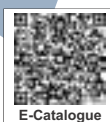




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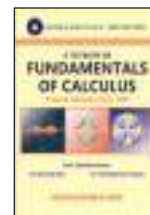
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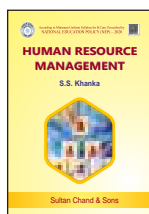
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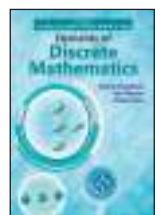
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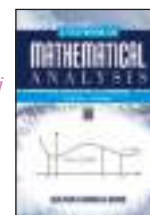
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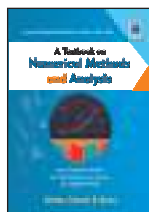
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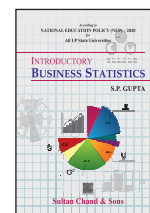
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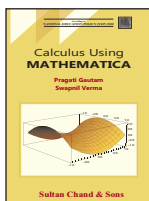
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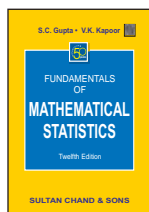
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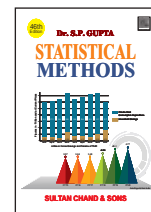
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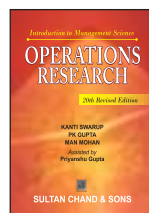
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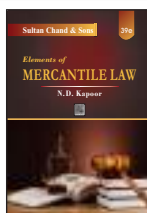
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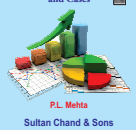
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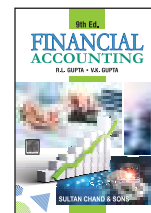
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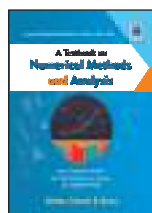


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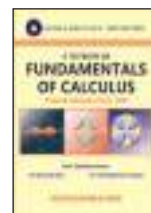
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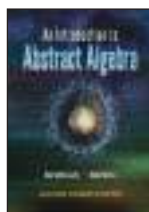
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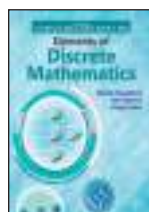
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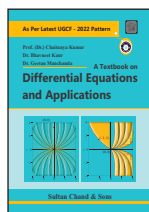
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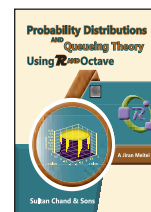
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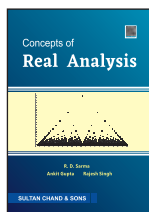
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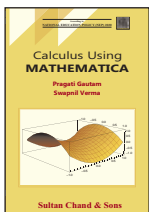
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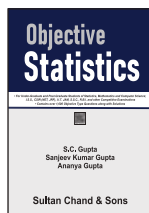


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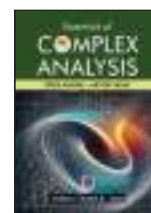
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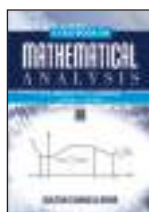
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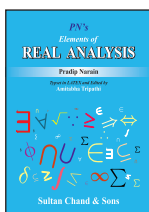
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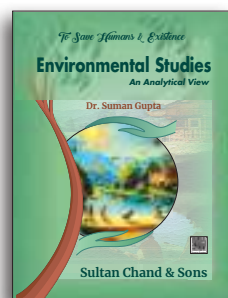
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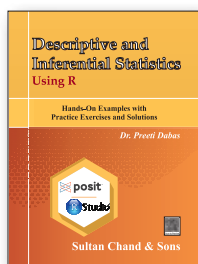


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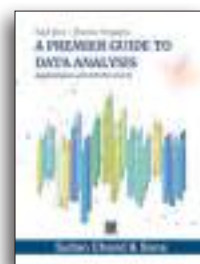
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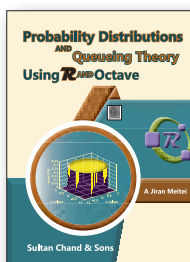
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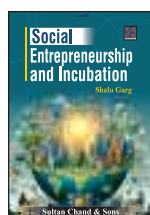
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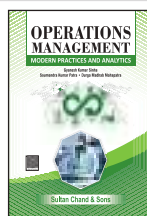
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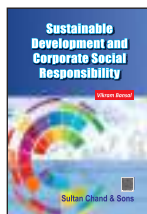
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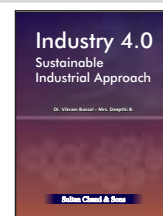
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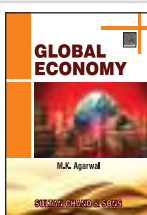
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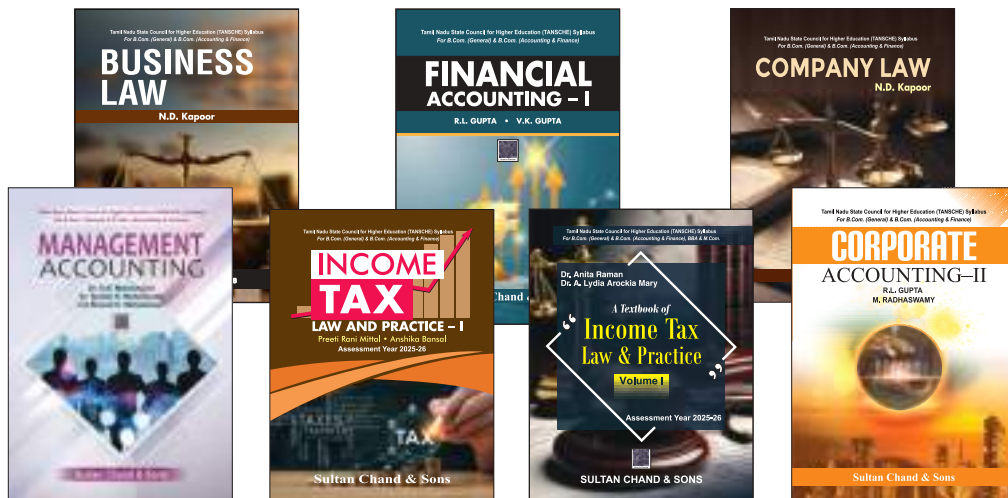
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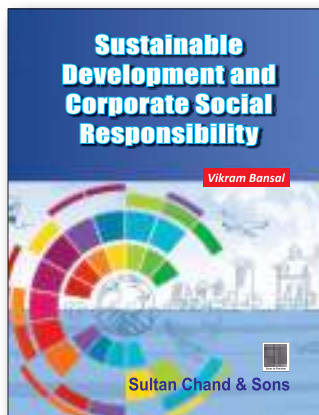
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**Unit IV – CSR Strategy and Implementation** – Developing a CSR Strategy: Goal-Setting, Implementation, Evaluation • CSR Integration into Corporate Culture and Operations • Measuring and Evaluating CSR Performance and Impact • Case Studies of Companies Implementing Sustainability and CSR Initiatives • Best Practices in Sustainable Development and Corporate Social Responsibility

References

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# HR Analytics

## Fundamentals and Applications

Pardeep Kumar



## Contents

Introduction to HR Analytics-I • Introduction to HR Analytics-II • Human Resource Metrics and Key Performance Indicators • Data Collection and Management • Statistical Modelling Techniques for HR Data • HR Analytics Process • Descriptive Analytics • Diagnostic Analytics • Predictive and Prescriptive Analytics • Recruitment Analytics • Recruitment Analytics and Metrics • Performance Management Analytics • Training and Development Analytics • Employee Engagement Analytics • Career Progression Metrics • Diversity, Equity and Inclusion Analytics • Workforce Diversity and Development Metrics • Compensation Analytics • Contribution of HR Analytics for Decision-Making • Data Visualisation in HR Analytics • Data Visualisation and Reporting in HR Analytics • Future of HR Analytics

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## Operations Management *Modern Practices and Analytics*

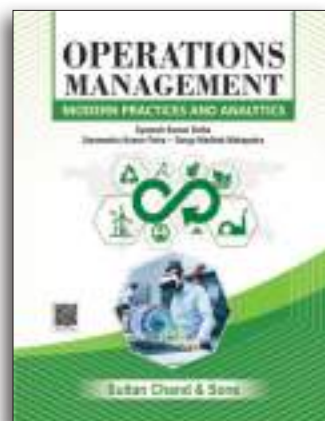
Gyanesh Kumar Sinha  
Soumendra Kumar Patra • Durga Madhab Mahapatra

### Contents

- Operations Management: An Introduction
- Operations Strategy and Productivity
- Product Design, Service Design and Process Selection
- Facility Location
- Facility Layout
- Inventory Management
- Work Study – Procedures and Applications
- Aggregate Production and Capacity Planning
- Resource Requirements Planning
- Maintenance Management
- Quality Management and Six-Sigma
- Project Management
- Introduction to Supply Chain and Logistics Management
- Business Analytics

*Bibliography*

*Appendix – Area Under Standard Normal Curve*



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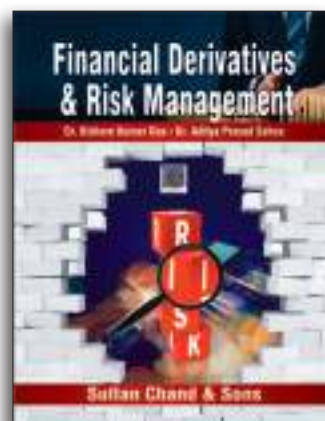
MRP: ₹ 450.00

## Financial Derivatives & Risk Management

Dr. Kishore Kumar Das • Dr. Aditya Prasad Sahoo

### Contents

- Unit I: Introduction to Risk Management** – Role of Financial Institutions • Basics of Risk Management • Risk Identification
- Unit II: Measurement of Risk Management** – Measurement of Interest Rate Risk and Credit Risk • Measurement of Liquidity Risk and Market Risk • Measurement of Technological Risk and off-Balance Sheet Risk
- Unit III: Management of Risk** – Management of Interest Rate Risk and Credit Risk • Management of Liquidity Risk and Market Risk • Management of Technological and Off-Balance Sheet Risk
- Unit IV: Fundamental of Financial Derivatives** – Basics of Financial Derivatives & Market • Mechanism of Forward and Futures
- Unit V: Valuation & Trading of Derivatives** – Pricing and Valuation of Option and Swap • Derivatives Market & Trading Mechanism • Derivatives Regulation, Risk, and Trading System



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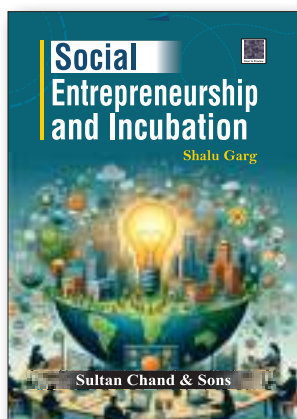
Pages: xxx + 330

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## Social Entrepreneurship and Incubation

Shalu Garg



### Contents

- Unit I: Introduction to Social Entrepreneurship** – Fundamentals of Social Entrepreneurship • Social Impact Assessment
- Unit II: Business Model Designs for Social Enterprises** – Business Model Designs • Social Innovation and Brainstorming • Human-Centered Design and Prototyping
- Unit III: Incubation and Acceleration of Social Ventures** – Incubation and Acceleration • Scaling Social Ventures
- Unit IV: Ethics and Values in Social Entrepreneurship** – Ethical Dilemmas and Decision-Making • Stakeholder Engagement and Community Development

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Pages: viii + 286

ISBN: 978-93-49290-80-8 (TC 1333)

MRP: ₹ 295.00

## Services Marketing Text and Cases

Prof. (Dr.) S.L. Gupta • Dr. Ritika S. Israney



### Contents

- Understanding Concept of Services
  - Understanding Services Marketing
  - Marketing Mix in Services Marketing
  - Consumer Behaviour in Services Marketing
  - Service Quality
  - Enhancing Service Excellence: Strategies for Services Marketing
  - Service Marketing Triangle
  - Relationship Marketing
  - Customer Focus
  - Service Applications
- Appendix: AI-Driven Tools: Transforming Services Marketing*  
*Glossary*

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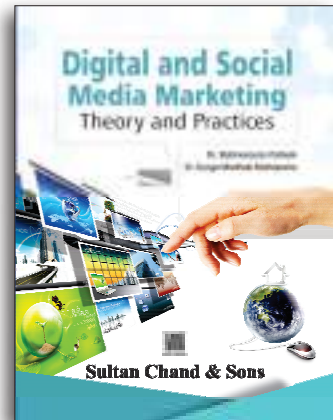
## Digital and Social Media Marketing *Theory and Practices*

Dr. Rabinarayan Patnaik • Dr. Durga Madhab Mahapatra

### Contents

- Introduction to Digital Marketing
- Search Engine Marketing (SEM) and Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- Internet Marketing
- Video Marketing
- Recent Trends in Digital Marketing

*Bibliography*



Edition: 1st, 2025

Pages: xiv + 298

ISBN: 978-81-982259-0-0 (TC 1317)

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## Advertising, Sales Promotion and Personal Selling *Text and Cases*

Dr. S.L. Gupta • Dr. Niket Mehta • Utkarsh Gupta

### Contents

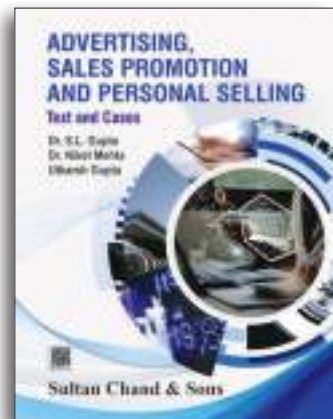
**Unit-I: Advertising** – Understanding the Basics of Communication and New Media  
• Introduction to Advertising • Advertising Campaign Planning and Budgeting • Advertising Copy and Layout • Media Planning and Selection • Advertising Evaluation and Control

**Unit-II: Sales Promotion** – Introduction to Sales Promotion • Consumer Sales Promotion  
• Trade Sales Promotion • Sales Force Promotion and Legal Issues • Sales Promotion Planning and Management

**Unit-III: Personal Selling** – Sales Management Strategy • Personal Selling • Recruitment and Selection of Salesforce • Compensation and Motivation of Salesforce • Monitoring and Performance Appraisal • Sales Forecasting, Quotas, and Territory Management

**Unit-IV: Emerging Media** – The Role of the Internet in Modern Selling • How to Advertise Effectively on Latest Social Media Platforms

**Unit-V: Annexures** – Futuristic Advertising Examples • AI Tools for Advertising, Sales Promotion and Personal Selling • Popular Advertisements in India.



