacity to Contract
- Free Consent
- Legality of Object
- Void Agreements
- Contingent Contracts
- Performance of Contract
- Discharge of Contract
- Remedies for Breach of Contract
- *Quasi-Contracts*
- Indemnity and Guarantee
- Bailment and Pledge
- Contract of Agency

Unit II: The Sale of Goods Act, 1930

- Sale of Goods
- Conditions and Warranties
- Transfer of Property
- Performance of Contract
- Rights of an Unpaid Seller

Unit III: The Companies Act, 2013 (Amended Upto 2019)

- Nature of Company
- Kinds of Companies

- Formation of Company
- Memorandum of Association
- Articles of Association
- Prospectus
- Share Capital and Debentures
- Acceptance of Deposits by Companies
- Registration of Charges
- Management and Administration
- Declaration and Payment of Dividend
- Accounts of Companies
- Audit and Auditors
- Appointment of Directors
- Meeting of Board and its Powers
- Appointment and Remuneration of Managerial Personnel
- Prevention of Oppression and Mismanagement

Unit IV: The Negotiable Instruments Act, 1881

- Negotiable Instruments
- Notes, Bills and Cheques
- Parties to a Negotiable Instrument
- Negotiation
- Presentment of a Negotiable Instrument
- Dishonour of a Negotiable Instrument
- Discharge of a Negotiable Instrument
- Rules of Evidence Estoppel and International Law
- *Hundis*
- Banker and Customer

Edition: 31st, 2020; Pages: viii + 560; Size: 185 × 240 mm; ISBN: 978-93-5161-165-3 (TC 1160); ₹ 350.00

Industrial Relations and Labour Laws

Dr. P.C. Tripathi • Dr. C.B. Gupta • N.D. Kapoor

About the Book

The book contains 8 chapters of Industrial Relations in Vol. I and is Chapters of Labour Laws in Vol II. The book serves the needs of all graduate and post-graduate students of B.Com., MBA, DBA, DPM, MBE and MSW classes of Indian Universities.

Salient Features

- To improve the grasp and understanding of the subject matter, more questions like – Objective Type; Test Questions and Practical Problems with Hints and Solutions have been updated.
- Presentation of Examples, Cases, etc., have been highlighted in indention to make it more reader friendly.
- New Typography of the book makes the book strain – free and reader friendly.

Contents

Volume I: Industrial Relations

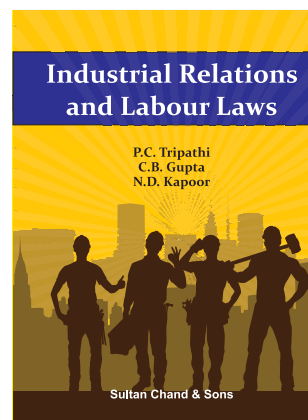
- Industrial Relations and Industrial Disputes in India
- Trade Unions
- Collective Bargaining
- Discipline and Grievance Redressal
- Employee Discipline
- Employee Compensation
- Labour Welfare and Social Security
- Workers' Participation in Management

Volume II: Labour Laws

- Introduction
- The Factories Act, 1948
- The Employees' Compensation Act, 1923
- The Employees' State Insurance Act, 1948
- The Employees' Provident Fund and Miscellaneous Provisions Act, 1952

- The Payment of Gratuity Act, 1972
- The Maternity Benefit Act, 1961
- The Payment of Wages Act, 1936
- The Minimum Wages Act, 1948
- The Industrial Disputes Act, 1947
- The Industrial Employment (Standing Orders) Act, 1946
- The Trade Unions Act, 1926
- The Payment of Bonus Act, 1965
- The Apprentices Act, 1961
- The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959
- The Collection of Statistics Act, 2008

University Question Papers



The people who are crazy enough to think they can change the world are the ones who do.

Steve Jobs





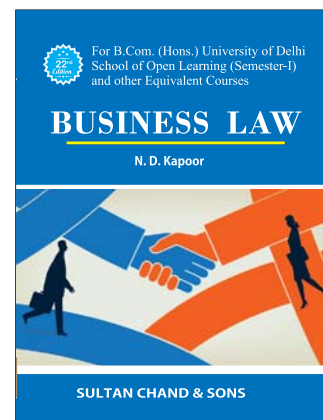
Business Law

N.D. Kapoor

About the Book

The revised edition of 'Business Law' for the student of B.Com. (Hons.), CBCS, B.A. Programme (Commerce) registered with the Regular Colleges, Non-Collegiate Women's Education Board, School of Open Learning of University of Delhi and other equivalent courses. The new edition like its predecessors, attempts to present the basic principles of Business Law in a simple and intelligible manner.

The unit on "Law Relating to Indian Partnership Act, 1932 and The Limited Liability Partnership Act, 2008" facilitate the reader in understanding the Nature of Partnership, Relations of Partners & Dissolution of Firm followed by a chapter on 'Limited Liability Partnership' popularly known as LLP has been added in the present edition. LLP combines the advantage of both the company and Partnership into a single form of organization. The Limited Liability Partnership Act, 2008 was published in Official Gazette of Indian on 9th January, 2009 and has been notified with effect from 31st March, 2009.



Salient Features

- Discusses the subject in the light of Statute Law and *ratio decidendi*.
- Illustrate the intricate points of Law with 816 Examples based on decided cases, both English & Indian.
- To improve the grasp and understanding of the subject-matter more questions like – 588 Test Questions; 572 Practical Problems with Hints for their Solutions; 583 Objective Type Questions are included in the book.

Contents

Introductory

Unit I: The Indian Contract Act, 1872

- Nature of Contract
- Offer and Acceptance
- Consideration
- Capacity to Contract
- Free Consent
- Legality of Object
- Void Agreements
- Contingent Contracts
- Performance of Contract
- Discharge of Contract
- Remedies for Breach of Contract

Unit II: Special Contracts

- *Quasi-Contracts*
- Indemnity and Guarantee
- Bailment and Pledge
- Contract of Agency

Unit III: The Sale of Goods Act, 1930

- Sale of Goods
- Conditions and Warranties
- Transfer of Property
- Performance of Contract
- Rights of an Unpaid Seller

Unit IV: Law Relating to The Indian Partnership Act, 1932 and The Limited Liability Partnership Act, 2008

- Nature of Partnership
- Relations of Partners
- Dissolution of Firm
- Limited Liability Partnership (LLP)

Unit V: The Information Technology Act, 2000

- The Information Technology Act, 2000

Auditing and Corporate Governance

Dr. Preeti Rani Mittal • Dr. Anshika Bansal • Dr. R.C. Bhatia

About the Book

The book has been designed for the students of B. Com., BBA, M. Com., MBA, Company Secretary and similar programmes in Commerce and Management offered by all Indian Universities.

The basic principles of Auditing and Corporate Governance have been presented in an interesting and logical manner. Pedagogical features such as chapter outline, defining important terms, proclusion of chapter, review questions and a comprehensive set of case studies make the teaching and learning of Auditing and Corporate Governance engaging.

Salient Features

- Well-structured review questions have been provided with each chapter so that students can test their understanding and understand difficult concepts.
- Important fields of study such as Companies (Corporate Social Responsibility Policy) Amendment Rules, 2021, Companies Act 2013, SEBI (LODR) Regulations 2015 and Listing Agreement Clause 49 have been described in very simple and articulate manner with the latest amendment up to May 2021.
- The topics have been explained with the help of graphical and tabular presentation for better understanding.

