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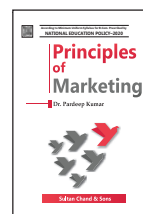
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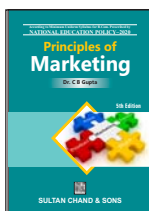
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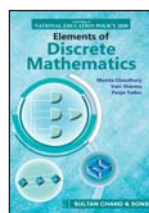
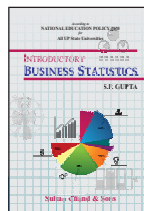
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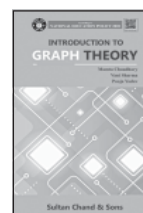
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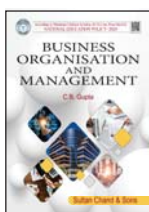
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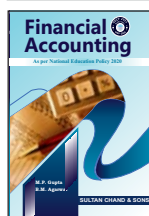
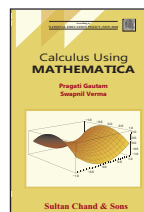
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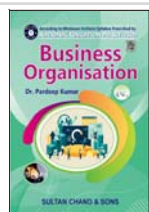
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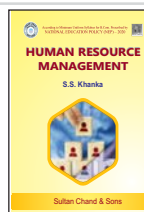
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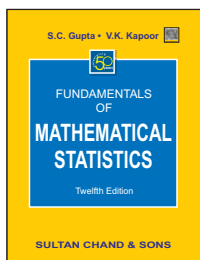
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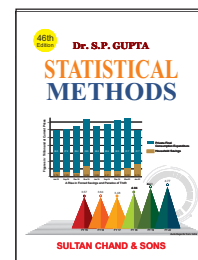
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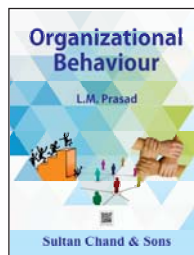
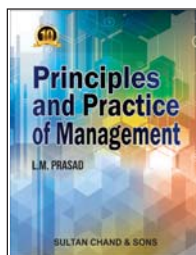
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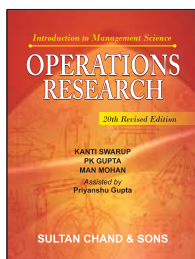
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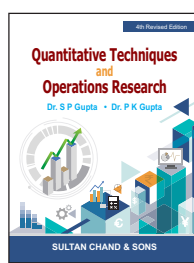
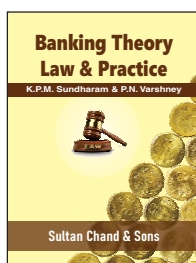
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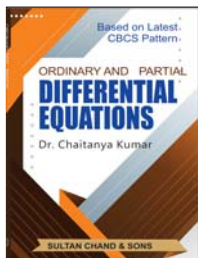


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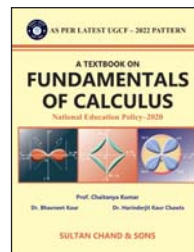
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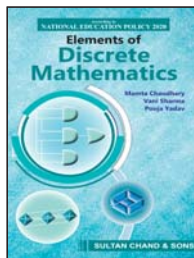
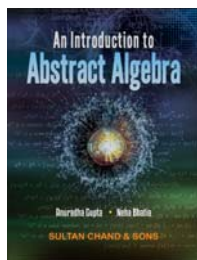
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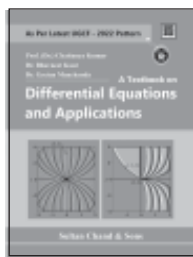
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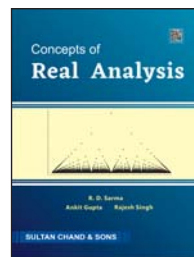
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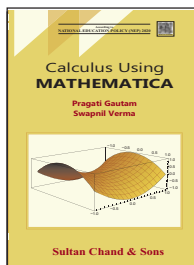
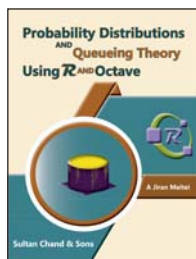
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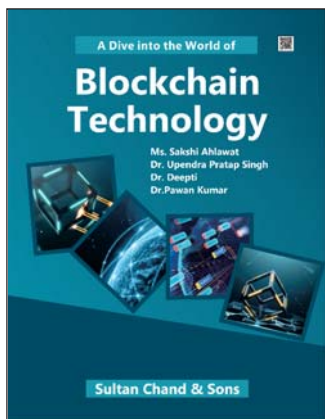
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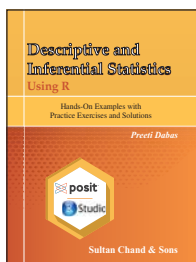
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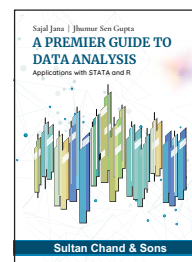
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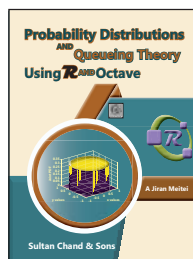
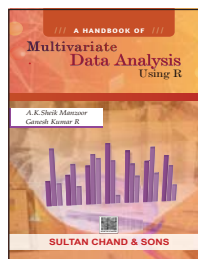
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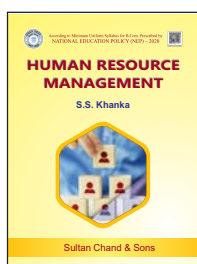
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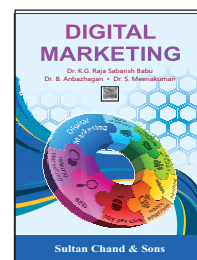
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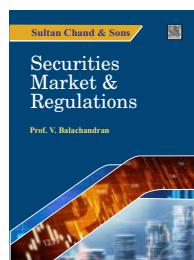
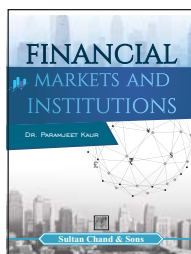
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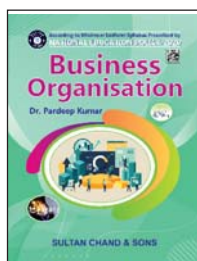
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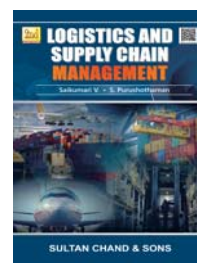
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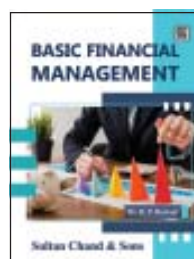
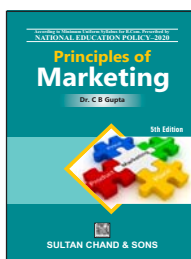
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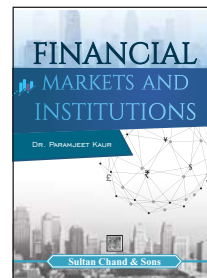
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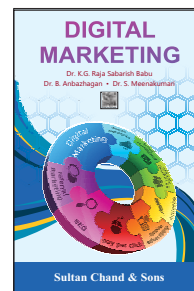
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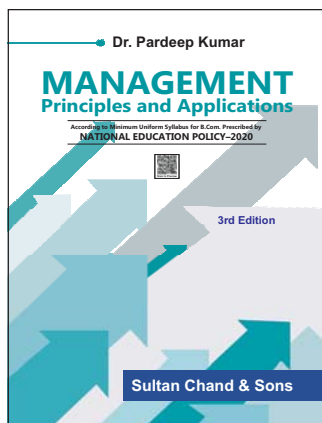
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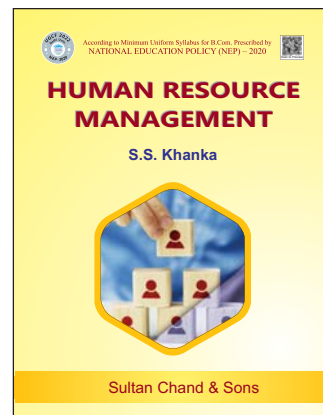
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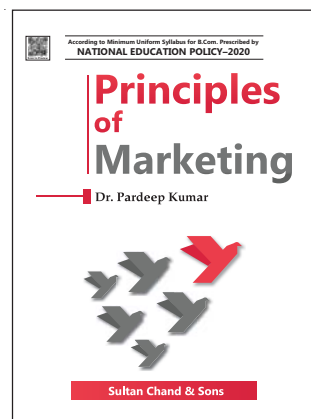
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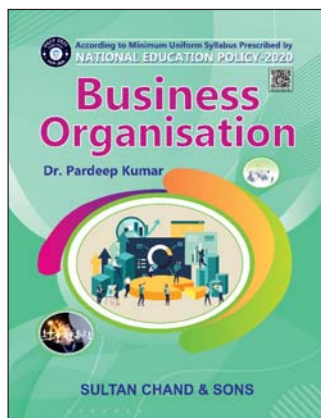
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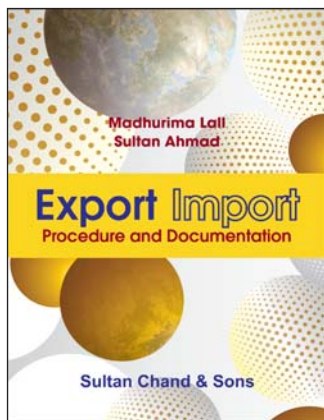
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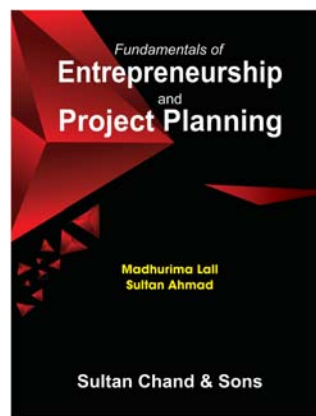
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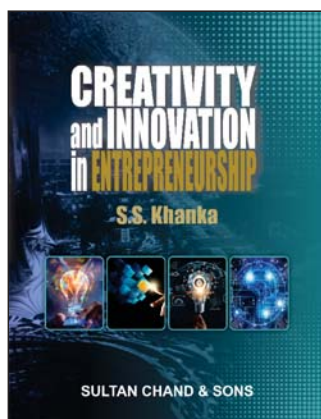
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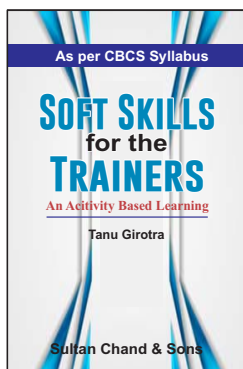
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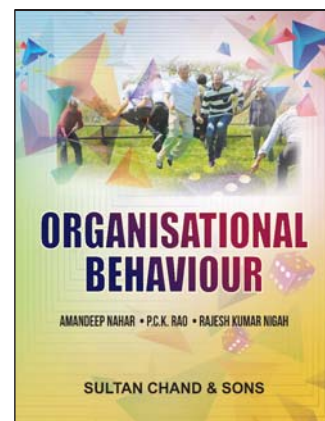
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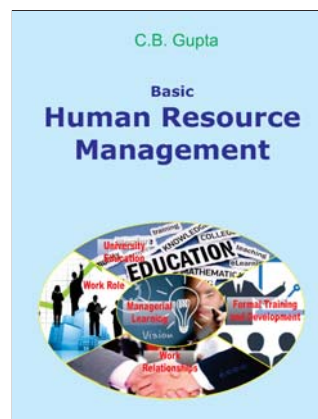
**Unit III: Training and Development** – Employee Training • Management Development Programmes • Career Planning and Development