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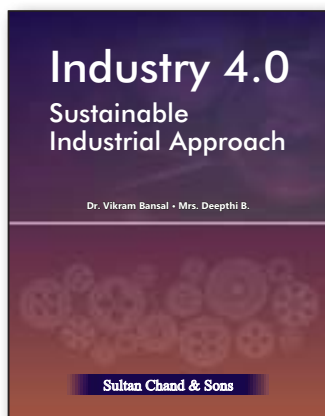
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## Industry 4.0 Sustainable Industrial Approach

Dr. Vikram Bansal • Mrs. Deepthi. B.



### Contents

- Introduction to Industry 4.0 and Sustainable Industrial Approach
- Enabling Technologies for Sustainable Industry 4.0
- Sustainable Manufacturing Practices in Industry 4.0
- Policy and Regulatory Frameworks for Sustainable Industry 4.0
- Implementation Strategies
- Emerging Trends and Future Directions
- Case Studies*
- Glossary*
- References*

Edition: 1st, 2025

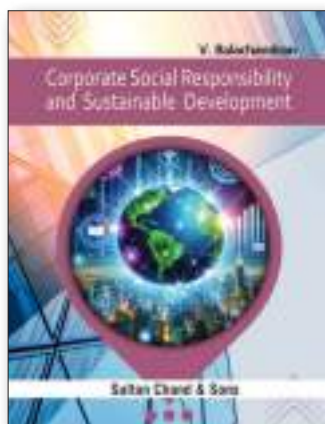
Pages: xvi + 224

ISBN: 978-81-979992-2-2 (TC 1318)

MRP: ₹ 325.00

## Corporate Social Responsibility and Sustainable Development

V. Balachandran



### Contents

- Part I: CSR – A Conceptual Framework** – Concept of Social Responsibility • Social Responsibility and Stakeholder Engagement • CSR – Evolution, Approaches, Models and Dimensions • CSR Voluntary and National Guidelines
- Part II: CSR – Legislative Framework** – Legal Framework of CSR • CSR Expenditure - Accounting and Taxation Aspects • CSR Committee, CSR Policy and CSR Activities • CSR Strategy and Performance Evaluation of CSR • CSR Project Implementation and Social Impact Assessment
- Part III: Sustainability, Development and Reporting** – Corporate Sustainability • Sustainable Development and CSR • Sustainability Reporting and International Sustainability Standards
- Part IV: Social Governance** – Social Governance, Social Accounting and Audit • Identifying Key Stakeholders of CSR & NGO and Their Roles • Issues, Challenges, Opportunities and Trends in CSR • Case Studies on CSR Practices by Socially Responsible Corporates
- Part V: Knowledge Refresher** – QUIZ • Model Question Papers • Past Years University Question Papers

**Part VI: Annexures** – Registration of Entities for undertaking CSR Activities Form CSR-1 • Format for the Annual Report on CSR Activities to be included in the Board's Report – Form CSR-II • CSR Voluntary Guidelines, 2009 issued by Ministry of Corporate Affairs • CSR Guidelines for Central Public Sector Enterprises • CSR Guidelines for Insurance Companies • CSR Guidelines for Banking Companies

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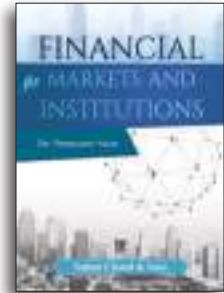
## Financial Markets and Institutions

Dr. Paramjeet Kaur

### Contents

- Part 1: Introduction** – An Introduction to Financial System • An Overview of the Indian Financial System  
**Part 2: Financial Markets I: Money Markets** – Financial Markets I – Money Market • Role of Central Bank in Money Market  
**Part 3: Financial Markets II: Capital Markets** – Financial Markets II – Capital Market • Secondary Markets • Capital Market Instruments • Debt Market • Securities and Exchange Board of India (SEBI)  
**Part 4: Financial Institutions** – Commercial Banks • Recent Developments in the Commercial Banking Sector • Insurance • Mutual Funds • Non-Banking Financial Companies  
**Part 5: Financial Stability** – Financial Stability and Financial Crisis

### References



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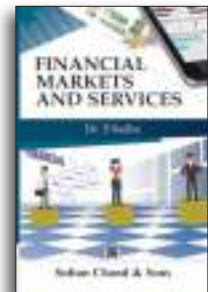
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## Financial Markets and Services

P. Sudha

### Contents

- Financial System
- Primary Market or New Issue Market
- Secondary Market
- Money Market
- Debt Market
- Derivative Market
- Depositories and Custodial Services
- Financial Institutions
- Mutual Funds
- Hire Purchase & Leasing
- Insurance
- Housing Finance
- Factoring
- Securitisation
- Venture Capital
- Credit Rating



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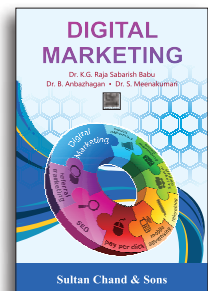
MRP: ₹ 275.00

## Digital Marketing

Dr. K.G. Raja Sabarish Babu  
 Dr. B. Anbazhagan • Dr. S. Meenakumari

### Contents

- Introduction to Digital Marketing
- Search Engine Optimization
- Search Engine Marketing
- Email Marketing And Mobile Marketing
- Social Media Marketing
- Social Media Platforms
- E-Commerce
- Online Reputation Management
- Web Analytics



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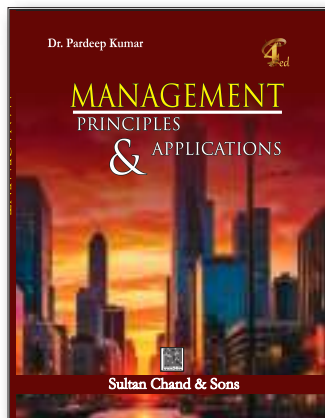
ISBN: 978-93-91820-55-8 (TC 1292)

MRP: ₹ 275.00

## Management Principles and Applications

*According to National Education Policy 2020*

Dr. Pardeep Kumar



### Contents

**Unit-I: Introduction** – Introduction to Management • Coordination Mechanisms in Organisations • Management Theories and Approaches • Managerial Function, Managerial Roles (Mintzberg) and Competencies • Indian Ethos for Management.

**Unit-II: Planning** – Nature and Process of Planning • Organisational Objective Setting (Internationalisation and Digitalisation) • Decision-Making • Strategic Planning • Elements of the Business Firm Environment.

**Unit-III: Organising** – Nature and Process of Organising • Delegation and Decentralisation of Authority • Departmentalisation • Organisational Structure and Organograms • Formal-Informal Organisation's Interface.

**Unit-IV: Directing and Controlling** – Motivation • Leadership • Controlling: Process and Principles • Measures of Controlling and Accountability for Performance.

**Unit-V: Salient Development and Contemporary Issues in Management** – Management Challenge of 21st Century • Contemporary Issues in Management: I (Internationalisation and Globalisation) • Contemporary Issues in Management: II (Entrepreneurship and Innovation)

• Contemporary Issues in Management: III (Values and Ethics) • Contemporary Issues in Management: IV (Workplace Diversity, Democracy, Sociocracy and Subaltern Ideas from India).

Appendix • Index

Edition: 4th, 2025

Pages: xxiv + 552

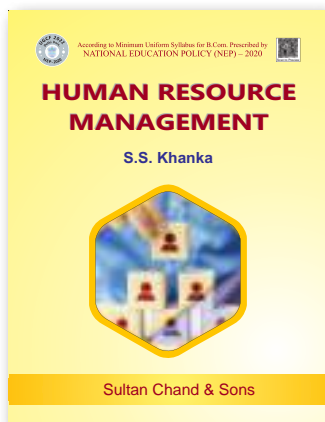
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MRP: ₹ 595.00

## Human Resource Management

*According to National Education Policy 2020*

S.S. Khanka



### Contents

**Unit I: Introduction to Human Resource Management** – Introduction to Human Resource Management (HRM) • Evolution and Development of Human Resource Management (HRM) • Emerging Issues of Human Resource Management (HRM)

**Unit II: Procurement of Human Resource** – Human Resource Planning (HRP) • Job Analysis • Recruitment • Selection • Placement, Induction, Socialization and Employee Retention

**Unit III: Upgrading Employees: Training and Development** – Training and Development • Methods of Training and Development • Scope of Training

**Unit IV: Performance Appraisal and Compensation Management** – Performance Appraisal • Employee Enhancement • Compensation

**Unit V: Employee Maintenance, Engagement and Emerging Horizons** – Employee Health and Safety • Employee Welfare and Social Security • Employer-Employee Relations • Emerging Horizons • Human Resource Information System (HRIS) • Contemporary Issues in HRM

Self-Assessment Questions • Short Answer Questions • Discussion Questions • Class Assignments

Edition: 1st, 2023

Pages: xx + 276

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# Principles of Marketing

*According to National Education Policy 2020*

Dr. Pardeep Kumar

## Contents

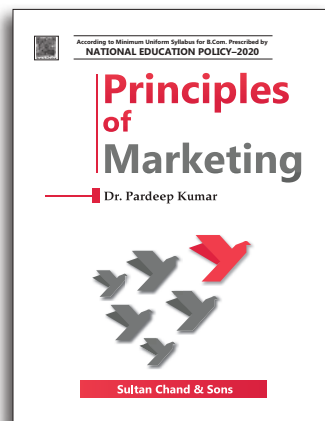
**Unit I: Introduction to Marketing and Marketing Environment** – Nature, Scope and Importance of Marketing • Marketing Philosophies • Service Marketing • Marketing Mix • Marketing Environment

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

**Unit III: Product Decisions and New Product Development** – Product Decisions • Branding, Packaging, Labeling and Product Support Services • New Product Development and Product Life Cycle

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

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



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Pages: xvi + 416

ISBN: 978-93-91820-16-9 (TC 1273)

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# Business Organisation

*According to National Education Policy 2020*

Dr. Pardeep Kumar

## Contents

**Unit I: Introduction** – Concept, Nature and Scope of Business • Business System • Business Objectives • Business and Environment Interface • Social Responsibility of Business and business Ethics

**Unit II: Business Enterprises** – Forms of Business Ownership – I • Forms of Business Ownership – II • Business Combinations

**Unit III: Business Environment** – Business Environment • Environmental Analysis and Diagnosis

**Unit IV: Entrepreneurship: Founding the Business** – Skill India, Startup India, Make in India, and Globalization

**Unit V: Contemporary Issues of Business Organisation** – Contemporary Issues of Business Organisation – I • Contemporary Issues of Business Organisations – II



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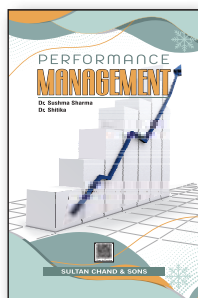
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## Performance Management

Sushma Sharma • Shitika



### Contents

- Introduction to Performance Management
- Performance Planning and Motivation for Achieving High Performance
- Performance Management System
- Implementation and assessment of Performance Management
- Performance Appraisal
- Performance Monitoring
- Recent Trends in Performance Management
- Performance Management and Development Issues
- Artificial Intelligence-Driven Performance Management
- Ethics and Legal Guidelines in Performance Management

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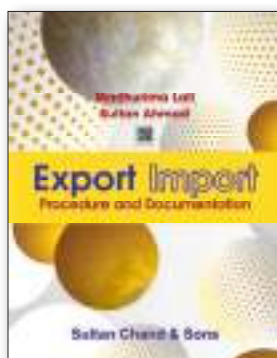
Pages: xvi + 256

ISBN: 978-93-91820-88-6 (TC1314)

MRP: ₹ 295.00

## Export Import Procedure and Documentation

Madhurima Lall • Sultan Ahmad



### Contents

Export – Introduction and Procedure • Export Order and Export Contract • Standardization and Packaging • Export Costing and Pricing • Export Documentation • Methods of Payment • Export Financing • Export Credit Guarantee Corporation (ECGC) • Quality Control and Inspection in Exports • Cargo Insurance and Inco terms • Central Excise and Custom Clearance Regulation – Procedures and Documentation • Export Houses – Trading, Star Trading and Super Trading Houses • Policy for EOU/EPZ/FTZ • Institutional Support for India's Foreign Trade • Export Incentives • Schemes for Import of Capital Goods – Procedures and Documentations • International Logistics

