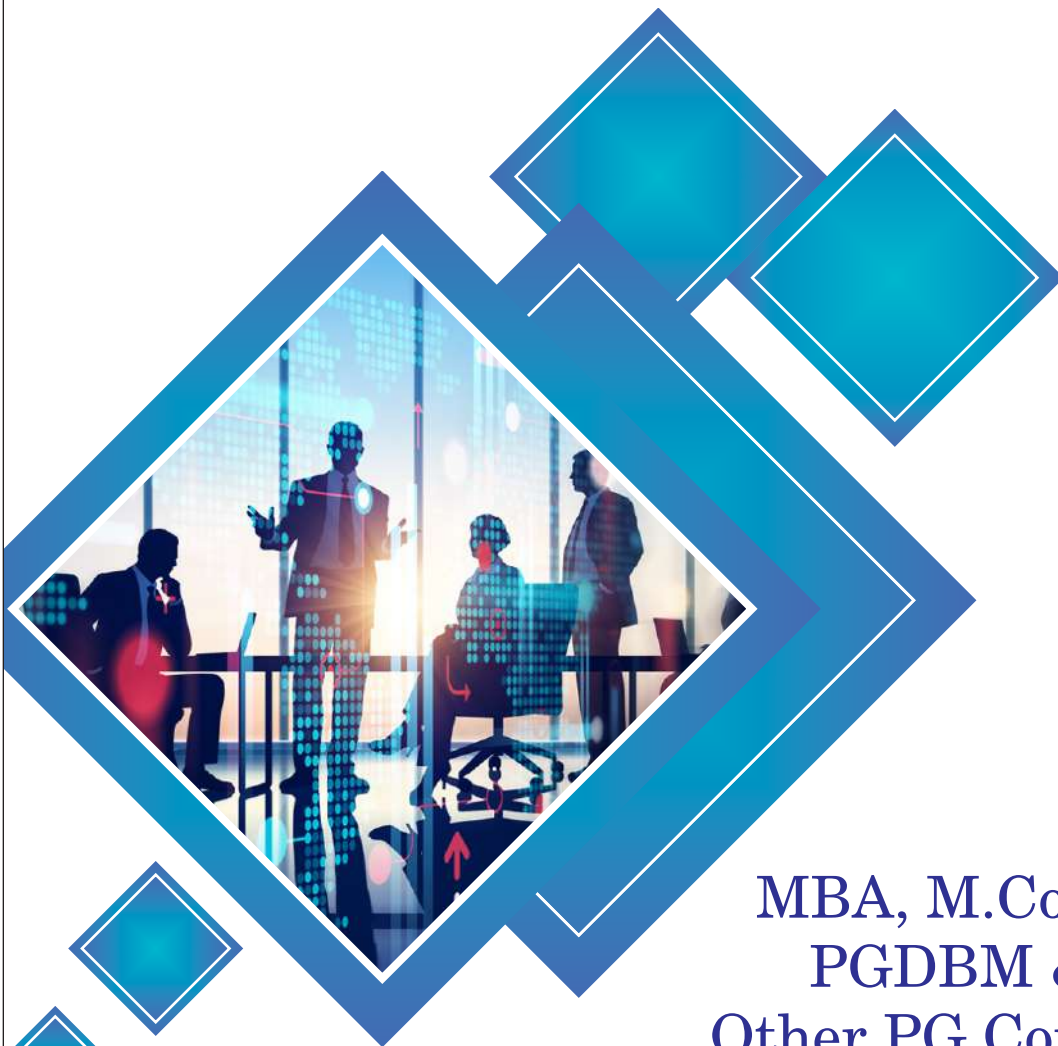




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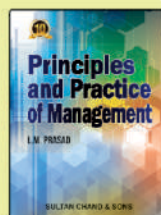
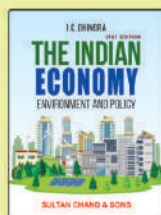
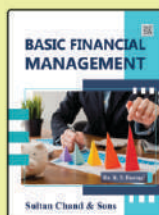
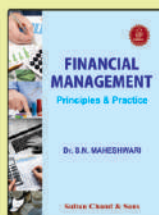
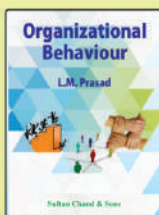
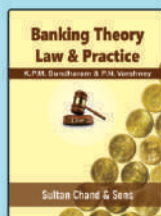
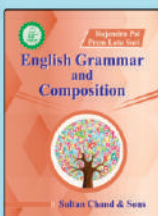
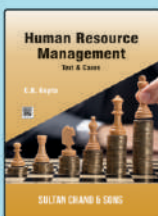
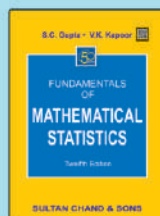
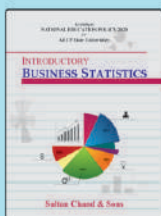
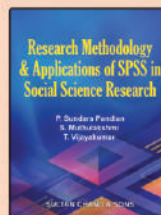
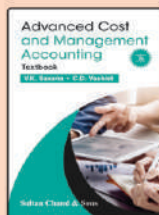
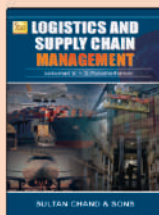
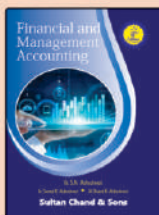
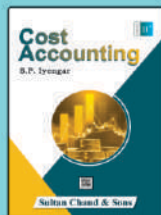
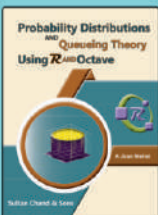
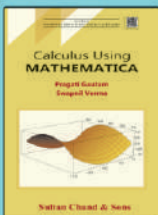
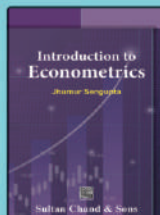
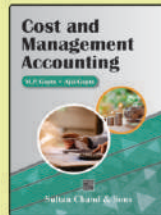
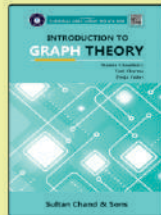
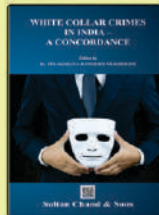
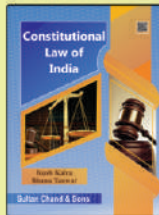
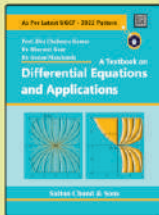


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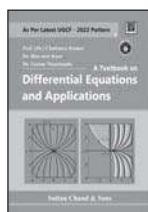
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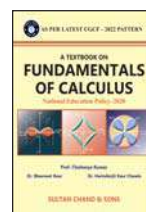
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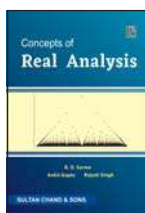
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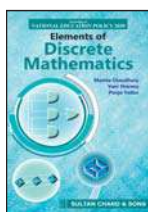
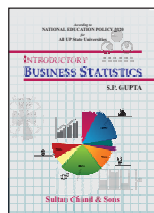
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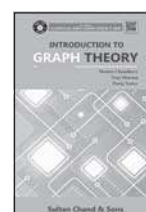
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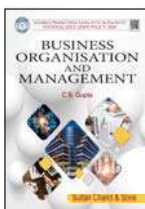
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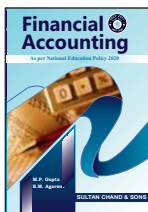
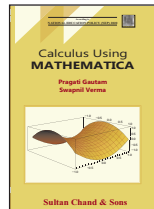
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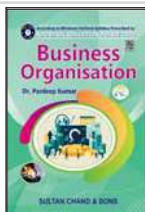
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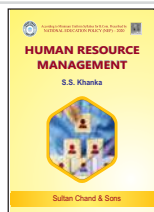
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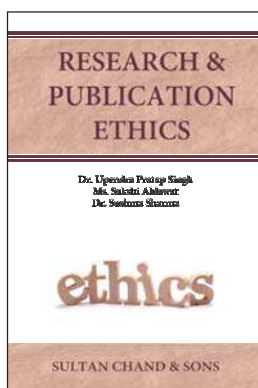
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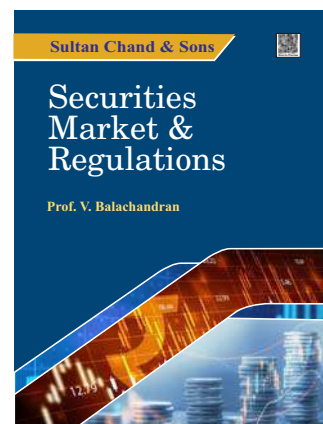
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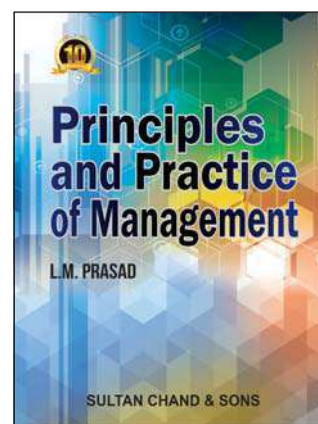
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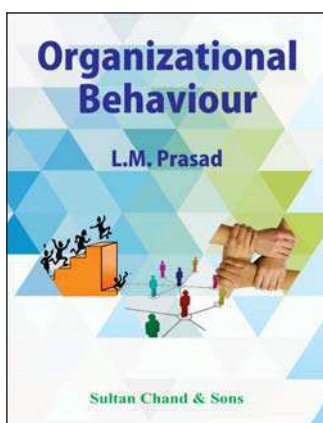
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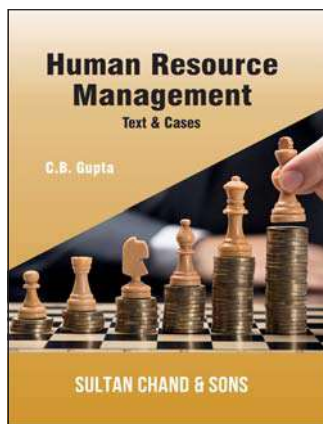
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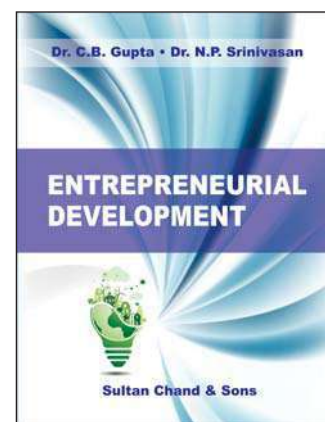
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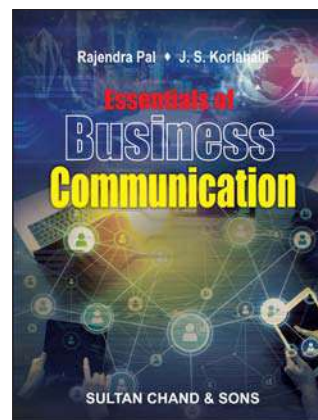
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Appendix 1