**Unit IV: Performance, Employee Counselling and Job Changes** – Performance Appraisal • Employee Counselling • Job 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*



Edition: 4th, 2018

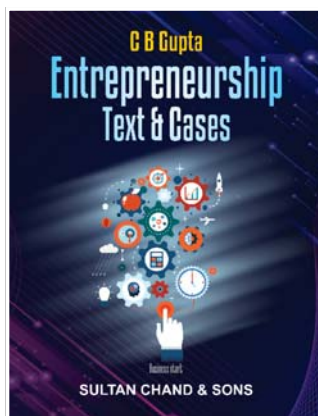
Pages: xvi + 312

ISBN: 978-93-5161-128-8 (TC 1216)

MRP: ₹ 195.00

## Entrepreneurship Text & Cases

C.B. Gupta



### Contents

**Unit I: Introduction** – Nature and Role of Entrepreneurship • Routes to 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  
*Bibliography*

Edition: 3rd, 2022

Pages: xxiv + 448

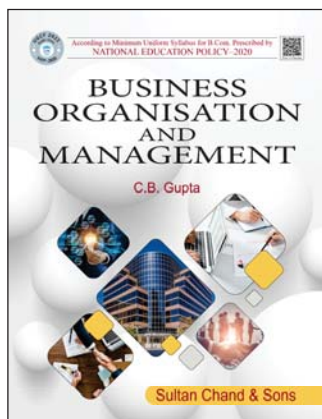
ISBN: 978-81-951043-3-8 (TC 1234)

MRP: ₹ 400.00

# Business Organisation and Management

According to National Education Policy 2020

C.B. Gupta



## 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 • Delegation, Centralisation and Decentralisation of Authority

**Unit IV: Directing and Controlling** – Motivation • Leadership • Communication • Controlling • Techniques of Control: Financial, Quality and Operating Controls

**Unit V: Indian Ethos and Contemporary Issues in Management** – Contemporary Issues in Management • Indian Ethos for Management • Salient Developments in Management

Edition: 18th, 2023

Pages: xvi + 304

ISBN: 978-93-91820-43-5 (TC 1179)

MRP: ₹ 395.00

# Principles of Marketing

According to National Education Policy 2020

Dr. C.B. Gupta

## Contents

**Unit I – Introduction to Marketing:** Nature, Importance and Scope of Marketing • Evolution of Marketing Philosophies • Service Marketing • Marketing Mix • Marketing Environment

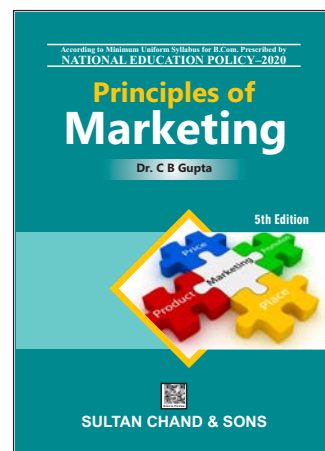
**Unit II – Consumer Behaviour and Market Selection:** Consumer Behaviour • Market Selection: Market Segmentation, Targeting and Product Positioning

**Unit III – Product Decisions & New Product Development:** Product Decisions • Branding, Packaging, Labelling and Product Support Service • New Product Development and Product Life Cycle

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**Unit V – Promotion Decisions & Developments in Marketing:** Promotion Decisions and Integrated Marketing Communication • Advertising and Personal Selling • Sales Promotion, Public Relations, Publicity and Direct Marketing • Sustainable Marketing and Relationship Marketing • Rural Marketing • Social Marketing and Digital Marketing

**Online Resource:** Question Bank • University Question Papers B.Com.



Edition: 5th, 2023

Pages: xviii + 414

ISBN: 978-93-91820-69-5 (TC 1191)

MRP: ₹ 395.00

## Essentials of Human Resource Management

C.B. Gupta

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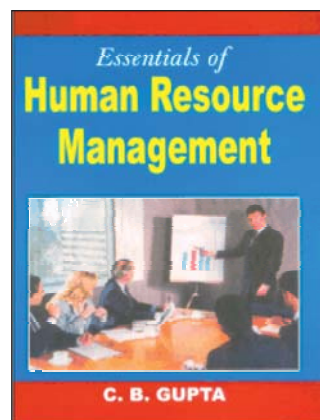
**Unit II: Procurement** – Concept and Process of Human Resource Planning • Concept of Job Analysis, Job Description and Job Specification • Nature and Sources of Recruitment • Nature and Process of Selection • Role of Tests and Interviews • Concepts of Induction and Socialisation • Unit at a Glance • 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

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Edition: 6th, 2018

Pages: xii + 188

ISBN: 978-93-5161-125-7 (TC 1150)

MRP: ₹ 140.00

## Basic Financial Management

Dr. R.P. Rustagi

### Contents

**Unit One – Financial Management – An Overview:** Financial Management – An Introduction • Time Value of Money.

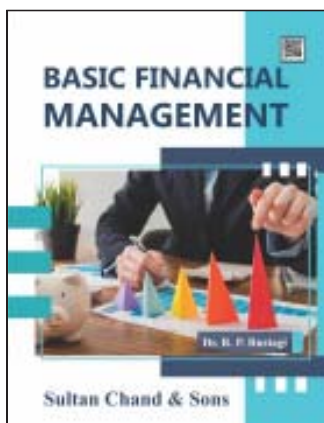
**Unit Two – Capital Budgeting Decisions:** Capital Budgeting – An Introduction • Capital Budgeting – Techniques of Evaluation.

**Unit Three – Cost of Capital and Financial Decisions:** Cost of Capital • Leverage Analysis • EBIT – EPS Analysis • Leverage, Cost of Capital and Value of the Firm • Factors of Capital Structure.

**Unit Four – Dividend Decision:** Dividend Decision and Valuation of the Firm • Dividend Policy : Determinants and Constraints.

**Unit Five – Working Capital Management:** Introduction to Working Capital • Working Capital : Estimation and Calculations • Management of Cash • Receivables Management • Inventory Management.

Appendix I • Appendix II.



Edition: 10th, 2023

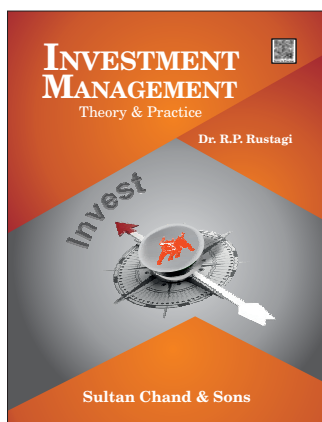
Pages: xvi + 440

ISBN: 978-93-91820-48-0 (TC 1151)

MRP: ₹ 450.00

## Investment Management Theory & Practice

Dr. R.P. Rustagi



### 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.

Edition: 12th, 2023

Pages: xx + 436

ISBN: 978-93-91820-40-4 (TC 1058)

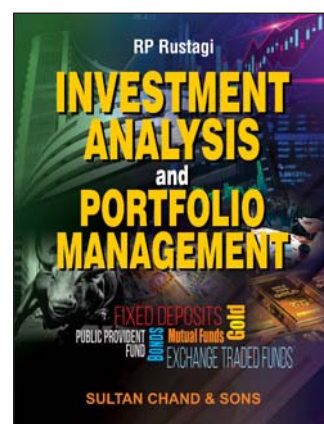
MRP: ₹ 495.00

## Investment Analysis and Portfolio Management

R.P. Rustagi

### 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** – Appendix I: Glossary • Appendix II: Bibliography • Appendix III: Compounded Value Tables, Present Value Tables and Standard Area Table.



Edition: 5th, 2022

Pages: xxxii + 880

ISBN: 978-93-5161-186-8 (TC 1116)

MRP: ₹ 695.00



## Business Environment (Madras Edition)

According to National Education Policy 2020

Dr. C.B. Gupta

### Contents

**Part I : An Overview of Business Environment** – Introduction to Business Environment  
• Environmental Analysis • Managing Diversity • Nature and Scope of Business

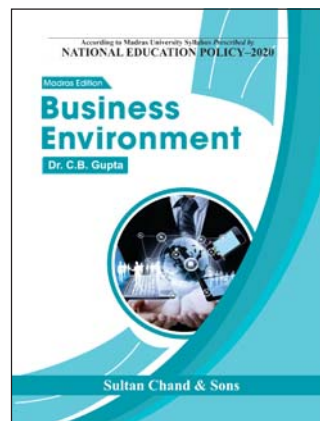
**Part II : Political and Legal Environment** – The Constitutional Environment • Functions and Role of the State • Legal Environment

**Part III : Social and Cultural Environment** – Demographic Environment • Culture and Business  
• Business and Society • Social Responsibilities of Business • Business Ethics and Values  
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**Part IV : Economic Environment** – Economic Systems • Economic Planning • Economic Parameters • Economic Policies

**Part V : Financial Environment** – Indian Financial Systems • The Reserve Bank of India (RBI) • Commercial Banking • Financial Institutions • Stock Exchange and SEBI

University Question Papers



Edition: 12th, 2022

Pages: xvi + 512

ISBN: 978-93-91820-42-8 (TC 1046)

MRP: ₹ 395.00

## Business Environment

Dr. C.B. Gupta

### 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 Roles of the State • Legal Environment.

**Unit III: Social and Cultural Environment** – Demographic Environment  
• Culture and Business • Business and Society • Social Responsibilities of Business • Business Ethics and Values • Corporate Governance.

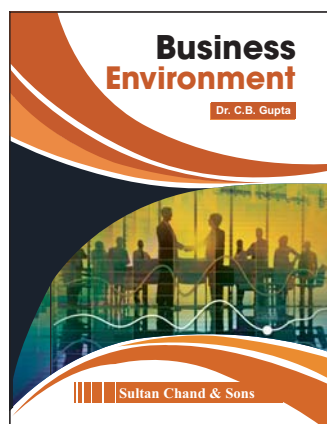
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**Unit V: Financial Environment** – Economic Systems • The Reserve Bank of India (RBI) • Commercial Banking • Financial Institutions • Stock Exchange and SEBI.