*Multiple Choice Questions • Essay Type Questions • Model Question Papers*

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Pages: xvi + 216

ISBN: 978-81-95103-6-9 (TC 1242)

MRP: ₹ 225.00

## Securities Law & Market Operation

Dr. P. Sudha



### Contents

- Securities Market
- Primary Market
- Secondary Market
- Financial Instruments
- Debt Instruments
- Stock Market Trading & Dematerialisation of Shares
- Custodial Services
- Ombudsman
- Regulation of Intermediaries
- Credit Rating Agency
- Venture Capital

*Question Papers  
Glossary*

Edition: 1st, 2022

Pages: xvi + 184

ISBN: 978-93-91820-10-7 (TC 1258)

MRP: ₹ 225.00



## Fundamentals of Entrepreneurship and Project Planning

Madhurima Lall • Sultan Ahmad

### Contents

- Introduction to Entrepreneurship
  - Entrepreneurship: Motivation, Types and Barriers to Entrepreneurship
  - Creativity, Innovation and Entrepreneurship
  - New Ventures
  - Intellectual Property Rights (IPR)
  - Business Plan: Purpose and Contents of a Business Plan
  - Marketing Plan
  - Operation and Production Plan
  - Organizational Plan
  - Financial Plan
  - Financing of New Ventures: Stages and Source of Financing
  - Funding Opportunities and Institutional Support to Entrepreneurs in India
  - Financial Indicators
  - Micro, Small and Medium Enterprises
  - Women Entrepreneurship
- Multiple Choice Questions (MCQs)*  
*Question Papers*



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Pages: xii + 196

ISBN: 978-81-951043-9-0 (TC 1243)

MRP: ₹ 225.00

## 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.



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Pages: xxvi + 318

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

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## Personal Financial Planning

Shalu Garg



### Contents

**Unit I: Introduction to Financial Planning** – Financial Planning • Time Value of Money • Savings, Spending and Financial Discipline.  
**Unit II: Investment Planning** – Investment, Risk & Return and Portfolio • Bond, Real Estate and Investment in Projects • Financial Derivatives and Mutual Funds.  
**Unit III: Personal Tax Planning** – Tax Structure in India • Exemptions and Deductions.  
**Unit IV: Insurance Planning** – Life and Health Insurance • Property Insurance, Credit Life Insurance and Professional Liability Insurance.  
**Unit V: Retirement Benefits Planning** – Retirement Planning and Pension Plans • Reverse Mortgage and Estate Planning.  
*Practical Exercises Guide.*

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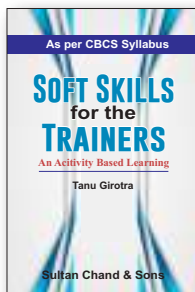
Pages: xvi + 265

ISBN: 978-93-91820-90-9 (TC 1312)

MRP: ₹ 265.00

## Soft Skills for the Trainers An Activity Based Learning

Tanu Girotra



### Contents

Soft Skills • Stress Management • Communication • Anger Management • Leadership • E-Learning for Youth with Disability • Personality Development • Time Management • Presentation Skills • Career Planning • Inter-Personal Relationship and Conflict Resolution.

### References

Edition: 1st, 2021

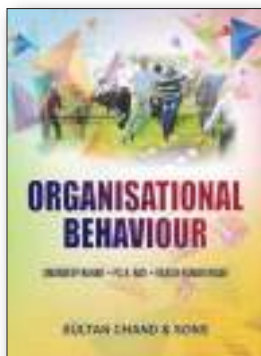
Pages: xvi + 128

ISBN: 978-93-5161-196-7 (TC 1237)

MRP: ₹ 195.00

## 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)

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# Basic Human Resource Management

C.B. Gupta

## Contents

**Unit I: Introduction to Human Resource Management** – Nature and Scope of Human Resource Management • Human Resource Department and HR Manager • Human Resource Policies

**Unit II: Acquisition of Human Resources** – Human Resource Planning • Job Analysis – Job Description and Job Specification • Recruitment and Selection • Placement, Induction and Socialisation

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

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

**Unit V: Compensation** – Compensation • Job Evaluation • Incentive Plans and Performance Linked Compensation

**Unit VI: Maintenance** – Employee Health and Safety • Employee Welfare • Social Security • Grievance Handling and Redressal

*Appendix: Cases in HRM; Question Papers*



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Pages: xvi + 312

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

MRP: ₹ 195.00

# Entrepreneurship Text & Cases

C.B. Gupta

## Contents

**Unit I: Introduction** – Nature and Role of Entrepreneurship • Routes to Entrepreneurship • Creativity and Innovation • Dimensions of Entrepreneurship.

**Unit II: Types of Business Entities** – Micro, Small and Medium Enterprises • Business Groups, Business Houses and Family Business • Contemporary Role Models in Indian Business.

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

**Unit IV: Business Plan Preparation** – Sources and Techniques of Business Ideas • Feasibility Analysis • Business Plan.

**Unit V: Marshalling Resources** – Financing the New Venture • Production and Operations Management • Marketing Issues in a New Venture • Building the New Venture Team • Forms of Ownership for New Venture • Growth and Transition of a Venture • Accounting and Financial Statements of a New Venture.

**Unit VI: Appendices** – Case Studies of Successful and Unsuccessful Entrepreneurs

*Bibliography*



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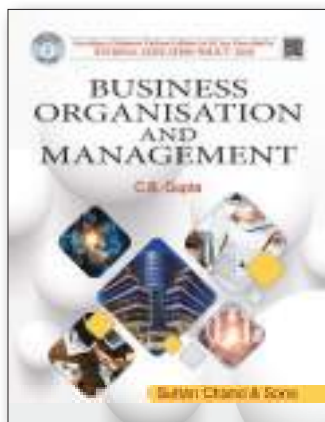
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# Business Organisation and Management

*According to National Education Policy 2020*

C.B. Gupta



## Contents

**Unit I: Introduction to Business Organisation Management** – Meaning and Role of organization and Management • Function of Management • Forms of Business Ownership • Business Formats • Micro, Small and Medium Enterprises

**Unit II: Business Environment and Entrepreneurship** – Business Environment • Business Ethics and Social Responsibilities • Business and Social Entrepreneurship

**Unit III: Planning and Organising** – Planning • Decision-Making: Process and Techniques • Organising: Concept and Structure • Delegation, Centralisation and Decentralisation of Authority

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

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

Edition: 18th, 2023

Pages: xvi + 304

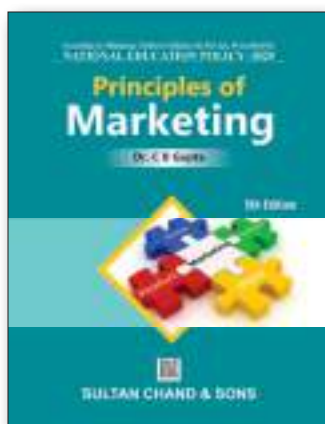
ISBN: 978-93-91820-43-5 (TC 1179)

MRP: ₹ 395.00

# Principles of Marketing

*According to National Education Policy 2020*

Dr. C.B. Gupta



## Contents

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

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

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

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

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

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

Edition: 5th, 2023

Pages: xviii + 414

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

MRP: ₹ 395.00

## Essentials of Human Resource Management

C.B. Gupta

### Contents

**Unit I: Introduction** – Concept of Human Resource Management • Nature of Human Resource Management • Functions of Human Resource Management • Importance of Human Resource Management • Development of Human Resource Management • Contribution of Industrial Psychology • Organisation of Human Resource Department • Human Resource Policies • Unit at a Glance • Test Questions

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

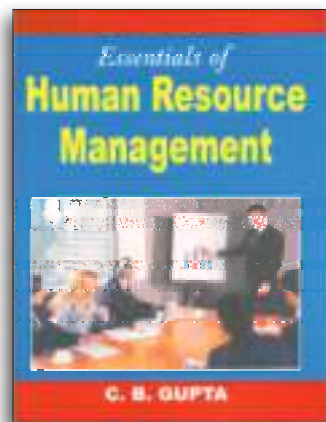
**Unit III: Training and Development** – Concepts of Training and Development • Importance of Training and Development • Types of Training • Identifying Training Needs • Designing a Training Programme • Methods of Training (On-the-job and off-the-job) • Concept and Methods of Executive Development •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

**Unit IV: Performance Management System** – Concept of Performance Appraisal • Objectives of Performance Appraisal • Problems in Performance Appraisal • Essentials of an Effective Performance Appraisal System • Methods of Performance Appraisal • Job Changes – Transfers and Promotions • Employee Counselling • Unit at a Glance • Test Questions

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

**Unit VI: Emerging Horizons in HRM** – Impact of IT on Human Resource Management • Business Process Re-engineering (BPR) • Downsizing • Voluntary Retirement Scheme (VRS) • Changing Role of Human Resource Management • Unit at a Glance • Test Questions

*Objective Type Questions*



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Pages: xii + 188

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## Basic Financial Management

Dr. R.P. Rustagi

### Contents

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

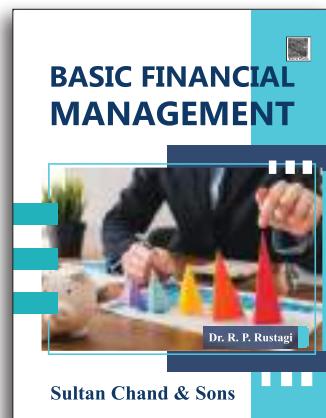
**Unit Two: Capital Budgeting Decisions: Capital Budgeting** – An Introduction • Capital Budgeting – Techniques of Evaluation.

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

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

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

*Appendix I • Appendix II*



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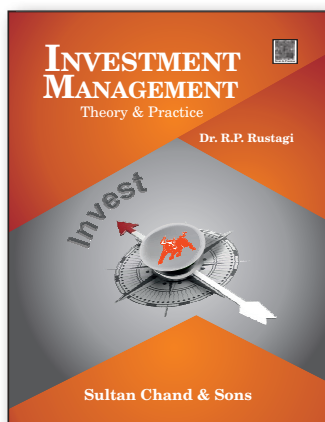
Pages: xvi + 440

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

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## Investment Management *Theory & Practice*

Dr. R.P. Rustagi



### Contents

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

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

**Part III: Securities Analysis and Valuation** – Fixed Income Securities: Yield and Valuation • Equity Shares: Fundamental and Technical Analysis • Valuation of Equity Share.

**Part IV: Mutual Funds and Financial Derivatives** – Mutual Funds • Financial Derivatives.

**Part V: Indian Capital Market** – Indian Capital Market: Structure and Emerging Trends • Investors' Protection, Unfair Trade Practices and Insider Trading.

*Appendices.*

Edition: 12th, 2023

Pages: xx + 436

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

MRP: ₹ 495.00

## Investment Analysis and Portfolio Management

R.P. Rustagi



### Contents

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

**Part II: Indian Capital Market** – Securities Market in India: Structure and Trading • Mutual Funds.

**Part III: Fixed Interest Securities** – Bond Fundamentals • Bond Valuation and Management.

**Part IV: Equity Shares : Analysis and Valuation** – Fundamental Analysis : E-I-C Approach • Technical Analysis and Market Efficiency • Valuation of Equity Shares.

**Part V: Risk-Return Relationship and Portfolio Management** – Risk-Return Analysis in Investment • Portfolio Theory : Portfolio Selection and Management • Capital Assets Pricing Model, Arbitrage Pricing Theory and Portfolio Evaluation.

**Part VI: Derivatives and Risk Management** – Financial Derivatives: Forwards and Futures • Options : Strategies and Valuation • Swaps and Credit Derivatives.

**Part VII: Changing Structure of Indian Capital Market** – Indian Capital Market : Emerging Trends • Investors' Protection, Unfair Trade Practices and Insider Trading.

**Part VIII: Miscellaneous Topics** – Structured Debt, Securitization and Assets – Backed Securities. • Investment in Real Assets.

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

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## Business Environment (Tamil Nadu Edition) *According to National Education Policy 2020*

Dr. C.B. Gupta

### Contents

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

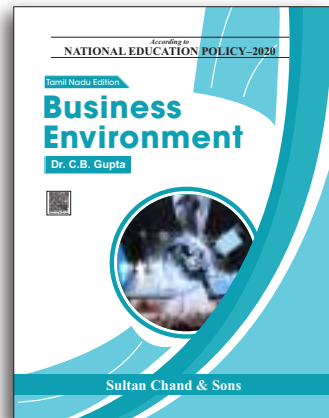
**Part II : Political and Legal Environment** – The Constitutional Environment • Functions and Role of the State • Legal Environment

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

**Part IV : Economic Environment** – Economic Systems • Economic Planning • Economic Parameters • Economic Policies

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

University Question Papers



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

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## Business Environment

Dr. C.B. Gupta

### Contents

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

**Unit II: Political and Legal Environment** – The Constitutional Environment • Functions and Roles of the State • Legal Environment.

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

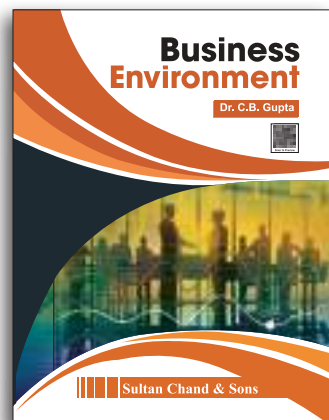
**Unit IV: Economic Environment** – Economic Systems • Economic Planning • Economic Parameters • Economic Policies.

