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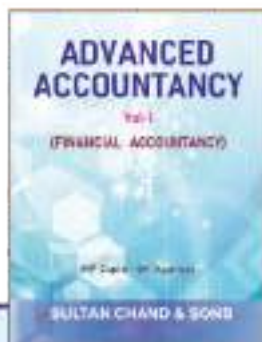
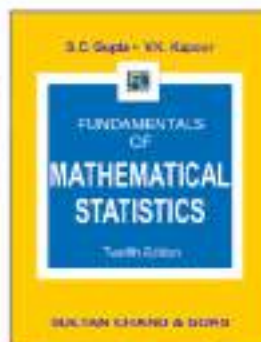
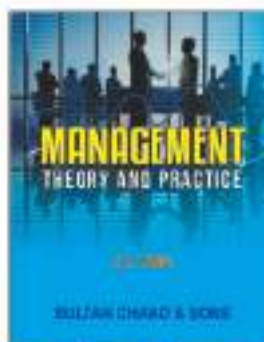
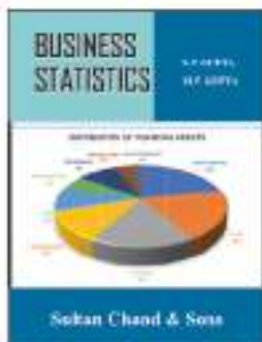
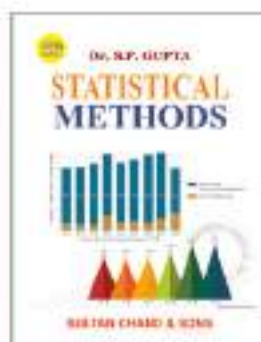
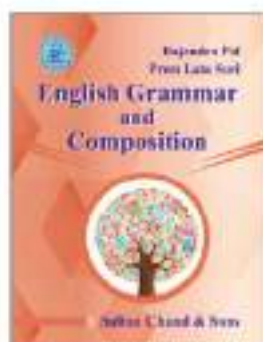
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<i>Basic Financial Management (B.Com.)</i>	Rustagi RP	1151	9 (2019)	350
<i>Business Environment</i>	Ghosh PK	1163	1 (2010)	300
<i>Business Environment (MBA, BBA, BBM, All India)</i>	Gupta CB	1047	10 (2017)	500
<i>Business Management</i>	Pagare Dinkar	198	6 (2018)	300
<i>Business Management (B.Com Madras)</i>	Gupta CB	159	15 (2018)	495
<i>Business Organisation & Management (All India)</i>	Gupta CB	169	17 (2019)	450
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<i>Elements of Financial Management (B.Com.)</i>	Maheshwari SN	181	12 (2019)	350
<i>Entrepreneurial Development</i>	Gupta CB & Srinivasan NP	174	2020	350
<i>Entrepreneurship – Text and Cases</i>	Gupta CB	1234	3 (2022)	400
<i>Entrepreneurship & Small Business Management</i>	Khanka SS & Gupta CB	176	8 (2022)	350
<i>Essentials of Business Communication (All Courses)</i>	Pal Rajendra & Korlahalli JS	212	13 (2011)	520
<i>Essentials of Financial Management</i>	Saxena VK & Vashist CD	1140	1 (2008)	350
<i>Financial Administration of India</i>	Thavaraj MJK	451	7 (2003)	400
<i>Financial Management – Principles & Practice</i>	Maheshwari SN	178	15 (2019)	750
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<i>Foreign Exchange & Risk Management</i>	Jeevanandam C	828	17 (2020)	535
<i>Foreign Exchange Arithmetic</i>	Jeevanandam C	405	17 (2016)	160
<i>Fundamentals of Business Organisation & Management</i>	Bhushan YK	131	20 (2016)	600
<i>Human Resource Management</i>	Gupta CB	163	19 (2018)	605
<i>Human Resource Management</i>	Prasad LM	858	4 (2017)	485
<i>Human Resources Development</i>	Tripathi PC	233	7 (2013)	450
<i>Indian Financial System</i>	Mittal DK & Varshney PN	246	2015	650
<i>International Marketing Management</i>	Varshney RL & Bhattacharya B	247	26 (2020)	625
<i>Investment Analysis & Portfolio Management</i>	Rustagi RP	1116	5 (2022)	695
<i>Investment Management Theory & Practice</i>	Rustagi RP	1058	11 (2021)	395
<i>Logistics and Supply Chain Management</i>	Saikumari V & Purushothaman S	1254	1 (2022)	250
<i>Mahabharat & Management</i>	Gulshan SS & Bhikshu Mahatma Devesh	790	1 (2013)	450
<i>Management Concepts & Practice</i>	Gupta CB	157	14 (2014)	350
<i>Management information System (M.Com., MBA)</i>	Prasad LM & Prasad Usha	902	2 (2010)	375
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<i>Managerial Economics: Text, Problems & Cases</i>	Varshney RL & Maheshwari KL	454	22 (2014)	550
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Law

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<i>Question Bank Legal Aspects of Business</i>	Ambuli TV & Pradeepa Nisha SP	11	1 (2020)	150

Accountancy

<i>Accounting for Management</i>	Maheshwari SN & Maheshwari Sharad K	1060	3 (2012)	600
<i>Advanced Cost & Management Accounting (Textbook)</i>	Saxena VK & Vashist CD	114	7 (2006)	595
<i>Advanced Cost & Management Accounting: Probs & Solns</i>	Saxena VK & Vashist CD	115	19 (2006)	675
<i>Advanced Accountancy, Vol. I (Financial Accounting)</i>	Gupta MP & Aggarwal BM	1241	1 (2022)	995
<i>Advanced Accountancy – I</i>	Gupta RL & Radhaswamy M	40	13 (2015)	795
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<i>Cost Accounting</i>	Arora MN	1	5 (2007)	125



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<i>Cost Accounting</i>	Iyengar SP	63	10 (2005)	350
<i>Cost Accounting – Problems & Solutions</i>	Saxena VK & Vashist CD	112	11 (2006)	450
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<i>Essentials of Cost Accounting</i>	Saxena VK & Vashist CD	1098	2 (2011)	350
<i>Financial & Management Accounting</i>	Maheshwari SN, Maheshwari Suneel K & Maheshwari Sharad K	825	6 (2022)	500
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<i>Fundamentals of Cost Accounting</i>	Maheshwari SN	1101	2 (2011)	410
<i>Management Accounting & Financial Control</i>	Maheshwari SN	82	16 (2015)	700
<i>Principles & Practice of Accounting</i>	Gupta RL & Gupta VK	36	14 (2019)	695
<i>Principles & Practice of Auditing</i>	Pagare Dinkar	101	13 (2020)	390
<i>Principles of Management Accounting</i>	Maheshwari SN, Maheshwari Suneel K & Maheshwari Sharad K	91	8 (2021)	500

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<i>Operations Research</i>	Kapoor VK	532	5 (2011)	475
<i>Operations Research Concepts, Probs. & Solns.</i>	Gupta SC, Gupta Vikas & Gupta Sanjeev Kumar	1232	1 (2016)	450
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Gupta SC, Mahajan Alka, Gupta Vikas & Gupta Vishal	<i>Wonderland of Numbers (Vol. I)</i>	1248	1 (2022)	400
Gupta SL & Pal Sumitra	<i>Consumer Behaviour</i>	849	2 (2011)	400



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Kapoor ND	<i>Handbook of Industrial Law</i>	298	14 (2011)	595
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Maheshwari SN	<i>Elements of Financial Management (B.Com.)</i>	181	12 (2019)	350
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Nair Rajan N & Nair Sanjith R	<i>Marketing Management – Value Approach</i>	1201	1 (2013)	350



<i>Author(s)</i>	<i>Book Title</i>	<i>TC</i>	<i>Edition (Year)</i>	<i>Price (₹)</i>
Pagare Dinkar	<i>Principles & Practice of Auditing</i>	101	13 (2020)	390
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Varma MM	<i>Materials Management</i>	242	4 (2001)	325
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L.M. Prasad

Contents

Part I: Conceptual Framework of Management – Introduction to Management • Development of Management Thought • Management Challenges and Opportunities • Social Responsibility and Ethics

Part II: Planning – Fundamentals of Planning • Organizational Plans • Decision Making

Part III: Organizing – Fundamentals of Organizing • Power and Authority • Conflict and Coordination • Organizational Change

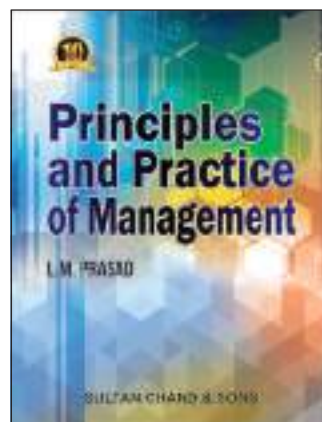
Part IV: Staffing – Fundamentals of Staffing • Employee Development and Performance Appraisal

Part V: Directing – Fundamentals of Staffing • Motivation • Leadership • Communication

Part VI: Controlling – Fundamentals of Controlling • Control Techniques

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

Appendices • Glossary • Subject Index.



Edition: 10th, 2020

Pages: xvi + 536

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

MRP: ₹ 495.00

Organizational Behaviour

L.M. Prasad

Contents

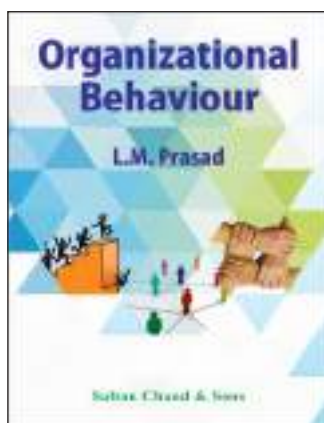
Part I: Conceptual Framework for Organizational Behaviour – Introduction to Organizational Behaviour.

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

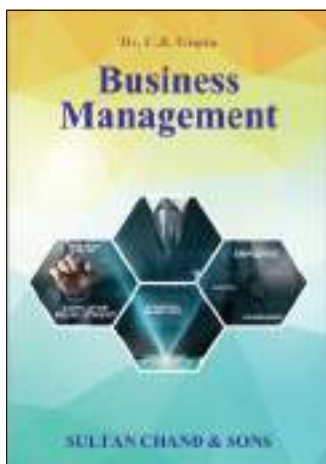
Pages: xviii + 550

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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.

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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

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Entrepreneurial Development

Dr. C.B. Gupta • Dr. N.P. Srinivasan

Contents

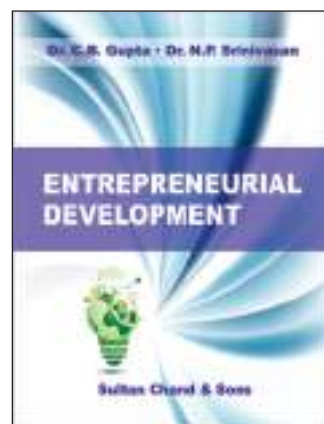
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Part III – Steps for Starting a Small Industry • Selection of Types of Organisation • Incentives and Subsidies • Exports and Imports • Sources of Project Finance • Institutional Finance to Entrepreneurs.

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.



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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.

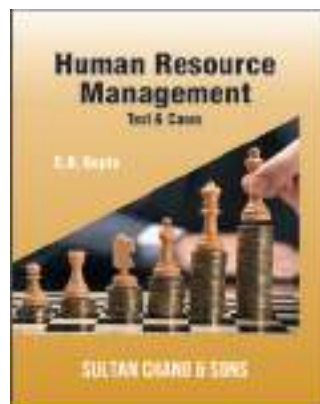
Part V: Maintaining & Retaining Human Resources – Job Changes – Transfers, Promotions and Separations • Absenteeism and Labour Turnover • Employee Health & Safety • Employee Welfare (Employee Benefits & Engagement) • Social Security • Work Environment • Discipline and Grievance.

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

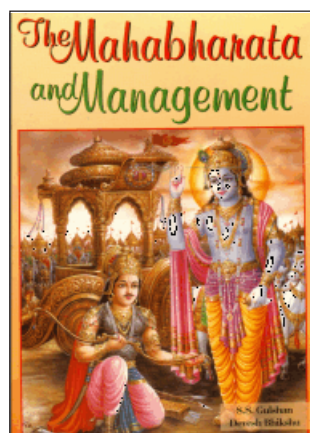
Pages: xxiv + 804

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

MRP: ₹ 605.00

The Mahabharata and Management

S.S. Gulshan • Mahatma Devesh Bhikshu



Contents

Part 1: Adi Parva • Sabha Parva

Part 2: Vana Parva

Part 3: Virata Parva • Udyoga Parva

Part 4: Bheeshma Parva

Part 5: Drone Parva

Part 6: Karna Parva • Salya Parva • Saupthika Parva • Stree parva

Part 7: Shanty Parva

Part 8: Anushasan Parva • Aswamedha Parva • Ashrama vasika Parva • Mausala Parva • Mahaprasthanika Parva • Swargarohanika Parva

Part 9: Infinite Existence- Consciousness-Bliss

Part 10: Business and its Management

Edition: 1st, 2013

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ISBN: 978-81-8054-179-7 (TC 790)

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Essentials of Business Communication

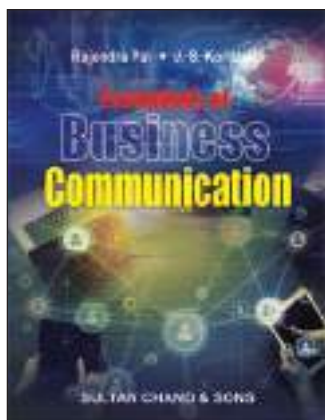
Rajendra Pal • J.S. Korlahalli

Contents

- Essentials of Communication
- English for Effective Business Communication
- 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.

Appendix 1

Appendix 2



Edition: 13th, 2011

Pages: xxiv + 848

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

MRP: ₹ 520.00

Basic Financial Management

Dr. R.P. Rustagi

Contents

Part One – Financial Management – An Introduction • Time Value of Money.