**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 and Labour Environment** – Public Enterprises and Privatisation • Small Scale and Cottage Industries • Industrial Sickness • Industrial Labour in India.



Edition: 12th, 2022

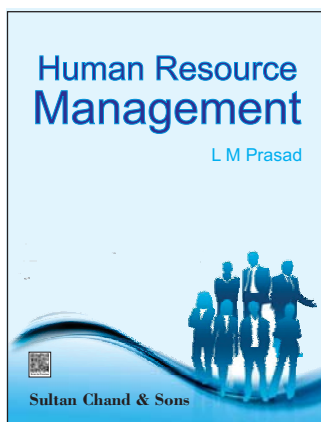
Pages: xxxii + 776

ISBN: 978-93-91820-37-4 (TC 1047)

MRP: ₹ 650.00

# Human Resource Management

L.M. Prasad



## 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 • Induction & Placement.

**Part III: Human Resource Development** – 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 • 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 • Organization Index • Subject Index.

*Edition:* 4th, 2017

*Pages:* xiv + 592

ISBN: 978-93-5161-111-0 (TC 858)

MRP: ₹ 500.00

# Securities Market & Regulations

Prof. V. Balachandran

## Contents

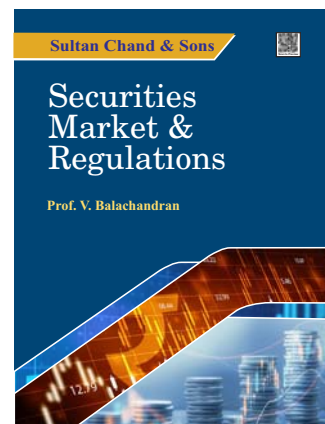
**Part I: Securities Market** – New Issues & Stock Exchange • Indian Financial System • Basics of Investing • Capital Market Instruments • Money Market • Primary Market/New Issues Market • Stock Exchanges – National and International

**Part II: Securities Market** – Regulatory Framework Mutual Fund • SEBI-Establishment, Structure, Composition Powers and Securities Appellate Tribunal • Regulation of Contracts in Securities • SEBI (Delisting of Equity Shares) Regulations, 2021 • Buy-Back of Securities • SEBI (Share Based Employee Benefits and Sweat Equity) Regulations, 2021

**Part III: Securities Market Intermediaries** – Regulatory Framework • Securities Market Intermediaries – Role and Responsibilities • Depository System • Derivatives • Insider Trading • Investor Protection – Role of SEBI and Ombudsman

**Part IV: Knowledge Refresher** – QUIZ on Securities Market • Model Question Paper • Past Years Question Papers of Universities • Past Years Question Papers of ICSI • Case Laws Relating to Securities Market and Regulations • Figures / Charts • Problems & Keys

**Part V: Annexures** – Annexure-I: List of Recognised Investor Associations in India • Annexure-II: Registered List of Depositories • Annexure-III: Registered List of Depository Participants • Annexure-IV: NISM Certification Examinations – An Overview



*Edition:* 1st, 2023

*Pages:* xxxii + 280

ISBN: 978-93-91820-39-8 (TC 1288)

MRP: ₹ 425.00

## Marketing Research Principles, Applications and Cases

Dr. D.D. Sharma

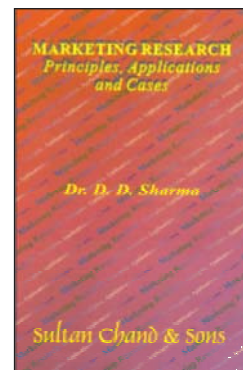
### Contents

**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.



Edition: 2nd, 1999

Pages: xxiv + 552

ISBN: 978-81-8054-685-3 (TC 224)

MRP: ₹ 325.00

## Personnel Management and Industrial Relations

P.C. Tripathi

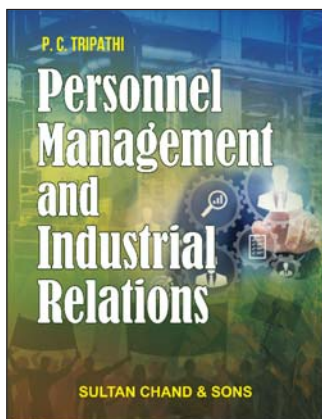
### Contents

- Introduction
- Future Personnel Manager
- Planning the Personnel Function
- Organising the Personnel Function
- Leadership
- Motivation
- Job Satisfaction and Morale
- Employee Communication
- Control and Audit
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- Career Planning, Promotion
- Change, Absenteeism & Turnover
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- Grievance
- Employee Discipline
- Trade Unions
- Collective Bargaining
- Industrial Relations and Industrial Disputes in India
- Worker Participation in Management
- Records and Research

*Test Yourself (Objective Type Questions)*

*Bibliography*

*Glossary.*



Edition: 21st, 2013

Pages: xx + 516

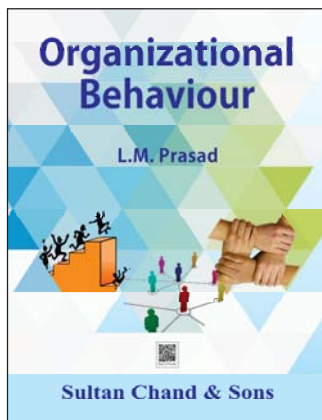
ISBN: 978-81-8054-844-4 (TC 234)

MRP: ₹ 450.00



## Organizational Behaviour

L.M. Prasad



### 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

Edition: 6th, 2019

Pages: xviii + 550

ISBN: 978-93-5161-146-2 (TC 211)

MRP: ₹ 550.00

## Essentials of Business Communication

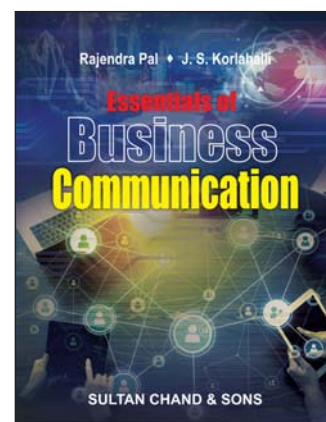
Rajendra Pal • J.S. Korlahalli

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- Business Correspondence
- Employment Related Communication
- Interdepartmental Communication
- Other Forms of Written Communication
- Precis Writing
- Electronic Communication
- Intercultural Communication
- Oral and Other Forms of Communication
- Essay Writing
- Essays in Outlines.

Appendix 1

Appendix 2



Edition: 13th, 2011

Pages: xvi + 848

ISBN: 978-81-8054-729-4 (TC 212)

MRP: ₹ 595.00

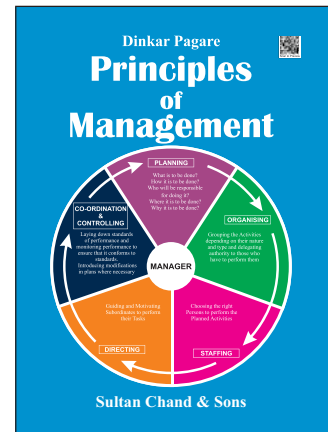
# Principles of Management

Dinkar Pagare

## Contents

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

Case Study • Review Questions



Edition: 6th, 2018

Pages: xx + 412

ISBN: 978-93-5161-120-2 (TC 199)

MRP: ₹ 350.00

# Principles and Practice of Management

L.M. Prasad

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**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.

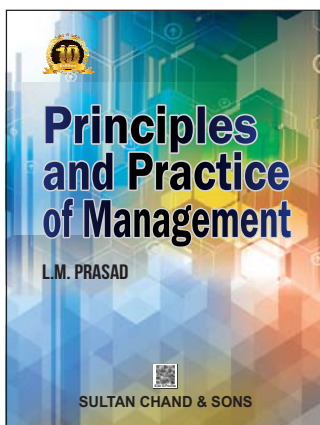
**Part IV: Staffing** – Fundamentals of Staffing • Employee Development and Performance Appraisal.

**Part V: Directing** – Fundamentals of Directing • Motivation • Leadership • Communication.

**Part VI: Controlling** – Fundamentals of Controlling • Control Techniques.

**Part VII: Management Practices** – Management Practices of Prominent Countries and Business Leaders.

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Edition: 10th, 2020

Pages: xvi + 536

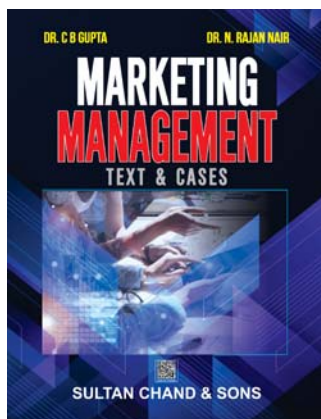
ISBN: 978-93-5161-181-3 (TC 209)

MRP: ₹ 550.00

## Marketing Management Text & Cases

Dr. C.B. Gupta • Dr. N. Rajan Nair

### 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.

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Edition: 19th, 2018

Pages: xvi + 584

ISBN: 978-93-5161-121-9 (TC 187)

MRP: ₹ 525.00

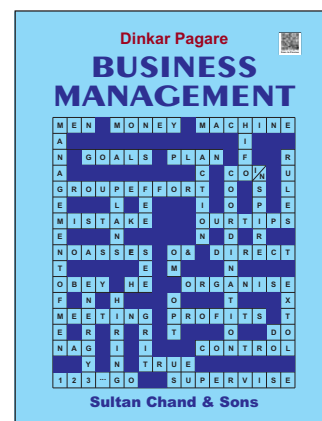
## Business Management

Dinkar Pagare

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

Case Study • Review Questions



Edition: 6th, 2018

Pages: xx + 412

ISBN: 978-93-5161-119-6 (TC 198)

MRP: ₹ 300.00

## Elements of Financial Management

Dr. S.N. Maheshwari

### Contents

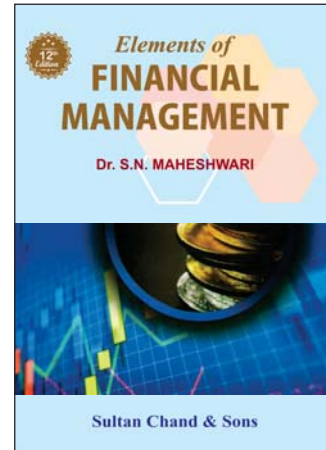
**Section A: Foundations of Finance** – Financial Management – Meaning and Scope • Concepts in Valuation • Valuation of Securities • Risk and Return.

**Section B: Funds Management** – Financial Planning – Meaning and Scope • Capital Structure • Sources of Finance • Leverages.

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**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 Factor of an annuity-CVAF ( $r\%$   $n$ ) of ₹ 1 • **Appendix V:** Table V – Factor for Compounded Value of an annuity i.e., CVAF ( $r\%$   $n$ ).