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

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

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

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



Edition: 12th, 2022

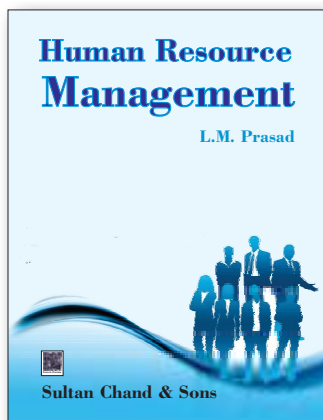
Pages: xxxii + 776

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

MRP: ₹ 650.00

# Human Resource Management

L.M. Prasad



## Contents

**Part I: Framework of Human Resource Management** – Introduction to Human Resource Management • Human Resource Management Environment • Strategic HRM • Human Resource Information System, Accounting and Audit.

**Part II: Acquiring Human Resources** – Human Resource Planning • Job Design and Job Analysis • Recruitment • Selection • Induction & Placement.

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

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

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

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

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

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

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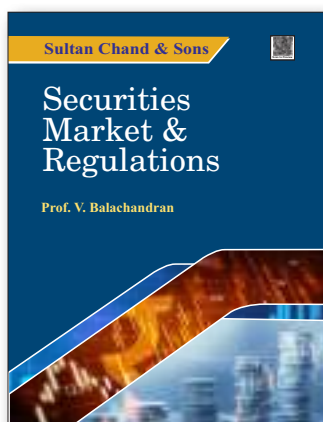
Pages: xiv + 592

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# Securities Market & Regulations

Prof. V. Balachandran



## Contents

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

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

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

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

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

Edition: 1st, 2023

Pages: xxxii + 280

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

MRP: ₹ 425.00



## Marketing Research *Principles, Applications and Cases*

Dr. D.D. Sharma

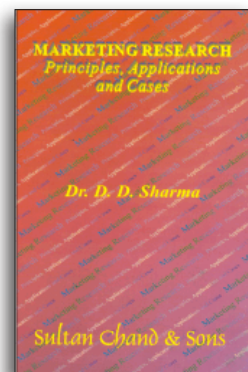
### Contents

**Part I: Principles: Marketing Research** – An Overview • Problem Discovery and Formulation • Marketing Research Process • Scientific Method • Research Design • Experimental Research Designs • Secondary Data • Primary Data • Methods of Primary Data Collection • Questionnaire Design • Attitude Measurement and Scaling Techniques • Collecting Primary Data – Observation Method • Sampling Techniques • Selecting a Sample • Processing of Collected Data • Cross Tabulation of Data • Data Analysis and Interpretation

**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.



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

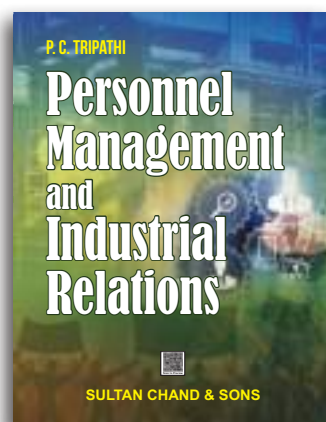
MRP: ₹ 325.00

## Personnel Management and Industrial Relations

P.C. Tripathi

### Contents

- Introduction
  - Future Personnel Manager
  - Planning the Personnel Function
  - Organising the Personnel Function
  - Leadership
  - Motivation
  - Job Satisfaction and Morale
  - Employee Communication
  - Control and Audit
  - 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

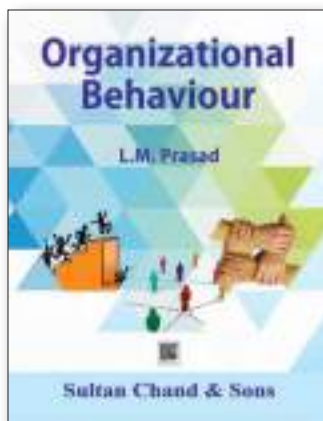
Pages: xx + 516

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

MRP: ₹ 500.00

## Organizational Behaviour

L.M. Prasad



### Contents

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

**Part II: Foundations of Individual Behaviour** – Nature of Human Behaviour • Personality • Perception • Learning • Attitudes and Values • Emotional Intelligence • Motivation: Concepts and Theories • Motivation: Applications • Individual Decision Making.

**Part III: Foundations of Group Behaviour** – Interpersonal Behaviour • Group Dynamics • Work Teams • Power and Politics • Leadership • Communication • Conflict Management.

**Part IV: Organization Systems** – Design of Organization Structure • Organizational Culture • Organizational Change and Stress Management.

Appendix 1

Appendix 2

Glossary

Index

Edition: 6th, 2019

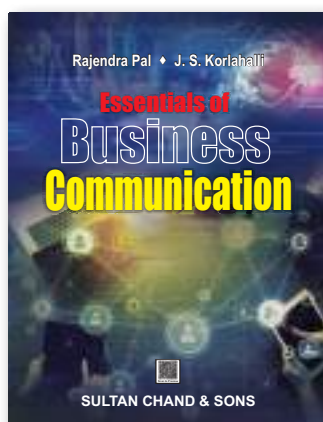
Pages: xviii + 550

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

MRP: ₹ 650.00

## 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
- Essays in Outlines.

Appendix 1

Appendix 2

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Pages: xvi + 848

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

MRP: ₹ 695.00

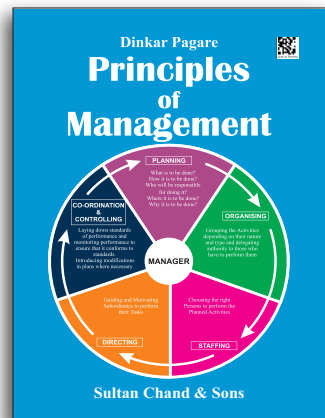
# Principles of Management

Dinkar Pagare

## Contents

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

Case Study • Review Questions



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Pages: xx + 412

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# Principles and Practice of Management

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 Directing • Motivation • Leadership • Communication

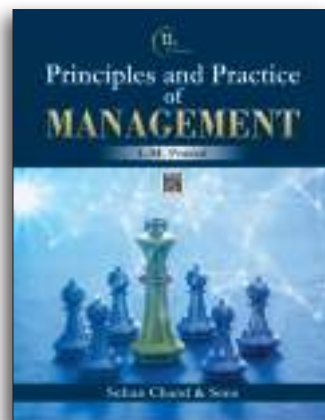
**Part VI: Controlling** – Fundamentals of Controlling • Control Techniques

**Part VII: Management Practices** – Management Practices of Prominent Countries and Business Leaders • Role of Indian Ethos in Managerial Practice

Appendices

Glossary

Subject Index



Edition: 11th, 2025

Pages: xxiv + 568

ISBN: 978-93-91820-87-9 (TC 209)

MRP: ₹ 650.00



## 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

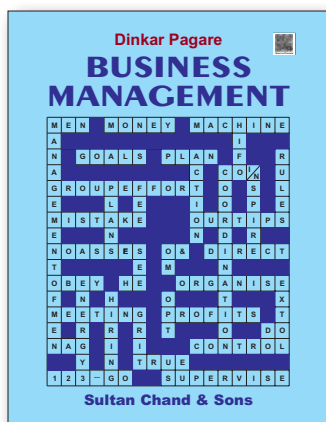
Pages: xvi + 584

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

MRP: ₹ 525.00

## 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

Case Study • Review Questions

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Pages: xx + 412

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

MRP: ₹ 300.00

## Elements of Financial Management

Dr. S.N. Maheshwari

### Contents

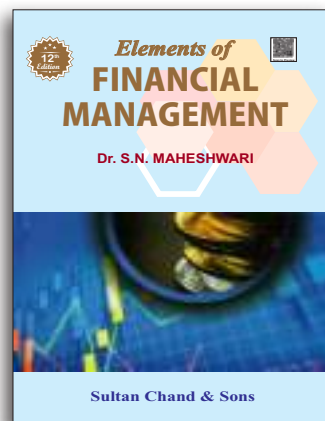
**Section A: Foundations of Finance** – Financial Management – Meaning and Scope  
• Concepts in Valuation • Valuation of Securities • Risk and Return.

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

**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 + 612

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

MRP: ₹ 495.00

## Marketing

Dr. N. Rajan Nair • Sanjith R. Nair

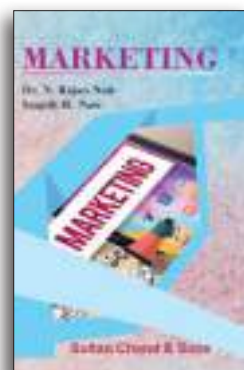
### Contents

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

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

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

Question Papers.



Edition: 7th, 2010

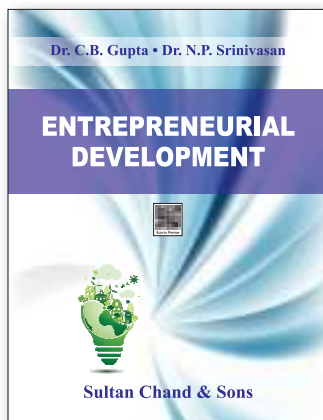
Pages: viii + 472

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

MRP: ₹ 295.00

## Entrepreneurial Development

Dr. C.B. Gupta • Dr. N.P. Srinivasan



### Contents

**Part I** – Entrepreneurial Culture and Structure • Competing Theories of Entrepreneurship • Entrepreneurial Traits and Types • Entrepreneurial Motivation • Establishing Entrepreneurial Systems.

**Part II** – Project Identification and Classification • Project Formulation • Project Design and Network Analysis • Project Appraisal • Financial Analysis • Social Cost Benefit Analysis • Factory Design and Layout.

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

**Part IV** – Institutions Assisting Entrepreneurs • Innovation and Entrepreneurship • Intrapreneurship or Corporate Venturing • Intellectual Property.

**Part V** – Appendix I: Case Studies of Start Up Entrepreneurs • Appendix II: Objective Type Questions.

Edition: 2020

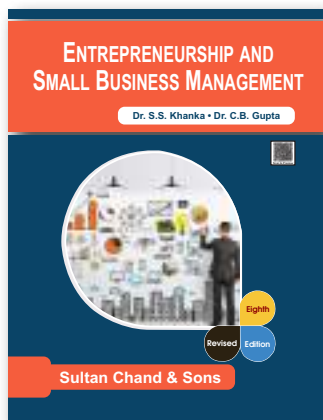
Pages: xxxii + 424

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

MRP: ₹ 395.00

## Entrepreneurship and Small Business Management

Dr. S.S. Khanka • Dr. C.B. Gupta



### Contents

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

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

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

*Bibliography*

*Appendix*

*Question Papers*

Edition: 8th, 2022

Pages: xxiv + 424

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

MRP: ₹ 395.00

# Human Resource Management *Text & Cases*

C.B. Gupta

## Contents

**Part One: Introduction to Human Resource Management** – Nature and Scope of Human Resource Management • Organising the Human Resource Function • Strategic Human Resource Management • Human Resource Policies

**Part Two: Acquiring Human Resources** – Human Resource Planning • Job Analysis and Job Design • Recruitment and Selection • Placement, Induction and Socialisation

**Part Three: Developing Human Resources** – Employee Training • Executive Development • Career Planning and Development • Human Resource Development • Employee Empowerment

**Part Four: Managing Performance and Compensation** – Performance Appraisal • Job Evaluation • Wage and Salary Administration • Incentive Compensation

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

**Part Six: Integrating Human Resources** – Industrial Relations and Industrial Disputes • Trade Unions • Collective Bargaining • Workers' Participation in Management • Morale • Job • Human Relations • Quality of Work Life (QWL) • Management of Stress and Burnout

**Part Seven: Human Resource Control** – Human Resource Records, Research and Audit • Human Resource Accounting and Information System

**Part Eight: Emerging Horizons in Human Resource Management** – Human Resource Management in Virtual Organisation • International Human Resource Management • Human Resource Management in a Changing Environment

*Bibliography • Index*



Edition: 20th, 2025

Pages: xxxii + 744

ISBN: 978-93-91820-98-5 (TC 163)

MRP: ₹ 695.00

# Business Organisation and Management

C.B. Gupta

## Contents

**Section I: Introduction** – Nature and scope of business • Business System and Its Environment • Objectives of Business • Social Responsibilities of Business.

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

**Section III: Marketing of Products** – Nature and Functions of marketing

• Channels of Distribution (Home Trade) • Exports and Imports (Foreign Trade) • Advertising, Salesmanship and Sales Promotion • Business Risks • Elements of Insurance.

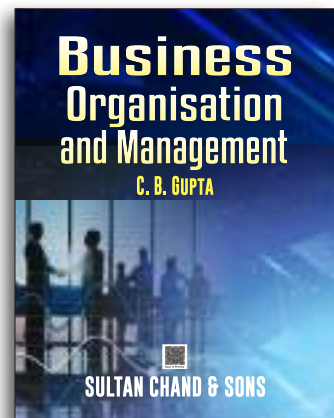
**Section IV: Financing the Business** – Financial Planning (Capitalisation and Capital Structure) • Source of Corporate Finance • Special Financial Institutions • Stock Exchange and SEBI.

**Section V: Business Horizons** – Public Enterprises and Public Utilities • Small Business in India.

**Section VI: Principles of Management** – Nature and Scope of Management • Functions and Principles of Management • Coordination – The Essence of Management • Approaches to the Study of Management • Nature and Significance of Planning • Process and Types of Plans

• Nature and Process of Organising • Departmentation • Delegation and Decentralisation of Authority • Forms of Organisations • Nature and Functions of Staffing • Recruitment, Selection and Training • Nature and Scope of Directing • Motivation and Morale • Leadership • Communication • Nature and Process of Control • Techniques of Managerial Controls.