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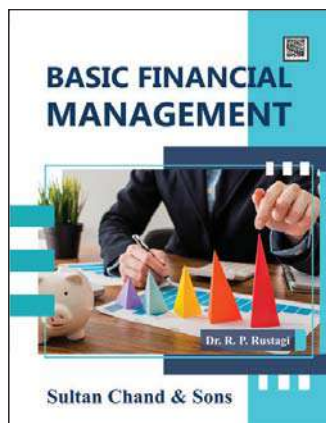
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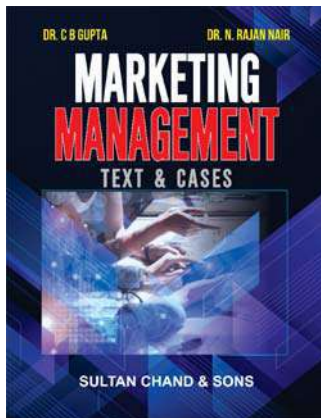
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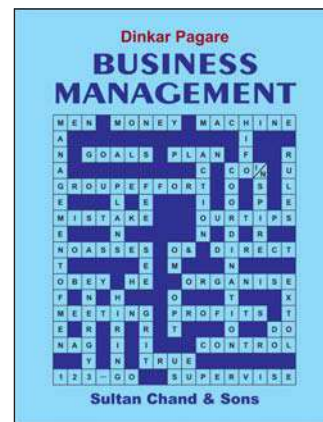
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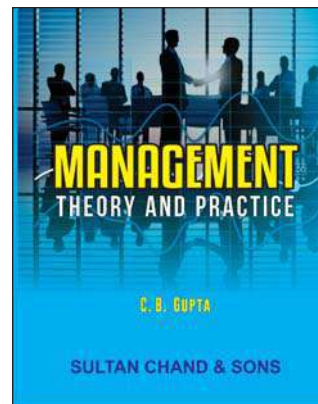
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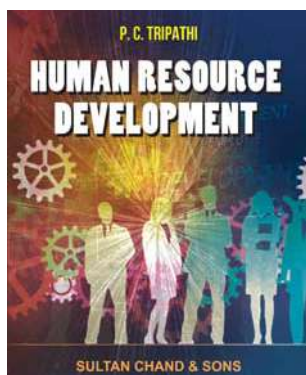
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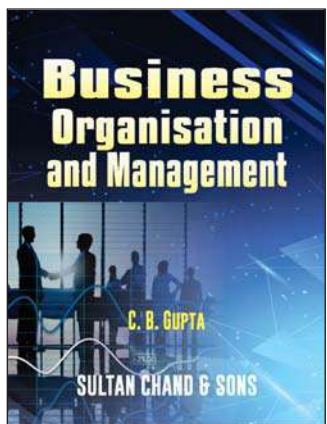
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C.B. Gupta



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Appendix – Bibliography • Index.

Edition: 17th, 2019

Pages: xxiv + 696

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

MRP: ₹ 495.00

Investment Management (Theory & Practice)

Dr. R.P. Rustagi

Contents

Part I: Investment Environment – Understanding Investment • Financial Markets, Participants and Instruments.

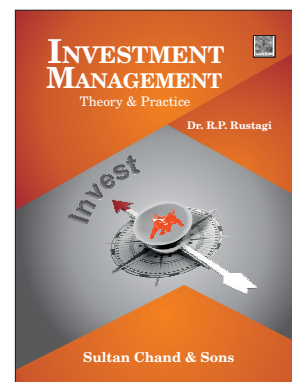
Part II: Risk-return Relationship and Portfolio Management – Risk and Return • Portfolio Selection and Management.

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

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.

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Part III: Human Resource Development – Human Resource Development System • Career Planning & Development • Training and Development.

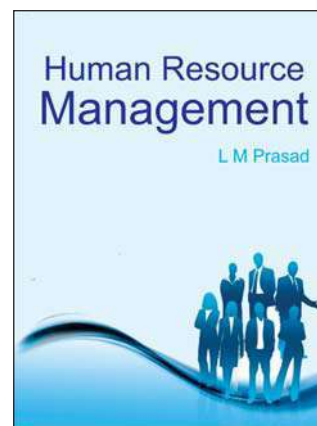
Part IV: Managing Performance and Compensation – Performance Management • Compensation Management • Incentives and Benefits.

Part V: Motivating and Maintaining Human Resources – Motivational Environment • Safety and Health Management • Human Resource Mobility.

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Appendix: Learning Through Cases • Name Index • Organization Index • Subject Index.



Edition: 4th, 2017

Pages: xiv + 588

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

MRP: ₹ 485.00

Strategic Management

P.K. Ghosh

Contents

Process of Strategic Management: An Overview • Strategic Vision, Corporate Mission, Objectives and Goals • Social Aspects of Strategic Management • Environmental Analysis: Dynamic Setting Business • Analysis of Internal Resources: Strengths and Weaknesses • Strategic Options: Formulation of Strategy • External Growth Strategy: Merger, Acquisition, Joint Venture • Choice of Strategy • Implementation of Strategy: Some Major Aspects • Production and Purchasing Policies • Marketing Policy • Financial Policy • Human Resource Management: Fusion of Personnel and Industrial Relations Policies • Review and Evaluation of Strategy • Customer Relationship Management • The Balanced Scorecard: A Strategic Management System • Blue Ocean Strategy • Franchising: A Tool of Achieving Corporate Growth • Strategic Management Process: The Case Method • Test Questions and Cases • University Examination Questions Papers • Index.



Edition: 14th, 2014

Pages: xxiv + 676

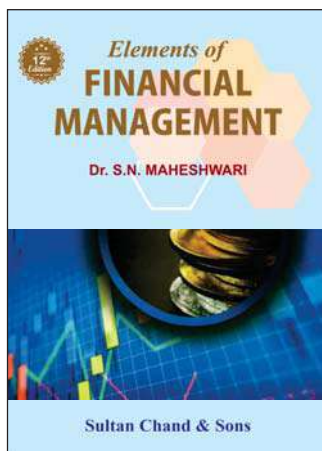
ISBN: 978-93-5161-009-0 (TC 853)

MRP: ₹ 400.00

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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Edition: 12th, 2019

Pages: xx + 612

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

MRP: ₹ 350.00

Marketing

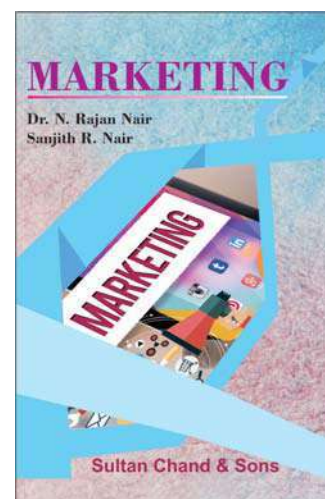
Dr. N. Rajan Nair • Sanjith R. Nair

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Part I: Marketing – A Macro Approach – Markets: Meaning and Classification of Market • Evolution of Marketing Concept • Marketing Definition – Macro and Micro Marketing • Features of Modern Marketing • Approaches to Study of Marketing • Marketing Environment • Marketing Functions I – Functions of Exchange and Physical Distribution • Marketing Functions II – Facilitating Functions.

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)

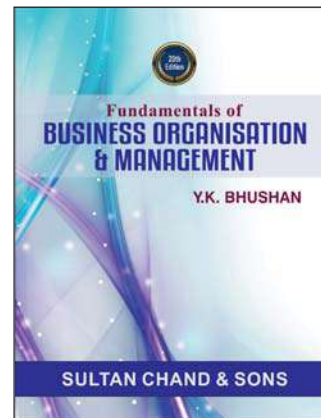
MRP: ₹ 295.00

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 + 1040

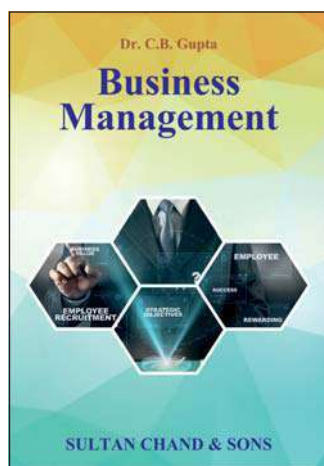
ISBN: 978-93-5161-061-8 (TC 131)

MRP: ₹ 600.00

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.

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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.

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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

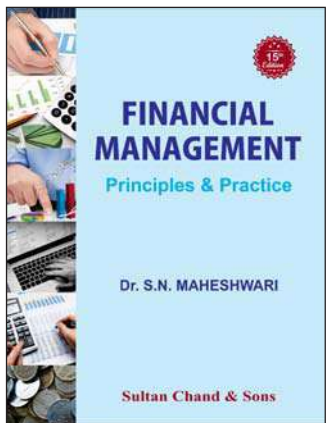
ISBN: 978-93-5161-131-8 (TC 159)

MRP: ₹ 495.00

Financial Management: Principles & Practice

Dr. S.N. Maheshwari

Contents



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

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Section F: Advanced Solved Problems.

Section G: Advanced Unsolved Problems and Appendices.

Edition: 15th, 2019

Pages: xxiv + 1,604

SBN: 978-93-5161-142-4 (TC 178)

MRP: ₹ 750.00

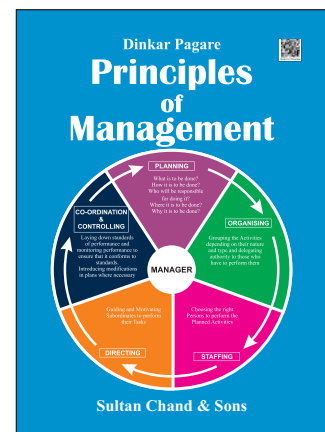
Principles of Management

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

Business Environment

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.

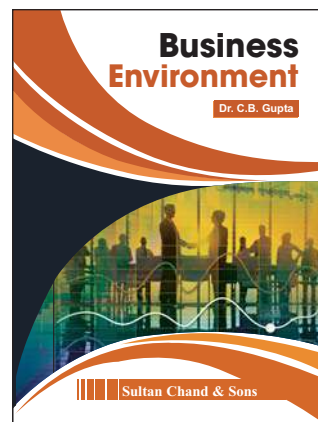
Unit IV: Economic Environment – Economic Systems • Economic Planning • Economic Parameters • Economic Policies.

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

Strategic Management

L.M. Prasad

Contents

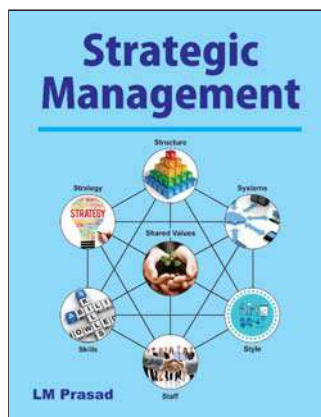
Part I: Conceptual Framework of Strategic Management – Introduction to Strategic Management • Strategic Management Process.

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.



Edition: 7th, 2018

Pages: xiv + 506

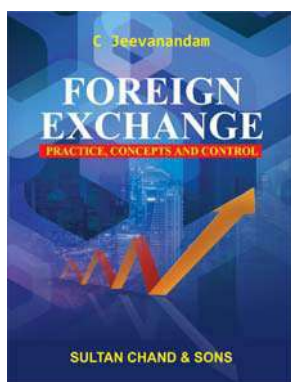
ISBN: 978-93-5161-129-5 (TC 1147)

MRP: ₹ 370.00

Foreign Exchange

Practice, Concepts and Control

C. Jeevanandam



Contents

Section A: Framework of Foreign Exchange – Introduction • Foreign Exchange Regulations • Balance of Payments • International Monetary Systems • Exchange Rate Determination • International Monetary Fund.