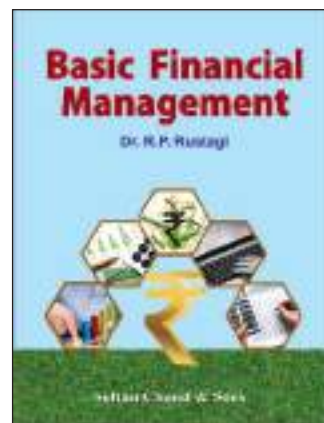
Part Two – Capital Budgeting – An Introduction • Capital Budgeting – Techniques of Evaluation.

Part Three – Cost of Capital • Leverage Analysis • EBIT – EPS Analysis • Leverage, Cost of Capital and Value of the Firm • Factors of Capital Structure.

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

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

Appendix I • Appendix II.



Edition: 9th, 2019

Pages: xvi + 432

ISBN: 978-93-5161-148-6 (TC 1151)

MRP: ₹ 350.00

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.

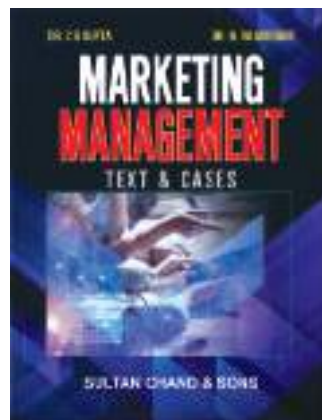
Part III: Pricing (Capturing Value) – Price Mix.

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.

Appendix • Syllabi on Marketing Management • Select Bibliography • Index.



Edition: 19th, 2018

Pages: xvi + 646

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

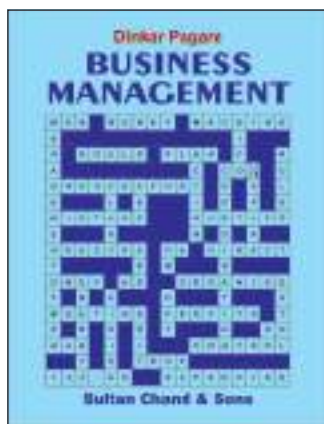
MRP: ₹ 450.00

Business Management

Dinkar Pagare

Contents

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.



Edition: 6th, 2018

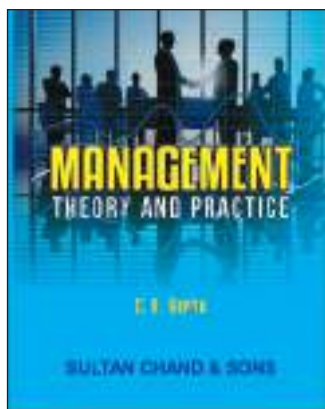
Pages: xx + 412

ISBN: 978-93-5161-119-1 (TC 198)

MRP: ₹ 300.00

Management: Theory and Practice

C.B. Gupta



Contents

Part I: Introduction to Management – Concept and Nature and Scope of Management • Management Process – Functions and Principles • Coordination – The Essence of Managing • Evolution of Management Thought • Modern Management Gurus • Management and Environment.

Part II: Planning and Decision-Making – Nature, Process and Types of Planning • Forecasting • Management by Objectives • Decision-making • Strategic Management Process • Problem Solving.

Part III: Organising – Nature and Principles of Organisation • Departmentation • Span of Management • Authority and Responsibility • Delegation and Decentralisation • Forms of Organisation Structure • Line and Staff Relations • Theories of Organisation • Management of Change • Organisation Development • Organisation Charts and Manuals • Organisational Climate and Culture • Organisational Conflicts • Organisational Politics.

Part IV: Staffing – Nature and Scope of Staffing • Selection, Training and Development • Human Resources – Appraisal and Accounting • Knowledge Management • Learning Organisation.

Part V: Directing – Nature and Scope of Directing • Motivation and Morale • Communication • Leadership • Supervision • Team Building • Crisis Management • Corporate Governance.

Part VI: Controlling – Nature and Process of Controlling • Techniques of Control.

Part VII: Management and Society – Management of Public Undertakings • Social Responsibilities of Business • Business Ethics • Japanese Management • International Management • Excellence in Management • Management of Time • Management of Family Business • Management of Non-profit Organisation • Management in Future • Modern Management Techniques • The Entrepreneurship Development.

Some Syllabi on Management • Select Bibliography • Subject Index.

Edition: 21st, 2022

Pages: xxxii + 896

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

MRP: ₹ 570.00

Human Resource Development

P.C. Tripathi

Contents

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



Edition: 7th, 2013

Pages: xx + 532

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MRP: ₹ 450.00

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.

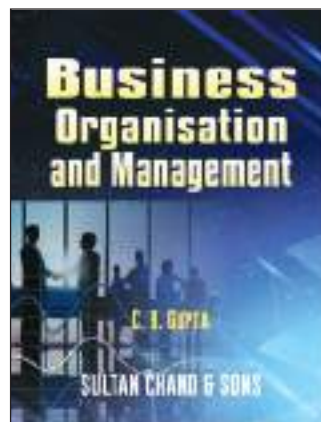
Section III: Marketing of Products – Nature and Functions of marketing • Channels of Distribution (Home Trade) • Exports and Imports (Foreign Trade) • Advertising, Salesmanship and Sales Promotion • Business Risks • Elements of Insurance.

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: ₹ 450.00

Investment Management (Theory & Practice)

Dr. R.P. Rustagi

Contents

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

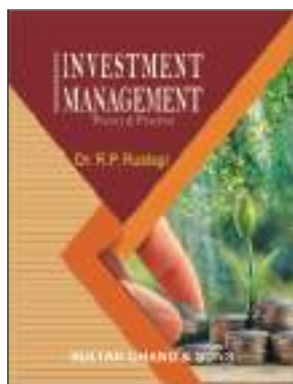
Part II: Risk-return Relationship and Portfolio Management – Risk and Return • Portfolio Selection and Management.

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: 11th, 2021

Pages: xvi + 416

ISBN: 978-93-5161-168-4 (TC 1058)

MRP: ₹ 395.00

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 Resources 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 • Empowerment and Participation • Safety and Health Management • Human Resource Mobility.

Part VI: Managing Industrial Relations – Dynamics of Industrial Relations • Discipline and Grievance Management • Management of Industrial Disputes.

Part VII: Human Resource Management for Global Business – International Human Resource Management

Appendix: Learning Through Cases • Name Index • Organisation Index • Subject Index

Edition: 4th, 2017

Pages: xiv + 592

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

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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

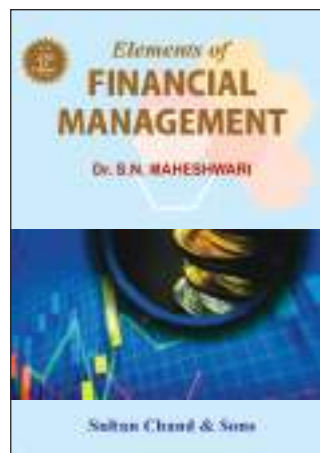
Section A: Foundations of Finance – Financial Management – Meaning and Scope • Concepts in Valuation • Valuation of Securities • Risk and Return

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

Section C: Long-Term Financial Planning – Basics of Capital Budgeting • Risk Analysis in Capital Budgeting • Dividend Policy • Cost of Capital

Section D: Working Capital Management – Basics of Working Capital Management • Management of Cash • Management of Accounts Receivable and Payable • Management of Inventory

Section E: Appendices – **Appendix I:** Table I – Present Value Factor of ₹ 1 • **Appendix II:** Table II – Present Value Factor of ₹ 1 Received Annually for N Years – i.e., $PVAF (r \% n)$ • **Appendix III:** Table III – Compound Value of ₹ 1 • **Appendix IV:** Table IV – The Compound Value 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 + 614

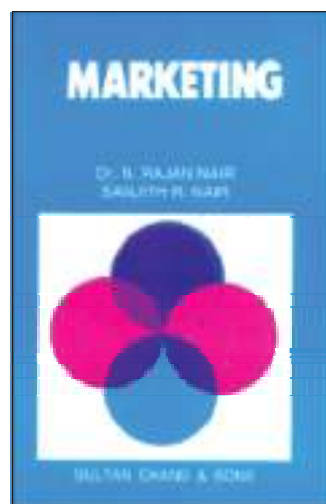
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Marketing

Dr. N. Rajan Nair • Sanjith R. Nair

Contents



Part I: Marketing – A Macro Approach – Markets: Meaning and Classification • 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 & Planning Process • Marketing Organisation • Marketing Research and MIS • Consumer Behaviour • Product Mix • Price Mix • The Promotion Mix-I: Sales Promotion and Advertising • The Promotion Mix-II: Personal Selling • The Physical Distribution Mix.

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Edition: 7th, 2010

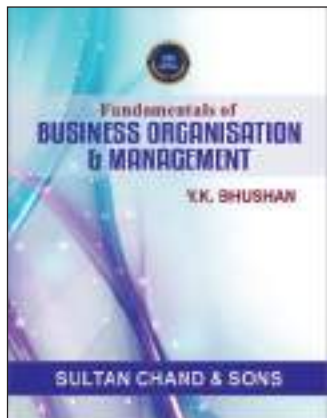
Pages: viii + 472

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

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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 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

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Dr. P.K. Ghosh

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- Business Environment – Dynamics and Specificity
- Environmental Analysis – Why and How
- Changing Business Perspective – An Overview
- Emerging Dimensions of Business Environment
- Macro – Economic Environment – Structural Aspects
- Fiscal and Monetary Policy
- Industrial Policy and Reforms
- Public Sector – Performance, Investment, Privatisation
- Small and Medium Scale Industries: Problems and Prospects
- Money Market and Banking Sector Development
- Infrastructure and Services Sector
- Foreign Investments and Collaboration
- Globalisation: Implications and Impact
- Securities Market – Regulatory Framework
- Trade Policy Reforms
- Consumer Protection – Legal and Administrative Measures
- Appendix: Cases



Edition: 1st, 2010

Pages: xx + 626

ISBN: 978-81-8054-774-4 (TC 1163)

MRP: ₹ 300.00

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.

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

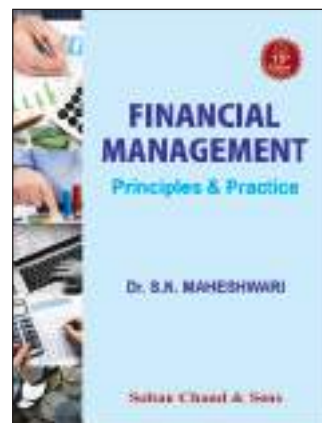
Section C: Cost Analysis – Basic Cost Concepts • Marginal Costing and Profit Planning • Decisions Involving Alternative Choices • Budgetary Control.

Section D: Funds Management – Financial Planning: Meaning and Scope • Capital Structure • Sources of Finance • Project Management • Basics of Capital Budgeting • Risk Analysis in Capital Budgeting • Working Capital Management • Working Capital Control and Banking Policy • Cost of Capital • Leverages • Dividends, Bonus and Rights.

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

Section F: Advanced Solved Problems.

Section G: Advanced Unsolved Problems and Appendices.



Edition: 15th, 2019

Pages: xxviii + 1606

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

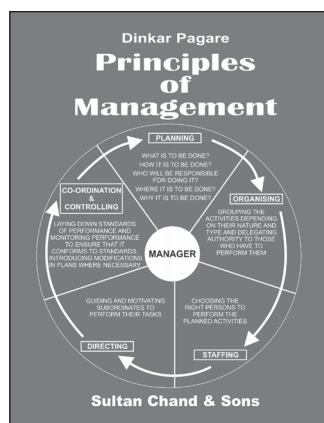
MRP: ₹ 750.00

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.



Edition: 6th, 2018

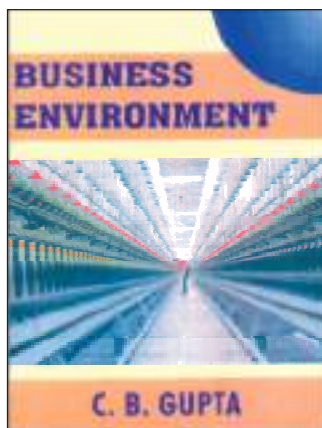
Pages: xx + 412

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

MRP: ₹ 300.00

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 Role of the State • Legal Environment.

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

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

Unit V: Financial Environment – Indian Financial System • The Reserve Bank of India • Commercial Banking • Financial Institutions • Stock Exchange and SEBI.

Unit VI: Natural and Technological Environment – Natural Environment • Technological Environment.

Unit VII: Global/International Environment – Globalisation • Foreign Direct Investment • Multinational Corporations • India WTO and Trading Blocks

Unit VIII: Industrial & Labour Environment – Public Enterprises & Privatisation • Small Scale & Cottage Industries • Industrial Sickness • Industrial Labour in India

Unit IX: Appendix – Some syllabi on Business Environment • Objective Type Questions

Edition: 10th, 2017

Pages: xx + 578

ISBN: 978-93-5161-103-5 (TC 1047)

MRP: ₹ 500.00

Strategic Management

L.M. Prasad

Contents

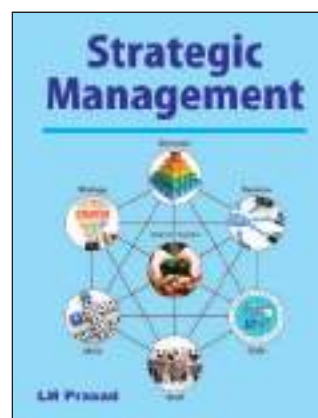
Part I: Conceptual Framework of Strategic Management – Introduction to Strategic Management • Strategic Management Process

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

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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.

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.