*Appendix – Bibliography • Index.*



Edition: 17th, 2019

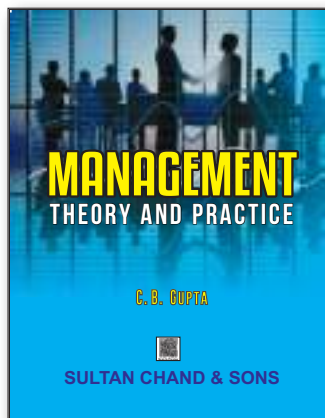
Pages: xxiv + 696

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

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# Management: Theory and Practice

C.B. Gupta



## Contents

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

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

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

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

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

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

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

*Some Syllabi on Management • Select Bibliography • Subject Index.*

Edition: 21st, 2022

Pages: xxxii + 896

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MRP: ₹ 595.00

# Business Management

Dr. C.B. Gupta



## Contents

**Unit I: Introduction** – Nature and Scope of Management • Management Process, Functions and Principles • Evolution of Management Thought • Social Responsibility and Ethics.

**Unit II: Planning and Decision-making** – Nature and Process of Planning • Methods and Types of Plans • Forecasting and Decision-making • Management Information System.

**Unit III: Organising** – Nature and Process of Organising • Organisation Theory & Behaviour • Departmentation • Span of Management • Authority and Responsibility • Delegation and Decentralisation • Types of Organisation Structure • Groups in Organisation • Organisation Charts and Manuals.

**Unit IV: Staffing** – Nature and Scope of Staffing • Recruitment, Selection and Training • Performance Appraisal and Promotion • Job Analysis and Job Evaluation.

**Unit V: Directing** – Nature and Scope of Directing • Supervision • Motivation and Morale • Leadership • Communication.

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*Case Studies • Selected Bibliography • Objective Type Questions • Model Question Papers.*

Edition: 15th, 2018

Pages: xxxii + 568

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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 Personnel Function of Management  
**Part Seven:** Marketing Function of Management  
**Part Eight:** Financial Function of Management  
**Part Nine:** Business and its Environment  
*Supplement*



*Edition:* 20th, 2016

*Pages:* xvi + 1,040

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

MRP: ₹ 725.00

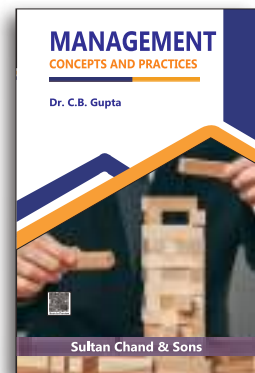
## Management Concepts and Practices

Dr. C.B. Gupta

### Contents

- Unit I: Introduction** – Concept and Nature of Management • Process and Significance of Management • Roles and Areas of Management & Coordination • Development of Management Thought.  
**Unit II: Planning and Decision-making** – Nature, Scope and Objectives of Planning • Decision-making • Management by Objectives • Corporate Planning and Environment • Business Forecasting.  
**Unit III: Organising and Staffing** – Nature and Process of Organising • Authority and Responsibility Relationships • Delegation and Decentralisation • Departmentation • Formal and Informal Organisations • Span of Control • Types of Organisation • Concept, nature and Importance of Staffing.  
**Unit IV: Motivating and People** – Concept and Nature of Directing • Motivation and Morale • Leadership • Communication.  
**Unit V: Managerial Control** – Concept and Process of Control • Techniques of Managerial Control.  
**Unit VI: Objective Type Questions**  
**Unit VII: Case Studies** • Select Bibliography

*Questions Papers of BBA Examinations of GGS Indraprastha University.*



*Edition:* 14th, 2014

*Pages:* xvi + 480

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

MRP: ₹ 350.00



## Project Management

Megha Jain



### Contents

- Unit I** – Introduction • Project Life Cycle • Generation and Screening of Project Ideas  
**Unit II** – Technical Analysis • Market and Financial Analysis • Network Techniques  
**Unit III** – Financing of Projects  
**Unit IV** – Project Evaluation and Control • Social Cost-Benefit Analysis • Emerging Concepts and Issues in Project Management

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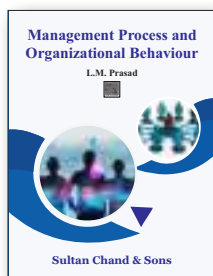
Pages: xvi + 272

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

MRP: ₹ 200.00

## Management Process and Organizational Behaviour

L.M. Prasad



### Contents

- Part I: Management Process** – Introduction to Management • Planning • Organizing • Staffing • Motivating and Leading • Controlling  
**Part II: Organizational Behaviour** – Introduction to Organizational Behaviour • Individual Behaviour • Group Behaviour • Team Development

Appendix  
 Glossary

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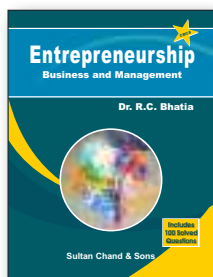
Pages: xii + 212

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

MRP: ₹ 225.00

## Entrepreneurship Business and Management

Dr. R.C. Bhatia



### Contents

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

Edition: 1st, 2020

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

MRP: ₹ 395.00



## Introductory Business Statistics

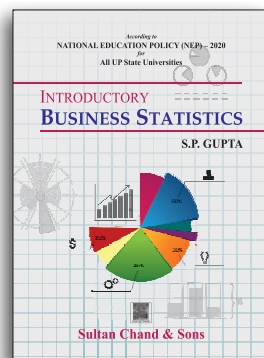
*According to National Education Policy 2020*

S.P. Gupta

### Contents

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

Appendix



Edition: 1st, 2023

Pages: xiv + 472

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

MRP: ₹ 395.00

## A Handbook of Multivariate Data Analysis Using R

A.K. Sheik Manzoor • Ganesh Kumar R

### Contents

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

Glossary



Edition: 1st, 2024

Pages: vi + 130

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

MRP: ₹ 225.00

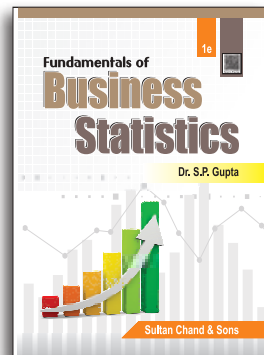
## Fundamentals of Business Statistics

Dr. S.P. Gupta

### Contents

- Introduction
- Classification and Tabulation
- Diagrammatic and Graphic Presentation
- Measures of Central Tendency
- Measures of Variation
- Skewness, Moments and Kurtosis
- Correlation Analysis
- Regression Analysis
- Index Numbers
- Analysis of Time Series
- Probability Theory
- Theoretical Distributions
- Statistical Decision Theory
- Sampling and Sample Designs
- Sampling Distribution and Theory of Estimation.

Appendix



Edition: 1st, 2025

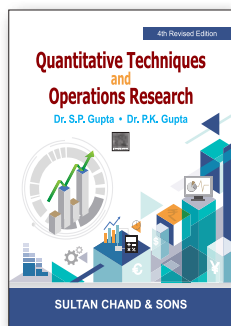
Pages: xiv + 680

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MRP: ₹ 650.00

## Quantitative Techniques and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta



### Contents

**Part I: Quantitative Techniques** – Quantitative Techniques – Introduction • Introduction to Statistics • Classification and Tabulation • Diagrammatic and Graphic Presentations • Measures of Central Tendency • Measures of Variation • Skewness Moments and Kurtosis • Correlations Analysis • Regression Analysis Questions Papers • Appendix.

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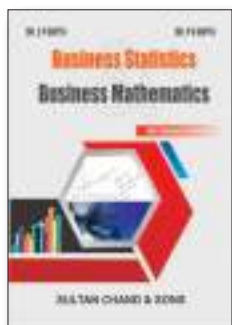
Pages: xx + 596

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

MRP: ₹ 595.00

## 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

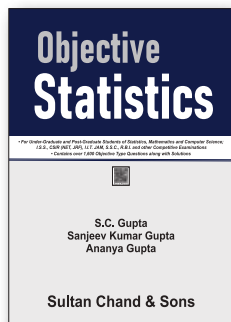
Pages: xxxii + 744

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

MRP: ₹ 650.00

## Objective Statistics

S.C. Gupta • Sanjeev Kumar Gupta • Ananya Gupta



### Contents

Descriptive Measures: Measures of Central Tendency, Dispersion, Skewness and Kurtosis • Theory of Probability • Random Variables and Distribution Functions • Mathematical Expectation and Generating Functions • Discrete Probability Distributions • Theoretical Continuous Distributions • Chebyshevs Inequality, Strong and Weak Law of Large Numbers, and Central Limit Theorems • Correlation and Regression • Chi-Square, t, F and Z Distributions, and Z Transformation • Bivariate Normal Distribution • Theory of Estimation-1 (Point Estimation) • Theory of Estimation-2 (Interval Estimation) • Testing of Hypothesis.

Appendix: Numerical Tables • Bibliography • Index

Edition: 1st, 2024

Pages: xiv + 928

ISBN: 978-93-91820-59-6 (TC 1272)

MRP: ₹ 795.00

## Operations Research (Quantitative Techniques for Management)

V.K. Kapoor

### Contents

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



Edition: 9th, 2014

Pages: xvi + 624

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

MRP: ₹ 625.00

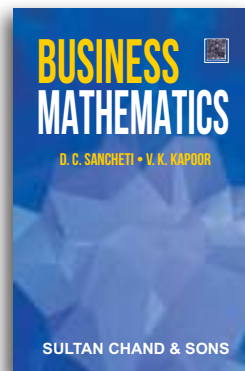
## Business Mathematics

D.C. Sancheti • V.K. Kapoor

### Contents

- Logical Statements and Truth Tables
- Theory of Sets
- Boolean Algebra
- Real Number System
- Groups, Ring and Field
- Indices and Surds
- Logarithms
- Equations : Linear Quadratic, Cubic and Higher Order
- Permutations and Combinations
- Binomial Theorem
- Mathematical Induction, Sequences and Series
- Arithmetic and Geometric Progressions
- Convergence and Divergence of Series
- Circular Functions and Trigonometry
- Coordinate Geometry
- Functions, Limits and Continuity
- Differential Calculus
- Integral Calculus
- Vector Algebra
- Matrix Algebra Supplement
- Applications to Business and Economics
- Linear Programming
- Probability.

*Some Additional Topics  
Numerical Tables.*



Edition: 11th, 2011

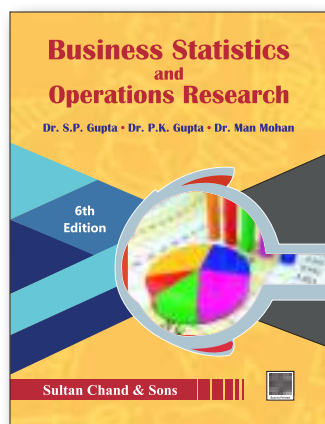
Pages: xvi + 1,184

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

MRP: ₹ 595.00

## Business Statistics and Operations Research

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



### Contents

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

### Appendix

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

Edition: 6th, 2022

Pages: xvi + 768

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

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## Business Statistics

S.P. Gupta • M.P. Gupta



### Contents

- Business Statistics – What & Why
- Collection of Data
- Presentation of Data
- Measures of Central Tendency
- Measures of Variations
- Skewness, Moments and Kurtosis
- Correlation Analysis
- 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)

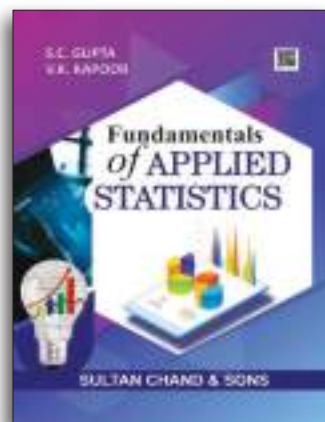
MRP: ₹ 595.00

## *Fundamentals of Applied Statistics*

S.C. Gupta • V.K. Kapoor

### Contents

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



Edition: 4th, 2007

Pages: xvi + 712

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

MRP: ₹ 625.00

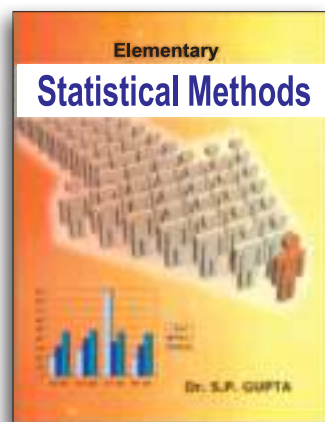
## *Elementary Statistical Methods*

Dr. S.P. Gupta

### Contents

- Introduction
- Classification and Tabulation
- 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.*



Edition: 19th, 2022

Pages: xxiv + 696

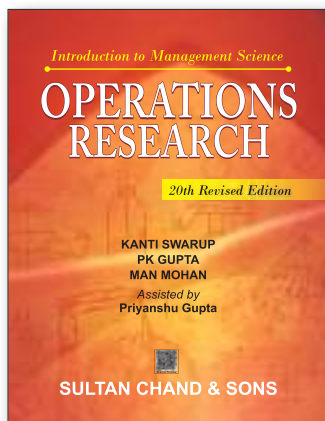
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MRP: ₹ 595.00



## Introduction to Management Science Operations Research

Kanti Swarup • P.K. Gupta • Man Mohan



### Contents

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

Some Case Problems • Appendices • Index.