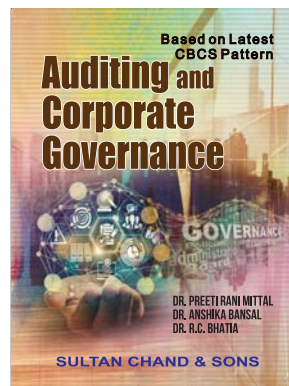
Contents

Part I: Auditing

- Meaning, Definitions and Scope of Auditing
- Basic Principles and Techniques of Auditing
- Types of Audit
- Audit Planning, Programme and Procedure
- Internal Check, Internal Control and Internal Audit
- Vouching
- Verification of Assets and Liabilities
- Company Auditor
- Audit Report
- Liabilities of Auditors
- Special Areas of Audit
- Introduction to Electronic Data Processing Auditing
- Standards on Auditing

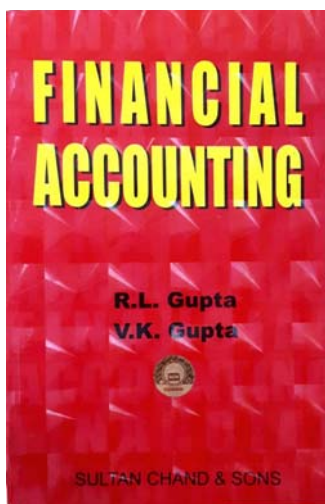
Part II: Corporate Governance

- Conceptual Framework for Corporate Governance
- Board Committees and their Functions
- Credit Rating Agencies
- Insider Trading and Whistle Blowing
- Major Corporate Governance Failures and International Codes or Standards
- Corporate Governance Initiative and Reforms
- Clause 49 of Listing Agreement
- Conceptual Framework for Business Ethics
- Corporate Social Responsibility
- Corporate Social Responsibility (CSR) Models and Drivers
- Regulatory Framework and Guidance for Corporate Social Responsibility (CSR)



Reading is the gateway skill that makes all other learning possible.

Barack Obama



Financial Accounting

Dr. R.L. Gupta • Dr. V.K. Gupta

About the Book

The book has been designed as per the Paper II Financial Accounting of B.Com. (Prog.) Course of Delhi University.

Salient Features

- The subject matter of the text has been very well illustrated in all the chapters.
- Objective type questions have been included in all the chapters.
- Illustrations and unsolved practical problems have been taken from latest examination question papers of B.Com. (Hons.) and B.Com. (Programme) of University of Delhi.
- The book contains topic-wise scanner of the theory questions and problems asked in past examinations of B.Com.

Contents

Part One

- Accounting: Introduction
- Accounting Concepts and Conventions
- Basic Accounting Process
 - Unit I: Accounting Equation
 - Unit II: Rules of Debit and Credit – Journal & Ledger
 - Unit III: Recording of Cash Transactions
 - Unit IV: Recording of Non-Cash Transactions
- Capital & Revenue Items and Final Accounts
- Receipts and Payments Account & Income and Expenditure Account
- Depreciation, Reserves and Provisions

Part Two

- Accounting for Special Transactions I: Consignment Accounts
- Accounting for Special Transactions II: Joint Venture Accounts

Part Three

- Hire-Purchase Accounts
- Branch Accounting

Part Four

- Partnership Accounts: Dissolution

Scanner

Delhi University Examination Question Papers



*Let us pick up our books and pencils.
They are our most powerful weapon.*

Malala Yousafzai



Fundamentals of Cost Accounting

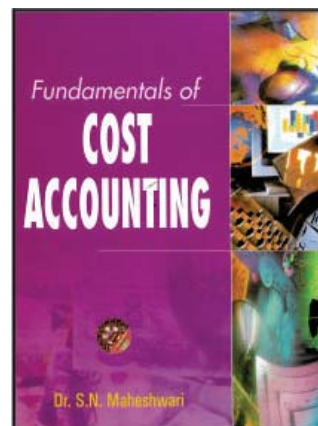
Dr. S.N. Maheshwari

About the Book

The book is best suited for Integrated Professional Competence Examination of Institute of Chartered Accountants of India and other similar courses. The present book deals with Section A of the syllabus for the paper, "Cost Accounting and Financial Management" by the institute.

Salient Features

- The book has been written in simple, straight and lucid style
- The book contains problems from different professional examinations conducted by different professional bodies
- The text matter has been accompanied with adequate illustrative material which makes the subject matter interesting and easily understandable.



Contents

Section A

- Cost Accounting : Meaning & Scope
- Basic Cost Concepts
- Material Cost Control
- Valuation of Materials
- Material Losses
- Labour Cost Control
- Labour Remuneration
- Direct Expenses
- Overheads: General
- Overheads: Distribution
- Single, unit or Output Costing
- Job & Batch Costing
- Contract Costing
- Process Costing
- Operation Costing

- Operating or Service – Costing
- Non-Integral System of Accounting
- Integral System of Accounting
- Reconciliation of Cost and Financial Account

Section B

- Cost Control and Cost Reduction
- Uniform Costing & Inter-Firm Comparison
- Cost Records and Cost Audit
- Activity Based Costing

Section C

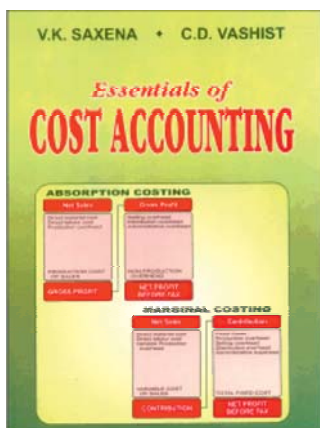
- Budgetary Control & Performance Measurement
- Standard Costing
- Variance Analysis
- Marginal Costing and Profit Planning
- Decisions Involving Alternative Choices



*A book is a gift you can
open again and again.*

Garrison Keillor





Essentials of Cost Accounting

Dr. V.K. Saxena • Dr. C.D. Vashist

About the Book

The 2nd Edition of the book has been designed as per the Revised Syllabus of Intermediate examination of Institute of Chartered Accountants of India. The syllabus includes Marginal Costing, Standard Costing and Budgetary Control.

Salient Features

- A 'Two-in-one' book covering both theory and problems
- Theoretical discussion is followed by fully solved examples of a variety of questions from various professional examinations.

Contents

- Overview of Cost Accounting Concepts and Practices
- Materials
- Labour
- Direct Expenses
- Overheads
- Job Costing and Batch Costing
- Single or Output Costing
- Contract Costing
- Process Costing
- Service Costing
- Joint Products and By-Products
- Cost Book-keeping
- Reconciliation of Cost & Financial Accounts
- Uniform Costing inter-firm Comparison
- Marginal/Variable Costing and Cost-Volume-Profit Analysis
- Budgetary Control
- Standard Costing
- Multiple-Choice Questions
- Short Questions (122)
- Appendix – A
- Appendix – B
- Index



*Opportunities come infrequently.
When it rains gold,
put out the bucket, not the thimble.*

Warren Buffett



Corporate Accounting

Dr. R.L Gupta • Dr. M. Radhaswamy

About the Book

The revised edition of the book has been updated with consideration to the provision of the Companies Act, 2013, (as amended upto 2020) SEBI rules and regulations and Accounting Standards. Theory and accounting treatment has been revised as per Accounting Standards and Companies (Amendment) Act, 2019. Each aspect of chapter has been discussed in detail in order to meet the requirements of the syllabus prescribed by different Universities and Professional Institutes. The book is suited for the students of B.Com., B.Com. (Hons.), B.Com. (Corporate Secretaryship) & other professional courses.