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

Dr. C.B. Gupta

Contents

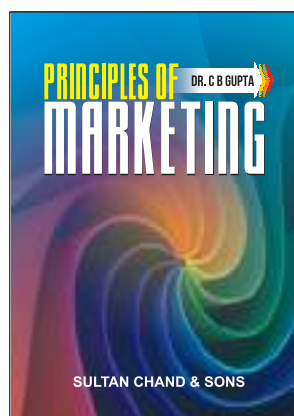
Unit I: Introduction and Consumer Behaviour – Nature, Importance and Scope of Marketing • Evolution of Marketing Concepts • Marketing Mix • Marketing Environment • Consumer Behaviour – An Overview

Unit II: Market Selection and Product – Market Segmentation Targeting and Product Positioning • Product Decisions • New Product Development

Unit III: Pricing and Promotion – Pricing Decisions • Promotion Decisions

Unit IV: Distribution and Retailing – Channels of Distribution • Physical Distribution • Retailing in India: Changing Scenario

Unit V: Rural Marketing and Consumer Protection – Rural Marketing • Recent Developments and Issues in Marketing



Edition: 4th, 2019

Pages: xvi + 296

ISBN: 978-93-5161-137-0 (TC 1191)

MRP: ₹ 275.00

Management Principles & Practice

C.B. Gupta

Contents

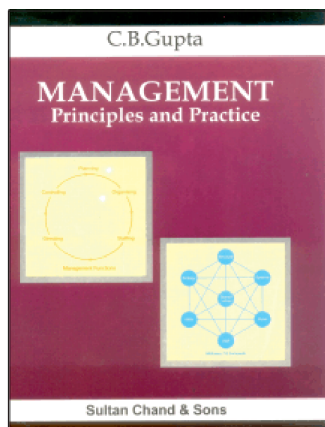
Unit – I: Nature and Scope of management • Evolution of Management Thought • Business Ethics and Social Responsibility.

Unit – II: Planning • Forecasting • Decision making • Organising.

Unit – III: Staffing • Directing and Supervision • Motivation and Morale • Quality of Work Life.

Unit – IV: Leadership • Communication • Controlling • Total quality management • Organisational Change • Organisation Development.

Appendix: Cases in Management.



Edition: 3rd, 2012

Pages: xvi + 438

ISBN: 978-81-8054-888-8 (TC-1172)

MRP: ₹ 350.00

Foreign Exchange & Risk Management

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.

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.

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.



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 System – An Overview of Management Information Systems • Information and System Concepts • Organisation and Information Systems.

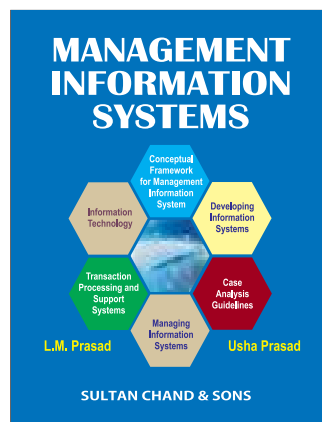
Part II: Information Technology – Nature and Implications of Information Technology • Computer Hardware • Computer Software • Database Management Systems • Communication Technology • Applications of Information Technology.

Part III: Developing Information Systems – Planning for Information Systems • Approaches for System Development • System Analysis and Design • System Implementation and Maintenance.

Part IV: Transaction Processing and Support Systems – Transaction Processing Systems • Decision Support Systems • Executive Information Systems • Artificial Intelligence and Expert Systems • Functional Information Systems • Integrated Information Systems.

Part V: Managing Information Systems – Managing Information Systems Resources • Controls in Information Systems • Information Security • Audit of Information Systems.

Appendix: Case Analysis Guidelines • Glossary • Subject Index.



Edition: 2nd, 2010

Pages: xvi + 650

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

MRP: ₹ 375.00

Entrepreneurship and Small Business Management

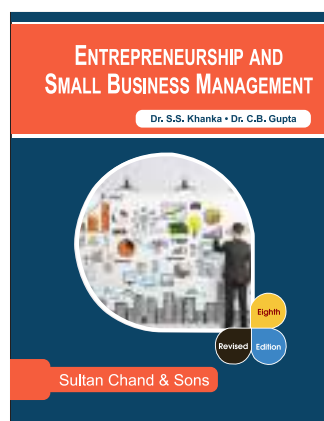
Dr. S.S. Khanka • Dr. C.B. Gupta

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.



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: xvi + 432

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: ₹ 325.00

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 Leading People – Concept and Nature of Directing • Motivation and Morale • Leadership • Communication.

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

Unit VI: Objective Type Questions

Unit VII: Case Studies • Select Bibliography • Questions Papers of BBA Examinations of GGS Indraprastha University.



Edition: 14th, 2014

Pages: xvi + 488

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

MRP: ₹ 350.00

Advertising and Sales Promotion Management

An Indian Perspective: Text and Cases

S.L. Gupta • V.V. Ratna

Contents

Section I: Advertising – Introduction • Historical Perspective of Advertising • Types of Advertising • The Advertising Agency • Types of Media • Markets Analysis: Segmentation and Targeting • Market Analysis: Family Life Cycle and Life Style Marketing • Perception, Learning and Diffusion Process of Communication • Creative Execution • Media Selection, Planning and Scheduling • Creativity in Advertising • Advertising Budget • Direct Marketing and Customer Satisfaction • Role of Strategies in Marketing Communication Process • Internet as an Emerging Advertising Medium • Publicity and Public Relations • Advertising Research.

Section II: Sales Promotion Management – An Introduction to Sale Promotion • Sales Promotion Planning, Budget and Evaluation • Types and Techniques of Sales Promotion • Personal Selling • Sales Display, sales Forecasting, Sales Budgeting and Control • Sales Promotion through Selling Skills • Sales Meeting, Sales Training and Sales Presentation • Promotion of Services • Relationship Marketing



Edition: 1st, 2004

Pages: xiv + 636

ISBN: 978-81-8054-861-1 (TC 868)

MRP: ₹ 290.00

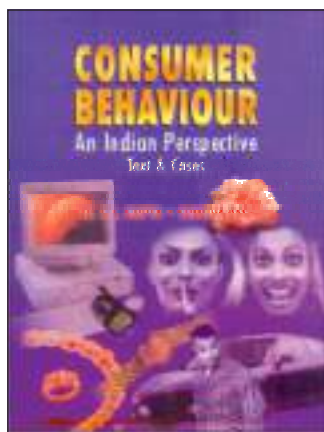
Consumer Behaviour

An Indian Perspective: Text & Cases

Dr. S.L. Gupta • Sumitra Pal

Contents

Understanding Consumer Behaviour • Consumer Research • Market Segmentation • Consumer Needs and Motivation • Consumer Personality • Consumer Perception • The Process of Learning and Memory • Nature of Consumer Attitudes • Models of Consumer Behaviour • Group Dynamics and Consumer Reference Groups • Communication, Advertising and Consumer Buying Behaviour • The Family and Life Style Marketing • Social Class and Consumer Behaviour • Culture, Sub-Culture and Cross Culture • 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

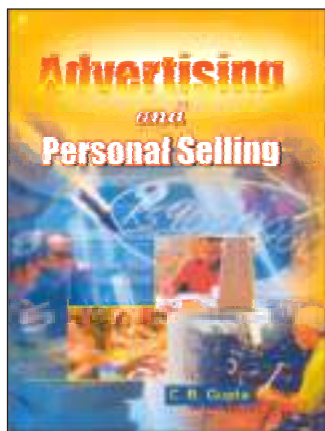
Pages: xvi + 612

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

MRP: ₹ 400.00

Advertising and Personal Selling

C.B. Gupta



Contents

Section A: Advertising

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

Section B: Personal Selling

Introduction to Personal Selling • Process of Effective Selling • Sales Planning and Control • Management of Sales Force.

Appendix

Question Papers • Objective Type Questions • Select Bibliography.

Edition: 9th, 2017

Pages: xvi + 348

ISBN: 978-93-5161-091-5 (TC 1133)

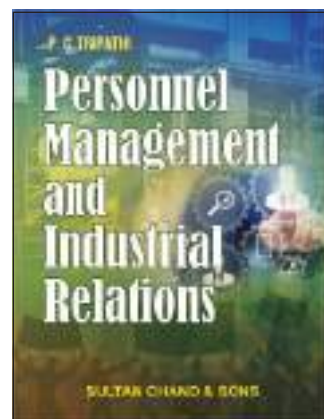
MRP: ₹ 295.00

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
- Procurement of Personnel
- Performance Management
- Training and Development
- Career Planning, Promotion
- Change, Absenteeism & Turnover
- Employee Compensation
- Labour Welfare and Social Security
- 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 + 512

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

MRP: ₹ 450.00

A Brief Course on Foreign Exchange Arithmetic and Risk Management

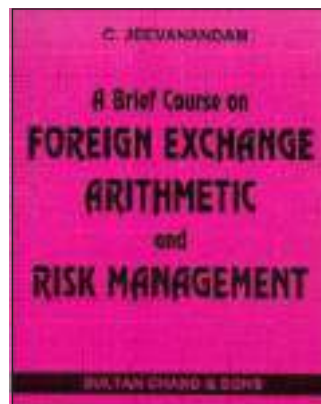
C. Jeevanandam

Contents

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

Contents



Unit 1: Introduction to Risk – Risk • Risk Management • Identification, Measurement and Control of Risk.

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

ISBN: 978-81-8054-875-8 (TC 1066)

MRP: ₹ 350.00

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

Edition: 5th, 2022

Pages: xxxii + 880

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

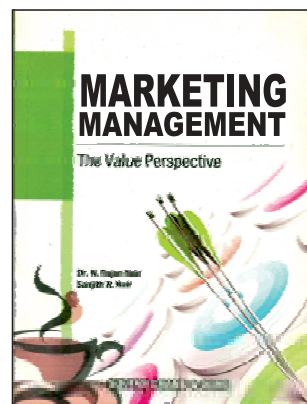
MRP: ₹ 695.00

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 0 (B2C) • Creating Value for Services (Marketing of Services) • Value Creation for Rural Markets • Global Marketing • Value Sustainance's – Customer Relationship Management.



Edition: 1st, 2013

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Creativity and Innovation in Entrepreneurship

S.S. Khanka

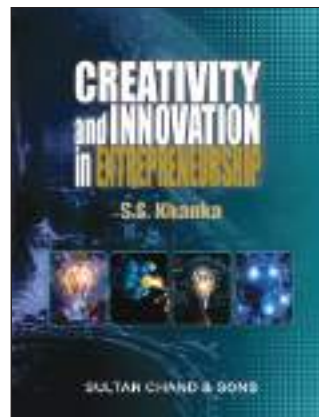
Contents

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

Section II: Creativity – Introduction to Creativity • Creative Tools and Techniques • Entrepreneurial Creativity.

Section III: Innovation – Introduction to Innovation • Moving Innovation to Market • Management of Technology • Asset Protection • Technology Maturity, Obsolescence and Discontinuities.

Section IV: Incubators and Accelerators – The Business Incubators and Accelerators • The Business Incubator Players • Start-ups and Innovations • Design Thinking and Innovation • Artificial Intelligence (AI) and Innovation.



Edition: 1st, 2021

Pages: xxvi + 318

ISBN: 978-81-954071-2-5 (TC 1245)

MRP: ₹ 250.00

Organisational Behaviour

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

Contents

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

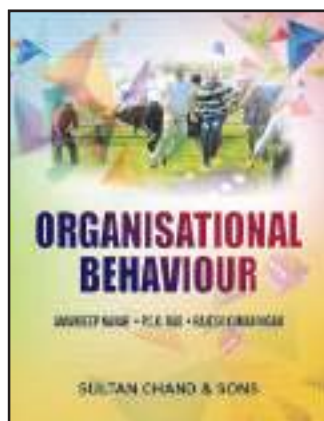
Unit II – Personality • Attitude • Learning • Perception.

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

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

Unit V – Conflict and Negotiation • Organisational Stress • Organisation Culture.

Figures • Case Studies • Tables.



Edition: 1st, 2021

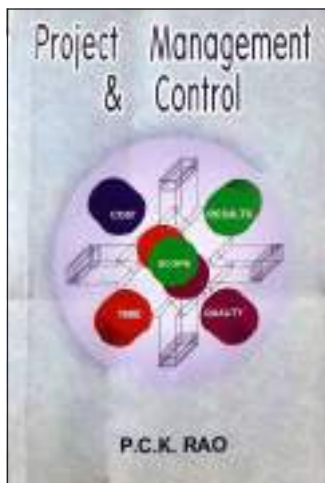
Pages: xxiv + 320

ISBN: 978-93-5161-199-8 (TC 1240)

MRP: ₹ 250.00

Project Management & Control

P.C.K. Rao



Contents

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

Section II : Project Section, Consideration and Feasibility • Pre-feasibility and Post-conception Studies • Project Feasibility Studies and Considerations • Detailed Project Report as submitted to the Financial Institutions.

Section III : Project Appraisal : A Multi-dimensional View • Financial Appraisal • Technological Appraisal • Socio-Economic Appraisal • Managerial Appraisal.

Section IV : Project Financing • Sources and Pattern of Finance • Public Sector Project Financing • Role of Tax Planning in Project.

Section V : Project Evaluation Techniques • Project Planning and Scheduling • Net-work Fundamentals • PERTCost/Time Trade-off • Application of PERT/CPM to Real Life Projects.

Section VI : Project Designing and Cost Controls • Conceptual Designing and Value Engineering • Project Cost Estimation and Control • Role of the Cost Accountant in Project Management.

Section VII : Project Administration • Role and Leadership of the Project Manager • Structure and Team Building of Project Organisation • Bids and Contracts in Project Development.

Section VIII : Post-Project Evaluation • Aftermath of Project Implementation • Sample Project Plans • Statistical Tables • Selected References • Past Question Papers with Suggested Answers.