Edition: 20th, 2022

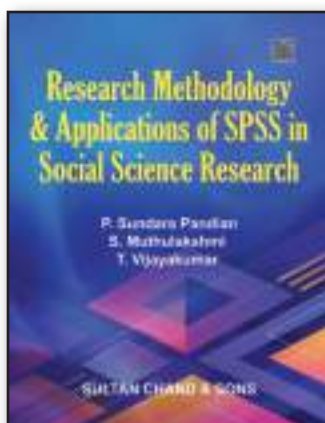
Pages: xxiv + 1,160

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

MRP: ₹ 795.00

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

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



### Contents

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

Bibliography

Edition: 1st, 2022

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# Mastering Natural Language Processing using Python

*From Fundamentals to Advanced Techniques*

Dr. Goonjan Jain • Dr. Kanika Garg

## Contents

Introduction to Language Processing • Language Modeling • Lexical Analysis • Syntactic Analysis • Semantic Analysis • Discourse Processing • Natural Language Generation • Tasks in NLP • Advanced Deep Learning and Large Language Models

Previous Year Questions papers

Bibliography



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MRP: ₹ 395.00

# Descriptive and Inferential Statistics using R

Dr. Preeti Dabas

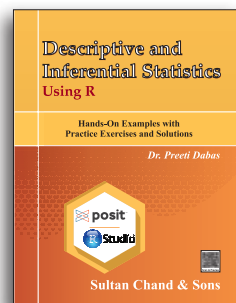
## Contents

**Part 0: Getting Started** – Background Concepts • Hypothesis Testing • Handshake with RStudio

**Part I: Univariate Analysis** – Univariate Analysis: Only One Variable

**Part II: Bivariate Analysis** – Bivariate Analysis: With Binary Dependent Variable • Bivariate Analysis: With Nominal Dependent Variable • Bivariate Analysis: With Ordinal Dependent Variable • Bivariate Analysis: With Metric Dependent Variable • Bivariate Analysis: With Two Paired Variables

**Part III: Multivariate Analysis** – Multivariate Analysis: With Binary Dependent Variable • Multivariate Analysis: With Nominal Dependent Variable • Multivariate Analysis: With Ordinal Dependent Variable • Multivariate Analysis: With Metric Dependent Variable



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Pages: xxviii + 444

ISBN: 978-93-91820-80-0 (TC 1307)

MRP: ₹ 450.00

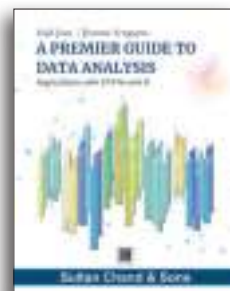
# A Premier Guide to Data Analysis

*Applications with STATA and R*

Sajal Jana • Jhumur Sengupta

## Contents

Data Management and Data Source • Basic Data Analysis • Getting Started with MS-Excel • An Introduction to STATA • An Introduction to R • Distribution Functions • Sampling Techniques and Survey Design • Index Number • Hypothesis Testing and Statistical Inference • Linear Correlation and Regression • Time Series, Panel and Non-Linear Regression Model • Analysis of National Accounts Statistics in RStudio • Analysis of National Sample Survey Data Using STATA • Reserve Bank of India Data Analysis in STATA • Analysis of Census Data Using RStudio.



Edition: 1st, 2024

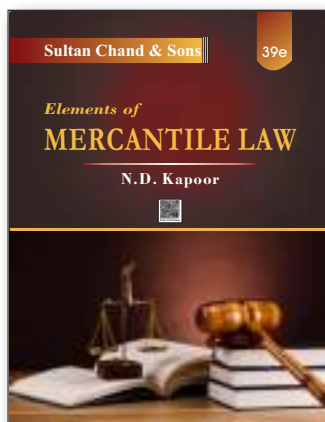
Pages: xxviii + 372

ISBN: 978-93-91820-89-3 (TC 1281)

MRP: ₹ 495.00

# Elements of Mercantile Law

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 • Nature of Partnership • Relations of Partners • Dissolution of Firm • Limited Liability Partnership (LLP) • Negotiable Instruments • Notes, Bills and Cheques • Parties to a Negotiable Instrument • Negotiation • Presentment of a Negotiable Instrument • Dishonour of a Negotiable Instrument • Discharge of a Negotiable Instrument • Rules of Evidence Estoppel and International Law • Hundis • Banker and Customer • Arbitration • Conciliation • Law of Insurance • Life Insurance • Fire Insurance • Marine Insurance • Carriage of Goods • Carriage by Sea • Carriage by Air

*Part Three – Law of Insolvency* – The Insolvency and Bankruptcy Code, 2016

*Part Four – Other Laws* – The Consumer Protection Act, 1986 • The Foreign Exchange Management Act, 1999 • The Information Technology Act, 2000 • The Competition Act, 2000 • Goods and Services Tax (GST)

### Volume II – 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 Depositories Act, 1996 • Company Law in Computerized Environment • The Companies Act, 2013 (Schedules I to VII)

### Volume III – INDUSTRIAL LAW

*Part One – Working Conditions* – The Factories Act, 1948

*Part Two – 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 (as amended upto 29-3-2018) • The Maternity Benefit Act, 1961 • The Payment of Wages Act, 1936 • The Minimum Wages Act, 1948

*Part Three – Disputes* – The Industrial Disputes Act, 1947

*Part Four – Standing Order* – The Industrial Employment (Standing Orders) Act, 1946

*Part Five – Workers' Organisations* – The Trade Unions Act, 1926

*Part Six – Bonus* – The Payment of Bonus Act, 1965

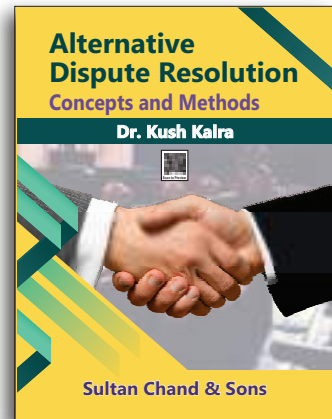
*Part Seven – Miscellaneous* – The Apprentices Act, 1961 • The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959 • The Collection of Statistics Act, 2008

## Alternative Dispute Resolution *Concepts and Methods*

Dr. Kush Kalra

### Contents

- Introduction
- Arbitration
- Conciliation
- Mediation
- Negotiation
- Landmark Cases on ADR
- Online Dispute Resolution
- Law Commission Report on Need For Justice-Dispensation Through ADR Etc.
- Law Commission Report on Amendment of Section 89 of The Code of Civil Procedure, 1980 and Allied Provisions
- Law Commission Report on Amendment to the Arbitration and Conciliation Act, 1996.



Edition: 1st, 2024

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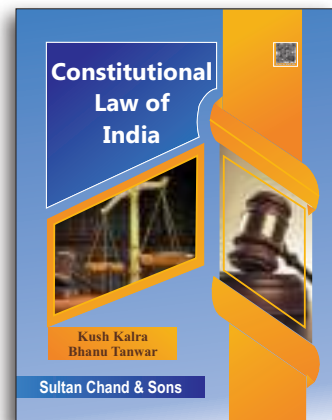
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Kush Kalra • Bhanu Tanwar

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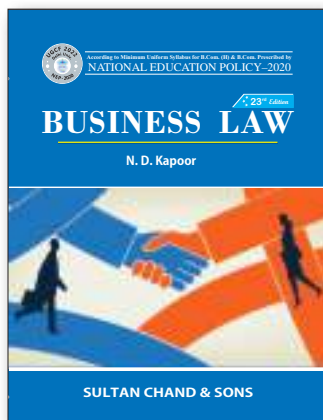
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# Business Law

*According to National Education Policy 2020*

N.D. Kapoor



## Contents

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**Unit II: Special Contracts** – Quasi-Contracts • Indemnity and Guarantee • Bailment and Pledge • Contract of Agency

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

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

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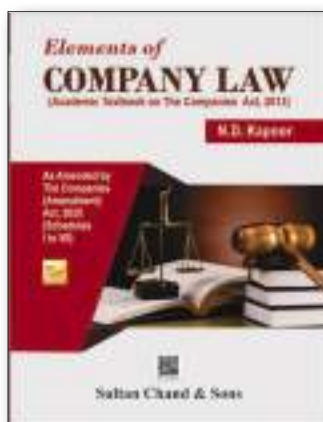
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*[Academic Textbook on The Companies Act, 2013  
As Amended by The Companies (Amendment) Act, 2020 (Schedules I to VII)]*

N.D. Kapoor



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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 Depositories Act, 1996 • Company Law in Computerized Environment • The Companies Act, 2013 (Schedules I to VII)

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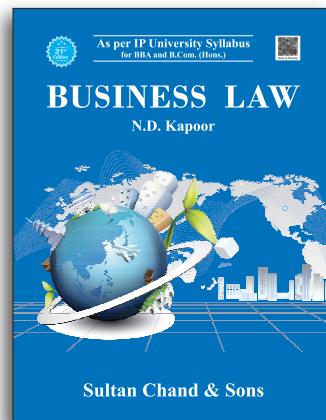
### Contents

**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.

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

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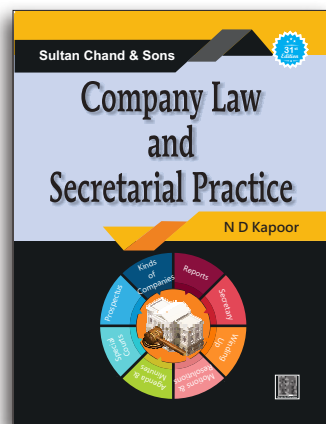
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### Contents

**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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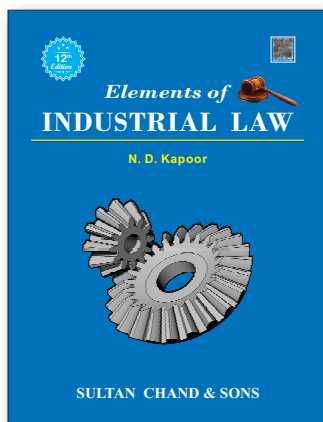
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## Elements of Industrial Law

N.D. Kapoor



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

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**Part III: Disputes** – The Industrial Disputes Act, 1947.

**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.

**Part VIII: Compliances** – Compliances Under Employees State Insurance (ESI) • Compliances Under Employees Provident Funds and Miscellaneous Provisions Act, 1952

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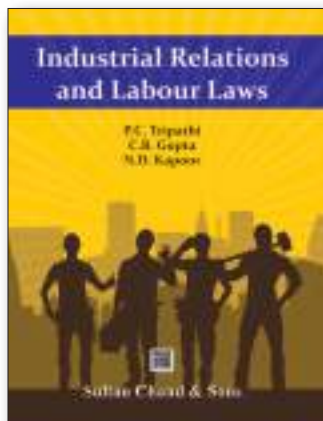
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**Volume II: Labour Laws** – Introduction • The Factories Act, 1948 • The Employees' Compensation Act, 1923 • The Employees' State Insurance Act, 1948 • The Employees' Provident Fund and Miscellaneous Provisions Act, 1952 • The Payment of Gratuity 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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**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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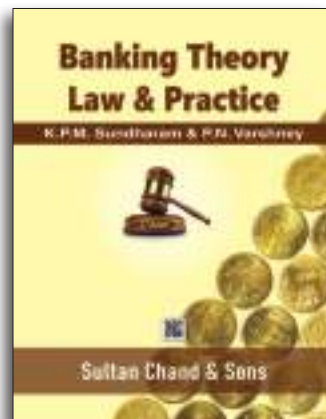
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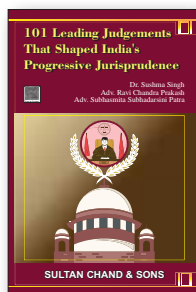
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**Unit II: Documents** – Memorandum of Association and Its Alteration • Articles of Association and its Alteration • Prospectus • Shares and Share Capital • Membership

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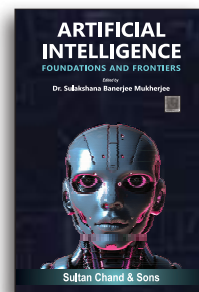
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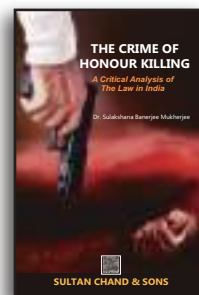
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- Case Study on Honour Killing in Different States of India
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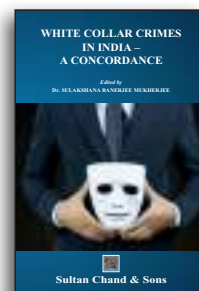
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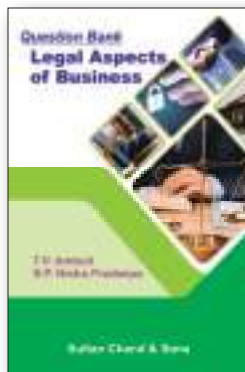
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- Unit I – General Law of Contracts.
- Unit II – Special Law of Contracts (Sale of Goods Act, Contract of Agency, Negotiable Instrument Act).
- Unit III – Company Law, 1956.
- Unit IV – Industrial Law ( Factories Act, Payment of Wages Act, Payment of Bonus Act, Industrial Disputes Act).
- Unit V – Consumer Protection Act, Introduction to Cyber Laws, GST.
- Cases, Question Papers.