Edition: 12th, 2019

Pages: xx + 612

ISBN: 978-93-5161-154-7 (TC 181)

MRP: ₹ 350.00

## Marketing

Dr. N. Rajan Nair • Sanjith R. Nair

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**Part II: Marketing – A Micro Approach** – Marketing Management and Planning Process • Marketing Organisation • Marketing Research and MIS • Consumer Behaviour • The Product Mix • The Price Mix • The Promotion Mix-I: Sales Promotion and Advertising • The Promotion Mix-II: Personal Selling • The Physical Distribution Mix.

**Part III: Marketing – Specialities** – Marketing of Industrial Products • Marketing of Consumer Products • Marketing of Services • Marketing of Agricultural Products • Rural Marketing • Problems and Prospects

Question Papers.



Edition: 7th, 2010

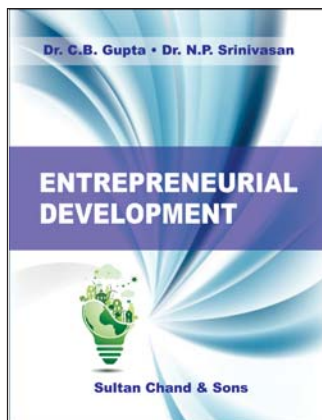
Pages: viii + 472

ISBN: 978-81-8054-577-1 (TC 185)

MRP: ₹ 295.00

## Entrepreneurial Development

Dr. C.B. Gupta • Dr. N.P. Srinivasan



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**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.

Edition: 2020

Pages: xxxii + 424

ISBN: 978-93-5161-132-5 (TC 174)

MRP: ₹ 350.00

## Entrepreneurship and Small Business Management

Dr. S.S. Khanka • Dr. C.B. Gupta

### Contents

**Part I: Entrepreneur and Entrepreneurship** – Women Entrepreneurship • Tourism Entrepreneurship • Rural Entrepreneurship • Social Entrepreneurship • Entrepreneurship Development Programmes (EDPs) • Entrepreneurial Motivation.

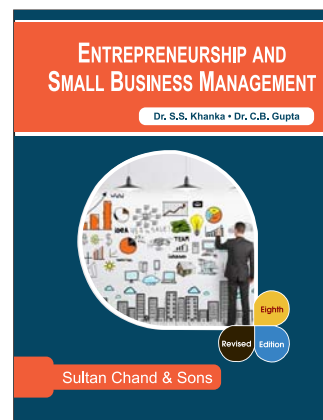
**Part II: Business: Its Nature and Scope** – Micro, Small and Medium Enterprises (MSMEs) • Establishing a Micro and Small Enterprise (Steps in Setting up a Business Venture) • Small Enterprises (MSMEs) in International Business • Family Business in India • Start-ups.

**Part III: Business Incubators, Accelerators and Angel Investors** – Forms of Ownership • Financing of Small Business • Lease Financing and Hire-Purchase • Management Process in Small Business • Working Capital Management • Purchasing and Inventory Management • Production and Operations Management • Issues in Small Business Marketing • Human Resource Management (HRM) • Profit Planning and Budgeting • Accounting for Small Business • Growth Strategies for Small Business Enterprises • Office Organization for Micro and Small Enterprises • Institutional Assistance to Small Enterprises • Policy Support to Micro and Small Enterprises • Legal Framework for Small Business.

*Bibliography*

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*Question Papers*



Edition: 8th, 2022

Pages: xxiv + 424

ISBN: 978-93-91820-20-6 (TC 176)

MRP: ₹ 350.00



## Human Resource Management (Text & Cases)

C.B. Gupta

### 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.

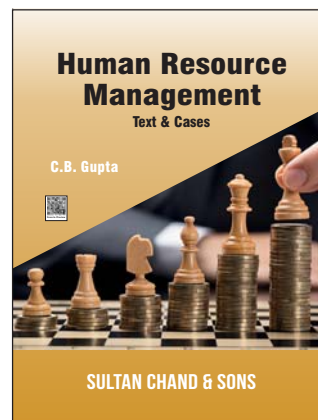
**Part V: Maintaining & Retaining Human Resources** – Job Changes – Transfers, Promotions and Separations • Absenteeism and Labour Turnover • Employee Health & Safety • Employee Welfare (Employee Benefits & Engagement) • Social Security • Work Environment • Discipline and Grievance.

**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:** Some Syllabi on HRM • Bibliography • Index.



Edition: 19th, 2018

Pages: xxiv + 840

ISBN: 978-93-5161-123-3 (TC 163)

MRP: ₹ 695.00

## Business Organisation and Management

C.B. Gupta

### 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.

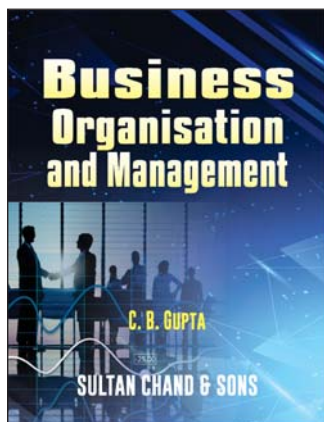
**Section IV: Financing the Business** – Financial Planning (Capitalisation and Capital Structure) • Source of Corporate Finance • Special Financial Institutions • Stock Exchange and SEBI.

**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.



Edition: 17th, 2019

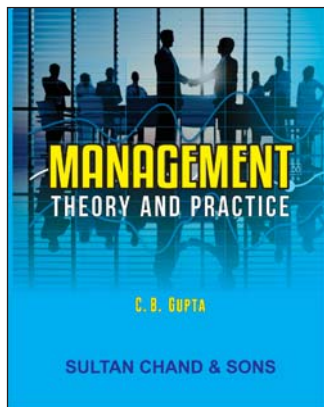
Pages: xxiv + 696

ISBN: 978-93-5161-136-3 (TC 169)

MRP: ₹ 495.00

## Management: Theory and Practice

C.B. Gupta



### Contents

**Part I: Introduction to Management** – Concept, 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 • Select Bibliography • Subject Index.*

Edition: 21st, 2022

Pages: xxxii + 896

ISBN: 978-93-5161-093-9 (TC 158)

MRP: ₹ 595.00

## Business Management

Dr. C.B. Gupta

### 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.*



Edition: 15th, 2018

Pages: xxxii + 568

ISBN: 978-93-5161-131-8 (TC 159)

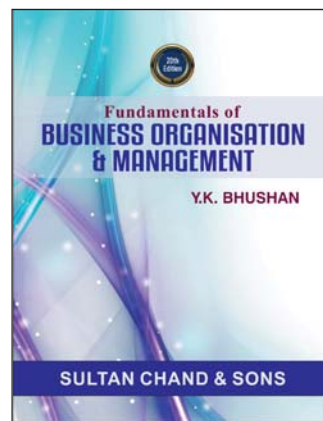
MRP: ₹ 495.00

## Fundamentals of Business Organisation & Management

Y.K. Bhushan

### Contents

- Part One: Business System
- Part Two: Ownership of Business Firms
- Part Three: Company Management
- Part Four: Principles of Management
- Part Five: Production Function of Management
- Part Six: Human Resource Personnel Function of Management
- Part Seven: Marketing Function of Management
- Part Eight: Financial Function of Management
- Part Nine: Business and its Environment
- Supplement



Edition: 20th, 2016

Pages: xvi + 1,040

ISBN: 978-93-5161-061-8 (TC 131)

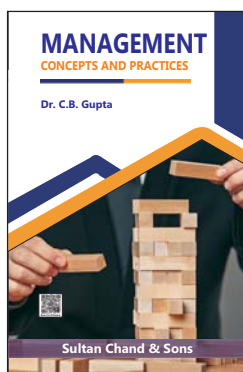
MRP: ₹ 600.00

## Management Concepts and Practices

Dr. C.B. Gupta

### 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 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.*



Edition: 14th, 2014

Pages: xvi + 480

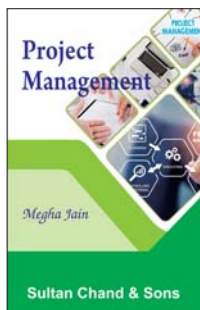
ISBN: 978-93-5161-025-0 (TC 157)

MRP: ₹ 350.00



## Project Management

Megha Jain



### 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

*Edition:* 1st, 2020

*Pages:* xvi + 272

ISBN: 978-93-5161-185-1 (TC 019)

MRP: ₹ 200.00

## Management Process and Organizational Behaviour

L.M. Prasad

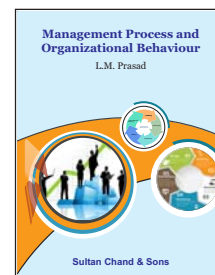
### Contents

**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*



*Edition:* 6th, 2019

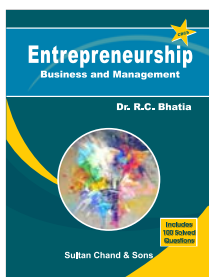
*Pages:* xii + 212

ISBN: 978-93-5161-150-9 (TC 984)

MRP: ₹ 150.00

## Entrepreneurship Business and Management

Dr. R.C. Bhatia



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

*Edition:* 1st, 2020

*Pages:* xxiv + 480

ISBN: 978-93-5161-172-1 (TC 008)

MRP: ₹ 350.00



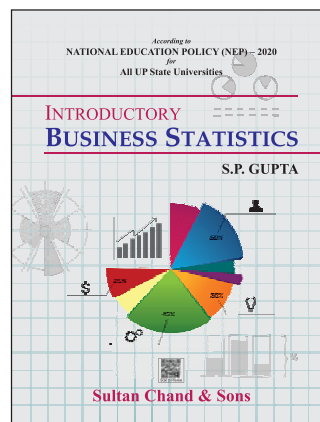
## Introductory Business Statistics

According to National Education Policy 2020

S.P. Gupta

### Contents

- Introduction
- Classification and Tabulation
- Diagrammatic and Graphic Presentation
- Measures of Central Tendency
- Measures of Variation
- Skewness, Moments and Kurtosis
- Correlation Analysis
- Regression Analysis
- Index Numbers
- Analysis of Time Series
- Appendix



Edition: 1st, 2023

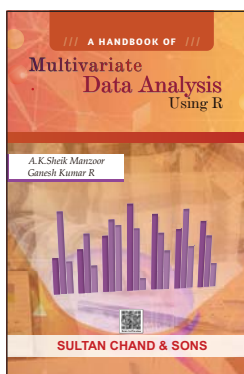
Pages: xiv + 472

ISBN: 978-93-91820-68-8 (TC 1296)

MRP: ₹ 395.00

## A Handbook of Multivariate Data Analysis Using R

A.K. Sheik Manzoor • Ganesh Kumar R



### Contents

- Introduction to Multivariate Data Analysis
- Assessing the Characteristics of Data
- Multiple Linear Regression
- Discriminant Analysis
- Logistic Regression
- MANOVA
- Conjoint Analysis
- Cluster Analysis
- Multidimensional Scaling
- Correspondence Analysis
- Exploratory Factor Analysis
- Confirmatory Factor Analysis
- Structural Equations Modelling.