Salient Features

- The illustrations and assignment material has been made to confirm to the requirements of Schedule III of the Companies Act, 2013. The relevant problems/solutions have also been revised.
- The revised revision of Paragraph 14 of Accounting Standards-4 concerning Financial Statements regarding Proposed final dividend has been incorporated at relevant pages and the illustrations amended accordingly.
- The relevant provisions of Ind AS-7: Statements of Cash Flows dealing with Bank Overdraft and Proposed Dividend have also been taken care of in this book.
- In the chapter of Redemption of Debentures, the treatment of interest on Debenture Redemption Funds Investments or Profit (or Loss) on the sale of Debentures have been also summarised in the chapter.
- All chapters have been revised and updated. Problems of each chapter have been suitably graded and edited to include questions of topical interest.

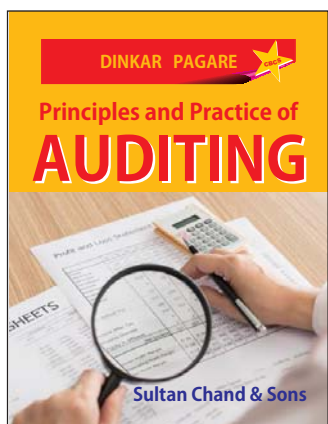
Contents

- | | |
|---|--|
| • An Introduction to Joint Stock Company | • Alteration of Share Capital and Internal Reconstruction |
| • Share Capital | • Liquidation of Company Accounts |
| • Redeemable Preference Shares | • Acquisition of Business Profit Prior to Incorporation and Statutory Report |
| • Issue and Redemption of Debentures | • Cash Flow Statement |
| • Final Accounts of Companies | • Accounting for Banking Companies |
| • Valuation of Goodwill and Shares | • Accounting for Insurance Companies |
| • Amalgamation, Absorption and External Reconstructions | • Accounts of Holding Companies |



*Accounting is the
language of business.*

Warren Buffett



Principles and Practice of Auditing

Dr. Dinkar Pagare

About the Book

The present thoroughly revised edition of this book extensively covers the syllabus of Commerce and management courses of various Universities.

It also meets the requirements of various professional and commercial courses. The topic like (i) Principles and Methods of Auditing; (ii) Difference between Accounting and Auditing; (iii) Internal checks and auditing; (iv) Vouching; (v) Verification and valuation of Assets; (vi) Audit of Limited Companies; (vii) Skill Development, have been presented in very simple and lucid manner. The students will find the book very useful.

Salient Features

- The current edition gratefully acknowledges and acts on the comments and suggestions of esteemed readers.
- It incorporates all amendments made to the Act in the past years.
- It gives importance to amendments that cast special obligation on the auditor to report on company's viability, financial health, observance of prescribed rules and procedures and management's capacity and capability to provide good governance.
- The language of the book is simple and crisp; to quote a reader, "it is as the author is speaking from behind a curtain".

Contents

- Introductory
- Objects of Audit
- Classification or Types of Audit
- Internal Control/Internal Check/Internal Audit
- Audit Planning, Audit Program and Working Papers
- Audit Evidence and Sampling
- Vouching – Audit of Cash Transactions
- Vouching – Audit of Trading Transactions
- Vouching of Impersonal Ledger
- Verification and Valuation of Assets and Liabilities
- Auditing in EDP Environment
- Company Audit – Appointment, Qualifications and Removal of Auditors
- Company Audit – Rights and Duties of Auditors
- Company Audit – Audit of Share Capital and Share Transfer
- Top-level Management of Company and Their Remuneration
- Audit of Divisible Profits and Dividends
- Specialized Audits
- Special Features of Government Audit
- Audit Report
- Management Audit
- Liabilities of Auditors or Professional Accountants
- Cost Audit
- Tax Audit
- Investigations
- Professional Ethics and Regulation
- Auditing Statements and Standards on Auditing

Principles of Management Accounting

Dr. S.N. Maheshwari

Dr Suneel K. Maheshwari • CA Sharad K. Maheshwari

About the Book

The book provides a comprehensive coverage of the course-content requirements of the students appearing the paper 'Management Accounting' at the B.Com., M.Com., BBA and MBA Examinations of different Indian Universities. The book has been divided into THREE Convenient Sections. Each Section covers a different aspect of 'Management Accounting' with the subject divided into chapters covering different topics in a systematic and concise manner.

The unique features of this book lie in its simplicity of style and systematic presentation of theory and graded practical illustrations which have made it user friendly mainly the students. The other main strengths of this book are: exhaustive text, plentiful illustrative examples and end-of-the-chapter exercises with answers.

Salient Features

- Updated position regarding, IFRSs and steps for their convergence in India.
- Certain new concepts viz., Target Costing, Kaizen Costing and Balanced Scorecard have been incorporated in Chapter 3 (Section A) and Appendix 1 of the book.
- Schedule III regarding presentation of financial statements as per the Companies Act, 2013 has been incorporated as an Appendix 5 to the book.

Contents

Section A: Fundamentals

- Management Accounting: Nature and Scope
- Financial Accounting Principles
- Basic Cost Concepts
- Activity Based Costing

Section B: Financial Analysis

- Financial Statements: Analysis and Interpretation
- Ratio Analysis
- Funds Flow Analysis
- Cash Flow Analysis

Section C: Planning & Control

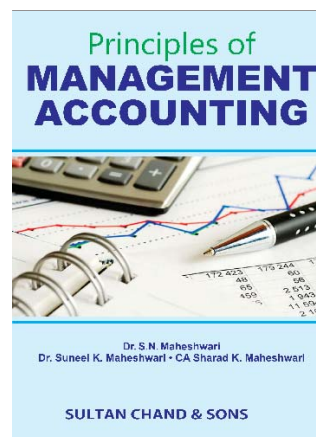
- Budgetary Control
- Standard Costing
- Variance Analysis

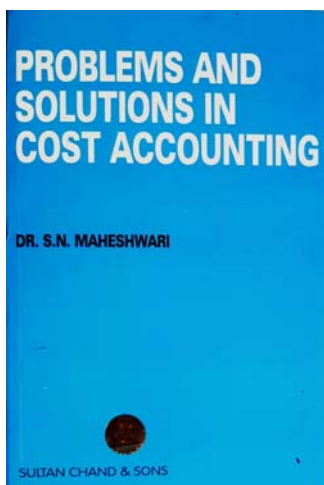
- Marginal Costing and Profit Planning
- Decisions Involving Alternative Choices
- Pricing Decisions & Divisional Performance
- Basics of Capital Budgeting
- Risk Analysis in Capital Budgeting
- Management Reporting

Section D: Appendices

- Appendix 1: Balanced Scorecard
- Appendix 2: Present Value of ₹ 1
- Appendix 3: Present Value of ₹ 1 Received annually for N Years
- Appendix 4: Compound Value of ₹ 1
- Appendix 5: Presentation of Financial Statements

University Question Papers





Problems and Solutions in Cost Accounting

Dr. S.N. Maheshwari

About the book

The 20th Revised and enlarged edition covers all the course content requirements of B.Com., BBA, MBA, ICWA (Inter) and other professional examinations.