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Section C: Derivatives and Risk Management – Currency Derivatives • Currency Futures • Currency Options • Corporate Policy on Exposure and Risk • Transaction Exposure • Accounting Foreign Currency Transactions • Translation Exposure • Economic Exposure • Interest Rate Risk • Financial Swaps.

Section D: Foreign Trade Procedures and Documents – International Trade Procedures • Letter of Credit • International Trade Documents • Bank Finance for Exports.

Section E: External Sources of Funds – Non-resident Deposits and Investments • International Financial Markets • Raising Debt Abroad • Raising Equity Abroad • International Financial Institutions.

Section F: International Financial Management – Spectrum of International Financial Management • Country Risk Analysis • Foreign Direct Investment • International Portfolio Investment • International Capital Budgeting • Capital Structure and Cost of Capital • Working Capital Management • Funds Positioning and Tax Management.

Edition: 17th, 2020

Pages: xxxii + 704

ISBN: 978-93-5161-159-2 (TC 404)

MRP: ₹ 560.00

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

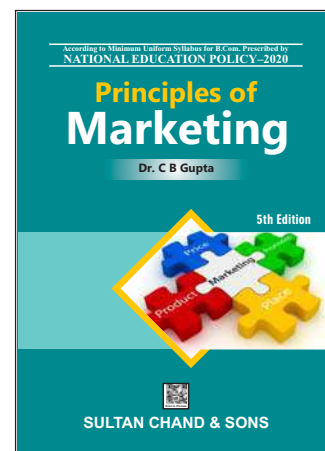
Unit II – Consumer Behaviour and Market Selection: Consumer Behaviour • Market Selection: Market Segmentation, Targeting and Product Positioning

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

Unit IV – Pricing Decisions and Distribution Decisions: Pricing Decision • Distribution Decisions • Wholesaling and Retailing • Logistics Decisions

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. (1-22)



Edition: 5th, 2023

Pages: xviii + 414

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

MRP: ₹ 395.00

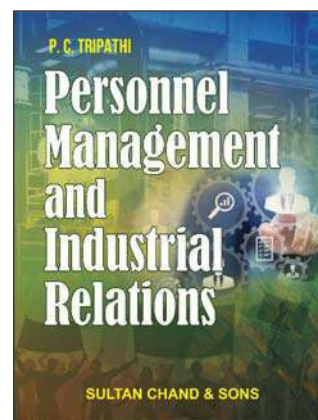
Personnel Management and Industrial Relations

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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- Change, Absenteeism & Turnover
- Employee Compensation
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- Grievance
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- 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

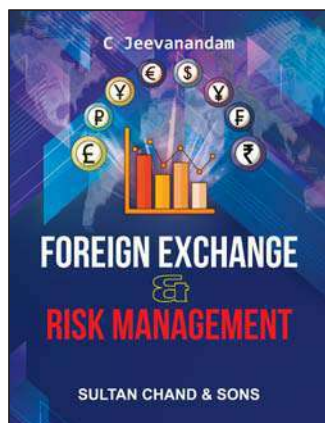
ISBN: 978-81-8054-844-4 (TC 234)

MRP: ₹ 450.00

Foreign Exchange & Risk Management

C. Jeevanandam

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Section A: Framework of Foreign Exchange – Introduction • Foreign Exchange Regulations • Balance of Payments • International Monetary Systems • Exchange Rate Determination • International Monetary Fund.

Section B: Foreign Exchange Markets and Deals – Foreign Exchange Market • Forward Exchange Deals • Merchant Rates – Ready • Merchant Rates – Forward • Merchant Rates – Cross Currency • Execution of Forward Contract • Exchange Management by Banks.

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Section D: Foreign Trade Procedures and Documents – International Trade Procedures • Letter of Credit • International Trade Documents • Bank Finance for Exports.

Section E: External Sources of Funds – Non-resident Deposits and Investments • International Financial Markets • Raising Debt Abroad • Raising Equity Abroad • International Financial Institutions.

Edition: 17th, 2020

Pages: xxiv + 588

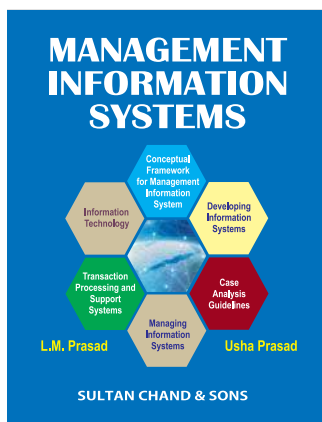
ISBN: 978-93-5161-160-8 (TC 828)

MRP: ₹ 535.00

Management Information Systems

L.M. Prasad • Usha Prasad

Contents



Part I: Conceptual Framework for Management Information Systems – 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.

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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.

Edition: 3rd, 2023

Pages: xvi + 632

ISBN: 978-81-8054-814-7 (TC 902)

MRP: ₹ 525.00

Entrepreneurship and Small Business Management

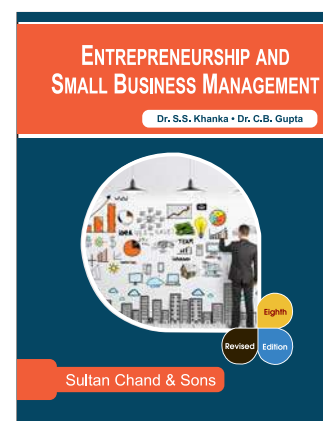
Dr. S.S. Khanka • Dr. C.B. Gupta

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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.



Edition: 8th, 2022

Pages: xxiv + 424

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

MRP: ₹ 350.00

Materials Management

M.M. Varma

Contents

Section One: Introduction – Materials Management • Integrated Materials Management • Organisation for Materials Management • Problems in Materials Management.

Section Two: Management of Materials – Materials Planning and Budgeting • Materials Identification, Codification and Standardisation • Combined Alphabetical and Numerical System • Inventory Control • Materials Management in India • Evaluation of Materials Management.

Section Three: Storekeeping and Materials Handling – Storekeeping • The Storekeeper • Storehouse • Materials Handling Equipments • Materials Handling • Receipt of Materials • Inspection, Preservation and Issue of Materials • Stores Day Sheet • Stores Accounting and Audit • Information System for Inventory • Management of Obsolete, Surplus and Scraps • Transport and Traffic Management.

Section Four: Purchasing – Purchasing Organisation • Purchasing Principles, Procedure and Systems • Make or Buy • Purchasing and Corporate Planning • Buyer-Seller Relations • Ethics of Buying and Selling • Legal Aspect of Purchasing • Purchasing Research and Value Analysis • Quality Control • Negotiation • Buyer's Place in Today's Industrial Purchasing • Import Substitution • Import Purchasing • Work, Motion, Time Studies and Quality Control • Management of Project Inventory. **Appendix.**



Edition: 4th, 2001

Pages: xxiv + 520

ISBN: 978-81-8054-713-3 (TC 242)

MRP: ₹ 425.00

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.

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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.

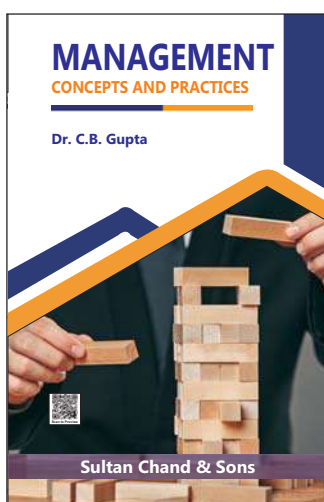
Unit IV: Motivating and People – Concept and Nature of Directing • Motivation and Morale • Leadership • Communication.

Unit V: Managerial Control – Concept and Process of Control • Techniques of Managerial Control.

Unit VI: Objective Type Questions

Unit VII: Case Studies • Select Bibliography

dQuestions Papers of BBA Examinations of GGS Indraprastha University.



Edition: 14th, 2014

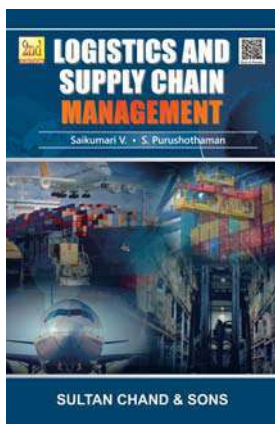
Pages: xvi + 480

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

MRP: ₹ 350.00

Logistics and Supply Chain Management

Saikumari V. • S. Purushothaman



Contents

- Introduction to Logistics
- Distribution Channels and Outsourcing Logistics
- Transportation and Packaging
- Logistics Performance Measurement and Costs
- Current Trends in Logistics
- Supply Chain Management Concepts
- Question Bank
- Case Study
- Crossword
- University Question Papers.

Edition: 2nd, 2023

Pages: xl + 256

ISBN: 978-93-91820-41-1 (TC 1254)

MRP: ₹ 325.00

Consumer Behaviour

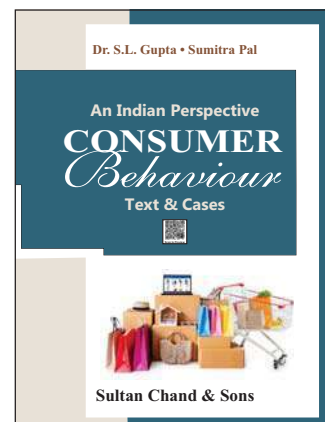
An Indian Perspective: Text & Cases

Dr. S.L. Gupta • Sumitra Pal

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- Understanding Consumer Behaviour
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- Market Segmentation
- Consumer Needs and Motivation
- Consumer Personality
- Consumer Perception
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- The Process of Innovations and Diffusion of Innovation
- Consumer Behaviour as a Decision Process
- Maintaining Consumer Satisfaction
- Consumerism and Public Policy Issues
- Organisational Buyer Behaviour.

Appendices • Glossary.



Edition: 2nd, 2011

Pages: xvi + 612

ISBN: 978-81-8054-860-4 (TC 849)

MRP: ₹ 500.00

A Brief Course on Foreign Exchange Arithmetic and Risk Management

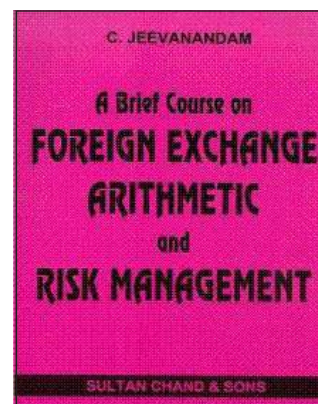
C. Jeevanandam

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Part I – Foreign Exchange Arithmetic: Foreign Exchange • Exchange Rates Determination • Foreign Exchange Market • Interbank Forward Deals • Merchant Rates – Ready • Merchant Rates – Forward • Merchant Rates – Cross • Execution of Forward Contracts • Exchange Management by Banks.

Part II – Derivatives and Risk Management: Currency Derivatives • Currency Futures • Currency Options • Corporate Policy on Exposure and Risk • Transaction Exposure • Translation Exposure • Economic Exposure • Financial Swaps.

Appendix: Currencies and their Abbreviations (ISO Code).