Edition: 2nd, 1999

Pages: xxxvi + 900

ISBN: 978- 81-8054-592-4 (TC 218)

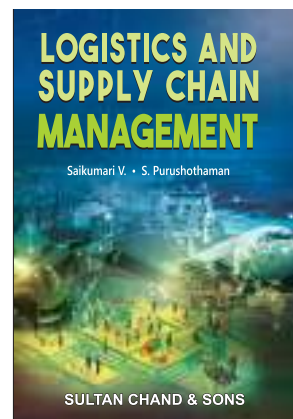
MRP: ₹ 280.00

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
- University Question Papers.



Edition: 1st, 2022

Pages: xl + 216

ISBN: 978-93-91820-11-4 (TC 1254)

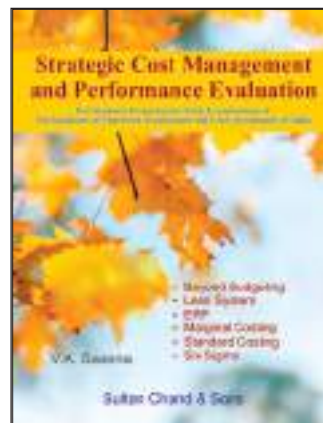
MRP: ₹ 250.00

Strategic Cost Management and Performance Evaluation

V.K. Saxena

Contents

- Relevant Points / Formulae / Formats
- Cost Volume Profit Analysis and Decision-Making
- Budgetary Control
- Standard Costing
- Pricing Decisions
- Transfer Pricing
- Relevant Costs for Decision-Making
- Service Costing
- Strategic Analysis of Operating Income
- Linear Programming
- Transportation
- Network Analysis – CPM & PERT
- Assignment
- Simulation
- Learning Curve
- Performance Measurement and Evaluation
- Emerging Issues
- Objective Type Questions
- Appendices



Edition: 1st, 2020

Pages: xxiv + 736

ISBN: 978-93-5161-158-5 (TC 030)

MRP: ₹ 700.00

Marketing Research Principles, Applications and Cases

Dr. D.D. Sharma

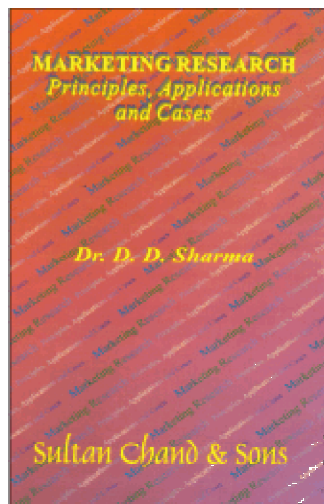
Contents

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);

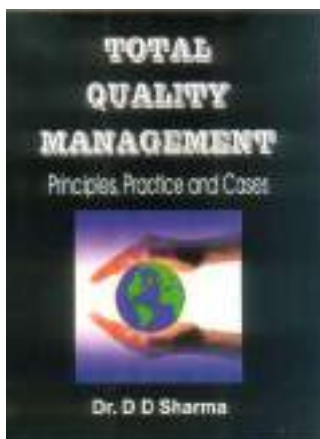
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Principles, Practice and Cases

Dr. D.D. Sharma

Contents



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Glossary of Terms • Case Studies of Indian Companies • Bibliography.

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Dr. P. Sudha

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- Ombudsman
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M.J.K. Thavaraj

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FINANCIAL ADMINISTRATION OF INDIA

M.J.K. Thavaraj

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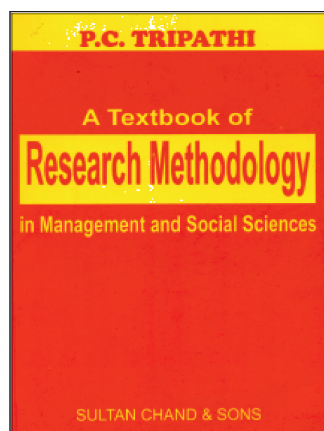
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Pages: xx + 388

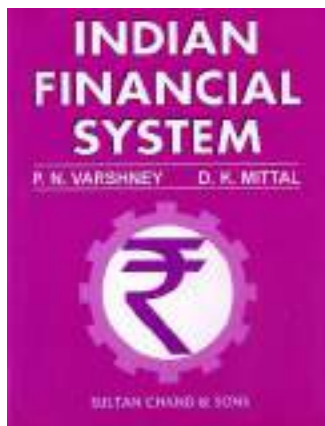
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P.N. Varshney • D.K. Mittal

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Marketing Management

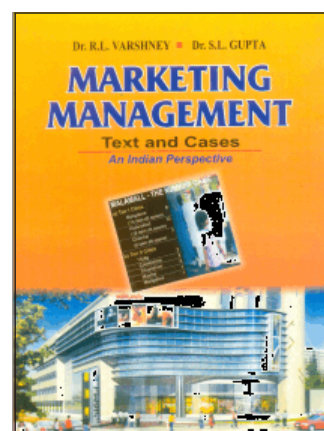
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Dr. R.L. Varshney • Dr. S.L. Gupta

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- Understanding the Marketing Concepts
- Developing Marketing Strategy and Selecting Target Markets
- Understanding Consumer and Consumer Behaviour
- Understanding the Product Concepts
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- Distribution Management Decisions
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- Managing Marketing of Services
- Understanding the New Marketing Concepts

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R.L. Varshney • B. Bhattacharya

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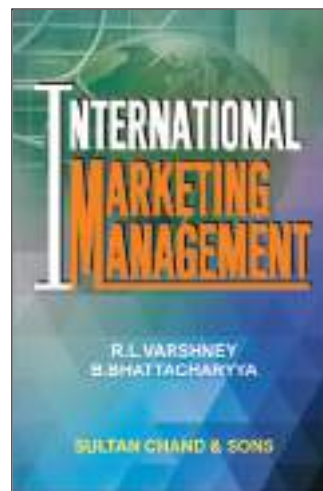
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Part III – International Marketing

Part IV – Issues Relating to Globalisation

Part V – International Marketing in Action Modules

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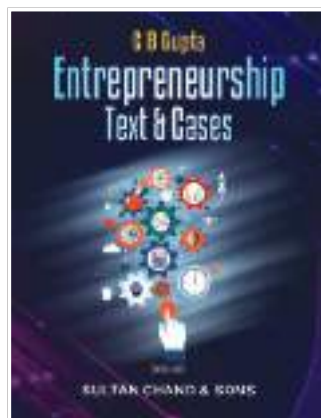
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• Building the New Venture Team • Forms of Ownership for New Venture • Growth and Transition of a Venture • Accounting and Financial Statements of a New Venture.

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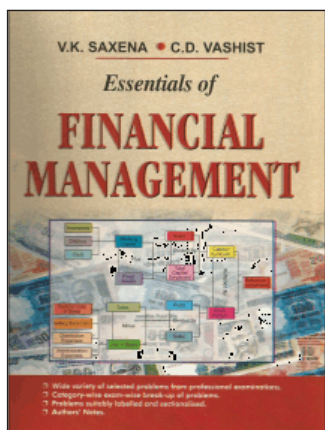
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V.K. Saxena • C.D. Vashist

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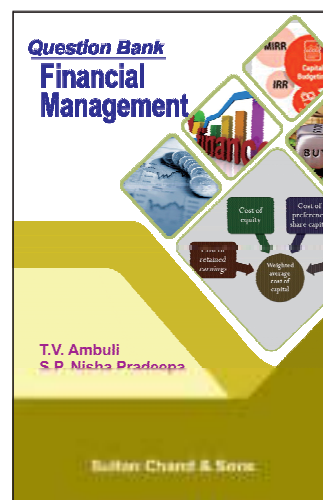
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T.V. Ambuli • S.P. Nisha Pradeepa

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- Unit I – Foundation of Finance
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- Unit III – Financing and Dividend Decisions
- Unit IV – Working Capital Management
- Unit V – Financial Markets
- Questions Papers



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ISBN: 978- 93-5161-174-5 (TC 013)

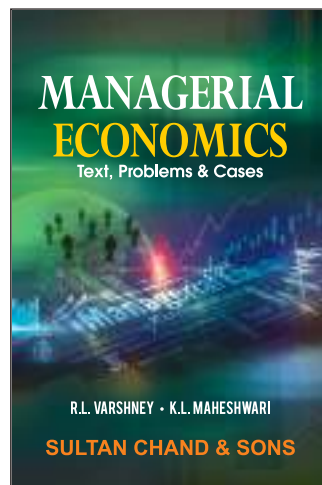
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Contents

Section I	: Introduction
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Section IV	: Production and Supply Analysis
Section V	: Price and Output Decisions under Different Market Structures
Section VI	: Pricing Policies and Practice
Section VII	: Profit Management
Section VIII	: Capital Management
Section IX	: Macro Economics and Business Decisions
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Section XI	: Operations Research Techniques in Managerial Economics
Section XII	: Quantitative Economics for Management
Section XIII	: Managerial Economics in the Context of Globalisation
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



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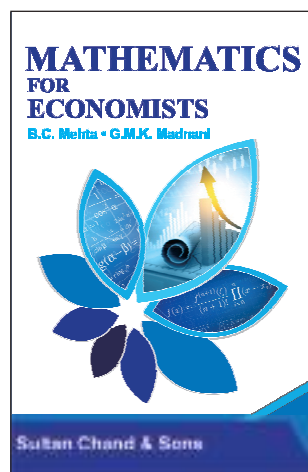
B.C. Mehta • G.M.K. Madhani

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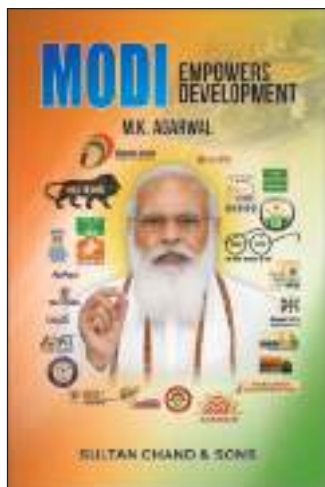
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Index.

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M. Adhikary

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Analysis, Problems, and Cases

P.L. Mehta

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Section I: The Introduction

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Section III: Production and Cost

Section IV: Pricing and Output Decisions

Section V: The Profit

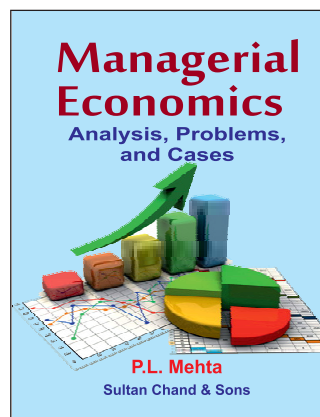
Section VI: Capital Budgeting: Long Term Investment Decisions

Section VII: Economic Activity and the Role of Government

Section VIII: The External Sector

Section IX: Quantitative Techniques of Economic Analysis

Appendices



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I.C. Dhingra

Contents



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Edition: 1st, 2019

Pages: xvi + 400

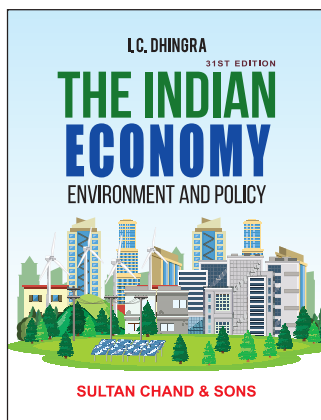
ISBN: 978-93-5161-145-5 (TC 1236)

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The Indian Economy (Environment and Policy)

I.C. Dhingra

Contents



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

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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.

Section IV: The Agricultural Sector – Agriculture: Growth and Policy • Technological Changes in Agriculture: Agricultural Inputs • Structural and Institutional Changes in Agriculture: Land Reforms in India and Agricultural Labour • Agricultural Finance and Marketing • Food Security and Agriculture Price Policy • Rural Development – Development, Co-operation and Panchayati Raj.

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Select Bibliography • Index.

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Indian Economy

I.C. Dhingra

Contents

Unit I: Growth and Development – Economic Growth and Development.

Unit II: National Income – National Income: Trends and Structural Changes.

Unit III: Major Problems of Indian Economy – Poverty in India • Inequalities in Income Distribution • Problem of Unemployment • Population in India.

Unit IV: India's Planned Economy – Era of Five Year Plans in India (1951–2014) • Emerging New Era of the Indian Economy.

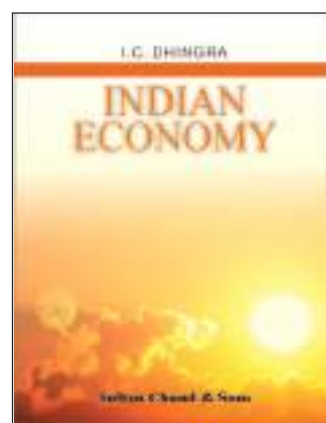
Unit V: Infrastructure for Development Unit – Physical Infrastructure in India • Social Infrastructure in India.

Unit VI: Indian Agriculture – Agricultural Development in India • Land Reforms and Rural Development • Sources of Farm Credit and Marketing of Agricultural Produce • Food Policy and Public Distribution System in India.

Unit VII: Industrial Sector In India – Industrial Development in India • Industrial Policy and New Economic Policy (Liberalisation, Privatisation and Globalisation) • Small-scale Industries in India.