Salient Features

- The Suggested Solutions to Problems set at latest different University and Professional Examinations up-to-date are included.
- The Examination-oriented approach of the book has been further sharpened.
- Lucid Presentation, Simplicity of style.
- Detailed working Notes.

Contents

- Basic Concepts
- Cost Sheet
- Direct Materials
- Direct Labour
- Overheads
- Activity Based Costing
- Single Output or Unit Costing
- Job and Batch Costing
- Contract Costing
- Process Costing
- Operating Costing
- Cost Control Accounts
- Reconciliation of Cost and Financial Accounts
- Integral Accounts
- Budgetary Control
- Standard Costing
- Marginal Costing and Break-even Analysis
- Decisions Involving Alternative Choices
- Recent Examination Problems.



Identify your problems but give your power and energy to solutions.

Tony Robbins



Financial Accounting

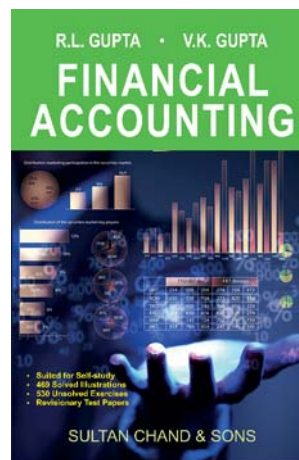
Dr. R.L. Gupta • Dr. V.K. Gupta

About the Book

The book has been designed for the students of B.Com. I and II semester of the University of Madras.

Salient Features

- The book is for B.A. Corporate Secretaryship and B.Com. of all Indian Universities.
- All illustrations (496) in the chapters have been given with suitable detailed notes on them.
- Unsolved exercises (530) have been provided with proper hints.
- Answers to all problems have been given in detail.
- Objective type questions have been given in all chapters.



Contents

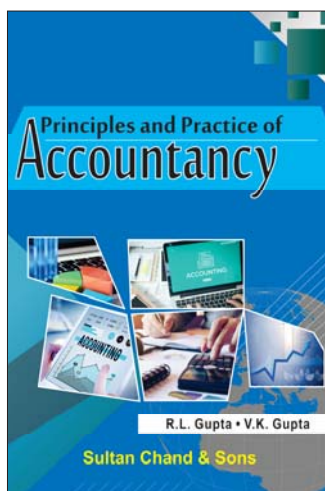
- Accounting : Introduction
- Accounting Concepts and Conventions
- Basic Accounting Process (Five Units)
- Capital and Revenue Items and Final Accounts
- Rectification of Errors
- Bank Reconciliation Statement
- Depreciation Accounting
- Provisions and Reserves
- Branch Accounts
- Departmental Accounting
- Single Entry System
- Receipts & Payments Accounts & Income & Expenditure Account
- Fire Insurance Claims
- Hire-Purchase Accounts
- Instalment-Purchase Accounts
- Partnership Account: Introduction
- Partnership Account: Admission
- Partnership Account: Retirement or Death of a Partner
- Partnership Account: Dissolution
- Partnership Account: Piecemeal Distribution
- Partnership Account: Amalgamation and Sale of Firms
- Revisionary Test Papers
- Short - Answer Theory Questions
- Short - Problems
- Scanner



*Finance without strategy is just numbers,
and strategy without finance is just dreaming.*

E. Faber





Principles and Practice of Accountancy

Dr. R.L. Gupta • Dr. V.K. Gupta

About the Book

"Principles and Practice of Accountancy" is designed to meet the needs of students of B.Com. Course without Accountancy background. The book in its new form is very completely revised and enlarged. This has become possible due to the encouraging response of the students and teachers of the previous editions.

Salient Features

- Each chapter has been designed and organized in a uniform manner, viz., objectives of the chapter, chapter scheme, short comprehensive illustrations, summary, objective type questions, theory questions, unsolved short and long answer questions.
- Difficult concepts have been explained in a simple manner.
- Modern developments in the field of accounting have been duly incorporated at relevant places.

Contents

Part I: Basic of Financial Accounting

- Introduction
- Accounting Concepts and Conventions
- Indian Accounting Standards
- Accounting Policies and their Disclosure I

Part II: Basic Accounting Process

- Accounting Equation
- Double Entry System (Rules of Debit and Credit, Journal & Ledger)
- Cash Book: Recording of Cash Transaction
- Subsidiary Books (Special Journal): Recording of Non-Cash Transactions
- Bank Reconciliation Statement (BRS)
- Trial Balance & Rectification of Errors
- Capital and Revenue, Final Accounts of Trading Concern
- Depreciation, Reserves & Provisions
- Accounts of Non Trading Concerns

Part III: Accounting for Special Transactions

- Consignment
- Joint Ventures
- Inventory Valuations
- Self Balancing and Sectional Balancing
- Single Entry System
- Average Due Date & Account Current
- Bill of Exchange (Negotiable Instruments)

Part IV: Partnership Accounts

- Introduction, Past Adjustment and Guarantee
- Admission of a Partner
- Retirement of Death of a Partner

- Dissolution Accounting – I
- Dissolution Accounting – II (Sale of Firms)
- Partnership Account – Amalgamation of Firms

Part V: Special Accounting Problems

- Hire Purchase Account
- Installment Purchase Account
- Lease accounting
- Royalty Accounts
- Branch Accounts
- Departmental Accounts
- Voyage Accounts
- Containers and Packages Accounts
- Insolvency Accounts
- Investment Accounts

Part VI: Company Accounts

- Introduction of Company Accounts
- Preparation of Financial Statement
- Share Capital (Issue, Forfeiture and Re-issue of Forfeited Shares)
- Debentures

Part VII: Financial Statement Analysis

- Financial Statement Analysis
- Funds Flow Statement
- Cash Flow Statement
- Ratio Analysis

Part VIII: Solved Question Papers

- Solved University Question Papers
- University of Delhi, B.Com. (2018) Question Paper

Advanced Accountancy – Vol. I

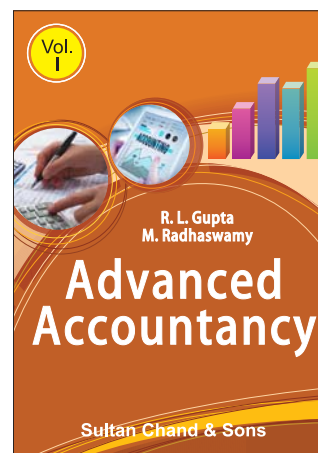
Dr. R.L. Gupta • Dr. M. Radhaswamy

About the Book

The book has been designed to meet the requirements of students preparing for advanced accounting for B.Com. and M.Com. University examinations as well as examinations conducted by various professional bodies.

Salient Features

- Chief change in the latest edition is that it includes new classification of enterprises into three levels namely Level I, Level II and Level III enterprises and differential applicability of Accounting Standards to them.
- The theoretical discussion throughout the text has been restructured and updated so that the reader gets an insight into the logic behind the Accounting Methods and Procedures and the discussion is easily comprehended.
- All the problems have been carefully graded and explanatory notes are given to widen the reader's horizon.
- Extensive Assignment Material has been provided at the end of the book to give ample practice to the readers.