Edition: 17th, 2016

Pages: xii + 240

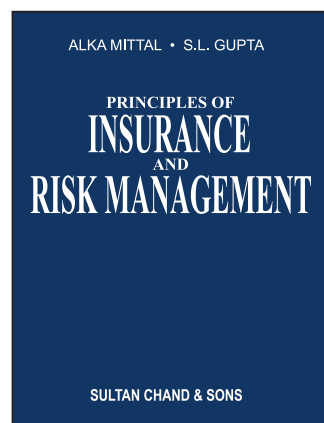
ISBN: 978-93-5161-090-8 (TC 405)

MRP: ₹ 160.00

Principles of Insurance and Risk Management

Alka Mittal • S.L. Gupta

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Unit 2: Introduction of Insurance – Indian Insurance Industry • Concept and Nature of Insurance • Classification of Insurance • Insurance Contract.

Unit 3: Life Insurance – Introduction to Life Insurance • Risk Classification and Life Insurance • Life Insurance Policy Conditions • Life Insurance, Tax Laws and Stamp Duties • Life Insurance Products • Insurance Organisations • Group, Health, Social Insurance and Reinsurance • Settlement of Life Insurance Claims and Underwriting.

Unit 4: General Insurance – Principles of Insurance • Non-life Insurance and its Products • Forms Used in General Insurance • Miscellaneous Insurance • Specialized Classes of General Insurance • Rural Insurance • Legal Dimensions of Insurance • More Acts Related to Insurance

• Underwriting Practices • Claims Settlement.

Unit 5: Principles of Actuarial Science – Theory of Probability • Mortality Tables • Mortality Table Construction • Mortality Table Indices • Life Insurance Premium • Premium Valuation • Asset and Liability Management • Marketing of Insurance Services • Question Papers • Syllabus • Index.

Edition: 3rd, 2013

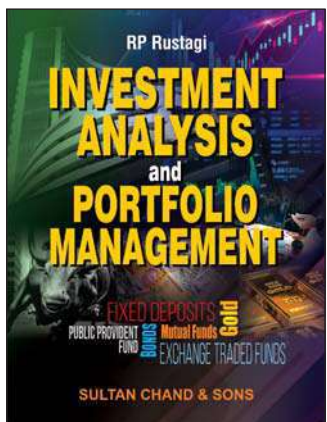
Pages: xx + 816

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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.

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Appendices – Glossary • Bibliography • Compounded Value Tables, Present Value Tables and Standard Area Table.

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Pages: xxxii + 880

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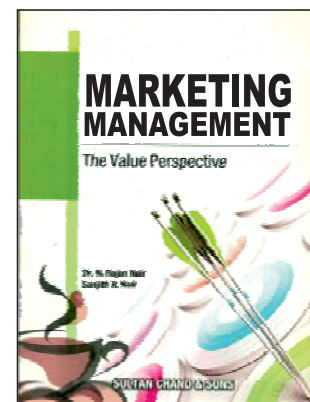
Marketing Management The Value Perspective

Dr. N. Rajan Nair • R. Sanjith Nair

Contents

Concepts and Perspectives of Value • Evolution of Value Concept – Origin to Present • Value Perception – Corporate Level and Consumer Level • Origin and Sources of Value Perception – External Environment Analysis • Value Exploration – Tools and Process • Reckoning and Relating Values – Consumer Behaviour and Segmentation • Premises for Value Creation • Assessing Market Opportunities – Crafting Value Estimation Process • Structuring Organizational Support for Value Creation – Planning Organizing and Controlling Marketing Efforts • Translating and Merging Values into Product Concepts – The Product Mix • Matching Perceptions and Capturing Values – The Pricing • Stabilising Value through Communication Mass Promotional Techniques • Stabilising Value through Direct Promotional Techniques • Value Delivery – Mechanics of Possession Transferring and Supply Chain Management • Value Enhancement – Strategies for Obtaining Results • Value Creation for Business to Business Markets – (B2B) • Value Creation for Consumer Markets – (B2C)

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S.S. Khanka

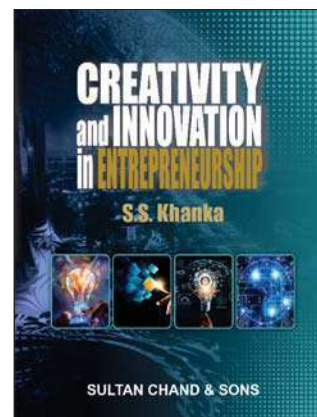
Contents

Section I: Entrepreneurship – Entrepreneur • Entrepreneurship • Entrepreneurship Development Programmes (EDPs).

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Organisational Behaviour

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

Contents

Unit I – OB: An Overview • Evolution of Management.

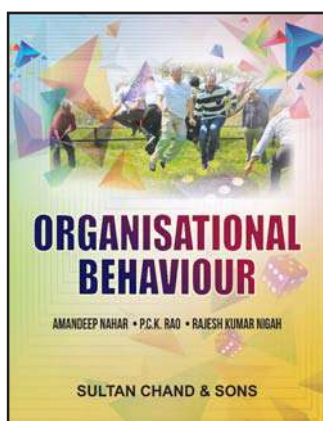
Unit II – Personality • Attitude • Learning • Perception.

Unit III – Group Dynamics • Communication and TA • Motivation • Leadership.

Unit IV – Power Politics • Organisation Change • Organisation Development.

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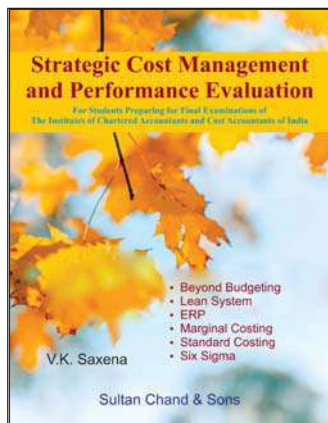
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V.K. Saxena



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Dr. D.D. Sharma

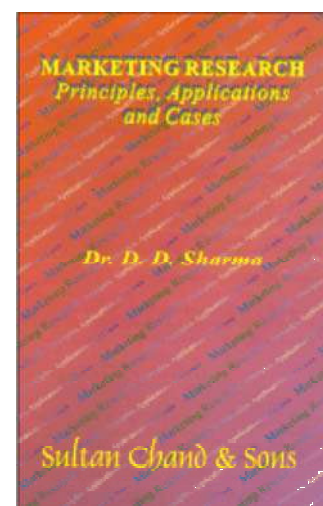
Contents

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.

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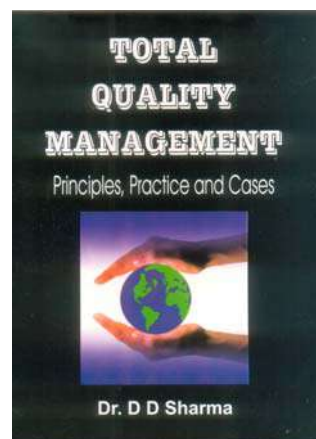
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Dr. D.D. Sharma

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Dr. P. Sudha

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Glossary



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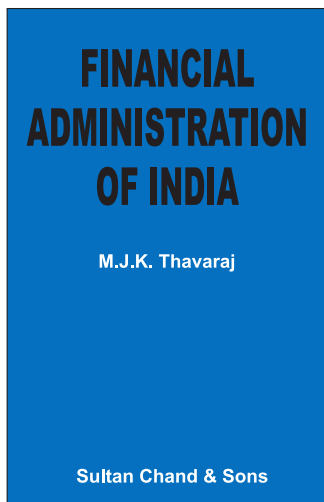
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M.J.K. Thavaraj

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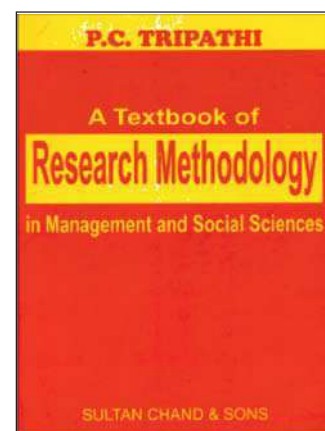
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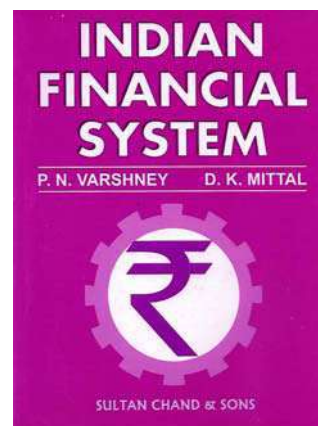
Indian Financial System

P.N. Varshney • D.K. Mittal

Contents

Part I – Money and Capital Markets: Financial Markets – Participants and Instruments • Money Market • Commercial Banks • Call Money Market • Treasury Bill Market • Commercial Bills Market and Bill Rediscounting Scheme (BRS) • Certificates of Deposits (CDs) and Commercial Papers (CPs) • Gilt-edged/Government Securities Market • Credit Rating • New issues Market – Functions and Issue Mechanism • New issues Market – Operations • New issues Market – Reforms and Investor Protection • Stock Exchanges – Operations • Over the Counter Exchange of India • Depositories.

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Marketing Management

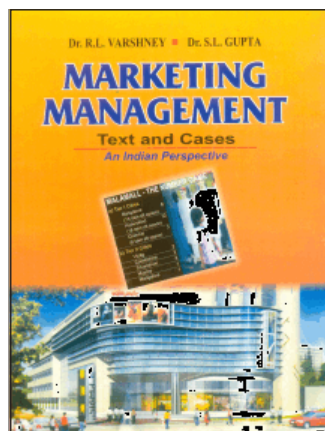
Text and Cases – An Indian Perspective

Dr. R.L. Varshney • Dr. S.L. Gupta

Contents

- Understanding the Marketing Concepts
- Developing Marketing Strategy and Selecting Target Markets
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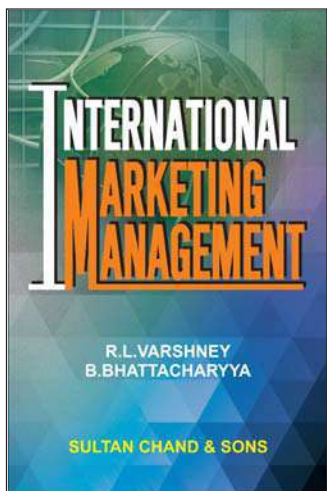
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International Marketing Management

R.L. Varshney • B. Bhattacharya



Contents

Part I – International Trading Environment

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Entrepreneurship – Text & Cases

C.B. Gupta

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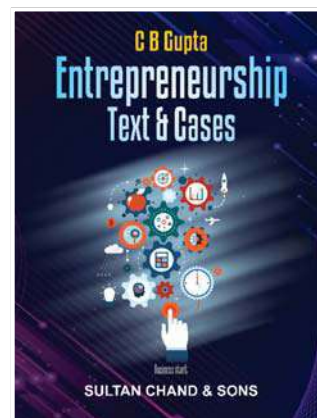
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Unit III: Entrepreneurial Sustainability – Institutions Assisting Entrepreneurs • Entrepreneurial Development in India • Business Incubators, Angel Investors, Venture Capital and Private Equity Funds.