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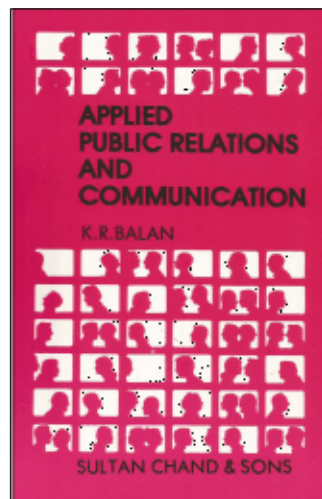
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K.R. Balan

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Economics

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

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- Venture Capital
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- Consumer Finance
- Credit Card
- Derivatives



Edition: 3rd, 2007

Pages: viii + 456

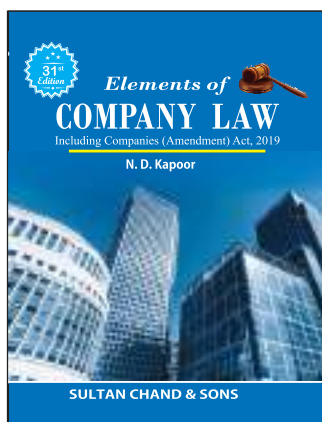
ISBN: 978-81-8054-791-1 (TC 963)

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Elements of Company Law

Including Companies (Amendment) Act, 2019

N.D. Kapoor



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Legal Systems in Business

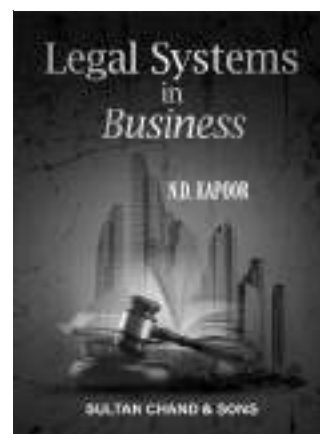
N.D. Kapoor

Contents

Volume I – Law of Contract – Introductory – *Part One – General Principles of Law of Contract*: Nature of Contract • Offer and Acceptance • Consideration • Capacity to Contract • Free Consent • Legality of Object • Void Agreements • Contingent Contracts • Performance of Contract • Discharge of Contract • Remedies for Breach of Contract • Quasi-Contracts • *Part Two – Special Contracts*: Indemnity and Guarantee • Bailment and Pledge • Contract of Agency • Sale of Goods • Conditions and Warranties • Transfer of Property • Performance of Contract • Rights of an Unpaid Seller • Partnership Act • Negotiable Instruments.

Volume II – Company Law – Nature of Company • Kinds of Companies • Formation of Company • Memorandum of Association • Articles of Association • Prospectus • Management of the Company • Accounting and Audit • Winding Up of Companies – Different Models of Winding Up.

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Edition: 2nd, 2021

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Elements of Mercantile Law

N.D. Kapoor

Contents

Volume I – LAW OF CONTRACT

Introductory

Part One – General Principles of Law of Contract

Part Two – Special Contracts

Part Three – Law of Insolvency.

Volume II – COMPANY LAW

Volume III – INDUSTRIAL LAW

Part One – Working Conditions

Part Two – Social Security

Part Three – Disputes

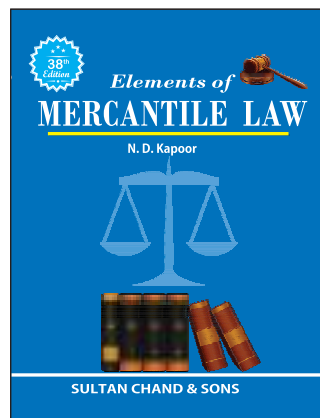
Part Four – Standing Order

Part Five – Workers' Organisations

Part Six – Bonus

Part Seven – Miscellaneous.

Subject Index



Edition: 38th, 2020

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ISBN: 978-93-5161-156-1 (TC 278)

MRP: ₹ 695.00

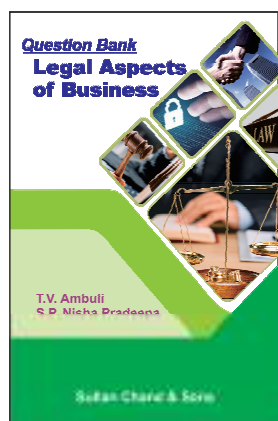
Question Bank

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.
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- Cases, Question Papers.



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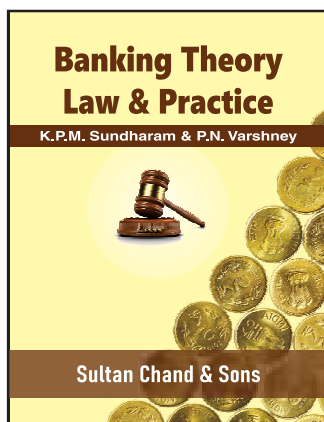
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Banking Theory Law & Practice

K.P.M. Sundharam • P.N. Varshney



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Charge • Secured Advances – Types of Securities • Purchase and Discounting of Bills • Ancillary Services of a Banker • Customers' Grievances and Redressal.

Appendix: Syllabus and Questions Papers.

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Elements of Industrial Law

N.D. Kapoor

Contents

Part I: Working Conditions – The Factories Act, 1948.

Part II: Social Security – The Employees' Compensation Act, 1923 • The Employees' State Insurance Act, 1948 • The Employees' Provident Funds and Miscellaneous Provisions Act, 1952 • The Payment of Gratuity Act, 1972 • The Maternity Benefit Act, 1961 • The Payment of Wages Act, 1936 • The Minimum Wages Act, 1948.

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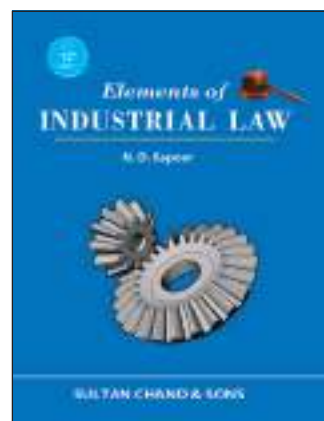
Part IV: Standing Order – The Industrial Employment (Standing Orders) Act, 1946.

Part V: Worker's Organisations – The Trade Union Act, 1926.

Part VI: Bonus – The Payment of Bonus Act, 1965.

Part VII: Miscellaneous – The Apprentices Act, 1961 • The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959 • The Collection of Statistics Act, 2008.

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Contents

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Part II – Banker and Customer • Relationship between Banker and Customer
• Customers Accounts with the Banker • Special Types of Banker's Customers.

Part III – Law Relating to Negotiable Instruments • Negotiable Instruments
• Endorsements • Crossing of Cheques • Payment of Cheques • Collection of Cheques • Bills of Exchange and Promissory Notes • Rights and Liabilities of Parties and Negotiable Instruments.

Part IV – Employment of Bank Funds • The Liquid Assets; Investment in Securities
• Loans and Advances Assessing Credit worthiness of Borrowers • Appraisal of Term Loan Proposals • Secured Advances –Modes of Creating Charge • Secured Advances – Types of Securities • Purchase and Discounting of Bills • Letters of Credit • Documentation Guarantees • Analysis of Financial Statements • Priority Sectors – Concept, Coverage and Targets • Financing of Micro, Small and Medium Enterprises • Financing of Agriculture & Other Priority Sectors • Ancillary Services of a Banker.

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Contents

Unit I: The Indian Contract Act, 1872 (General Principle of Law of Contract)
– Introductory • Nature of Contract • Offer and Acceptance • Consideration
• Capacity to Contract • Free Consent • Legality of Object • Void Agreements
• Contingent Contracts • Performance of Contract • Discharge of Contract
• Remedies for Breach of Contract • *Quasi-Contracts* • Indemnity and Guarantee • Bailment and Pledge • Contract of Agency.

Unit II: The Sale of Goods Act, 1930 – Sale of Goods • Conditions and Warranties
• Transfer of Property • Performance of Contract • Rights of an Unpaid Seller.

Unit III: The Companies Act, 2013 (Amended Upto 2019) – Nature of Company • Kinds of Companies • Formation of Company • Memorandum of Association • Articles of Association • Prospectus • Share Capital and Debentures • Acceptance of Deposits by Companies • Registration of Charges
• Management and Administration • Declaration and Payment of Dividend •

Accounts of Companies • Audit and Auditors • Appointment of Directors • Meeting of Board and its Powers
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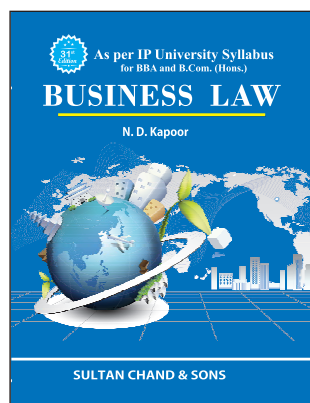
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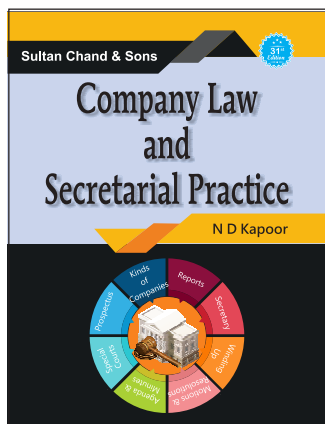
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N.D. Kapoor

Contents



Volume I – Company Law • Nature of Company • Kinds of Companies • Formation of Company • Memorandum of Association • Articles of Association • Prospectus • Share Capital and Debentures • Acceptance of Deposits by Companies • Registration of Charges • Management and Administration • Declaration and Payment of Dividend • Accounts of Companies • Audit and Auditors • Appointment of Directors • Meeting of Board and its Powers • Appointment and Remuneration of Managerial Personnel • Inspection, Inquiry and Investigation • Compromises, Arrangements and Amalgamations • Prevention of Oppression and Mismanagement • Registered Valuers • Removal of Names of Companies from the Register of Companies • Winding Up • Companies Authorised to Register under Companies Act • Companies Incorporated Outside India • Government Companies • Registration Offices and Fees • Companies to Furnish Information or Statistics • Nidhi • National Company Law Tribunal and Appellate Tribunal • Special Courts •

Miscellaneous • The Companies Act, 2013 (Schedules)

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N.D. Kapoor

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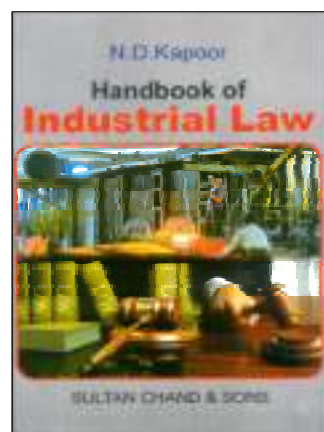
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Part II: Social Security – The Employees' Compensation Act, 1923 • The Employees State Insurance Act, 1948 • The Employees Provident Funds and Miscellaneous Provisions Act, 1952 • The Payment of Gratuity Act, 1972 • The Maternity Benefit Act, 1961.

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Part IV: Industrial Relations – The Industrial Disputes Act, 1947 • The Industrial Employment (Standing Orders) Act, 1946 • The Trade Unions Act, 1926.

Part V: Miscellaneous – The Apprentices Act, 1961 • The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959 • The Collection of Statistic Act, 1953 • The Contract Labour (Regulation and Abolition) Act 1970 • The Equal Remuneration Act, 1976 • Question Paper.



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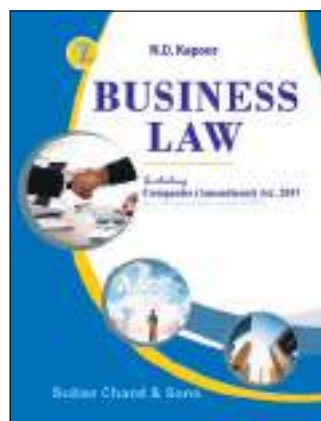
Introductory

Unit I – The Indian Contract Act, 1872: General Principles of Law of Contract – Nature of Contract • Offer and Acceptance • Consideration • Capacity to Contract • Free Consent • Legality of Object • Void Agreements • Contingent Contracts • Performance of Contract • Discharge of Contract • Remedies for Breach of Contract • Quasi-Contracts • Indemnity and Guarantee • Bailment and Pledge • Contract of Agency.

Unit II – The Sale of Good Act, 1930: Sale of Goods • Conditions and Warranties • Transfer of Property • Performance of Contract • Right of an Unpaid Seller.

Unit III – Law Relating to India Partnership Act, 1932 and The Limited Liability Partnership Act, 2008: Nature of Partnership • Relations of Partners • Dissolution of Firm • Limited Liability Partnership (LLP).

Unit IV – The Companies Act, 2013 (Amended upto 2019): Nature of Company • Kinds of Companies • Formation of Company • Memorandum of Association • Articles of Association • Prospectus • Share Capital and Debentures • Acceptance of Deposits by Companies • Registration of Charges • Management and Administration • Declaration and Payment of Dividend • Accounts of Companies • Audit and Auditors • Appointment of Directors • Meeting of Board and its Powers • Appointment and Remuneration of Managerial Personnel • Prevention of oppression and mismanagement • Question Papers.



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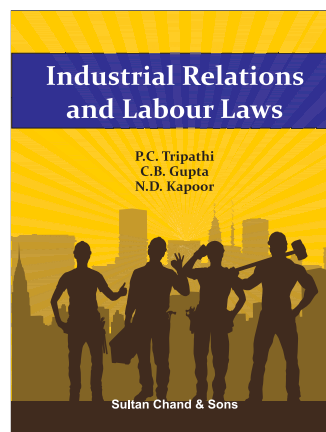
P.C. Tripathi • C.B. Gupta • N.D. Kapoor

Contents

Volume I: Industrial Relations – Industrial Relations and Industrial Disputes in India • Trade Unions • Collective Bargaining • Discipline and Grievance Redressal • Employee Discipline • Employee Compensation • Labour Welfare and Social Security • Workers' Participation in Management.

Volume II: Labour Laws – Introduction • The Factories Act, 1948 • The Employees' Compensation Act, 1923 • The Employees' State Insurance Act, 1948 • The Employees' Provident Fund and Miscellaneous Provisions Act, 1952 • The Payment of Gratuity Act, 1972 • The Maternity Benefit Act, 1961 • The Payment of Wages Act, 1936 • The Minimum Wages Act, 1948 • The Industrial Disputes Act, 1947 • The Industrial Employment (Standing Orders) Act, 1946 • The Trade Unions Act, 1926 • The Payment of Bonus Act, 1965 • The Apprentices Act, 1961 • The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959 • The Collection of Statistics Act, 2008.