Contents

Section I

- Financial Accounting & Financial Statements
- Accounting Principles
- Double Entry Book-keeping–Transaction Analysis
- Income Measurement
- Balance Sheet
- Review of Accounting cycle: Recording, Posting and Preparation of Trial Balance
- Review of Accounting cycle: Final Accounts
- Final Accounts – Advanced
- Rectification of Errors
- Bank Reconciliation Statement
- Inventory Valuation
- Bills of Exchange
- Capital and Revenue – Expenditure and Receipts
- Accounting of Non-Trading Concerns
- Manufacturing Accounts and Cost Statements
- Consignment Accounts
- Joint Ventures
- Accounting for Goods sent on "Sale or Return" Basis
- Mathematics of Accounting
- Average Due Date and Account Current
- Self-Balancing and Sectional Balancing Systems.

Section II

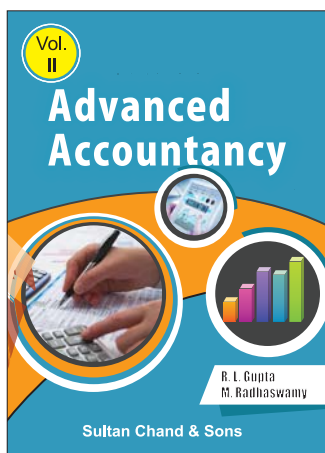
- Economic and Accounting Concept of Income
- Depreciation Accounting

- Accounting for Packages or Containers
- Farm Accounts
- Contract Accounts
- Investment Accounts
- Insurance Claims
- Insolvency Accounting
- Departmental Accounting
- Branch Accounting
- Royalty Accounts
- Hire-Purchase and Instalment Purchase System
- Computers and Accounting
- Single Entry System
- Miscellaneous Accounts
- Foreign Branches
- Lease Accounting
- Accounting Standards.

Section III

- Partnership Accounts – Past Adjustments & Guarantee
- Partnership Accounts – Admission of a Partner
- Partnership Accounts – Retirement or Death of a Partner
- Dissolution Accounting – I
- Dissolution Accounting – II-Sale to a Company
- Partnership Accounts – Amalgamation of Firms

Assignment Material (Section I, Section II & Section III)



Advanced Accountancy – Vol. II

Dr. R.L. Gupta • Dr. M. Radhaswamy

About the Book

The 17th edition of the book contains revised chapter on Company Financial Statements. The book contains lucid explanation regarding latest legal and accounting aspects of:

- SEBI Guidelines on Public Issues and Procedure for Allotment
- Accounting of Electricity Companies.

Special Features

- It attempts to meet the varied requirements at different levels and yet it is a unified whole and the discussion flows logically from one chapter to the next.
- In all chapters after starting with the explanation of elementaries of a topic, the complexities of the advanced problems have been explained and solved in a lucid manner.
- At many places explanatory notes and alternative solutions have been given to widen the reader's horizon.
- All problems have been carefully graded and very difficult ones marked with asterisk.

Contents

Section IV

- Company Accounts – Share Capital
- Company Accounts – Redeemable Preference Shares
- Debentures – Issue and Redemption
- Company Accounts – Acquisition of Business
- Final Statements: Valuation of Goodwill and Shares
- Amalgamation
- Absorption and External Reconstruction
- Alteration of share capital and internal reconstruction
- Liquidation
- Corporate Financial Reporting
- Consolidated Financial Statements.

Section V

- Bank Accounts
- Insurance Company Accounts
- Accounts of Electricity Companies

Section VI

- Nature of Financial Statement
- Analysing and Interpreting Financial Statements
- Fund Flow Statement
- Cash Flow Statement

Section VII

- Human Resource Accounting
- Inflation Accounting
- Value Added Statement
- Corporate Social Reporting
- Segment Reporting
- Valuation of Business

Assignment Material

Question Papers



*Intelligence plus character –
that is the goal of true education.*

Martin Luther King Jr.



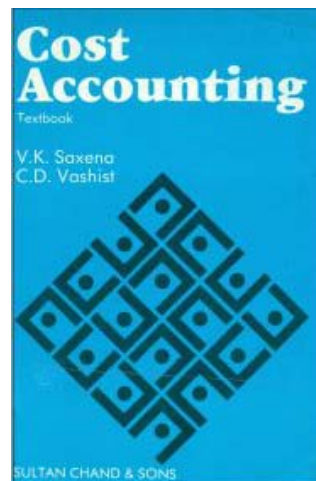
Cost Accounting

Textbook

Dr. V.K. Saxena • Dr. C.D. Vashist

About the Book

The 7th enlarged edition includes recent 143 problems in appendix C to make this book exhaustive from the examination point of view. Out of this, 58 problems are from P.E. II and ICWA Inter Stage I and 85 hand-picked problems are from ICWA Inter. Stage II and other examinations. Selected problems from ICWA Inter. Stage II and other examinations up to November/December, 2004 relating to Marginal Costing, Short-term Decision Making, Budgetary Control and Standard Costing – Variance Analysis have been included.



Salient Features

- This is a "TWO-IN-ONE" book covering both theory and problems giving due examination-oriented weightage.
- Key examination points at the end of each chapter summarise the focal issues from different examinations.
- Each Chapter contains a table showing category-wise break-up of typical examples from various examinations.
- Each chapter starts with a statement of learning objectives, which the students should constantly keep in mind
- Presentation of subject material has been supplemented everywhere, by visual aids in the form of diagrams and exhibits.
- Relevant extracts from management accounting: official terminology issued by the Chartered Institute of Management Accountants (CIMA) have been included as Appendix 'A' in this book.

Contents

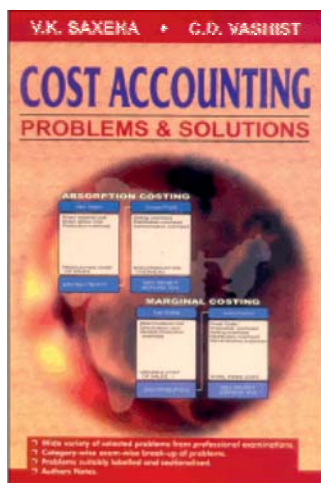
- | | |
|--|---|
| • Overview of Cost Accounting Concepts Practices | • Joint Products & By products |
| • Materials | • Marginal Costing & Cost-Volume Profit Analysing |
| • Labour | • Short-term Decision Making |
| • Overheads | • Budgetary Control |
| • Cost Book-keeping | • Standard Costing |
| • Reconciliation | • Uniform Costing |
| • Job Costing and Batch Costing | • Miscellaneous Topics |
| • Single or Output Costing | Appendix A |
| • Contract Costing | Appendix B |
| • Process Costing | Appendix C |
| • Service Costing | |



There are no secrets to success. It is the result of preparation, hard work and learning from failure.

Colin Powell





Cost Accounting

Problems & Solutions

Dr. V.K. Saxena • Dr. C.D. Vashist

About the Book

The 11th edition of the book, 'Cost Accounting – Problems and Solutions' is popular in students at both graduation as well as professional level. The book is primarily for students preparing for 'Cost and Management Accounting' examinations of the following professional accountancy bodies such as Institute of Chartered Accounts of India, Institute of Cost and works Accounts of India, Chartered Institute of management Accountants, London, Institute of Company Secretaries & Other Management Institutes and Professional Bodies.

Salient Features

- This book is mainly meant for students appearing in the intermediate examinations of CA, ICMA & CS besides being very useful to students appearing for academic examinations such as M.Com, MBA and B.Com.
- This book is quite handy to teachers as well as to students and as such it will serve as a class-room manual.
- It contains a detailed trend analysis of the past examination papers. This will help the students in passing the professional examination in first attempt.
- All the problems have been suitably sectionalized and properly labelled.
- The problems have been solved in a non-conventional manner.
- Special treatment has been given to the key chapters such as overheads, process costing, marginal costing and CVP analysis, budgetary control and variance analysis.
- This is most comprehensive and compact book with affordable price for students.