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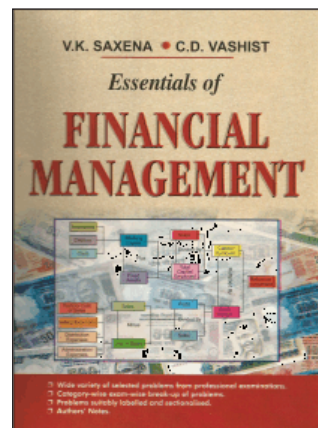
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Essentials of Financial Management

V.K. Saxena • C.D. Vashist

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- Financial Management : An Overview
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- Cash Flow Analysis
- Capital Structure, Cost of Capital and Leverages
- Management of Liquidity and Working Capital
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- Risk and Return Relationship, Portfolio Management and CAPM
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ISBN: 978- 81-8054-648-8 (TC 1140)

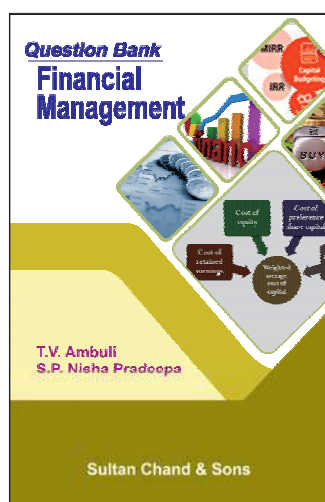
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Question Bank Financial Management

T.V. Ambuli • S.P. Nisha Pradeepa

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- Unit V – Financial Markets
- Questions Papers



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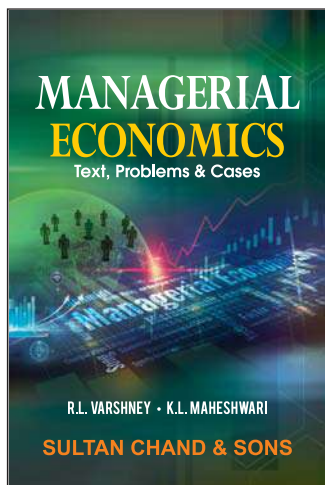
MRP: ₹ 130.00



Managerial Economics (Text, Problems & Cases)

R.L. Varshney • K.L. Maheshwari

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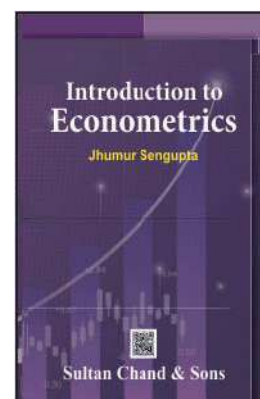
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Jhumur Sengupta

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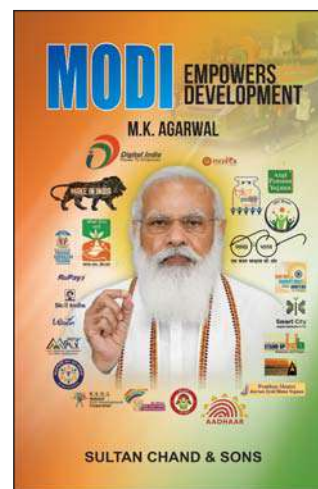
Modi: Empowers Development

M.K. Agarwal

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Mathematics for Economists

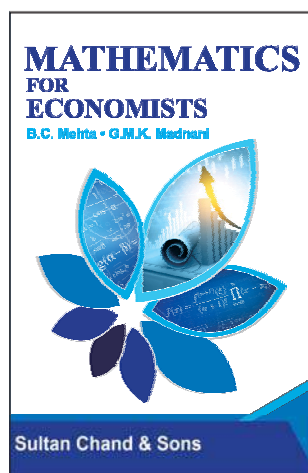
B.C. Mehta • G.M.K. Madhani

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Answers to Selected Exercises and Questions.

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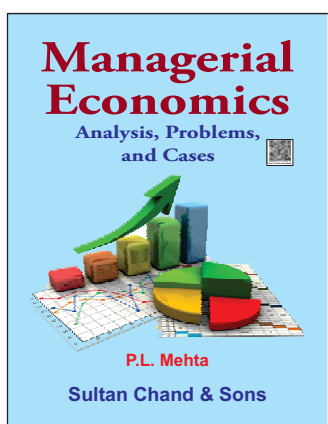
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Managerial Economics

Analysis, Problems, and Cases

P.L. Mehta



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I.C. Dhingra

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I.C. Dhingra

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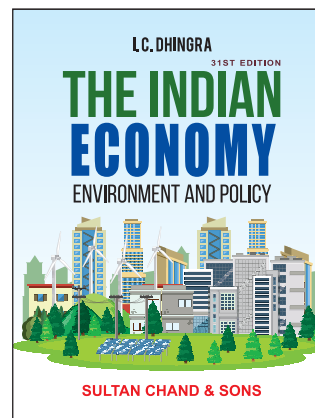
Section III: Development Planning in India – Era of Five-Year Plans in India (1951–2017) • Distribution of Income and Balanced Regional Development • Labour Force Policy and Unemployment • Price Level: Trends and Policy.

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Edition: 31st, 2022

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Indian Economy

I.C. Dhingra

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Unit VIII: Foreign Trade – India's Foreign Trade.

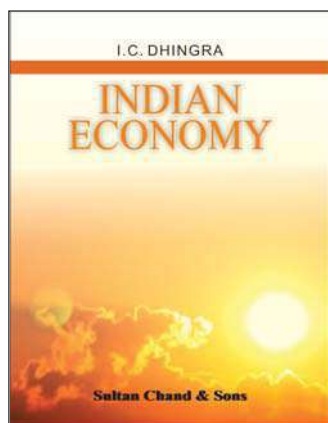
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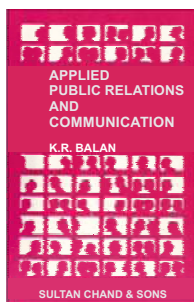


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K.R. Balan

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- Corporate Relations
- Public Relations at Large
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- Editing, Printing and Production of Publications
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Edition: 3rd, 1993;

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ISBN: 978-81-8054-799-7 (TC 129);

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D. Joseph Anbarasu • V.K. Boominathan • P. Manoharan • G. Gnanaraj

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M. Adhikary

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Part IV: Appendices – Appendices I – XI: Post Scripts.



Edition: 13th, 2012

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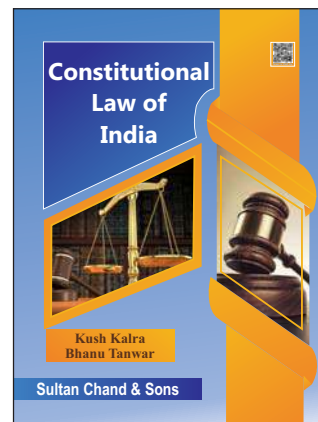
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Kush Kalra • Bhanu Tanwar

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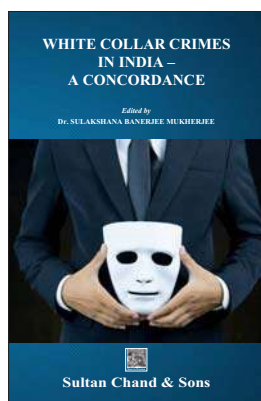
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Dr. Sulakshana Banerjee Mukherjee

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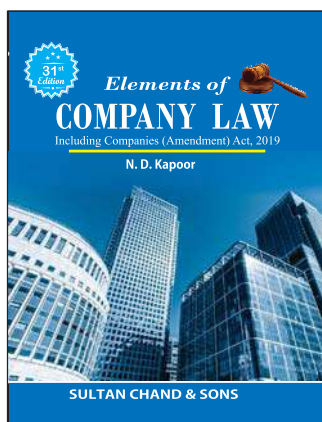
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Including Companies (Amendment) Act, 2019

N.D. Kapoor



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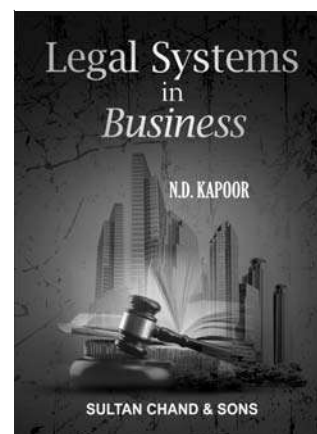
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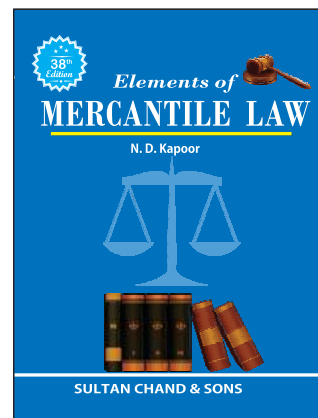
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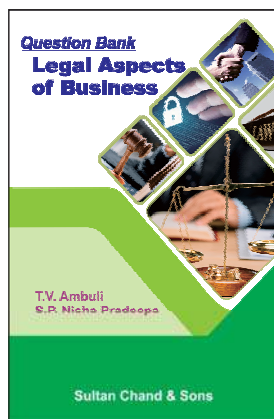
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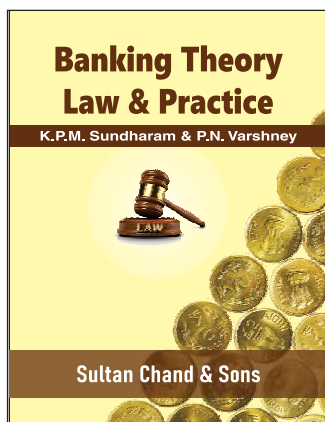
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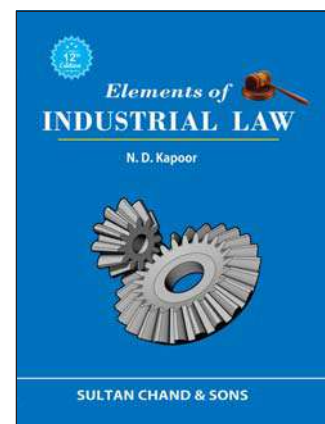
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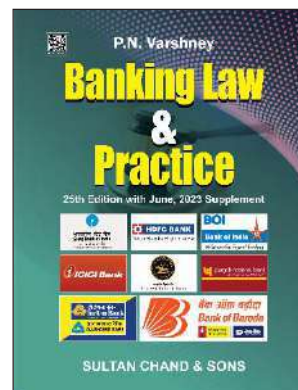
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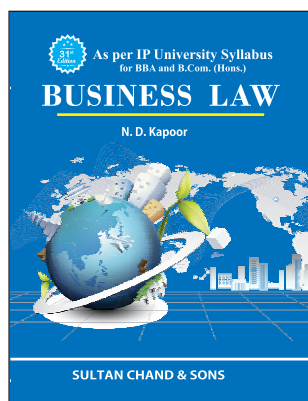
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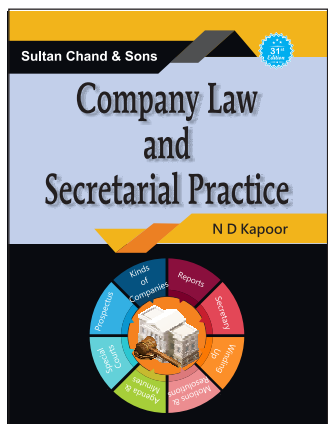
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Handbook of Industrial Law

N.D. Kapoor

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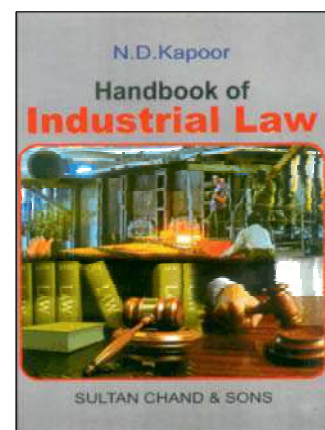
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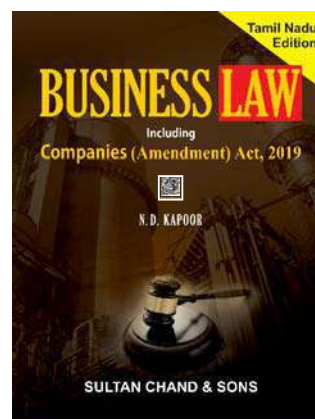
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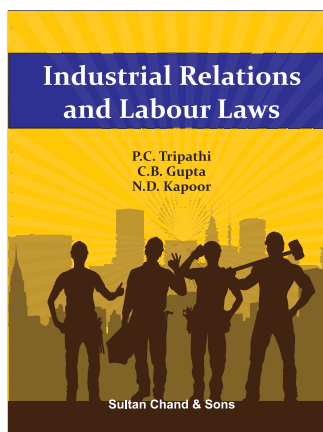
P.C. Tripathi • C.B. Gupta • N.D. Kapoor

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University Question Papers.