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Indirect Taxation

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V. Balachandran

Contents



Section A – Introduction: Indirect Taxes.

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

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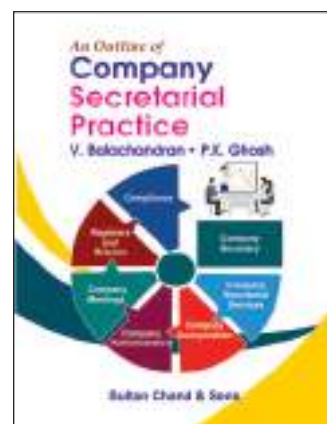
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Contents

Part I – Classification and Conversion of Companies • Company Promotion and Incorporation • Formation of Companies • Share Capital • Share Capital – Issue of Shares • Alteration of Capital • Debentures • Company Director – Appointment, Duties & Powers • Distribution of Profits – Dividend • Company Secretary and Company Secretary in Practice • Company Meetings – Law and Practice • Company Meetings – General Meetings • Company Meetings – Board Meetings • Resolutions and Minutes • Statutory Books and Returns.

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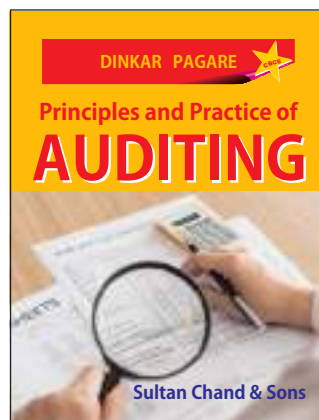
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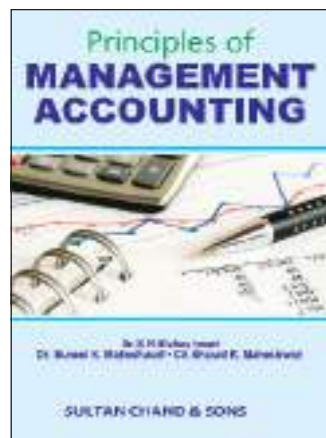
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Principles of Management Accounting

Dr. S.N. Maheshwari

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

Contents



Section A: Fundamentals – Management Accounting: Nature and Scope; • Financial Accounting Principles; • Basic Cost Concepts; • Activity Based Costing.

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

Section C: Planning & Control – Budgetary Control; • Standard Costing; • Variance Analysis; • Marginal Costing and Profit Planning; • Decisions Involving Alternative Choices; • Pricing Decisions & Divisional Performance; • Basics of Capital Budgeting; • Risk Analysis in Capital Budgeting; • Management Reporting.

Section D: Appendices – Appendix 1: Balanced Scorecard; • Appendix 2: Present Value of ₹ 1; • Appendix 3: Present Value of ₹ 1 Received annually for N Years; • Appendix 4: Compound Value of ₹ 1; • Appendix 5: Presentation of Financial Statements.

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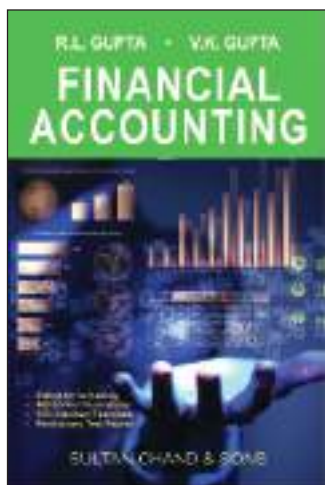
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R.L. Gupta • V.K. Gupta

Contents



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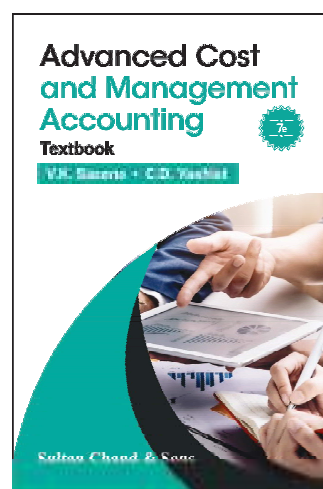
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V.K. Saxena • C.D. Vashist

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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 Product 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 Decisions • 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 Concept in Management Accounting • Inventory Management.

Appendices • Index.



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Contents

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

Section II: Economic and Accounting Concept of Income • Depreciation Accounting • Accounting for Packages or Containers • Farm Accounts • Contract Accounts • Investment Accounts • Insurance Claims • Insolvency Accounting • Departmental Accounting • Branch Accounting • Royalty Accounts • Hire-Purchase and Instalment Purchase System • Computers and Accounting • Single Entry System • Miscellaneous Accounts • Foreign Branches • Lease Accounting • Accounting Standards.

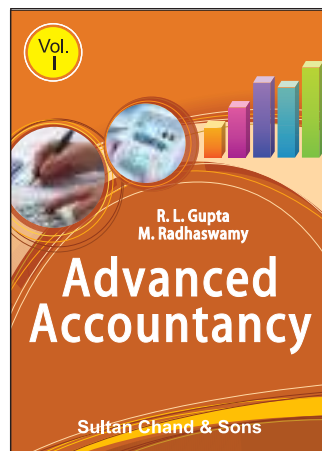
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Contents

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

Section V: Bank Accounts • Insurance Company Accounts • Accounts of Electricity Companies.

Section VI: Nature of Financial Statement • Analysing and Interpreting Financial Statements • Fund Flow Statement • Cash Flow Statement.

Section VII: Human Resource Accounting • Inflation Accounting • Value Added Statement • Corporate Social Reporting • Segment Reporting • Valuation of Business.

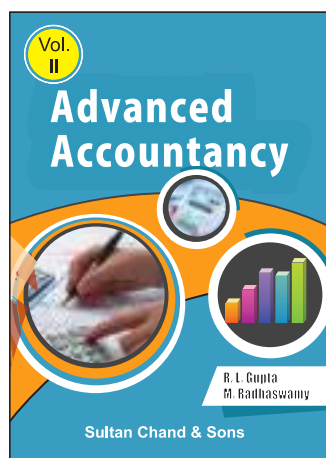
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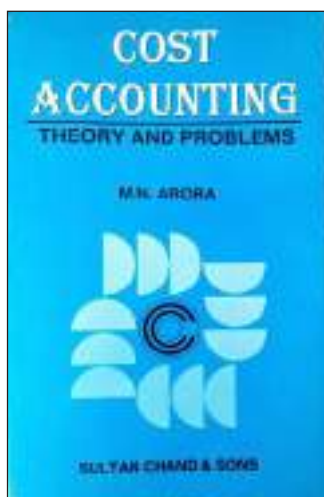
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M.N. Arora



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Dr. S.N. Maheshwari

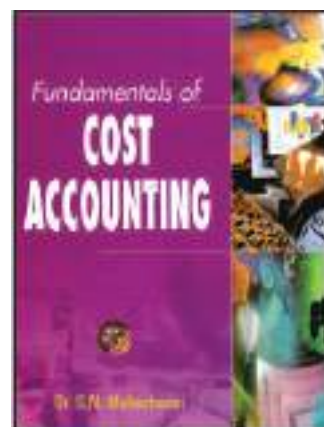
Contents

Section A: Cost Accounting : Meaning & Scope • Basic Cost Concepts • Material Cost Control • Valuation of Materials • Material Losses • Labour Cost Control • Labour Remuneration • Direct Expenses • Overheads: General • Overheads: Distribution • Single, unit or Output Costing • Job & Batch Costing • Contract Costing • Process Costing • Operation Costing • Operating or Service – Costing • Non-Integral System of Accounting • Integral System of Accounting • Reconciliation of Cost and Financial Account.

Section B: Cost Control and Cost Reduction • Uniform Costing & Inter-Firm Comparison • Cost Records and Cost Audit • Activity Based Costing.

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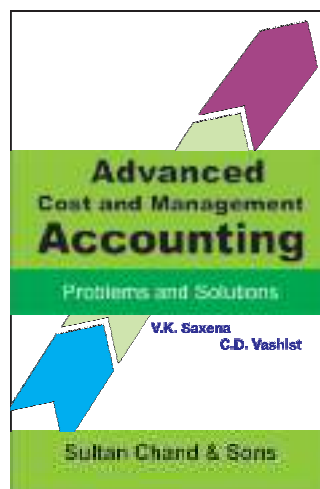
Problems & Solutions

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.



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S.P. Iyengar

Contents

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

Section B – Elements of Cost: *Materials* – Purchase Control • *Materials* – Storage and Issues Control • *Materials* – Costing Receipts and Issues • *Materials* – Material Losses • *Materials* – Tools, Patterns, Design, Blue-Prints and Packing Materials • *Labour* – Labour Cost Control • *Labour* – Labour Cost Accounting • Chargeable Expenses • *Overheads* – Manufacturing • *Overheads* – Administration, Selling and Distribution.

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.

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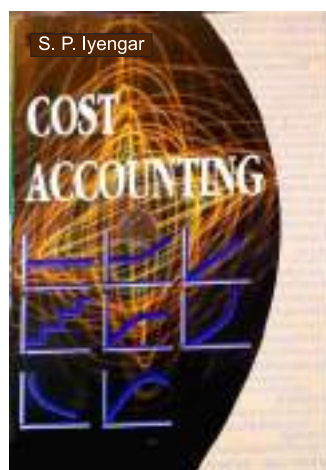
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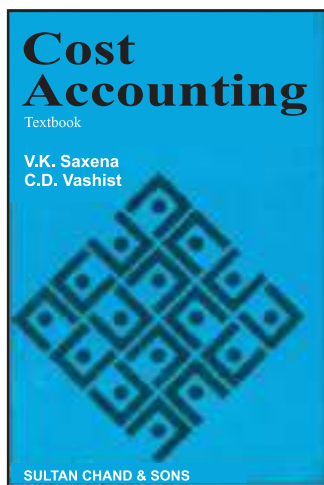
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Cost Accounting: Textbook

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.

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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.

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.

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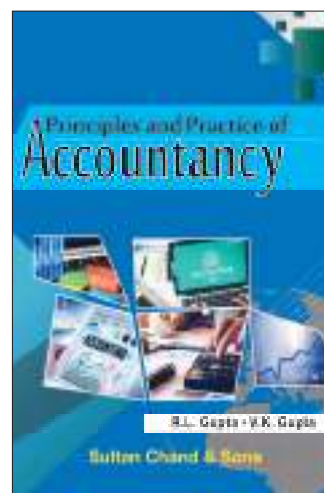
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Financial and Management Accounting

Dr. S.N. Maheshwari

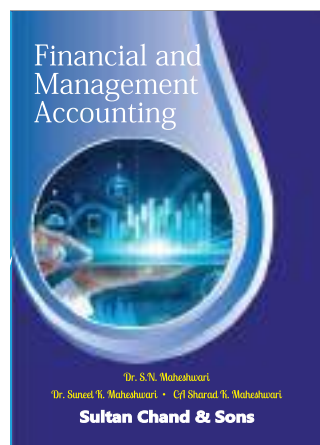
Dr. Suneel K. Maheshwari • CA Sharad K. Maheshwari

Contents

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.

Part II – Management Accounting

Section A : Fundamentals • Management Accounting – Nature and Scope • Basic Cost Concepts • *Section B : Financial Analysis* • Financial Statements – Analysis and Interpretation • Ratios Analysis • Funds Flow Analysis • Cash Flow Analysis • *Section C : Planning & Control* • Budgetary Control • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions involving Alternative Choices • *Section D : Appendices* • Appendix 1 : Presentation of Financial Statements • Appendix 2 : Balanced Scorecard.



Edition: 6th, 2022

Pages: xii + 724

ISBN: 978-81-91820-21-3 (TC 825)

MRP: ₹ 560.00

Accounting for Management

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

Contents

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.

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Section 3: Costing Methods • Single, Unit or Output Costing • Job and Batch Costing • Contract Costing • Process Costing • Operation Costing • Operating or Service Costing • Reconciliation of Cost and Financial Accounts.

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 + 1158

ISBN: 978-81-8054-944-1 (TC 1060)

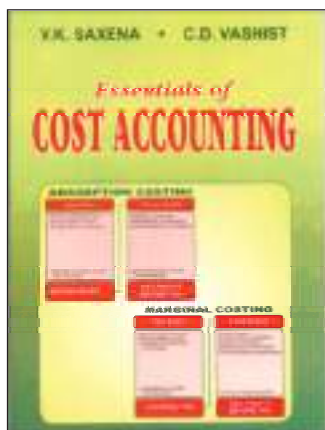
MRP: ₹ 600.00



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.

Appendix – Appendix-A • Appendix-B.

Index.

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
- Labour
- Overheads
- Cost Book-Keeping
- 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
- Short-Term Decision Making
- Budgetary Control
- Standard Costing – Variance Analysis

Appendix A – Problems from Recent Examinations.

Appendix B – Preparing for Professional Examinations.



Edition: 11th, 2006

Pages: xxiv + 904

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

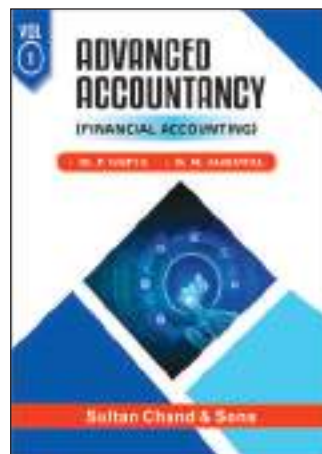
MRP: ₹ 450.00

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 + 1,678

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MRP: ₹ 995.00

Management Accounting and Financial Control

Dr. S.N. Maheshwari

Contents

Section A – Fundamentals: Management Accounting – Nature & Scope • Accounting Principles and Standards • Basic Cost Concepts • Activity Based Costing.

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

Section C – Planning and Control: Budgetary Control • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions involving Alternative Choices • Pricing Decisions & Divisional Performance • Basics of Capital Budgeting • Risk Analysis in Capital Budgeting • Management Reporting.