Contents

- | | |
|---|--|
| • Materials | • Service Costing |
| • Labour | • Joint Product and By-Products |
| • Overheads | • Marginal Costing and Cost-Volume-Profit Analysis |
| • Cost Book-Keeping | • Short-Term Decision Making |
| • Reconciliation of Cost and Financial Accounts | • Budgetary Control |
| • Job Costing and Contract Costing | • Standard Costing – Variance Analysis |
| • Single or Output Costing | Appendix A – Problems from Recent Examinations |
| • Contract Costing | Appendix B – Preparing for Professional Examinations |
| • Process Costing | |



*Develop a passion for learning. If you do,
you will never cease to grow.*

Anthony J. D'Angelo



Advanced Cost and Management Accounting *Textbook*

Dr. V.K. Saxena • Dr. C.D. Vashist

About the book

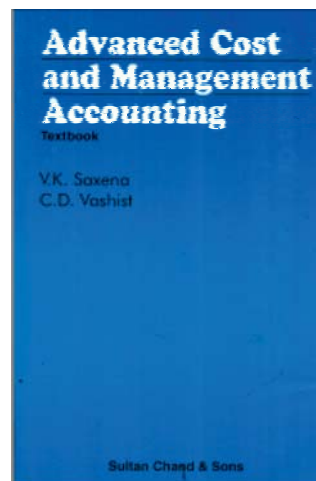
The book has been revised based on the syllabi of the Cost and Management Accounting paper of all Professional bodies. The revised book includes new chapters – Short-Term Decision-Making, Inflation Accounting, Human Resource Accounting and Mathematical/Statistical Applications to Managerial Problems.

Salient Features

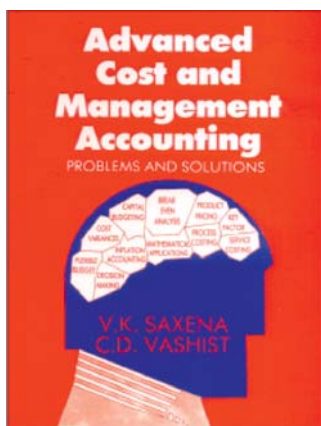
- This book is suitable for I.C.W.A. (Final), C.I.M.A. (London), M.Com. Examinations.
- Compact and comprehensive textbook at affordable price.
- Special emphasis has been laid on the latest topics, like relevant cost and decision-making, C.V.P. analysis under situation of uncertainty, learning curve, probability applications, inflation accounting and other mathematical applications to managerial problems.
- The presentation of subject-material, by use of numerous charts and diagrams, will create proper image of concepts and their relationships in the minds of readers.
- Contains solved examples including typical examples from CIMA, London Examinations.

Contents

- | | |
|--|--|
| • Overview of Cost Accounting Concepts and Practices | • Uniform Costing and Inter-Firm Comparison |
| • Materials | • Use of Costs in Pricing Decisions |
| • Labour | • Miscellaneous Topics |
| • Overheads | • Inflation Accounting |
| • Cost Book – Keeping | • Human Resource Accounting |
| • Job Costing, Unit Costing and Contract Costing | • Mathematical/Statistical Applications to Managerial Problems |
| • Process Costing | • Capital Budgeting and Return on Investment |
| • Service Costing | • Activity-based Costing and Activity-based Management |
| • Joint Product and By – Products | • Emerging Concept in Management Accounting |
| • Marginal Costing and Cost-Volume-Profit Analysis | • Inventory Management |
| • Short-Term Decision Making | |
| • Budgetary Control | Appendices |
| • Standard Costing | Index |



Today a reader, tomorrow a leader.



Advanced Cost and Management Accounting

Problems & Solutions

Dr. V.K. Saxena • Dr. C.D. Vashist

About the Book

The book meets the requirements of students for the paper "Management Accounting – Decision Making" of the final examination of the Institute of Cost and Works Accountants of India, the Paper "Cost Management" of the final examinations of the Institute of Chartered Accountants of India and the paper: Advanced Cost Accounting" for Post – Graduate Commerce and Management Courses of all Indian Universities and other Management Institute and Professional Bodies.

Salient Features

- It contains 1,070 latest well-graded problems selected from professional examinations up-to-date.
- Special treatment has been given to decision-making problems relating to CVP analysis under situation of uncertainty, learning curve, probability applications, inflation accounting, capital budgeting, pricing, Relevant cost analysis, Opportunity cost, Differential cost, Cost indifference point and other matters relating to decision-making.
- At the end of each chapter, authors' special notes have been given. This will help the students to solve intricate problems.
- It contains 154 problems from CIMA (London).
- All the problems have been properly sectionalized and suitably grouped.

Contents

- | | |
|--|--|
| • Material | • Pricing Decisions |
| • Labour | • Inflation Accounting |
| • Overheads | • Mathematical/Statistical Applications to Managerial Problems |
| • Cost Book-keeping | • Capital Budgeting |
| • Unit Costing, Job Costing & Contract Costing | Multiple Choice Questions |
| • Process Costing | Appendix A – Chapter-wise Problems from Recent Examinations |
| • Service Costing | Appendix B – Preparing for PEE |
| • Joint Product and By-product | Tables |
| • Marginal Costing & CVP Analysis | |
| • Short-term Decision-making | |
| • Budgetary Control | |
| • Standard Costing – Variance Analysis | |

Goods and Services Tax with Customs Law

Knowledge Testers – Theory & Practice

FCA Vineet Gupta • Dr. N.K. Gupta

About the Book

This book has been designed for all professional examinations and will be used both as study notes as well as reference book. It will be a good guide for GST practitioners and professionals. All theoretical and Practical aspects of GST and Customs Law are covered in the book. Every unit of this book contains detailed practical and theoretical study about GST and Customs Laws in India.

Salient Features

- Legal provisions simplified for ease of understanding.
- MCQs included.
- Knowledge testers both theory & practical for better understanding.
- Latest amendments incorporated.

Contents

Unit I: Introduction

- Constitutional Framework of Indirect Taxes before GST (Taxation Powers of Union and State Government)
- Concept of VAT
- Major Defects in the Structure of Indirect Tax Prior to GST
- Rationale for GST
- Structure of GST
- Registration

Unit II: Levy and Collection of GST

- Taxable Event Supply of Good & Service Tax
- Place of Supply
- Time of Supply
- Value of Supply
- Exemption from GST
- Classification of Goods or Services

Unit III: Input Tax Credit

- Eligible and Ineligible Input Tax Credit
- Apportionment of Credit and Blocked Credits
- Recovery of Excess Tax Credit
- Availability of Tax Credit in Special Circumstances
- Manner of Distribution of Credit By Input Service Distributor
- Payment of Taxes
- Refund

- Reverse Charge Mechanism
- Job Worker

Unit IV: Procedures

- Tax Invoice
- Returns
- Audit Under GST
- Assessment: Self-Assessment, Summary and Scrutiny