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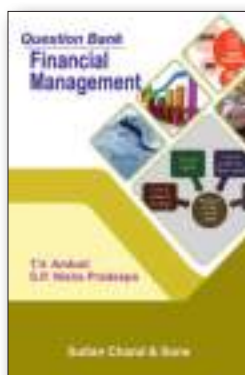
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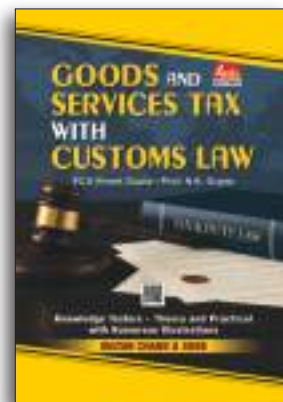
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**Unit II: Levy and Collection of GST** – Taxable Event: Supply of Good & Services • Place of Supply • Time of Supply • Value of Supply • Exemption from GST • Classification of Goods or Services

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**Unit V: Special Provisions** – Taxability of E-Commerce • Anti-Profitsteering Clause • Avoidance of Dual Control • E-way Bill • Zero Rated Supply • Offences and Penalties • Appeal

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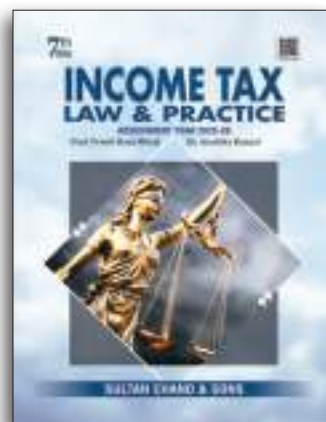
*Assessment Year 2025-26*

Prof. Preeti Rani Mittal • Dr. Anshika Bansal

### Contents

Salient Features of Finance Act, 2025 • Basic Concepts of Income Tax • Residential Status • Income Exempt from Tax • Income from Salary • Income from House Property • Profit and Gains of Business or Profession • Determination of Income on Presumptive Basis • Depreciation • Capital Gains • Income from Other Sources • Clubbing of Income • Set-off and Carry Forward of Losses • Deductions to be Made in Computing Total Income • Assessment of Agricultural Income • Computation of Total Income and Taxation of an Individual • Assessment of Hindu Undivided Family • Assessment of Firms (Including LLP) • Rebate and Relief of Tax • Income Tax Authorities • Return of Income and E-filing Procedure • Tax Deducted at Source and E-TDS Return • Assessment Procedure

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## Textbook of GST & Customs Law

V. Balachandran



### Contents

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

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*Annexure III:* References

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## Indirect Taxation Goods and Services Tax and Customs Law

V. Balachandran



### Contents

**Section A: Introduction** – Indirect Taxation

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

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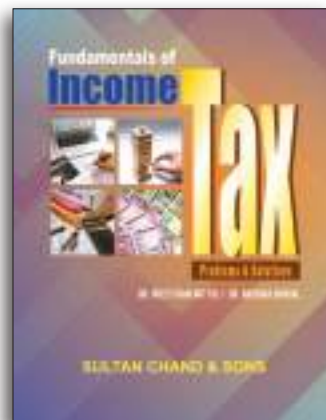
MRP: ₹ 545.00

## *Fundamentals of Income Tax Problems & Solutions*

Dr. Preeti Rani Mittal • Dr. Anshika Bansal

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- Introduction and Basic Concepts
- Residential Status
- Incomes Exempt from Tax
- Income from "Salaries"
- Income from House Property
- Profit and Gains of Business or Profession
- Determination of Income on Presumptive Basis
- Depreciations
- Capital Gains
- Income from Other Sources
- Income of Other Persons included in Assessee's Total Income (Clubbing of Income)
- Set-Off and Carry Forward of Losses
- Deductions to be Made in Computing Total Income
- Assessment of Agricultural Income
- Computation of Total Income and Tax Liability of Individual's
- Assessment of Hindu Undivided Family
- Assessment of Firm's Including LLP
- Rebate and Relief of Tax



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## *A Textbook of Income Tax*

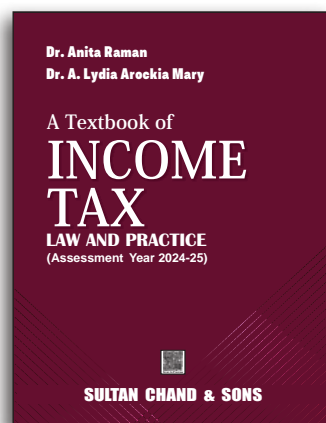
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Dr. Anita Raman • Dr. A. Lydia Arockia Mary

### Contents

Introduction to Income Tax • Basic Concepts • Residential Status and Incidence of Tax or Scope of Income • Income from Salary • Income from House Property • Profits and Gains from Business or Profession-I • Profits and Gains from Business or Profession-II / Depreciation • Income from Capital Gains • Income from Other Sources • Clubbing of Income / Aggregation of Income • Set-off and Carry Forward of Losses • Deductions from Gross Total Income • Income Tax Authorities and Procedure of Assessment • Assessment of Individuals, Firms and Hindu Undivided Family • Goods and Services Tax (GST) • Transfer Pricing (Chapter X of Income Tax Act of 1961) • Highlights of Finance Bill 2024 and Tax Rates for the Assessment Year 2024-25

Question Bank  
University Question Papers  
Supplement



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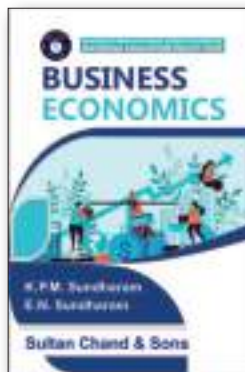
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*According to National Education Policy 2020*

K.P.M. Sundharam • E.N. Sundharam



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**Unit – II:** Theory of Demand • Utility Analysis of Demand • The Indifference Curve Analysis of Demand  
**Unit – III:** Elasticity of Demand • Elasticity of Demand and Average and Marginal Revenues • Applications of Utility and Indifference Approaches • Demand Forecasting  
**Unit – IV:** Factors of Production and Specialization • Laws of Returns • Elements of Linear Programming • Law of Supply and Supply Schedules  
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**Part B: National Income Accounting** – Understanding National Income • Uses and Analysis of National Income Data  
**Part C: National Income Equilibrium** – Equilibrium Concepts and Theories  
 • Government and Foreign Sector's Role • Economic Multipliers and Gaps  
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Dr. Amritkant Mishra

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**Unit IV: Theories of Consumption and Investment** – Theory of Consumption • Theory of Investment

**Unit V: Analysing Product and Money Market Simultaneously** – Foundation of IS-LM Model in Two Sector Economy • IS-LM Model in Advanced Economic System • Fiscal and Monetary Policy with IS-LM Model

**Unit VI: Determination of Aggregate Supply, Employment, Output and Price in Macroeconomy** – Labour and Aggregate Supply • Determination of Output, Employment and Aggregate Price

**Unit VII: Understanding Inflation and Unemployment** – Comprehending Unemployment • Concept of Inflation: Measurement and Consequences • Theories of Inflation • Dynamics of Inflation and Unemployment

**Unit VIII: Macroeconomics Through an International Perspective** – The Small Open Economy • Foreign Exchange Rate in Open Economy Model • The Large Open Economy • The IS-LM and Aggregate Demand in an Open Economy (Mundell Fleming Model) • Balance of Payment: Comprehensive Understanding • Balance of Payment: Disequilibrium and Adjustment

**Unit IX: Macroeconomics Policies** – Monetary Policy • Fiscal Policy



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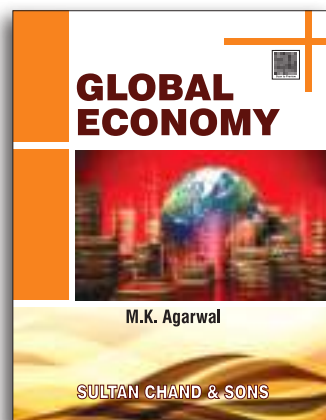
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M.K. Agarwal

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Global Economic Background • Global Growth Scenario • Global Trade Outlook • Human Development • Economic Stress of American Economy • Structural Imbalance in the European Economy • Sagging China Economy • South Asian Economy • African Economy • Japan's Economic Journey • Economic Landscape of the BRICS • India's Presidency and Dynamism of G20 • Environment and Climate Change • Tourism and the Global Economy • Global Financial Status • Inclusive Growth Strategy in India • Emergence of the Indian Economy



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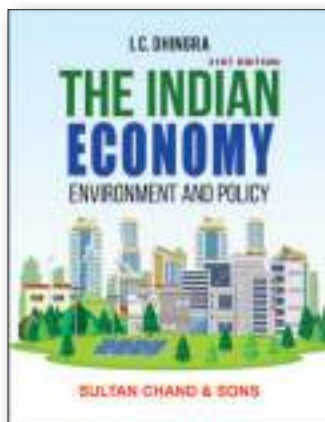
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I.C. Dhingra



### Contents

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

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of India and Balance of Payments • Foreign Capital and Multinational Corporations in India.

**Section VI: Banking and Finance** – Financial System and Commercial Banking in India • Reserve Bank and Monetary Regulation in India • Industrial Finance and Development Banking in India • Fiscal System in India • Modi-Era Economics: Reform to Transform.

Select Bibliography • Index.

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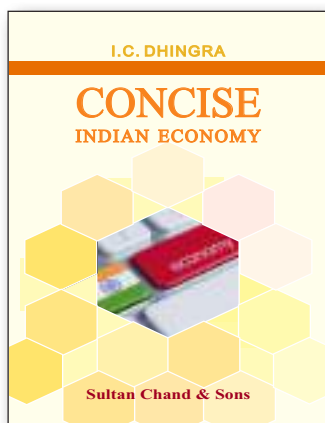
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I.C. Dhingra



### Contents

- Introduction to Working of an Economy
- Economic Growth and Development
- National Income: Trends and Composition
- Inequalities in Income Distribution
- Era of Five Year Plans in India (1951-2017)
- Emerging New Era of the Indian Economy
- Population in India
- Human Resource Development
- Problem of Unemployment
- Poverty in India

- Inflation in India
- Industrial Development in India
- Industrial Policy and New Economic Policy (Liberalisation, Privatisation, and Globalisation)
- Large Scale Industries in India
- Small Scale Industries in India
- Regional Disparities in India
- Parallel Economy in India
- India's Foreign Trade
- Indian Financial System
- Union Budget 2019-20 and Current – Indian Economy.

Question Papers • Index.

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## Business Economics

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

### Contents

**Section I: Introduction to Business Economics and Fundamental Concepts** – Nature, Scope and Importance of Business Economics • Fundamental Concepts in Business Economics

**Section II: Economic Theories of Consumer Behaviour** – Utility Theory • Indifference Curve Analysis • Income and Substitution Effect

**Section III: Demand Analysis** – Theory of Demand: Demand Determinants • Demand Elasticities- Concepts and Measurement

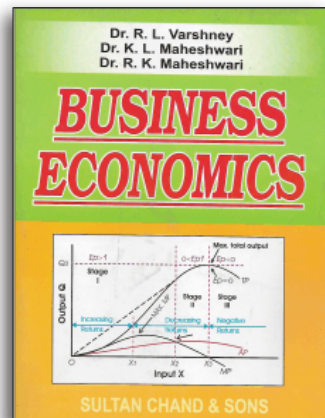
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**Section V: Theory of Production** – Production and Factors of Production • Production Functions • Economics and Diseconomies of Scale

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

**Section VII: Price Output Decisions** – Market Structure • Perfect Competition and Price Output Decisions • Monopoly and Price – Output Decisions • Price Discrimination • Monopolistic Competition and Price Output Decisions • Oligopoly and Price Output Decisions • Oligopoly – Classical Models • Collusive Oligopoly – Cartels • Price Leadership

### Appendices



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## Managerial Economics

*Text, Problems & Cases*

R.L. Varshney • K.L. Maheshwari

### Contents

**Section I** : Introduction.

**Section II** : Demand Analysis and Forecasting.

**Section III** : Cost Analysis.

**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.

**Section X** : Linear Programming for Economic Analysis.

**Section XI** : Operations Research Techniques in Managerial Economics

**Section XII** : Quantitative Economics for Management.

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**Section XIV** : Government & Business – Indian Perspective.

**Section XV** : Case Methodology Cases with Workouts and Caselets with Answers.

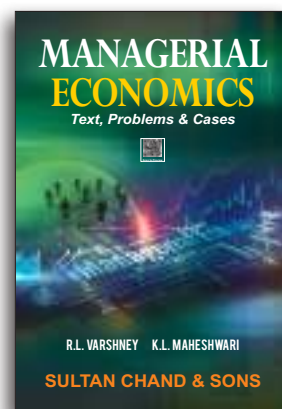
**Section XVI** : Economic Environment of Business Decision-making.

**Section XVII** : Further Topics on Monopoly and Oligopoly.

**Section XVIII** : Economic Theories of Consumer Behaviour.

*Annexures : Numericals.*

*Appendices : Questions, Problems and Cases, Examination Question Papers.*



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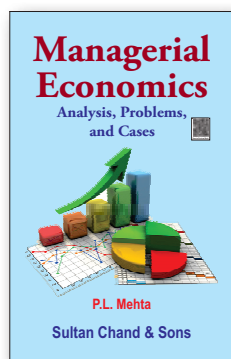
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## Managerial Economics: *Analysis, Problems, and Cases*

P.L. Mehta



### Contents

Section I : The Introduction.	Section VII : Economic Activity and the Role of Government.
Section II : The Demand.	Section VIII : The External Sector.
Section III : Production and Cost.	Section IX : Quantitative Techniques of Economic Analysis.
Section IV : Pricing and Output Decisions.	
Section V : The Profit.	<i>Appendices</i>
Section VI : Capital Budgeting: Long Term Investment Decisions.	