Glossary

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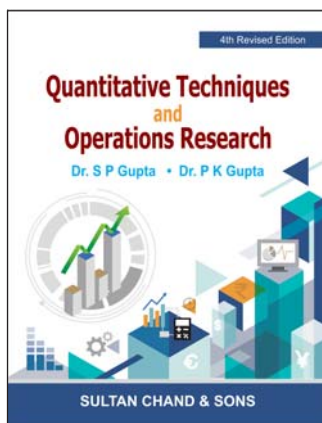
Pages: vi + 130

ISBN: 978-93-91820-84-8 (TC 1308)

MRP: ₹ 225.00

## Quantitative Techniques and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta



### 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 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  
• Transportation Problem • Assignment Problem • Operations Scheduling.

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Pages: xx + 596

ISBN: 978-93-5161-182-0 (TC 1017)

MRP: ₹ 495.00

## Business Statistics & Business Mathematics

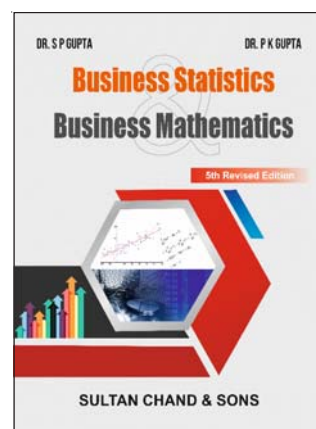
Dr. S.P. Gupta • Dr. P.K. Gupta

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**Part II: Business Mathematics** – Matrix Algebra • Function, Limits and Continuity  
• Differentiation and its Applications • Integration and its Applications • Mathematics of Finance.

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Edition: 5th, 2022

Pages: xxxii + 744

ISBN: 978-93-5161-143-1 (TC 1131)

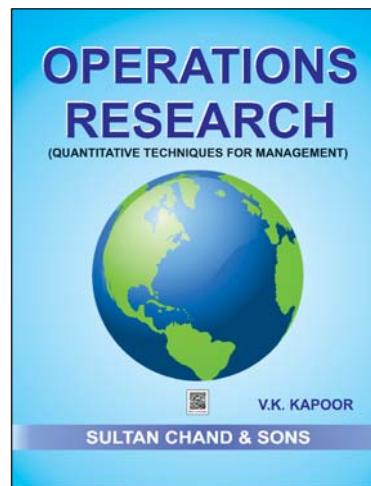
MRP: ₹ 650.00

## Operations Research (Quantitative Techniques for Management)

V.K. Kapoor

### Contents

- Operations Research
- Linear Programming – I: Problem Formulation and Solution by Graphical Method
- Linear Programming – II: Simplex Method
- Linear Programming – III: Duality and Sensitivity Analysis
- Transportation Problem
- Assignment Problem
- Sequencing Problem
- Replacement Theory
- Queuing Theory
- Decision Analysis
- Theory of Games
- Inventory Management
- Project Network Analysis: CPM/PERT
- Simulation
- Goal Integer and Dynamic Programming
- Markov Chains.



Edition: 9th, 2014

Pages: xvi + 624

ISBN: 978-93-5161-011-3 (TC 531)

MRP: ₹ 625.00

## Business Mathematics

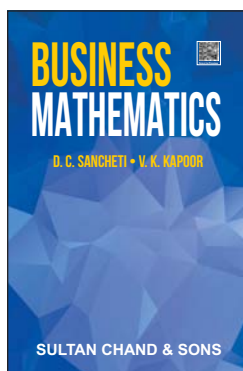
D.C. Sancheti • V.K. Kapoor

### Contents

Logical Statements and Truth Tables • Theory of Sets • Boolean Algebra • Real Number System • Groups, Ring and Field • Indices and Surds • Logarithms • Equations : Linear Quadratic, Cubic and Higher Order • Permutations and Combinations • Binomial Theorem • Mathematical Induction, Sequences 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.*



Edition: 11th, 2011

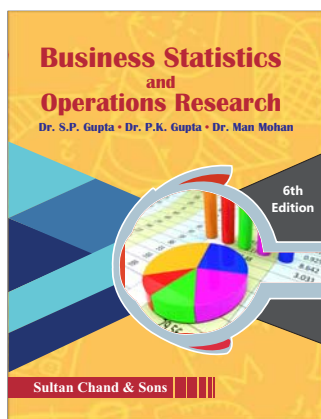
Pages: xvi + 1,184

ISBN: 978-81-8054-538-2 (TC 552)

MRP: ₹ 595.00

# Business Statistics and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta • Dr. Man Mohan



## Contents

**Business Statistics** – Introduction • Classification And Tabulation • Diagrammatic And Graphic Presentation • Measures of Central Tendency • Measures of Variation • Skewness, Moments and Kurtosis • Correlation Analysis • Regression Analysis • Index Numbers • Analysis of Time Series • Tests of Hypotheses • Chi-Square Test • Analysis of Variance • Statistical Quality Control.

## Appendix

**Operations Research** – Operations Research – An Overview • Linear Programming • Linear Programming Problem – Solution Methods • Duality in Linear Programming • Transportation Problem • Assignment Problem • Network Analysis – PERT/CPM.

Edition: 6th, 2022

Pages: xvi + 768

ISBN: 978-93-91820-35-0 (TC 508)

MRP: ₹ 595.00

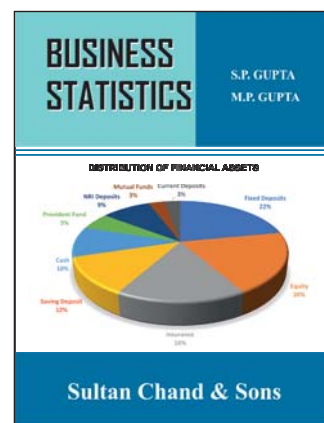
# Business Statistics

S.P. Gupta • M.P. Gupta

## Contents

- Business Statistics – What & Why
- Collection of Data
- Presentation of Data
- Measures of Central Tendency
- Measures of Variations
- Skewness, Moments and Kurtosis
- Correlation Analysis
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- Index Numbers: Concepts and Applications
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- 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.



Edition: 19th, 2017

Pages: xxiv + 800

ISBN: 978-93-5161-106-6 (TC 518)

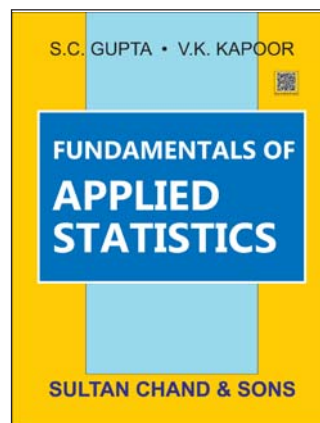
MRP: ₹ 595.00

## Fundamentals of Applied Statistics

S.C. Gupta • V.K. Kapoor

### Contents

- Statistical Quality Control
- Analysis of Time Series
- Index Number
- Demand Analysis
- Analysis of Variance
- Design of Experiments
- Design of Sample Surveys
- Statistics in Psychology and Education
- Vital Statistics.



Edition: 4th, 2007

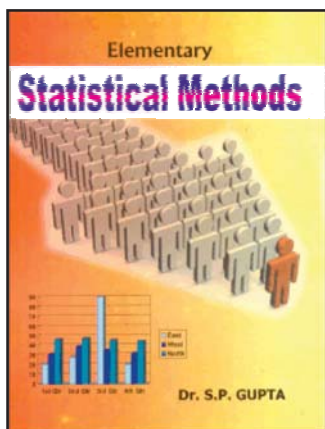
Pages: xvi + 712

ISBN: 978-81-8054-705-8 (TC 502)

MRP: ₹ 625.00

## Elementary Statistical Methods

Dr. S.P. Gupta



### Contents

- Introduction
- Classification and Tabulation
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- Measures of Variation
- Skewness, Moments and Kurtosis
- Correlation Analysis
- Regression Analysis
- Index Numbers
- Analysis of Time Series
- Probability Theory
- Small Sampling Theory
- Chi-Square Test
- Analysis of Variance
- Statistical Quality Control
- Interpolation and Extrapolation
- Interpretation of Data.

*Appendix.*

Edition: 19th, 2022

Pages: xxiv + 696

ISBN: 978-81-8054-596-2 (TC 504)

MRP: ₹ 595.00

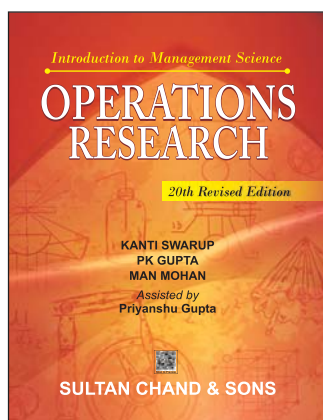


## Introduction to Management Science Operations Research

Kanti Swarup • P.K. Gupta • Man Mohan



Mathematical Sciences



### Contents

Operations Research – An Overview • Linear Programming • Solving Linear Programming Problems • Theory of Simplex Method • Duality in Linear Programming • Post – optimal Analysis • Transportation Problem • Assignment Problem • Other Methods of Solving Linear Programming Problems • Operations Scheduling • Integer Programming • Goal Programming • Scheduling Techniques • Resources Analysis in Project Management • Dynamic Programming • Network Routing Problems • Probability • Markov Analysis • Decision Theory • Queuing Theory • Replacement Decisions • Inventory Management – Deterministic • Inventory Management – Probabilistic • Simulation • Non-Linear Programming and Optimization • Solving Non-Linear Programming Problems • Geometric Programming • Information Theory • Investment Analysis and Break-even Analysis • Business Forecasting • Learning Curve Theory • Statistical Quality Control

*Some Case Problems • Appendices • Index.*

Edition: 20th, 2022

Pages: xxiv + 1,160

ISBN: 978-93-5161-183-7 (TC 525)

MRP: ₹ 795.00

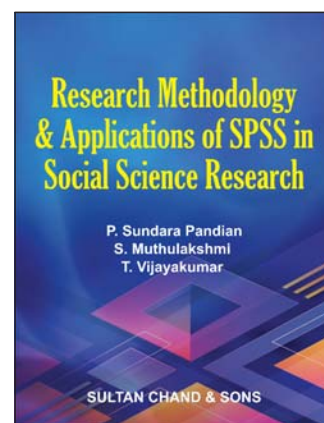
## Research Methodology & Applications of SPSS in Social Science Research

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

### Contents

Introduction to Research • Types to Research • Steps in Research Process • Identification of Research Problems • Review of Literature • Research Design • Methods of Data Collection • Hypothesis • Sampling Techniques • Introduction to Statistical Package for Social Sciences (SPSS) • Descriptive Statistics • Cronbach's Alpha Test • Parametric Test • One Sample T-test • Two-sample T-test or Independent Sample t-test • Paired Sample T-test • Analysis of Variance (ANOVA) • Two-way ANOVA • Factorial ANOVA • Multivariate Analysis of Variance (MANOVA) • Chi-square Test • Non-parametric Tests • Friedman's Test • Mann-whitney Test or U-test • Wilcoxon Signed Rank Test • Kruskal Wallis Test • Meaning of Correlation Analysis • Multiple Regression Analysis • Factor Analysis • Cluster Analysis • Multidimensional Scaling • Discriminant Analysis • Structural Equations Modelling • Interpretation and Report Preparation.