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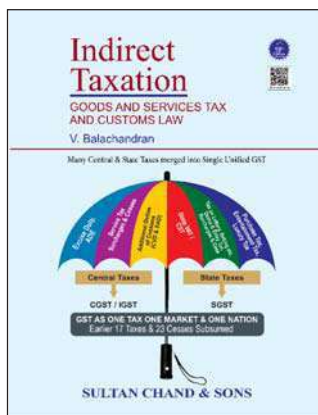
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V. Balachandran

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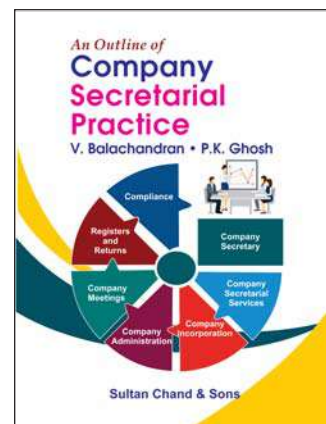
V. Balachandran • P.K. Ghosh

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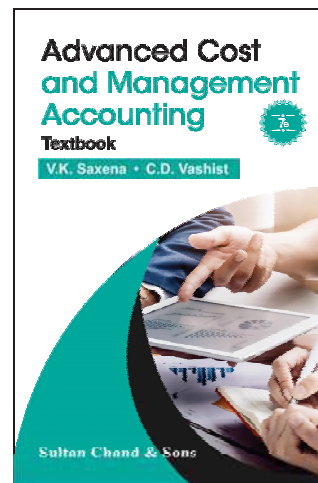
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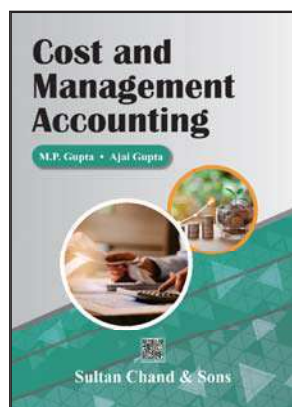
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M.P. Gupta • Ajai Gupta

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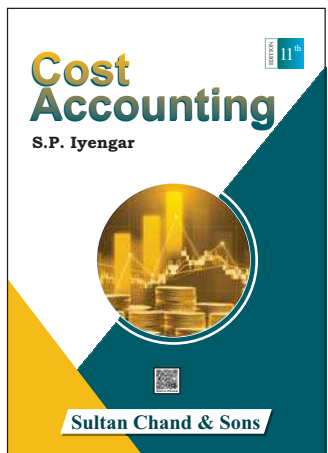
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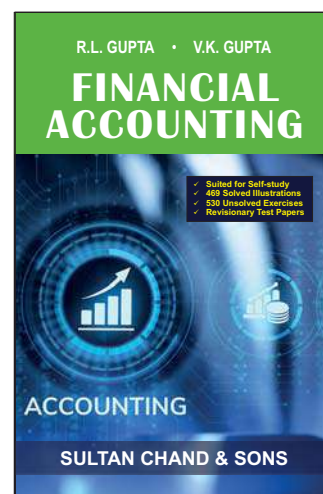
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R.L. Gupta • V.K. Gupta

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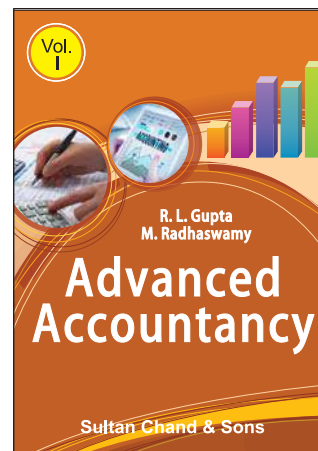
R.L. Gupta • M. Radhaswamy

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.

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Pages: xvi + 1,832

ISBN: 978-81-8054-699-0 (TC 040);

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Advanced Accountancy – Vol. II

R.L. Gupta • M. Radhaswamy

Contents

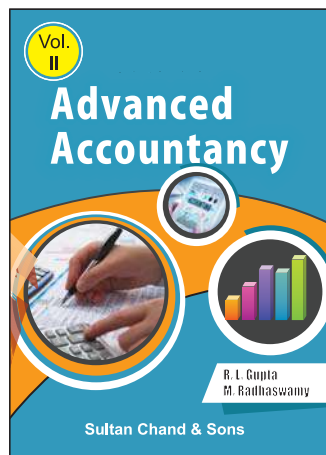
Section IV: Company Accounts – Share Capital • Company Accounts – Redeemable Preference Shares • Debentures – Issue and Redemption • Profit Prior to Incorporation and Statutory Report • Company Financial Statements • Amalgamation, Absorption and External Reconstruction • Alteration of share capital and internal reconstruction • Company Accounts – Liquidation • Valuation of Goodwill and Shares • Corporate Financial Reporting • Consolidated Financial Statements.

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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 Paper.



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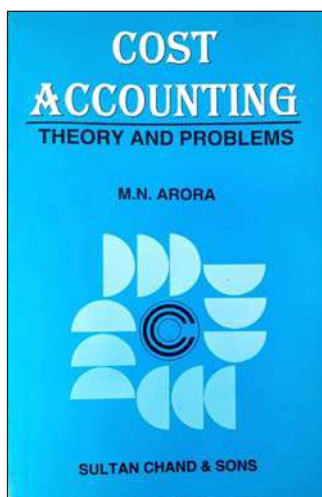
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Cost Accounting

Theory and Problems

M.N. Arora



Contents

- Introduction
 - Classifications and Elements of Cost
 - Material Cost
 - Labour Cost
 - Overhead Cost
 - Single or Output Costing (Cost Sheet)
 - Job and Contract Costing
 - Process Costing
 - Operating Costing
 - Reconciliation of Cost and Financial Accounts
 - Marginal Costing and Break-even Analysis
 - Standard Costing
 - Budgetary Control
- Appendix Model Solutions of Latest Problems.

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Fundamentals of Cost Accounting

Dr. S.N. Maheshwari

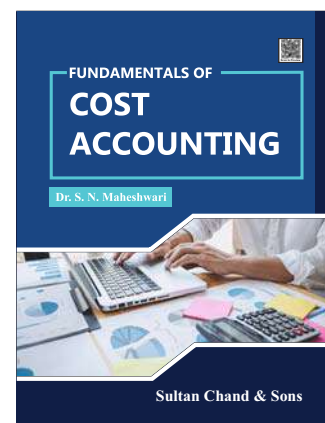
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Section C: Budgetary Control & Performance Measurement • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions Involving Alternative Choices.

Latest Examination Question Papers with Solutions.



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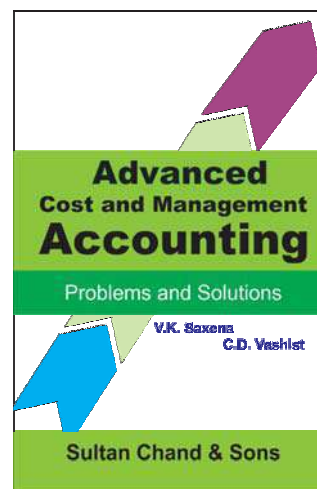
Problems & Solutions

V.K. Saxena • C.D. Vashist

Contents

Material • Labour • Overheads • Cost Book-keeping • Unit Costing, Job Costing & Contract Costing • Process Costing • Service Costing • Joint Product and By-product • Marginal Costing & CVP Analysis • Short-term Decision-making • Budgetary Control • Standard Costing – Variance Analysis • Pricing Decisions • Inflation Accounting • Mathematical/Statistical Applications to Managerial Problems • Capital Budgeting.

Multiple Choice Questions • Appendix A – Chapter-wise Problems from Recent Examinations • Appendix B – Preparing for PEE • Tables.



Edition: 19th, 2006

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ISBN: 978-81-8054-574-0 (TC 115)

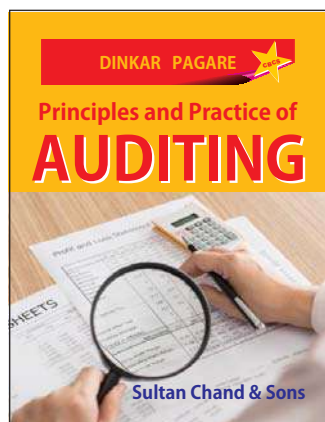
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Dinkar Pagare

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 Dividend; • Specialized Audit; • 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.



Edition: 13th, 2020

Pages: xxiv + 376

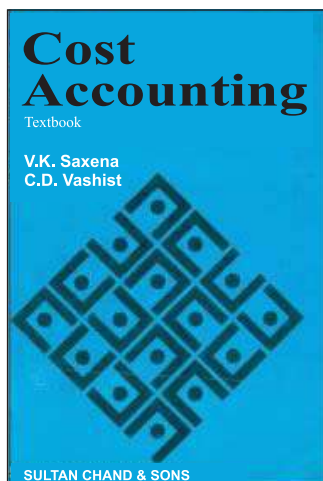
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MRP: ₹ 390.00



Cost Accounting: Textbook

V.K. Saxena • C.D. Vashist



Contents

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

Appendix – Appendix A • Appendix B • Appendix C.

Edition: 7th, 2005

Pages: xxxii + 1,404

ISBN: 978-81-8054-611-2 (TC 111)

MRP: ₹ 650.00

Principles and Practice of Accountancy

R.L. Gupta • V.K. Gupta

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.

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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.

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Part VII: Financial Statement Analysis – Financial Statement Analysis • Funds Flow Statement • Cash Flow Statement • Ratio Analysis.

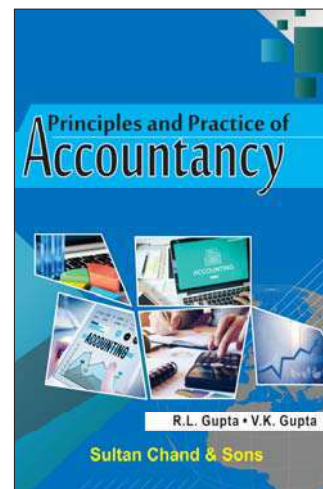
Part VIII: Solved Question Papers – Solved University Question Papers • University of Delhi, B.Com. (2018) Question Paper.