Section D – Funds Management: Financial Planning; meaning & Scope • Capital Structure • Sources of Finance • Project Management • Working Capital Management • Working Capital Control and Banking Policy • Cost of Capital • Leverages • Dividends, Bonus and Rights • Lease Financing • Investment Portfolio Management • International Financial Management.

Section E – Miscellaneous: Inventory Valuation • Fixed Assets and Depreciation Accounting • Accounting Concept of Income • Inflation and

Financial Management • Corporate Restructuring : Amalgamations and Acquisitions • Mergers Amalgamations and Acquisitions • Human Resource Accounting • Social Cost Benefit Analysis • Computer and Data Processing • Business Risks and Insurance Coverage • Tax Implications and Financial Planning.

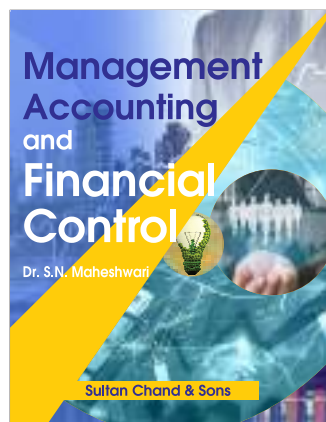
Section F – Advanced Solved Problems; **Section G – Advanced Unsolved Problems:** Unsolved Problems • Appendices.

Edition: 16th, 2015

Pages: xxiv + 1842

ISBN: 978-93-5161-032-8; (TC 082)

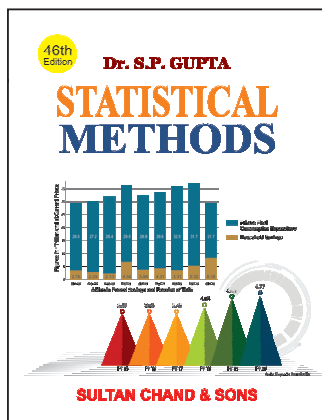
MRP: ₹ 700.00



Statistical Methods

Dr. S.P. Gupta

Contents



Volume I: Statistics – What and Why • Organising A Statistical Survey • Collection of Data • Sampling and Sample Designs • Classification and Tabulation of Data • Diagrammatic and Graphic Presentation • Measures of Central Value • Measures of Dispersion • Skewness, moments & Kurtosis • Correlation Analysis • Regression Analysis • Association of Attributes • Index Numbers • Analysis of Time Series • Interpolation and Extrapolation • Vital Statistics • Statistical Fallacies.

Volume II: Probability and Expected Value • Theoretical Distributions • Statistical Inference – Test of Hypothesis • χ^2 test and Goodness of Fit • F-Test and Analysis of Variance • Experimental Designs • Statistical Quality Control • Business Forecasting • Partial and Multiple Correlation • Statistical Decision Theory • Non-Parametric Tests • Revisionary Exercises • Appendices.

Edition: 46th, 2021

Pages: xxiv + 1,404

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

MRP: ₹ 695.00

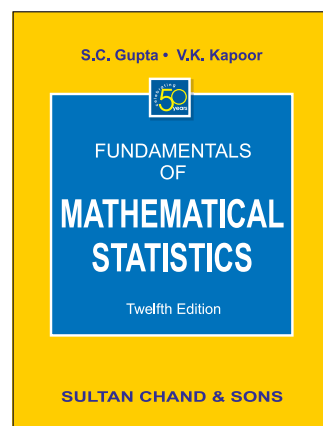
Fundamentals of Mathematical Statistics

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: xxx + 1,322

ISBN: 978-93-5161-173-8 (TC 499)

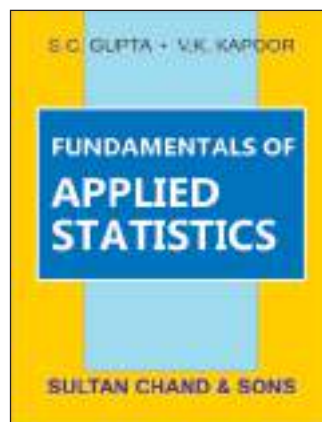
MRP: ₹ 695.00

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: xx + 708

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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
- Regression Analysis
- Index Numbers: Concepts and Applications
- Business Forecasting and Time Series Analysis
- Probability
- Probability Distributions
- Sampling and Sampling Distributions
- Estimation of Parameters
- Test of Hypothesis
- Small Sampling Theory
- Chi-Square Test
- Analysis of Variance
- Statistical Quality Control
- Partial and Multiple Correlation and Regression
- Statistical Decision Theory
- Appendix: Statistical Tables



Edition: 19th, 2017

Pages: xxiv + 800

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

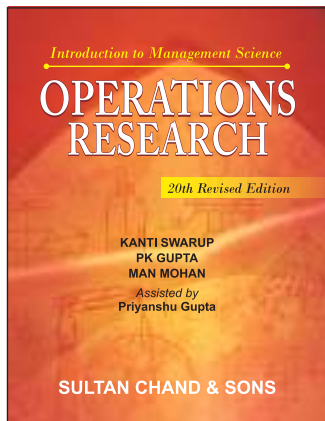
MRP: ₹ 500.00

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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)

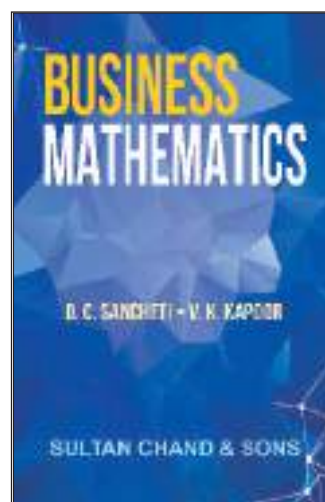
MRP: ₹ 695.00

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D.C. Sancheti • V.K. Kapoor

Contents

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Edition: 11th, 2011

Pages: xviii + 1,192

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

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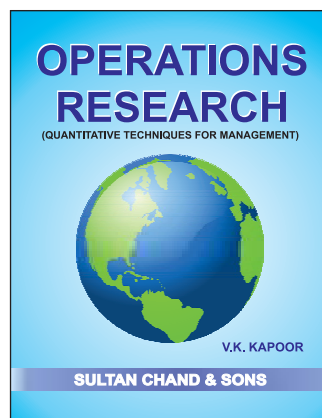
Operations Research

(Quantitative Techniques for Management)

V.K. Kapoor

Contents

- Operations Research
- Linear Programming – I: Problem Formulation and Solution by Graphic
- 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)

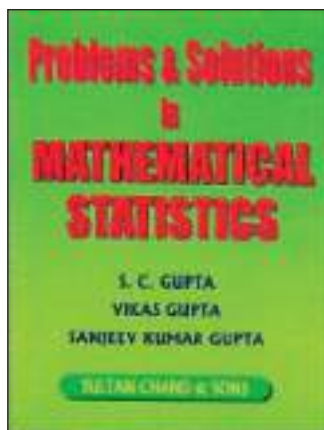
MRP: ₹ 595.00

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S.C. Gupta • Vikas Gupta • Sanjeev Kumar Gupta

Contents

- Descriptive Measures [Measures of Central Tendency, Dispersion, Skewness and Kurtosis]
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- Random Variables and Distribution Functions
- Mathematical Expectation
- Generating Functions and Law of Large Numbers
- Discrete Probability Distributions
- Continuous Probability Distributions
- Correlation
- Regression
- Bivariate Normal Distribution
- Exact Sampling Distributions-(I) (Chi-Square Distribution)
- Exact Sampling Distributions-(II) (T and F Distributions)
- Appendix 1 – Numerical Tables
- Appendix 2 – Bibliography



Edition: 1st, 2016

Pages: viii + 640

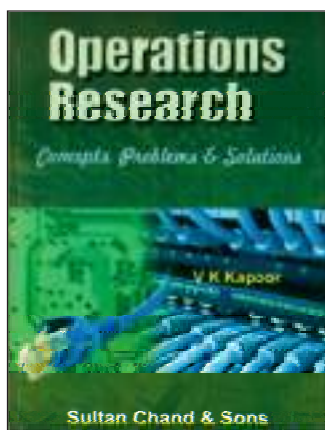
ISBN: 978-93-5161-086-1 (TC 1232)

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Operations Research

Concepts, Problems & Solutions

V.K. Kapoor



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- Operation Research; An Overview
- Linear Programming-I: Model Formulation
- Linear Programming-II: Graphical Method
- Linear Programming-III: Simplex Method & Duality
- Transportation Problem
- Assignment Problem
- Replacement Theory
- Sequencing Problem
- Decision Theory
- Inventory Management
- Queuing Theory
- Network Analysis: CPM & PERT
- Game Theory
- Simulation.

Edition: 5th, 2011

Pages: xvi + 640

ISBN: 978-81-8054-854-3 (TC 532)

MRP: ₹ 475.00

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 + 340

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MRP: ₹ 275.00

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(Theory, Methods & Application)

D.C. Sancheti • V.K. Kapoor

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- Meaning and Scope
- Statistical Survey
- Classification and Tabulation
- Diagrammatic and Graphic Presentation
- Measures of Averages
- Measures of Dispersion
- Skewness, Moments & Kurtosis
- Correlation Analysis
- Regression Analysis
- Index Numbers
- Analysis of Time Series
- Association of Attributes
- Interpolation
- Probability and Expected Value
- Statistical Decision Theory
- Theoretical Distributions
- Sampling and Designing of a Sample Survey
- Test of Hypothesis
- Chi-Square Test
- F-Test and Analysis of Variance
- Statistical Quality Control
- Multiple & Partial Correlation and Regression
- Vital Statistics
- Linear Programming



Edition: 7th, 2010

Pages: xii + 1447

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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.



Edition: 4th, 2022

Pages: xvi + 600

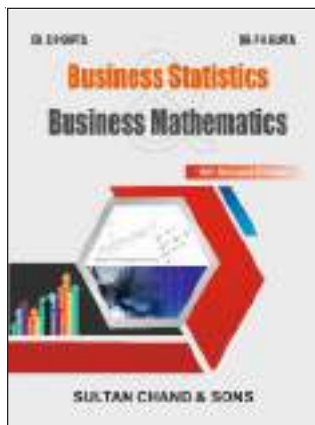
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Business Statistics & Business Mathematics

Dr. S.P. Gupta • Dr. P.K. Gupta

Contents



Part I: Business Statistics – Introduction to Statistics • Classification and Tabulation • Diagrammatic Graphic Presentation • Measures of Central Tendency • Measures of Variation • Correlation Analysis • Regression Analysis • Index Numbers • Analysis of Time Series • Interpretation of Data • Appendix

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

Edition: 5th, 2022

Pages: xxxii + 744

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

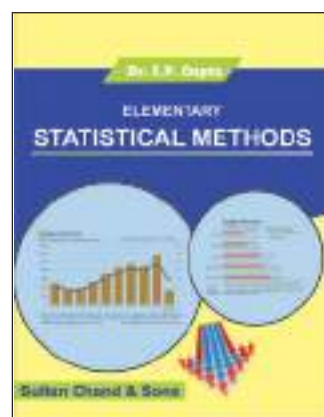
MRP: ₹ 650.00

Elementary Statistical Methods

Dr. S.P. Gupta

Contents

- Introduction to Statistics
 - 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
 - Probability Theory
 - Small Sampling Theory
 - Chi-Square Test
 - Analysis of Variance
 - Statistical Quality Control
 - Interpolation and Extrapolation
 - Interpretation of Data.
- Appendix Symbols
Abbreviation and Formulae
Statistical Tables



Edition: 18th, 2009

Pages: viii + 642

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

MRP: ₹ 550.00

सांख्यिकी के सिद्धान्त

डॉ. एस.पी. गुप्ता • उषा गुप्ता

विषय-सूची

भाग-I

सांख्यिकी – क्या और क्यों? • सांख्यिकीय अनुसन्धान का आयोजन • समको का संकलन एवं सम्पादन • सांख्यिकीय अनुसन्धान की संगणना तथा निदर्शन रीतियाँ • उपसादन तथा सांख्यिकीय विभ्रम • वर्गीकरण तथा सारणीयन • समकों का कचत्रमय प्रदर्शन • समकों का बिन्दुरेखीय प्रदर्शन • सांख्यिकीय माध्य • अपकिरण के माप • विषमता, परिघात तथा पृथुशीर्षत्व • सहसम्बन्ध • सूचकांक • काल श्रेणी कका विश्लेषण • समकों का निर्वचन • प्रतीपगमन विश्लेषण • गुण-साहचर्य • आन्तरगणन तथा बाह्यगणन • जीवन सम्बन्धी समक

भाग-II

प्रायिकता सिद्धान्त • सैद्धांतिक आवृत्ति वितरण • सार्थकता के परीक्षण • काई वर्ण परीक्षण और आसंजन सैष्ठव • प्रसरण का विश्लेषण • सांख्यिकीय गुण नियंत्रण • व्यापारिक पूर्वानुमान • आंशिक एवं बहुगुणी सहसम्बन्ध • सांख्यिकीय निर्णय सिद्धान्त • परिशिष्ट ।



Edition: 11th, 2007

Pages: viii + 1,016

ISBN: 978-81-8054-607-5 (TC 515)

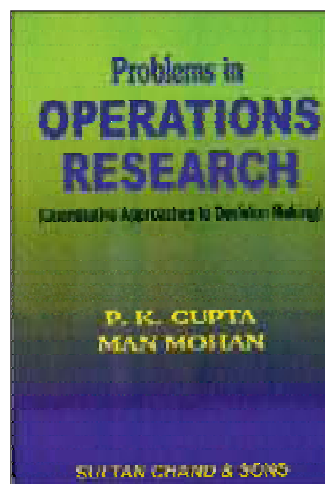
MRP: ₹ 475.00

Problems in Operations Research

(Quantitative Approaches to Decision Making)

P.K. Gupta • Man Mohan

Contents



Applied Operations Research – An Overview • Linear Programming – Model Formulation • Linear Programming Problem – Graphical Solution • Linear Programming Problem – Standard Form & Basic Solution • Simplex Method – I • Simplex Method – II • Simplex Method – III • Degeneracy in Linear Programming • Duality in Linear Programming • Dual Simplex Method • Revised Simplex Method • Bounded Variable Problem • Integer Programming • Post Optimal Analysis • Parametric Linear Programming • Transportation and Transshipment Problems • Assignment Problems • Sequencing Problems • Dynamic Programming • Decision Analysis • Game Theory • Markov Analysis • Queueing Problems • Inventory Models • Replacement Problems • Non-Linear Programming • Quadratic Programming • Network Scheduling by PERT/CPM • Resource Analysis in Network Scheduling • Simulation • Investment Analysis and Break-Even Analysis • Business Forecasting • Network Routing Problems • Learning Curve Theory • Information Theory • Appendix : Statistical and Other Tables.