Bibliography



Edition: 1st, 2022

Pages: xxxvi + 324

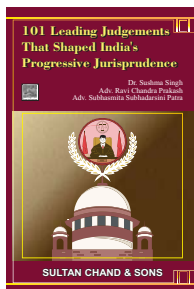
ISBN: 978-93-91820-18-3 (TC 1256)

MRP: ₹ 325.00

## 101 Leading Judgements That Shaped India's Progressive Jurisprudence



Dr. Sushma Singh • Adv. Ravi Chandra Prakash  
Adv. Subhasmita Subhadarsini Patra



This book contains all case briefs of the various leading and landmark judgements of the Supreme Court of India from 2017-2022. The book focuses on the cases of dynamic approach and a developed perspective of the changes in the society. Let it be decriminalization of homosexuality, right to privacy, Sabarimala case on the entry of menstruating age of women in temple, to current day medical termination case and idea of marital rape, the book has got all covered. The book has been curated keeping in mind basically the legal fraternity of law students, researchers, Judiciary aspirants, CLAT aspirants, NET aspirants, lawyers, advocates, academicians and has huge impact in the preparation of UPSC aspirants as well. The book also covers all the major areas of legal study namely, constitutional, criminal, civil, domestic, family laws, etc. to help its readers prepare a wide range of approach on debates and discussion and ensure critical thinking.

Edition: 1st, 2023

Pages: xii +148

ISBN: 978-93-91820-62-6 (TC 1297)

MRP: ₹ 150.00

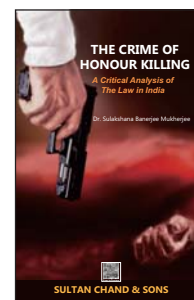
## The Crime of Honour Killing A Critical Analysis of The Law in India

Dr. Sulakshana Banerjee Mukherjee

### Contents

- Honour Killing – A Social Stigma
- Honour Killing and The Law:  
An Overview
- Honour Killing in India
- Role of *Khap Panchayat* in Honour Killing
- Case Study on Honour Killing in  
Different States of India
- Conclusion

Bibliography  
Web bibliography



Law

Edition: 1st, 2023

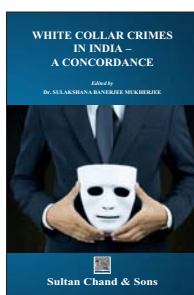
Pages: xx +188

ISBN: 978-93-91820-75-6 (TC 1304)

MRP: ₹ 275.00

## White Collar Crimes in India – A Concordance

Dr. Sulakshana Banerjee Mukherjee



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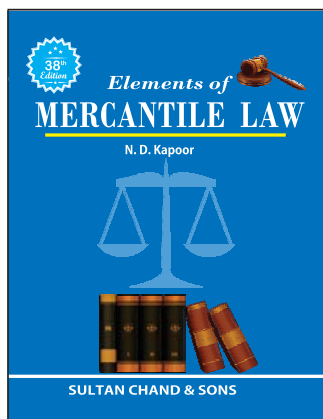
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## Elements of Mercantile Law

N.D. Kapoor



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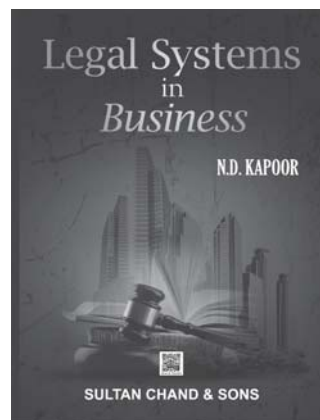
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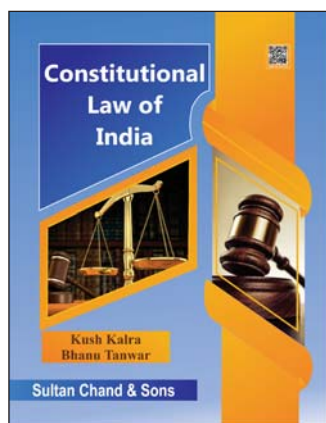
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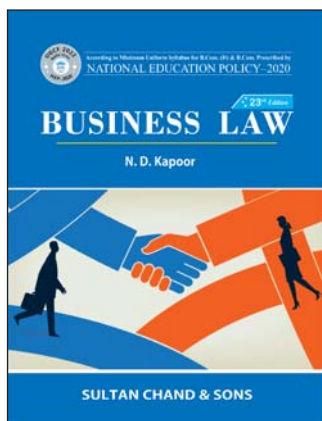
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According to National Education Policy 2020

N.D. Kapoor



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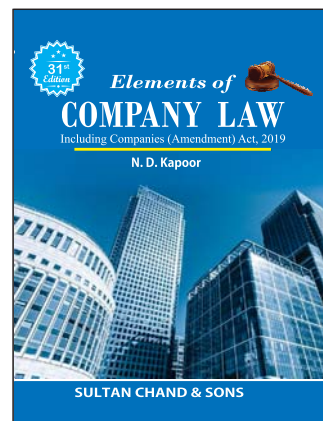
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N.D. Kapoor

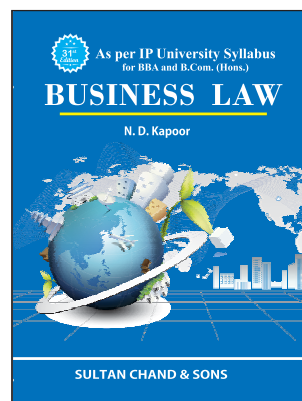
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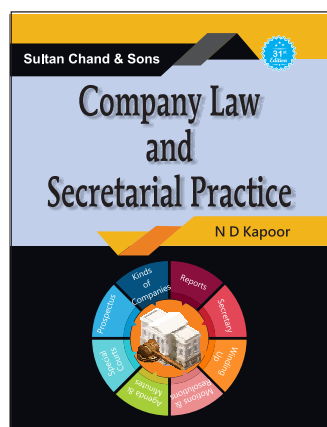
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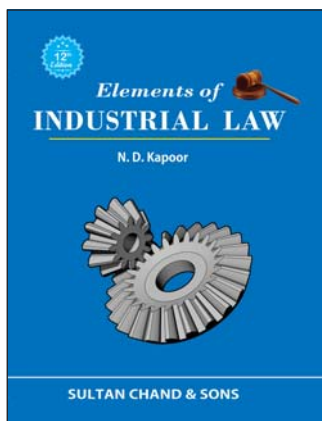
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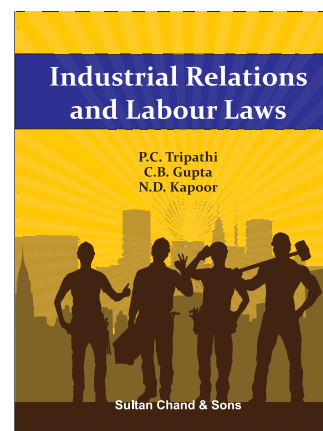
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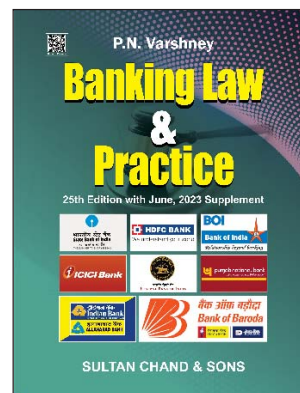
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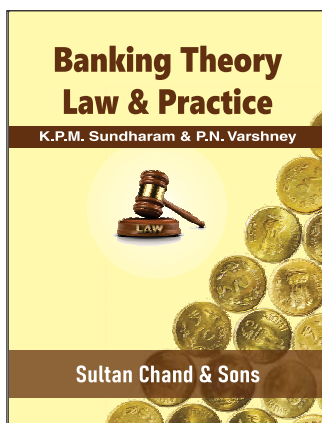
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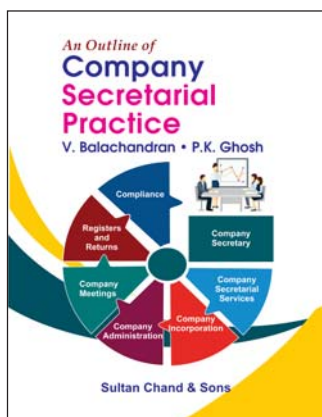
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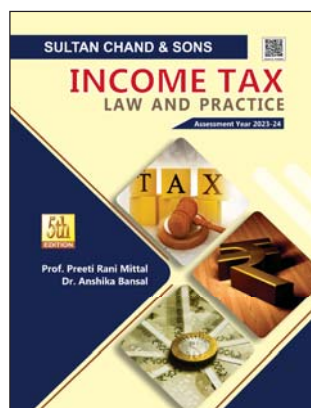
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Prof. Preeti Rani Mittal • Dr. Anshika Bansal



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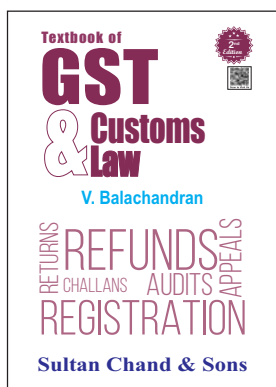
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V. Balachandran



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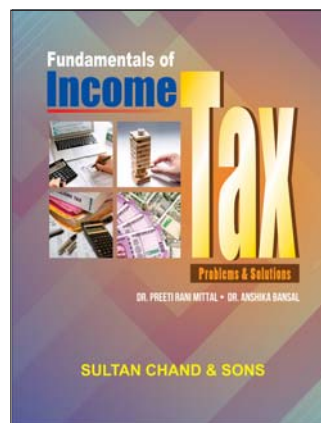


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Dr. Preeti Rani Mittal • Dr. Anshika Bansal

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- Set-Off and Carry Forward of Losses
- Deductions to be Made in Computing Total Income
- Assessment of Agricultural Income
- Computation of Total Income and Tax Liability of Individual's
- Assessment of Hindu Undivided Family
- Assessment of Firm's Including LLP
- Rebate and Relief of Tax

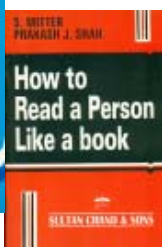
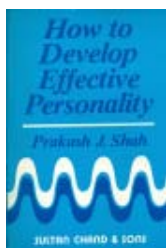


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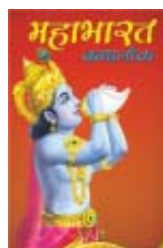
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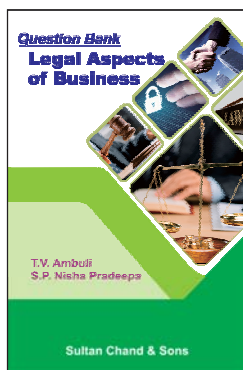