Edition: 14th, 2019

Pages: xvi + 1,336

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Financial and Management Accounting

Dr. S.N. Maheshwari

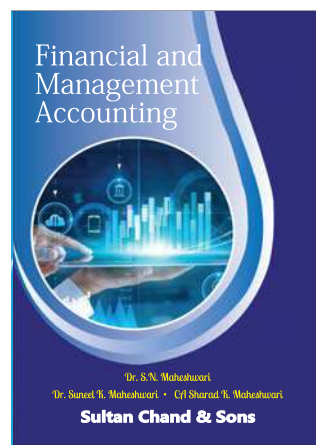
Dr. Suneel K. Maheshwari • CA Sharad K. Maheshwari

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Part I – Financial Accounting: Meaning and Scope of Accounting • Accounting Principles • Journalising Transactions • Ledger Posting and Trial Balance • Sub-division of Journal • Negotiable Instruments • Bank Reconciliation Statement • Matching Concept • Capital and Revenue • Final Accounts.

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Edition: 6th, 2022

Pages: xvi + 768

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MRP: ₹ 560.00

Accounting for Management

Dr. S.N. Maheshwari • CA Sharad K. Maheshwari

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Part I: Financial Accounting – Section 1: Accounting Principles & Processes – Meaning and Scope of Accounting • Accounting Principles • Journalising Transactions • Ledger posting and Trial Balance • Sub-division of Journal • Negotiable Instruments • Bank Reconciliation Statement • Matching Concept • Capital and Revenue • Final Accounts • Inventory Valuation • Fixed Assets and Depreciation Accounting • Rectification of Errors.

Part II: Cost Accounting – Section 2: Cost Accounting Concepts & Elements of Cost – 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.

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Part III: Management Accounting – Section 4: Planning & Control – Budgetary Control • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions Involving Alternative Choices • Miscellaneous Concepts.

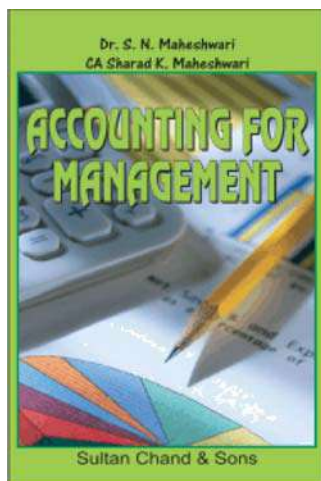
Part – IV: Suggested Answers

Edition: 3rd, 2012

Pages: xx + 1,158

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MRP: ₹ 600.00



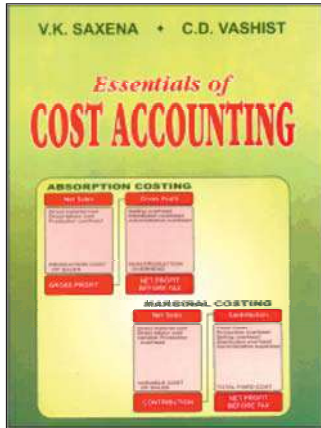
Essentials of Cost Accounting

V.K. Saxena • C.D. Vashist

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.

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Edition: 2nd, 2011

Pages: xxiv + 940

ISBN: 978-81-8054-845-1 (TC 1098)

MRP: ₹ 350.00

Cost Accounting

Problems & Solutions

V.K. Saxena • C.D. Vashist

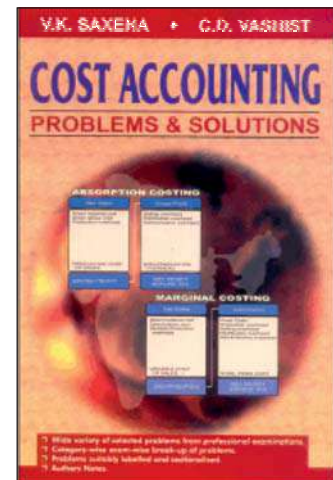
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- Materials
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Appendix A – Problems from Recent Examinations.

Appendix B – Preparing for Professional Examinations.



Edition: 11th, 2006

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ISBN: 978-81-8054-571-9 (TC 112)

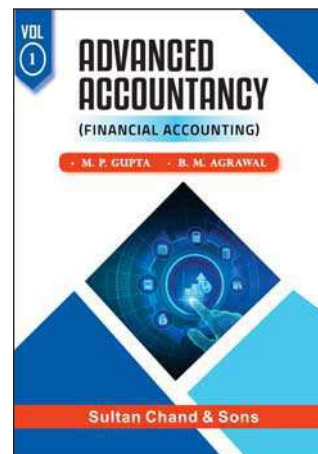
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Advanced Accountancy – Vol. 1 (Financial Accounting)

M.P. Gupta • B.M. Aggarwal

Contents

Theoretical Framework – Accounting Theory and Philosophy • Rules of Accounting and the Journal • Ledger • Cash Book • Subsidiary Books • Trial Balance and Rectification of Errors • Capital and Revenue (Expenditure and Receipts) • Accounting for Bills of Exchange • Bank Reconciliation Statement • Average Due Date and Account Current • Depreciation Accounting • Inventory Valuation • Final Accounts for Sole Proprietors • Accounting for Consignment • Accounting for Joint Venture • Financial Statements of Non-Trading Organisations • Self-Balancing and Sectional Balancing System • Sale of Goods on Approval or Return Basis • Insolvency Accounts of Non-Corporate Entities • Royalty Accounts • Hire-Purchase and Instalment Payments System • Accounting for Branches Including Foreign Branches • Departmental Accounting • Accounting for Agricultural Farms • Voyage Accounts • Investment Accounts • Insurance Claims for Loss of Stock and Loss of Profit • Accounting for Packages & Containers • Lease Accounting • Inflation Accounting • Single Entry System (Accounts from Incomplete Records) • Contract Accounts • Miscellaneous Accounts • Partnership-I – Fundamentals and Valuation of Goodwill in Partnership • Partnership-II – Admission of a Partner • Partnership-III – Retirement/Death of a Partner • Dissolution of Partnership Firms Including Piecemeal Distribution of Assets • Conversion of Partnership Firm into a Company or Sale to a Company and Amalgamation of Firms.



Edition: 1st, 2022

Pages: xxiv + 1,734

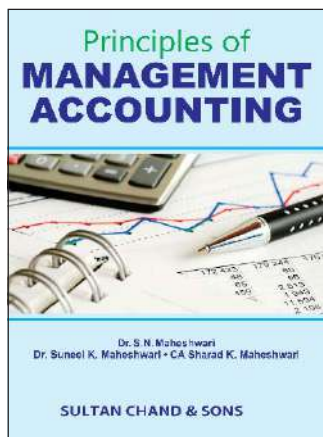
ISBN: 978-81-954071-3-2; (TC 1241)

MRP: ₹ 995.00

Principles of Management Accounting

Dr. S.N. Maheshwari

Dr. Suneel K. Maheshwari • CA Sharad K. Maheshwari



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Section B: Financial Analysis – Financial Statements: Analysis and Interpretation; • Ratio Analysis; • Funds Flow Analysis; • Cash Flow Analysis.

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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 • Subject Index • Author Index.

Edition: 18th, 2021

Pages: xxviii + 736

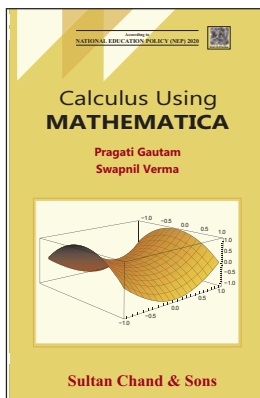
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Calculus Using MATHEMATICA

Pragati Gautam • Swapnil Verma

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- Complex Numbers in Mathematica
- Finite and Infinite Subsets of R
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- Sequence and its Convergence in Mathematica
- Series in Mathematica

Model Question Paper I

Model Question Paper II

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Pages: xvi + 272

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MRP: ₹ 250.00

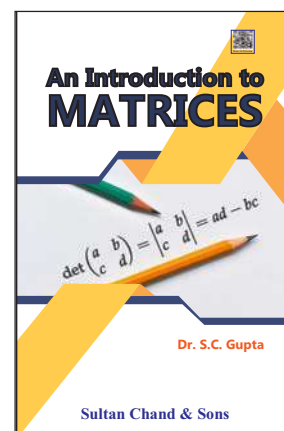
An Introduction to Matrices

S.C. Gupta

Contents

- Algebra of Matrices
- Matrices Associated with a Given Matrix
- Determinants
- Adjoint and Inverse of a Matrix
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Edition: 1st, 1978

Pages: viii + 288

ISBN: 978-81-8054-926-7; (TC 503)

MRP: ₹ 275.00

A Textbook on Differential Equations and Applications

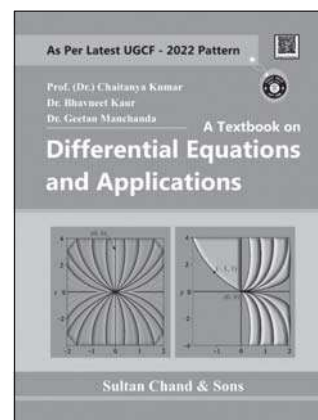
As per Latest UGCF - 2022 Pattern

Prof. (Dr.) Chaitanya Kumar • Dr. Bhavneet Kaur • Dr. Geetan Manchanda

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- Preliminaries
- Ordinary Differential Equations of Order One and First Degree
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- Mathematica Software
- Maxima Software
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University Question Papers (2018 – 2022)



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Introduction to Graph Theory

According to National Education Policy-2020

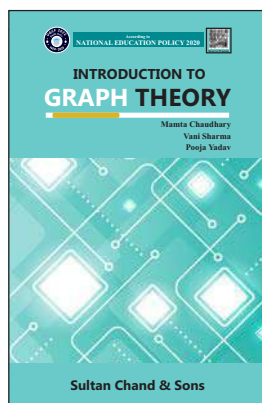
Mamta Chaudhary • Vani Sharma • Pooja Yadav

Contents

- Graphs
- Representation of a Graph and Graph Isomorphism
- Paths and Circuits
- Shortest Path Algorithms
- Trees
- Planar Graphs and Coloring
- Networks, Flows and Cuts
- Applications of Graphs
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Miscellaneous Questions

Question Papers



Edition: 1st, 2023

Pages: xvi + 312

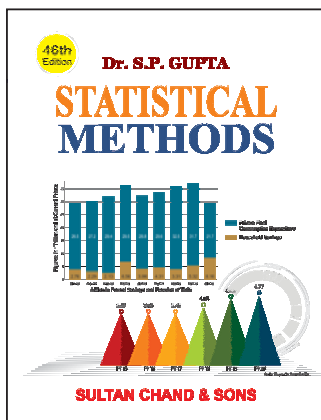
ISBN: 978-93-91820-33-6; (TC 1285)

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Statistical Methods

Dr. S.P. Gupta

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Edition: 46th, 2021

Pages: xxiv + 1,304

ISBN: 978-93-5161-176-9 (TC 506)

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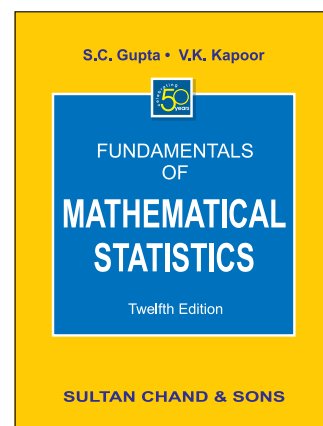
Fundamentals of Mathematical Statistics

S.C. Gupta • V.K. Kapoor

Contents

Introduction (Meaning and Scope) • Descriptive Measures (Measures of Central Tendency, Measures of Dispersion, Measures of Skewness, Measures of Kurtosis) • Theory of Probability – I • Theory of Probability – II • Random Variables and Distribution Functions • Mathematical Expectation • Generating Functions and Law of Large Numbers • Special Discrete Probability Distributions • Special Continuous Probability Distributions • Correlation • Curve Fitting and Regression Analysis • Multiple and Partial Correlation and Regression Analysis • Theory of Attributes • Large Sample Theory • Exact Sampling Distributions-I [Chi-square (χ^2) Distribution] • Exact Sampling Distributions-II [t , F and Z Distributions] • Statistical Inference – I (Theory of Estimation) • Statistical Inference – II (Testing of Hypothesis and Non-Parametric methods) • Finite Differences and Numerical Analysis • Bivariate and Multivariate Normal Distributions • Some Additional Topics.