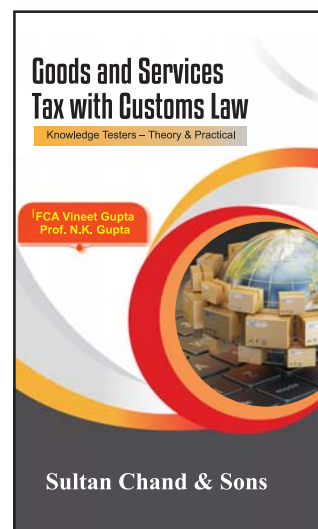
Unit V: Special Provisions

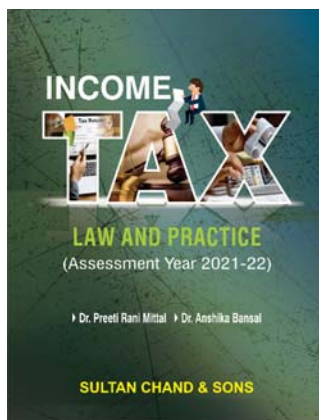
- Taxability of E-Commerce
- Anti-Profitteering Clause
- Avoidance of Dual Control
- E-way Bill
- Zero Rated Supply
- Offences and Penalties
- Appeal
- Basic Concepts

Unit VI: Customs Law

- Territorial Water of India
- High Seas
- Type of Customs Duty
- Valuation under Custom Act
- Baggage Rules and Exemptions

Examination Papers





Income Tax: Law and Practice

(Assessment Year 2021-22)

Dr. Preeti Rani Mittal • Dr. Anshika Bansal

About the Book

The 3rd Edition of Income Tax Law and Practice provides an overview of core concepts of Income Tax Law and Practice. The book is primarily intended for B.Com., B.Com. (Hons.), BBA, BCA, M.Com., MBA and CA (Intermediate) student. The book has been written to cater the needs of students appearing in such examination. We trust the book would meet the requirements of both teachers as well as students.

Salient Features

- All chapters thoroughly revised as per the Finance Act 2020.
- New topics has been inserted such as Alternative Tax Rates Slab for Individuals and HUF, Deemed Resident, Faceless Assessment, Taxability of dividend, Deduction in Respect of certain Inter-corporate Dividends and Certificate for Deduction at Lower Rate etc.
- Each chapter begins with an exordium, which aims to provide students with a preliminary understanding of that chapter.
- Each chapter contains complete explanation of the topic with suitable examples followed by graded illustrations and questions for practice.
- Develop familiarity with the analytical techniques helpful in computing tax liability of assessee.
- Effective tax planning and management.

Edition: 3rd, 2021; *Pages:* xxiv + 800; *Size:* 185 × 240 mm; *ISBN:* 978-81-954071-0-2 (TC 007); ₹ 550.00

Fundamentals of Income Tax

Problems and Solutions

Dr. Preeti Rani Mittal • Dr. Anshika Bansal

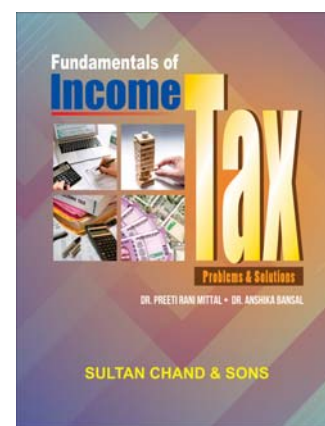
About the Book

This book is primarily intended for B.com, B.com (Hons.), BBA, BCA, M.com, M.B.A and CA(Intermediate)students. The book has been written to cater the needs of students appearing in such examination. This edition covers everything Students and Teachers need to decipher the changes proposed by the Finance Bill, 2020.

Salient Features

- Section-wise short commentary on changes made by the Finance Act, 2020.
- Amendments made by the Finance Act, 2021 are duly incorporated in silent features of the book and are appropriately highlighted.
- Analysis of all provisions of the Income-tax Act along with relevant Rules, Circulars and Notifications in point to point manner.
- Tabular Presentation of all key provisions of the Income-tax Act.
- Computation of Taxes on various slabs of Income along with new slab rates.

Edition: 1st, 2022; *Pages:* xvi + 332; *Size:* 185 × 240 mm; *ISBN:* 978-81-954071-1-8 (TC 1247); ₹ 295.00



Textbook of GST & Customs Law

Dr. V. Balachandran

About the Book

The book has been designed for the students pursuing B.Com., BBA, M.Com., MBA, Allied Business Courses. The latest development/recent trends in GST and Customs Law has been incorporated in the book.

Salient Features

- Efforts to cover the syllabi at all India level and is written in a simple and lucid style to be understood by a common man.
- Many illustrations, examples and explanations which make reading of the book interesting.
- The book comprises of two parts, namely, Part I – GST and Part II – Customs Law. The latest developments/recent trends in GST and Customs Law have been incorporated at appropriate places in the book.
- Incorporated and highlighted the changes in the Finance Act, 2020, pertaining to GST and Customs Act, 1962.
- At the end of every chapter adequate questions for Part A and Part B are given.
- Incorporated important figures/charts for easy recapitulation at the end of each chapter.
- Included MODEL Question paper series for the Faculty and Students community.
- Incorporated latest Decided Case Laws on GST and Customs Act, 1962.
- Incorporated Statutory Forms under GST and List of GST Rates on Goods and Services separately.
- Included details about syllabus, question pattern, conduct of examination to become a GST Practitioner.

Contents

Part I: Goods & Services Tax (GST)

- Basics of Indirect Taxes
- GST – Genesis and Developments
- GST Council
- Definitions Under CGST Act, 2017
- Legislative Frame Work and Levy of GST
- GST – Administration
- GST – Supply and Its Scope
- Time, Value and Place of Supply
- Registration Under GST
- Input Tax Credit
- Composition Scheme, Reverse Charge, E-commerce, E-invoicing and E-way Bill
- Tax Invoice, Credit and Debit Notes
- Returns, Payment of Tax and Refunds
- Accounts and Records
- Assessment and Audit
- Demand, Recovery and Advance Ruling
- Appeals and Revisions
- Offences and Penalties
- Integrated GST Act, 2017
- Union Territory GST Act, 2017
- GST Practitioner

Part II: Customs Act, 1962

- Customs Duty and Customs Officers
- Classification of Goods
- Prevention of Illegal Import and Export
- Levy, Collection and Assessment of Customs Duty
- Valuation of Goods and Exempted Goods
- Clearance of Goods Under Customs Law
- Baggage and Warehousing
- Customs Duty Drawback
- Search, Seizure, Arrest and Confiscation of Goods
- Offences and Penalties

Part III: Knowledge Refresher

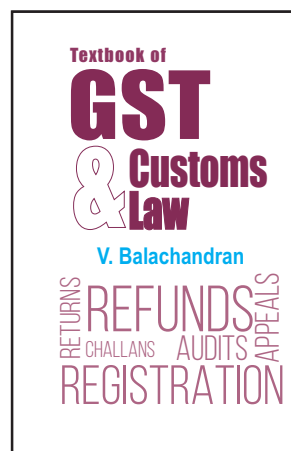
- Quiz on GST & Customs Law
- Practical Problems with Key
- Recapitulation
- Model Question Paper and Past Years Question Papers

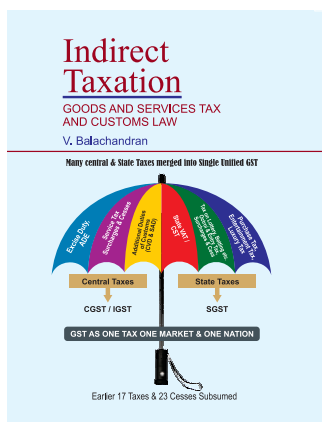
Part IV: Annexures

- Annexure I: GST – Revenue Generation
- Annexure II: Prescribed forms under the Customs Law
- Annexure III: Compensation to States and Highlights of 43 rd GST Council
- Annexure IV

References

Edition: 1st, 2021; Pages: xl + 384; Size: 160 × 240 mm; ISBN: 978-93-5161-195-0 (TC 027); ₹ 300.00





Indirect Taxation

Goods and Services Tax and Customs Law

Dr. V. Balachandran

About the Book

The Eighteenth revised edition of the book covers the syllabus of M.Com./MBA/CA/CS/CMA and all other undergraduate Business related courses completely. The present edition has discussed provisions and practical aspects of Central GST, State GST and integrated GST act in simple way.