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## Question Bank Legal Aspects of Business

T.V. Ambuli • S.P. Nisha Pradeepa



### Contents

- Unit I** – General Law of Contracts.
  - Unit II** – Special Law of Contracts (Sale of Goods Act, Contract of Agency, Negotiable Instrument Act).
  - Unit III** – Company Law, 1956.
  - Unit IV** – Industrial Law ( Factories Act, Payment of Wages Act, Payment of Bonus Act, Industrial Disputes Act).
  - Unit V** – Consumer Protection Act, Introduction to Cyber Laws, GST.
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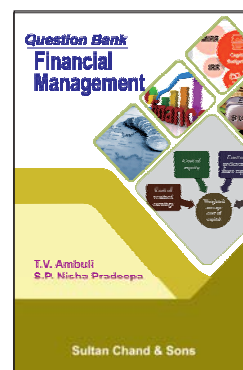
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## Question Bank Financial Management

T.V. Ambuli • S.P. Nisha Pradeepa

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- Unit I** – Foundation of Finance
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  - Unit III** – Financing and Dividend Decisions
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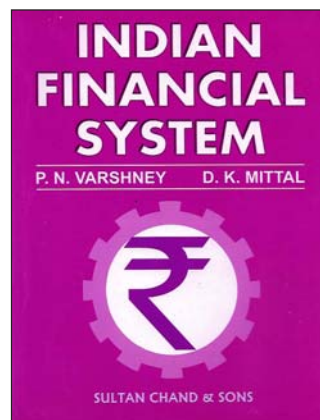
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P.N. Varshney • D.K. Mittal

### Contents

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## Business Economics

*According to National Education Policy 2020*

K.P.M. Sundharam • E.N. Sundharam

### Contents

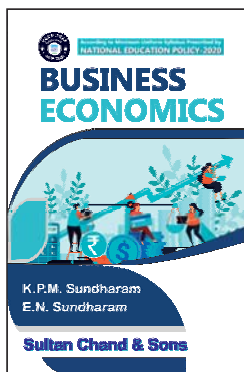
**Unit – I:** Definition, Nature and Scope of Economics • The Economic System • Objectives of a Business Firm

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**Unit – III:** Elasticity of Demand • Elasticity of Demand and Average and Marginal Revenues • Applications of Utility and Indifference Approaches • Demand Forecasting

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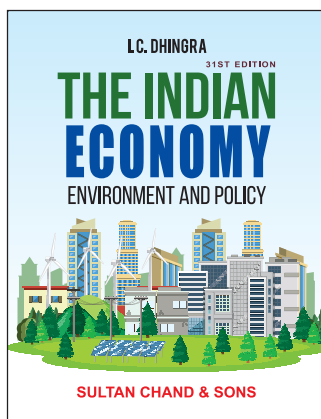
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I.C. Dhingra



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**Section I: Issues in Economic Policy** – Economic Policy: Concept and Applications • Evolution of Indian Economic Policy • Poverty in India.

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## Concise Indian Economy

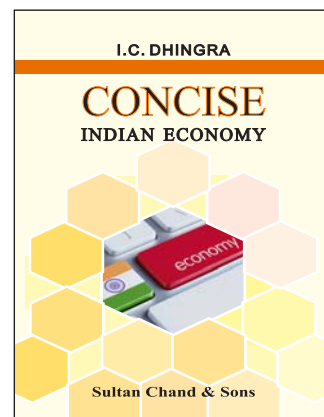
I.C. Dhingra

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- Introduction to Working of an Economy
- Economic Growth and Development
- National Income: Trends and Composition
- Inequalities in Income Distribution
- Era of Five Year Plans in India (1951-2017)
- Emerging New Era of the Indian Economy
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Question Papers • Index.



Edition: 1st, 2019

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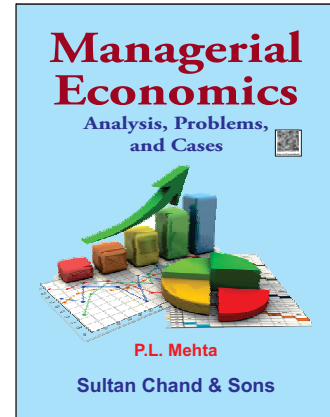
## Managerial Economics Analysis, Problems, and Cases

P.L. Mehta

### Contents

- Section I: The Introduction.
- Section II: The Demand.
- Section III: Production and Cost.
- Section IV: Pricing and Output Decisions.
- Section V: The Profit.
- Section VI: Capital Budgeting: Long Term Investment Decisions.
- Section VII: Economic Activity and the Role of Government.
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- Section IX: Quantitative Techniques of Economic Analysis.

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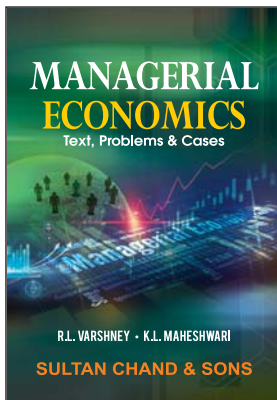
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## Managerial Economics Text, Problems & Cases

R.L. Varshney • K.L. Maheshwari

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- Section I : Introduction.
- Section II : Demand Analysis and Forecasting.
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- Section VII : Profit Management.
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- Section IX : Macro Economics and Business Decisions.
- Section X : Linear Programming for Economic Analysis.
- Section XI : Operations Research Techniques in Managerial Economics.
- Section XII : Quantitative Economics for Management.
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- Section XIV : Government & Business – Indian Perspective.
- Section XV : Case Methodology Cases with Workouts and Caselets with Answers.
- Section XVI : Economic Environment of Business Decision-making.
- Section XVII : Further Topics on Monopoly and Oligopoly.
- Section XVIII : Economic Theories of Consumer Behaviour.
- Annexures : Numericals.
- Appendices : Questions, Problems and Cases, Examination Question Papers.



Edition: 22nd, 2014

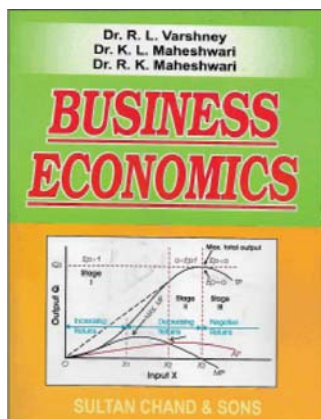
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MRP: ₹ 595.00

## Business Economics

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



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**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

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**Section VI: Cost Analysis** – Cost Concepts • Short-run and Long-run Cost Curves – Traditional and Modern Approaches

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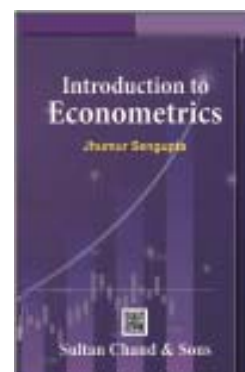
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## Introduction to Econometrics

Jhumur Sengupta

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- Nature and Scope of Econometrics
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- Statistical Inference in Linear Regression Model
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- Specification Analysis



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## English Grammar and Composition

Rajendra Pal • Prem Lata Suri

### Contents

#### Introduction

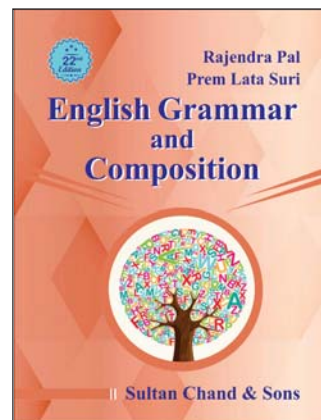
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Rajendra Pal • J.S. Korlahalli

### Contents

**I. Essentials of Business English and Communication** – Business English and Business Communication • The Communication Media • Types of Communication • Barriers to Communication • Non Verbal Communication.

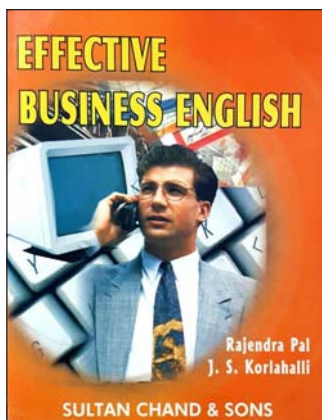
**II. Cultural Components of Communication** – Defining Culture • Cultural Variables and Intercultural Communication • Gender Sensitivity.

**III. Routine Business Correspondence** – Principles of Effective Communication • Memos, Office Orders • Circulars, Notices • Notification, Agenda, Minutes • Planning Business Messages • The Lay-Out • Sales Correspondence • Financial Correspondence • Job Application Letters and Resume's.

**IV. E- Correspondence** – The Internet • E-mail • E-Commerce • Telecom Technology • Other Communication Technologies.

**V. Oral Business Communication** – Telephone Skills • Interviews • Meetings • Group Discussions • Negotiating and Bargaining • Presentation Skills.

**VI. Writing Short Proposals and Reports** – Short Proposals and Reports • Outlines and Organisation of Log Reports.



Edition: 1st, 2009

Pages: xvi + 424

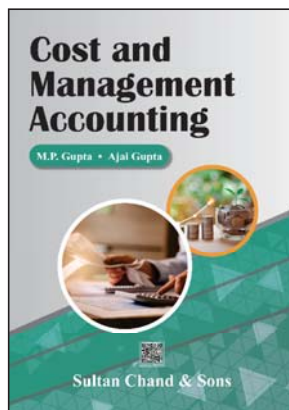
ISBN: 978-81-8054-665-6 (TC 1152)

MRP: ₹ 195.00



# Cost and Management Accounting

M.P. Gupta • Ajai Gupta



## Contents

Introduction to Cost and Management Accounting • Materials Cost • Employees Cost (Labour) • Direct Expenses or Chargeable Expenses • Overheads • Activity Based Costing (ABC) • Single or Output or Unit Costing • Unit Costing-2 – Calculation of Tender Price or Estimates/Quotations • Job, Batch and Contract Costing • Process Costing • Joint Products and By-Products Costing • Operating or Service Costing • Cost Book Keeping: Cost Control Accounts • Integrated or Integral Cost Accounts • Reconciliation of Cost and Financial Accounts • Marginal Costing, Cost-Volume-Profit Analysis and Decision Making • Standard Costing and Variance Analysis • Budgetary Control Appendix-1 Cost Accounting Standards (CMA) Appendix-2 Developments in Cost and Management Accounting

Edition: 1st, 2023;

Pages: xx + 1,252

ISBN: 978-93-91820-47-3 (TC 1261)