Appendices • Index.



Edition: 12th, 2020

Pages: xx + 1,322

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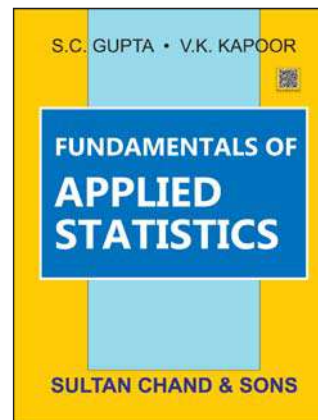
MRP: ₹ 795.00

Fundamentals of Applied Statistics

S.C. Gupta • V.K. Kapoor

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



Edition: 4th, 2007

Pages: xvi + 712

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

MRP: ₹ 625.00

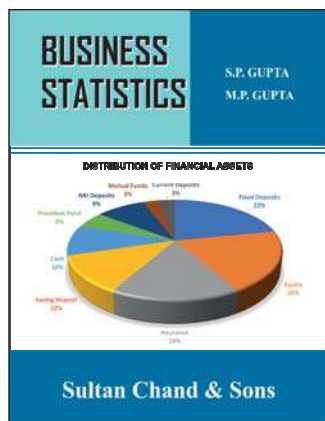
Business Statistics

S.P. Gupta • M.P. Gupta

Contents

- Business Statistics – What & Why
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Appendix: Statistical Tables.



Edition: 19th, 2017

Pages: xxiv + 800

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

MRP: ₹ 595.00

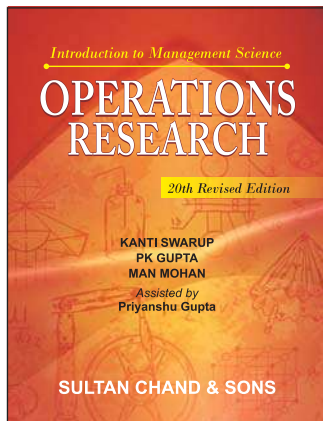


Introduction to Management Science

Operations Research

Kanti Swarup • P.K. Gupta • Man Mohan

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)

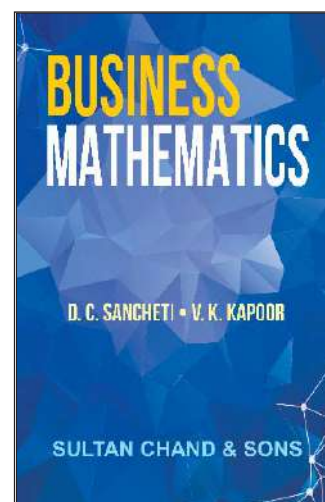
MRP: ₹ 795.00

Business Mathematics

D.C. Sancheti • V.K. Kapoor

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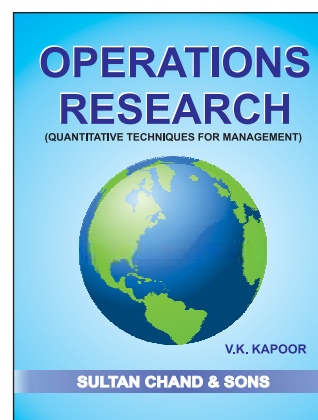
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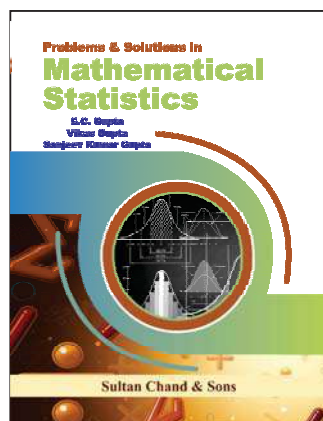
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- Regression
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Appendix 1 – Numerical Tables

Appendix 2 – Bibliography.



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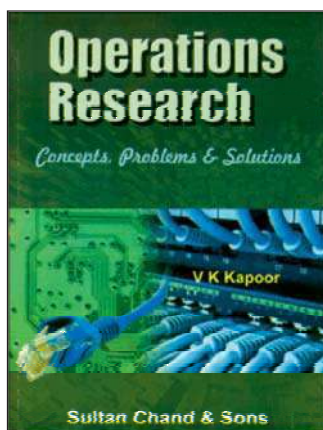
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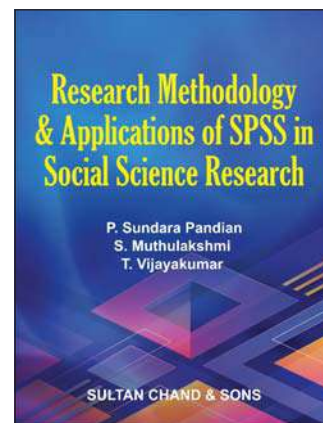
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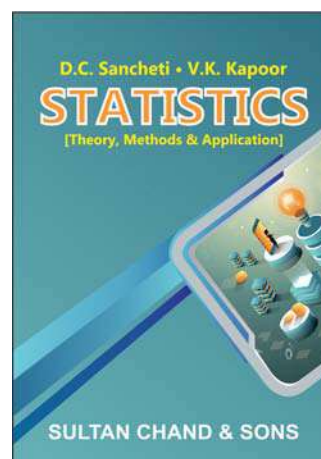
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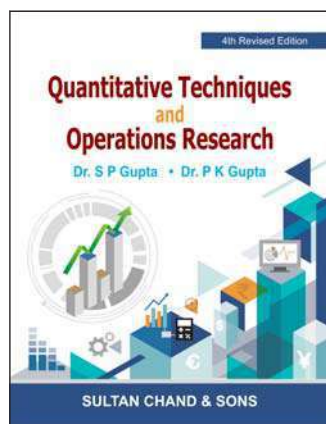
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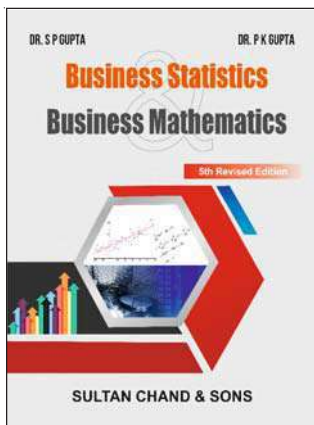
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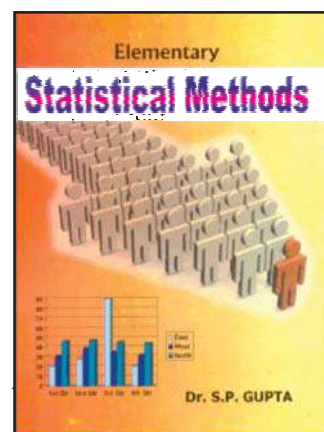
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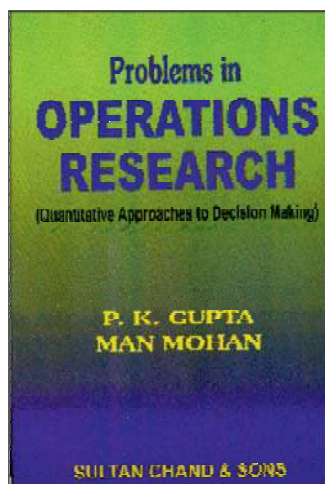
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Appendix : Statistical and Other Tables



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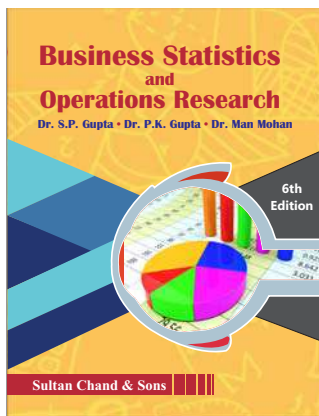
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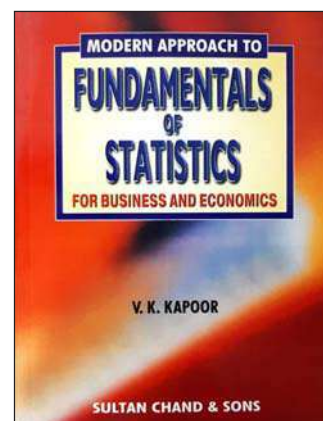
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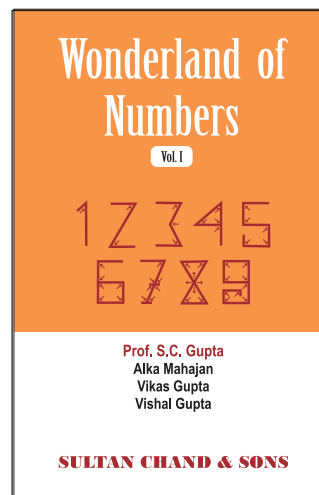


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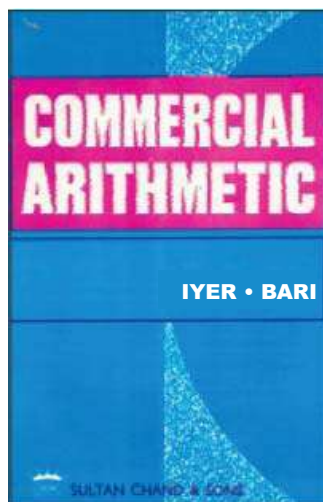
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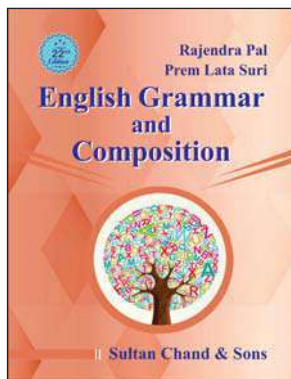
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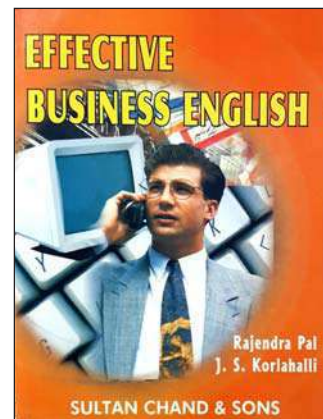
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