Mathematical
Science

Edition: 14th, 2014

Pages: viii + 936

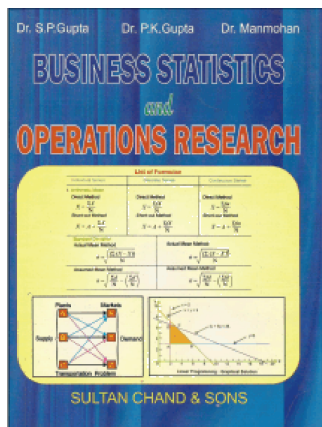
ISBN: 978-93-5161-007-6 (TC 495)

MRP: ₹ 550.00

Business Statistics and Operations Research

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

Contents



Part I – Business Statistics: Introduction of Statistics – Classification & Tabulation • Diagrammatic and Graphic Presentation • Measures of Central Tendency • Measures of Variation • Skewness, Moments & 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 • Appendix.

Part II – Operations Research: Introduction • Linear Programming Problem (LPP) – Graphical Method • LPP – Simplex Method • Transportation Problem • Assignment Problem • Decision Theory • Game Theory • Queuing Models • Network Analysis.

Appendix • Statistical Tables • Syllabus.

Edition: 5th, 2011

Pages: viii + 980

ISBN: 978-81-8054-864-2 (TC 508)

MRP: ₹ 595.00

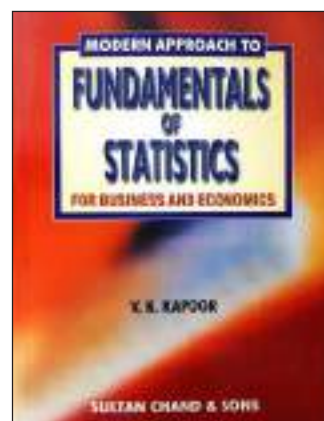
Modern Approaches to Fundamentals of Statistics

For Business and Economics

V.K. Kapoor

Contents

Statistics: An Overview • Organising and Presenting Univariate Data • Descriptive Measures – I (Measures of Central Tendency) • Descriptive Measures – II (Measures of Dispersion) • Descriptive Measures – III (Skewness, Moment and Kurtosis) • Correlation Analysis • Linear Regression Analysis • Analysis of Time Series and Forecasting • Index Numbers • Introductory Probability • Random Variables and Probability Distributions • Special Probability Distribution • Statistical Decision Theory • Sampling and Statistical Inference • Hypothesis Testing – I • Hypothesis Testing – II • The Chi-square Distribution • Analysis of Variance • Theory of Attributes • Multiple and Partial Correlation and Regression Analysis • Interpolation and Extrapolation • Statistical Quality Control • Linear Programming.



Edition: 1st, 2005

Pages: xii + 876

ISBN: 978-81-8054-797-3 (TC 1042)

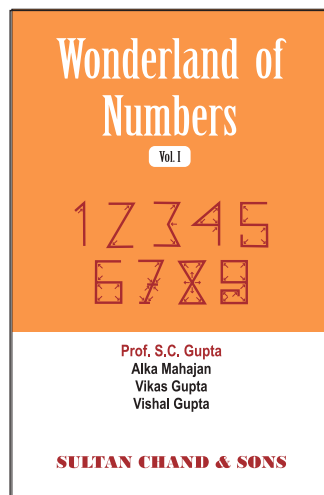
MRP: ₹ 295.00

Wonderland of Numbers – Vol. I

Prof. S.C. Gupta • Alka Mahajan • Vikas Gupta • Vishal Gupta

Contents

- Numbers – Meaning and Classification
- Digits: (0, 1, 2, ..., 8, 9)
- Mathematical Tricks
- Some Interesting Numbers
- Arithmetic Potpourri (Marvels In Arithmetic)
- Square Numbers
- Cube Numbers
- Srinivas Aiyenger Ramanujan (FRS) and His Contributions to Mathematics



Edition: 1st, 2022

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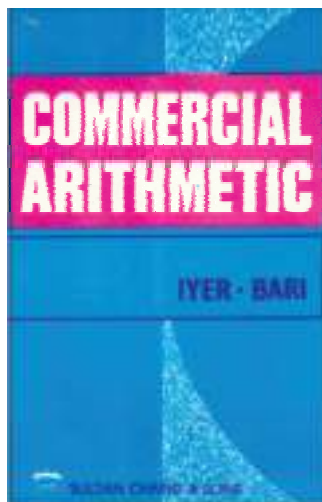
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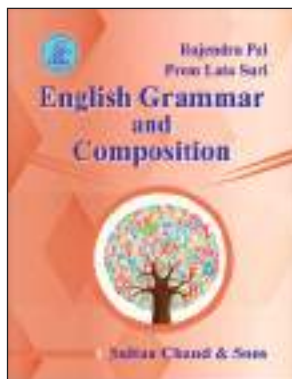
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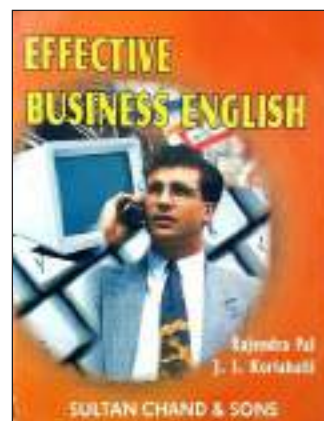
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Author's Index (with Initial Name)

- Alka Mahajan 69
Alka Mittal 29
Amandeep Nahar 31
B. Bhattacharya 37
B.C. Mehta 39
B.G. Iyer 69
B.M. Aggarwal 59
C. Jeevanandam 23, 24, 29
C.B. Gupta 12, 13, 15, 16, 17, 22, 23, 24, 25, 26, 28, 37, 49
C.D. Vashist 38, 52, 55, 56, 58
D. Joseph Anbarasu 43
D.C. Sancheti 62, 65
D.D. Sharma 33, 34
D.K. Mittal 36
Dinkar Pagare 15, 21, 51
G. Gnanaraj 43
G.M.K. Madnani 39
I.C. Dhingra 41, 42
J.S. Korlahalli 14, 70
K.L. Maheshwari 39
K.P.M. Sundharam 46
K.R. Balan 43
Kanti Swarup 62
L.M. Prasad 11, 18, 22, 25
M. Adhikary 40
M. Radhaswamy 53
M.J.K. Thavaraj 35
M.K. Agarwal 40
M.M. Varma 26
M.N. Arora 54
M.P. Gupta 59, 61
Mahatma Devesh Bhikshu 13
Man Mohan 62, 67, 68
N. Rajan Nair 15, 19, 30
N.D. Kapoor 44, 45, 46, 47, 48, 49
N.P. Srinivasan 12
P. Manoharan 43
P. Sundara Pandian 64
P. Sudha 34
P.C. Tripathi 16, 28, 35, 49
P.C.K. Rao 31, 32
P.K. Ghosh 18, 20, 50
P.K. Gupta 62, 65, 66, 67, 68
P.L. Mehta 41
P.N. Varshney 36, 46, 47
Prem Lata Suri 70
Prof. S.C. Gupta 69
R. Sanjith Nair 30
R.L. Gupta 52, 53, 56
R.L. Varshney 36, 37, 39
R.P. Rustagi 14, 17, 30
Rajendra Pal 14, 70
Rajesh Kumar Nigah 31
S. Muthulakshmi 64
S. Purushothaman 32
S.A. Bari 69
S.C. Gupta 60, 61, 63, 69
S.L. Gupta 29, 36
S.L. Gupta 27
S.N. Maheshwari 19, 21, 51, 54, 57, 59
S.P. Gupta (एस.पी. गुप्ता) 60, 61, 65, 66, 67, 68
S.P. Iyengar 55
S.P. Nisha Pradeepa 38, 45
S.S. Gulshan 13
S.S. Khanka 25, 31
Saikumari V. 32
Sanjeev Kumar Gupta 63
Sanjith R. Nair 19
Sharad K. Maheshwari (CA) 51, 57
Sumitra Pal 27
Suneel K. Maheshwari 51, 57
T. Vijayakumar 64
T.V. Ambuli 38, 45
Usha Prasad 25
ऊषा गुप्ता 67
V. Balachandran 50
V.K. Boominathan 43
V.K. Gupta 52, 56
V.K. Kapoor 60, 61, 62, 63, 64, 65, 68
V.K. Saxena 33, 38, 52, 55, 56, 58
V.V. Ratna 27
Vikas Gupta 63, 69
Vishal Gupta 69
Y.K. Bhushan 20

Author's Index (with Surname)

- Adhikary M. 40
Agarwal M.K. 40
Aggarwal B.M. 59
Ambuli T.V. 38, 45
Arora M.N. 54
Balachandran V. 50
Balan K.R. 43
Bari S.A. 69
Bhattacharya B. 37
Bhikshu Mahatma Devesh 13
Bhushan Y.K. 20
Boominathan V.K. 43
Dhingra I.C. 41, 42
Ghosh P.K. 18, 20, 50
Gnanaraj G. 43
Gulshan S.S. 13
Gupta C.B. 12, 13, 15, 16, 17, 22, 23, 24, 25, 26, 28, 37, 49
Gupta M.P. 59, 61
Gupta P.K. 62, 65, 66, 67, 68
Gupta R.L. 52, 53, 56
Gupta S.C. 60, 61, 63, 69
Gupta S.L. 27, 29, 36
Gupta S.P. (गुप्ता एस.पी.) 60, 61, 65, 66, 67, 68
Gupta Sanjeev Kumar 63
गुप्ता ऊषा 67
Gupta V.K. 52, 56
Gupta Vikas 63, 69
Gupta Vishal 69
Iyengar S.P. 55
Iyer B.G. 69
Jeevanandam C. 23, 24, 29
Joseph Anbarasu D. 43
Kapoor N.D. 44, 45, 46, 47, 48, 49
Kapoor V.K. 60, 61, 62, 63, 64, 65, 68
Khanka S.S. 25, 31
Korlahalli J.S. 14, 70
Madnani G.M.K. 39
Mahajan Alka 69
Maheshwari K.L. 39
Maheshwari S.N. 19, 21, 51, 54, 57, 59
Maheshwari Sharad K. (CA) 51, 57
Maheshwari Suneel K. 51, 57
Manoharan P. 43
Mehta B.C. 39
Mehta P.L. 41
Mittal Alka 29
Mittal D.K. 36
Mohan Man 62, 67, 68
Muthulakshmi S. 64
Nahar Amandeep 31
Nair Sanjith R. 19
Nair N. Rajan 15, 19, 30
Nair R. Sanjith 30
Nigah Rajesh Kumar 31
Nisha Pradeepa S.P. 38, 45
Pagare Dinkar 15, 21, 51
Pal Rajendra 14, 70
Pal Sumitra 27
Pandian Sundara P. 64
Prasad L.M. 11, 18, 22, 25
Prasad Usha 25
Purushothaman S. 32
Radhaswamy M. 53
Rao P.C.K. 31, 32
Ratna V.V. 27
Rustagi R.P. 14, 17, 30
Sancheti D.C. 62, 65
Saxena V.K. 33, 38, 52, 55, 56, 58
Sharma D.D. 33, 34
Srinivasan N.P. 12
Sudha P. 34
Sundharam K.P.M. 46
Suri Prem Lata 70
Swarup Kanti 62
Thavaraj M.J.K. 35
Tripathi P.C. 16, 28, 35, 49
V. Saikumari 32
Varma M.M. 26
Varshney P.N. 36, 46, 47
Varshney R.L. 36, 37, 39
Vashist C.D. 38, 52, 55, 56, 58
Vijayakumar T. 64

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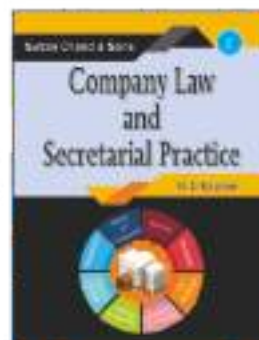
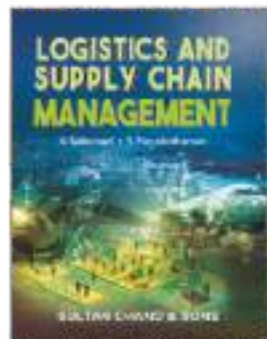
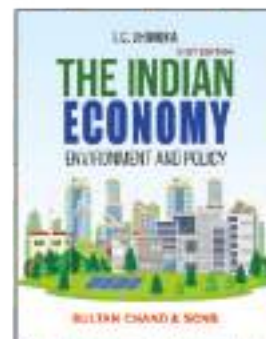
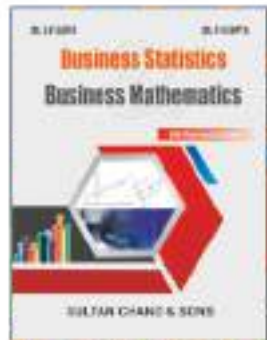
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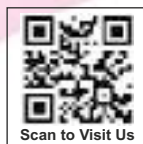
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