MRP: ₹ 995.00

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V.K. Saxena • C.D. Vashist

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

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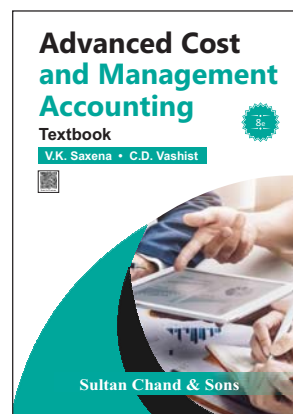
**Appendix-C:** Extracts from C.I.M.A. (London) 1. Official Terminology of Management Accounting (Revised 1991); 2. Official Terminology of Management Accounting (Revised 1996); 3. Management Accounting Official Terminology (Revised 2005)

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# Cost Accounting

S.P. Iyengar

## Contents

**Section A – Principles and Concepts:** Cost Concepts, Procedures, Methods and Techniques

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**Section C – Methods of Costing:** Job Costing • Contract Costing • Process Costing • Joint Product and By-Product Costing • Unit Costing • Operating Costing • Operation Costing

**Section D – Cost Book Keeping:** Cost Book Keeping and Reconciliation of Cost and Financial Accounts • Integral Accounting

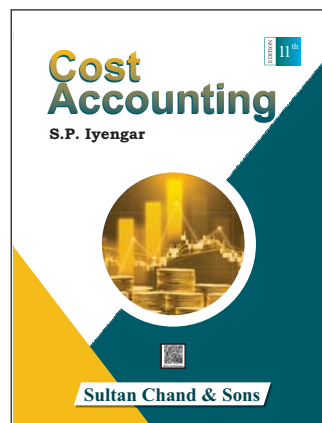
**Section E – Miscellaneous:** Uniform Costing • Cost Audit • Mechanisation of Cost Accounting

**Section F – Management Accounting:** Nature and Scope of Management Accounting

**Section G – Information for Profit Planning and Decision Making:** Marginal Costing • Cost-Volume-Profit Analysis • Managerial Decision-Making

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**Appendix** – Emerging Trends in Cost Accounting: University Question Papers



Accountancy

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# Cost and Management Accounting

Dr. S.N. Maheshwari

## Contents

**Section A: Fundamentals** – Accounting: Nature and Scope • Financial Accounting Principles • Accounting Concept of Income

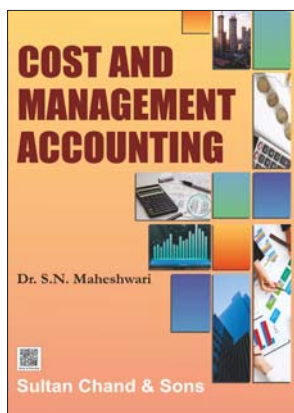
**Section B: Financial Analysis** – Financial Statements: Analysis and Interpretation • Accounting Ratios • Funds Flow Statement • Cash Flow Statement

**Section C: Planning and Control** – Budgetary Control • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions Involving Alternative Choices • Pricing Decisions & Divisional Performance

**Section D: Cost Concepts and Methods** – Cost Accounting: Meaning and 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 and 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 Accounts • Cost Records and Cost Audit • Management Reporting

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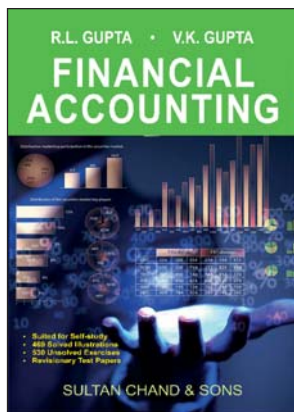
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## Financial Accounting

R.L. Gupta • V.K. Gupta



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## Principles and Practice of Accountancy

R.L. Gupta • V.K. Gupta

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**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)

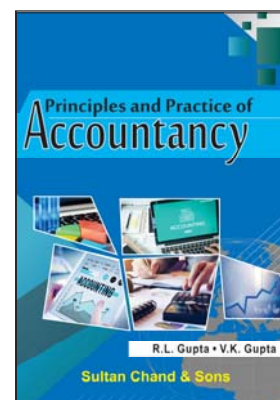
**Part IV: Partnership Accounts** – Introduction, Past Adjustment and Guarantee • Admission of a Partner • Retirement of Death of a Partner • Dissolution Accounting – I • Dissolution Accounting – II (Sale of Firms) • Partnership Account – Amalgamation of Firms

**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



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Pages: xvi + 1,334

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## Advanced Accountancy – Vol. I

R.L. Gupta • M. Radhaswamy

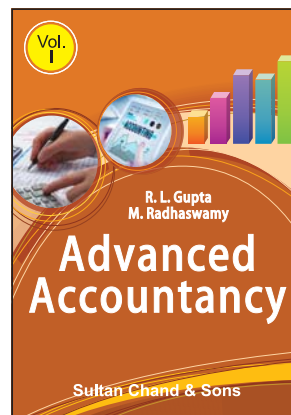
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*Assignment Material (Section I, Section II & Section III)*



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## Advanced Accountancy – Vol. II

R.L. Gupta • M. Radhaswamy

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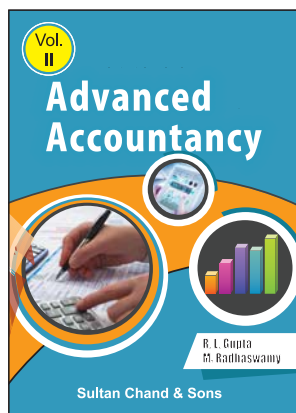
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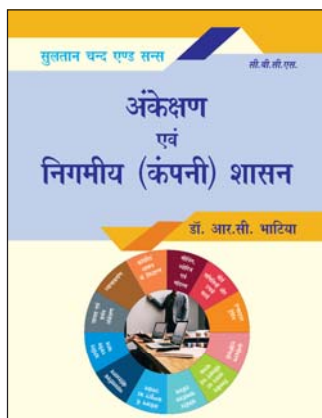
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## अंकेक्षण एवं निगमीय (कंपनी) शासन

डॉ. आर.सी. भाटिया



### विषय-सूची

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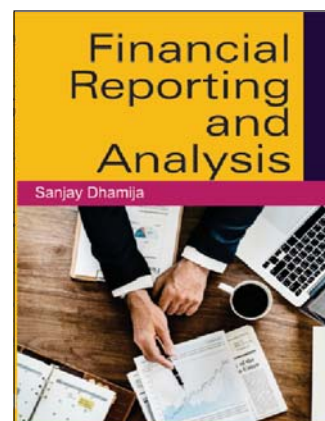
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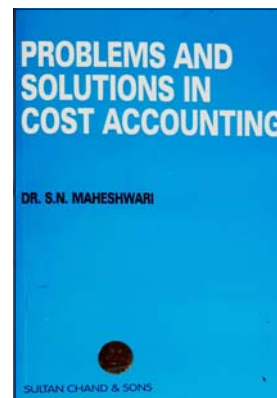


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- Contract Costing
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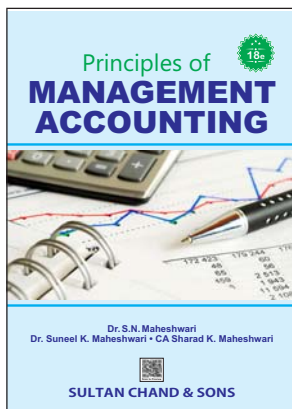
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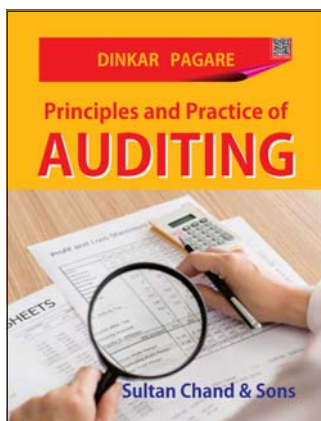
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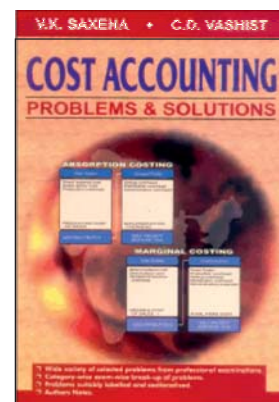
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- Materials
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- Reconciliation of Cost and Financial Accounts
- Job Costing and Contract Costing
- Single or Output Costing
- Contract Costing
- Process Costing
- Service Costing

- Joint Product and By-Products
- Marginal Costing and Cost-Volume-Profit Analysis
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  - Alteration of Share Capital and Internal Reconstruction
  - Liquidation of Company Accounts
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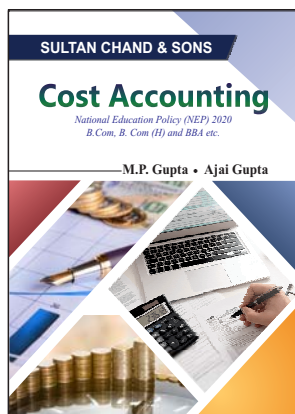


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M.P. Gupta • Ajai Gupta

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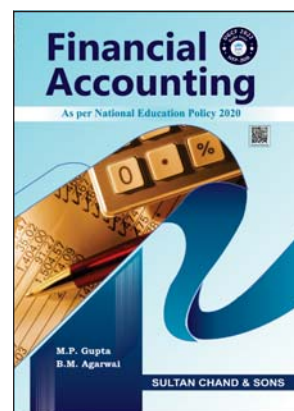
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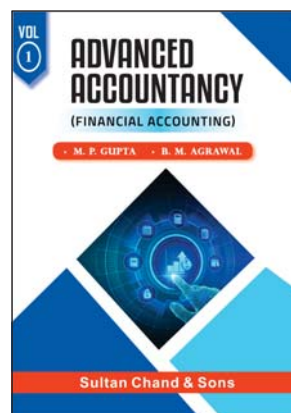
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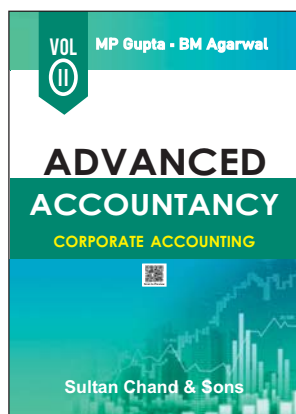
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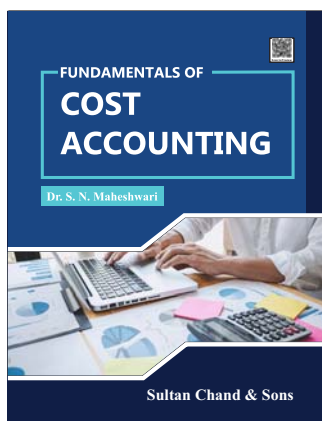
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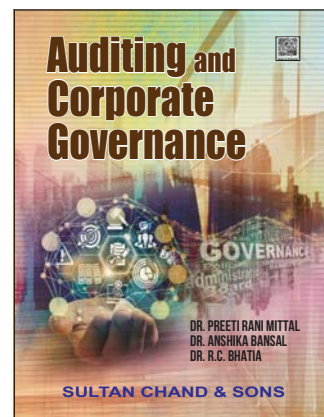
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 Dr. Anshika Bansal • Dr. R.C. Bhatia

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