Salient Features

- New concepts have been explained in a lucid manner.
- It is written in a simple language and the text is self-explanatory.
- Adequate questions have been incorporated at the end of every chapter including multiple choice questions.
- Tables and Diagrams are provided wherever necessary to illustrate the text.

Contents

Section A – Introduction

- Indirect Taxation

Section B – Goods and Services Tax

- Introduction to GST
- Framework of GST – Definitions
- Scope, Time and Value of Supply
- Input Tax Credit
- Registration
- Tax Invoice, Credit and Debit Notes
- Accounts and Records
- Returns
- Payment of Tax
- Refunds
- Assessment and Audit
- Inspection, Search, Seizure and Arrest
- Demands and Recovery
- Advance Ruling
- Appeals and Revision
- Offences and Penalties
- Integrated Goods and Services Tax Act, 2017 [IGST]
- Union Territory Goods and Services Tax Act, 2017
- Goods and Services Tax (Compensation to States) Act, 2017
- Practical Aspects under GST Law
- Tax Planning under GST

Section C – The Customs Act, 1962

- Finance Act, 2018 – Budgetary Changes in Customs Act, 1962
- Customs Duty Historical Background
- Levy and Collection of Customs Duty
- Prohibition on Importation and Exportation of Goods
- Special Provisions for Detection and Prevention of Illegal Import and Export
- Valuation of Goods Under Customs Act
- Exemption from Duty
- Refund of Customs Duty & Advance Ruling
- Clearance of Import Goods
- Clearance of Export Goods
- Warehousing
- Customs Duty Drawback
- Baggage, Postal Articles and Stores
- Search, Seizure Arrest and Confiscation of Goods
- Adjudication and Appeals
- Offences and Prosecutions

Section D – Tax Planning in Indirect Taxes

- Tax Planning in Indirect Taxes

Section E – Quiz and Practical Questions with Key

- QUIZ on GST and Customs Law
- Practical Problems & Key Under Customs Law
- Problems and Key Under GST Law

Business Economics

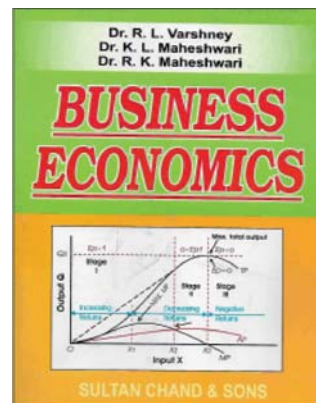
Dr. R.L. Varshney • Dr. K.L. Maheshwari • Dr. R.K. Maheshwari

About the Book

Business Economics is the book based on Guru Gobind Singh Indraprastha University, Delhi Curriculum prescribed for business undergraduates such as BBA, BBM, BBS and others.

Salient Features

- The first book on Business Economics based on Unit-wise structure of course contents to facilitate teaching, study and examination in Guru Govind Singh Indraprastha University, Delhi Business Economics Curriculum.
- Metrical Dimension of the Subject is also duly emphasized.
- A number of decision-making situations in the form of practical illustrations/solved practical problems and case study illustration have been included.
- A good number of Indian examples and experiences specially relevant for Indian Students have been incorporated.
- Numerous Tables, Diagrams and Charts Illustrate analysis of different concepts/principles and their applications.
- A large number of Practical Problems with Solutions, Objective Type Questions – Multiple choice type and True/False type and Review Questions at chapter end are given so as to provide ample material for class discussion, Home-work assignments and University Examinations.
- Plenty of solved numericals (non-calculus as well as involving elementary calculus) are given.
- A number of Cases for class discussion and home assignments are provided.
- A rich Question Bank follows comprising solved short answer questions and true / false and correct / incorrect type questions besides recent examination paper of GGSIP University Delhi.



Contents

Section I: Introduction to Business Economics and Fundamental Concepts

- Nature, Scope and Importance of Business Economics
- Fundamental Concepts in Business Economics

Section II: Economic Theories of Consumer Behaviour

- Utility Theory
- Indifference Curve Analysis
- Income and Substitution Effect

Section III: Demand Analysis

- Theory of Demand: Demand Determinants
- Demand Elasticities- Concepts and Measurement

Section IV: Demand Forecasting

- Demand Forecasting – General Considerations
- Demand Forecasting – Survey Methods
- Demand Forecasting – Statistical Methods

Section V: Theory of Production

- Production and Factors of Production

- Production Functions
- Economics and Diseconomies of Scale

Section VI: Cost Analysis

- Cost Concepts
- Short – run and long – run Cost Curves – Traditional and Modern Approaches

Section VII: Price Output Decisions

- Market Structure
- Perfect Competition and Price Output Decisions
- Monopoly and Price – Output Decisions
- Price Discrimination
- Monopolistic Competition and Price Output Decisions
- Oligopoly and Price Output Decisions
- Oligopoly – Classical Models
- Collusive Oligopoly – Cartels
- Price Leadership

Appendices



Concise Indian Economy

Dr. I.C. Dhingra

About the Book

The book is addressed to the students studying in undergraduate courses in economics at GGSIP University, Delhi, and similar other UG courses in economics at other state and private universities. It is a textbook on Indian Economy and hence the pedagogy of a standard text book.

Salient Features

- The overall presentation of the book reflects the use of state of art technology in layout and overall formatting. This develops a sense of seriousness and authenticity about the richness of subject matter both among the author and the publisher.
- As a student juggles through the pages of contents a spirit of confidence envelopes her or him. His sense of expectations and anticipations keeps rising.
- A lot of research has gone into selection of subject matter. A good textbook does not leave the burden of irrelevant and unnecessary reading material on him.
- The book has more than 1,400 highlighted items to facilitate quick revision.
- The book is well illustrated by nearly 57 tables & 127 figures.
- The book contain 106 very short questions, 80 short questions & 62 questions.
- Every topic discussed in the book passes the test of reasoning and logic.
- An exhaustive stock of information is available in Internet. We have been conscious of this fact all along! We have tried not to duplicate or replicate this effort.
- The language, style and presentation make the book student-friendly.

Contents

- | | |
|---|--|
| • Introduction to Working of an Economy | • Industrial Policy and New Economic Policy (Liberalisation, Privatisation, and Globalisation) |
| • Economic Growth and Development | • Large Scale Industries in India |
| • National Income: Trends and Composition | • Small Scale Industries in India |
| • Inequalities in Income Distribution | • Regional Disparities in India |
| • Era of Five Year Plans in India (1951-2017) | • Parallel Economy in India |
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| • Population in India | • Indian Financial Systems |
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