Edition: 21st, 2016

Pages: xxiv + 820

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MRP: ₹ 595.00

## Introduction to Econometrics

Jhumur Sengupta



### Contents

- Nature and Scope of Econometrics
- Estimation of Classical Linear Regression Model
- Properties of Least Square Estimators
- Statistical Inference in Linear Regression Model
- Data Problems & Violations of Classical Assumptions
- Specification Analysis

*Appendix 1 – Cross Section Data Analysis Using STATA & RStudio*

*Appendix 2 – Time Series and Panel Data Analysis Using STATA*  
*Index*

Edition: 2nd, 2026

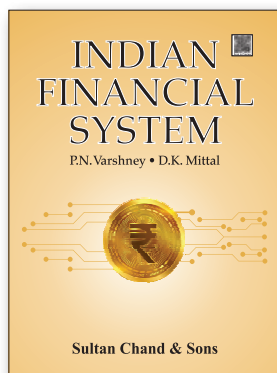
Pages: xii + 180

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## Indian Financial System

P.N. Varshney • D.K. Mittal



### Contents

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

**Part II – Financial Institutions in India: Financial Institutions in India** – An Overview • Reserve Bank of India • Commercial Banks • Regional Rural Banks • Co-operative Banks • Development Banking • Small Industries Development Bank of India • IFCI Limited • Export Import Bank of India • National Bank for Agriculture and Rural Development • National Housing Bank • Insurance Companies • Mutual Funds in India • Non-Banking Finance Companies • Factoring Companies • Venture Capital Funds in India • Securitisation & Assets Reconstruction Companies • Infrastructure Finance • Ancillary Institutions.

Edition: 10th, 2015

Pages: xxiv + 640

ISBN: 978-93-5161-051-9 (TC 246)

MRP: ₹ 695.00

## English Grammar and Composition

Rajendra Pal • Prem Lata Suri

### Contents

#### Introduction

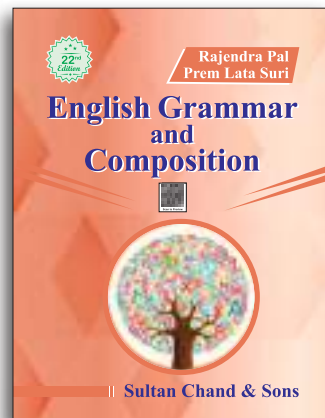
**Part I** – Grammar • Articles & Determiners • Verbs: Expressing the Present • Verbs: Expressing the Past • Verbs: Expressing the Future • Verbs: Modals • Verbs: Conditionals • Verbs: Non-finite Forms • Verbs: Active and Passive Voice • Prepositions • Transformation of Sentences • Synthesis of Sentences • Direct and Indirect Speech • Punctuation and Capital Letters • Common Errors • Multiple-Choice Questions in Grammar.

**Part II** – Aids to Vocabulary • Words Often Confused • One-Word Substitution • Synonyms • Antonyms • Formation of Words • Foreign Words and Phrases • Words Followed by Appropriate Prepositions • Idioms and Phrases • Spelling • Cloze Test and Rearranging Sentences • Multiple-Choice Questions in Vocabulary.

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#### Rhetoric Glossary



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## Effective Business English

Rajendra Pal • J.S. Korlahalli

### Contents

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

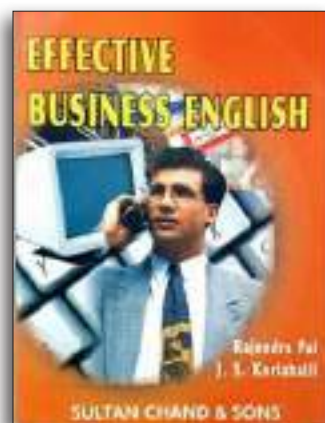
**II. Cultural Components of Communication** – Defining Culture • Cultural Variables and Intercultural Communication • Gender Sensitivity.

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

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

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



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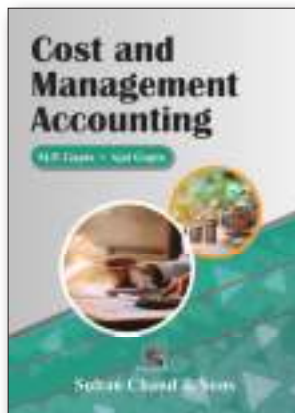
Pages: xvi + 424

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## Cost and Management Accounting

M.P. Gupta • Ajai Gupta



### Contents

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

**Appendix-1:** Cost Accounting Standards (CMA)

**Appendix-2:** Developments in Cost and Management Accounting

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## Advanced Cost and Management Accounting *Textbook*

V.K. Saxena • C.D. Vashist



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

**Appendix-A:** Selected Set of Problems from Different Chapters

**Appendix-B:** Generally Accepted 'Cost Accounting Principles' • Annexure I: Application Guidelines • Annexure II: Recent Developments in Cost and Management Accounting

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

**Appendix-D:** International Accounting Standards

**Appendix-E:** Cost Accounting Standards Board

**Appendix-F:** 1.Problems from ICWA; 2. University Examination Papers (2012–2022)

Index

Edition: 8th, 2022

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## Cost Accounting

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 Issue Control • Materials – Costing Receipts and Issues • Materials – Material Losses • Materials – Tools, Patterns, Designs, 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

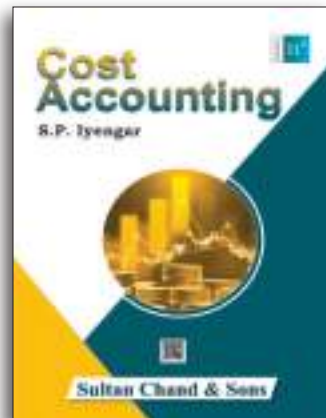
**Section E** – Miscellaneous: Uniform Costing • Cost Audit • Mechanisation of Cost Accounting

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

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

**Section H** – Information for Planning and Control: Budgetary Control • Responsibility Accounting • Standard Costing • Cost Control and Cost Reduction • Management Reporting

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



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MRP: ₹ 650.00

## Cost and Management Accounting

Dr. S.N. Maheshwari

### Contents

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

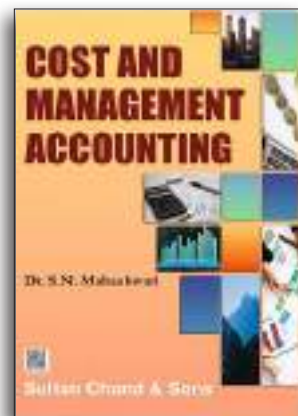
**Section B: Financial Analysis** – Financial Statements: Analysis and Interpretation • Accounting Ratios • Funds Flow Statement • Cash Flow Statement

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

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**Section E: Miscellaneous** – Inventory Valuation • Fixed Assets and Depreciation Accounting • Accounting for Price-Level Changes

**Appendix-I:** AS 7 (Revised): Construction Contracts • **Appendix-II:** AS 20 (Revised): Earning per Share



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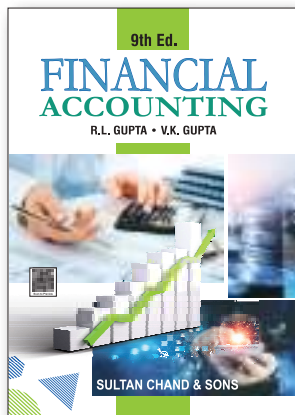
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## Financial Accounting

R.L. Gupta • V.K. Gupta



### Contents

Accounting : Introduction • Accounting Concepts and Conventions • Basic Accounting Process • Bank Reconciliation Statement • Rectification of Errors • Accounting for Bills of Exchange • Depreciation Accounting • Reserves and Provisions • Capital and Revenue Expenditure and Receipts • Final Accounts of Sole Trading Concerns • Single Entry System (Accounting From Incomplete Records) • Accounting for Not-for Profit Organisation (Receipts and Payments Account) • Branch Accounting • Departmental Accounting • Royalty Accounts • Hire-Purchase Accounts • Instalment-Purchase Accounts • Fire Insurance Claims (Insurance Claims for Loss of Stock and Loss of Profit) • Partnership Accounts : Introduction and Special Aspects • Partnership Accounts : Admission of a Partner • Partnership Accounts : Retirement or Death of a Partner • Partnership Accounts : Dissolution • Partnership Accounts : Piecemeal Distribution • Partnership Accounts : Amalgamation & Sale of Firms • Accounting Standards for Financial Reporting.

Edition: 9th, 2025

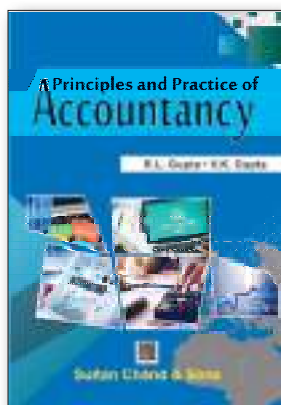
Pages: xviii + 998

ISBN: 978-81-951043-7-6 (TC 031)

MRP: ₹ 795.00

## Principles and Practice of Accountancy

R.L. Gupta • V.K. Gupta



### Contents

Part I: Basic of Financial Accounting – Introduction • Accounting Concepts and Conventions • Indian Accounting Standards • Accounting Policies and their Disclosure I

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

**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 or Death of a Partner • Dissolution Accounting – I • Dissolution Accounting – II (Sale of Firms) • Partnership Account – Amalgamation of Firms

**Part V: Special Accounting Problems** – Hire Purchase Account • Installment Purchase Account • Lease accounting • Royalty Accounts • Branch Accounts • Departmental Accounts • Voyage Accounts • Containers and Packages Accounts • Insolvency Accounts • Investment Accounts

**Part VI: Company Accounts** – Introduction of Company Accounts • Preparation of Financial Statement • Share Capital (Issue, Forfeiture and Re-issue of Forfeited Shares) • Debentures

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

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

Edition: 14th, 2019

Pages: xvi + 1,334

ISBN: 978-93-5161-147-9 (TC 036)

MRP: ₹ 695.00

## Advanced Accountancy – Vol. I

R.L. Gupta • M. Radhaswamy

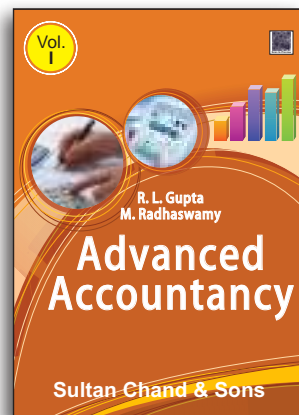
### Contents

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

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## Advanced Accountancy – Vol. II

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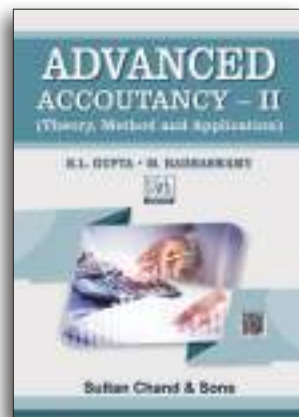
### Contents

**Section IV – Corporate Financial Management:** Introduction to Company Accounts • Company Accounts: Share Capital • Company Accounts: Redeemable Preference Shares • Debentures: Issue and Redemption • Company Accounts: Acquisition of Business, Profit Prior to Incorporation and Statutory Report • Companies: Financial Statements • Amalgamation, Absorption and External Reconstructions • Alteration of Share Capital and Internal Reconstruction • Company Accounts: Liquidation • Valuation of Intangible Assets, Goodwill and Shares • Value Added Statement • Corporate Financial Reporting • Consolidated Financial Statements (Holding and Subsidiary Companies)

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## अंकेक्षण एवं निगमीय (कंपनी) शासन

डॉ. आर.सी. भाटिया



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**इकाई-एक : अंकेक्षण** – अंकेक्षण की परिभाषा तथा उद्देश्य • अंकेक्षण का क्षेत्र तथा महत्त्व • अंकेक्षण का वर्गीकरण • अंकेक्षण की तकनीक, तैयारी एवं कार्य पद्धति • आंतरिक निरीक्षण, आंतरिक नियंत्रण व आंतरिक अंकेक्षण • प्रमाणन • सम्पत्तियों व दायित्वों का सत्यापन • कंपनी अंकेक्षक – वैधानिक अंकेक्षक की नियुक्ति, पारिश्रमिक व पद से हटाना • अंकेक्षण रिपोर्ट तथा प्रमाण-पत्र • अंकेक्षक का दायित्व • लागत एवं प्रबंध अंकेक्षण • अंकेक्षण में कम्प्यूटर का उपयोग • लेखा परीक्षा और आश्वासन मानक।

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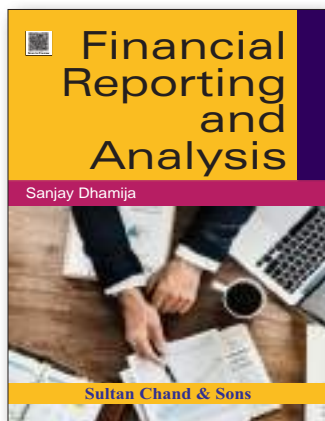
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Sanjay Dhamija



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- Accounting Standards
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- Disclosures in Annual Reports – II
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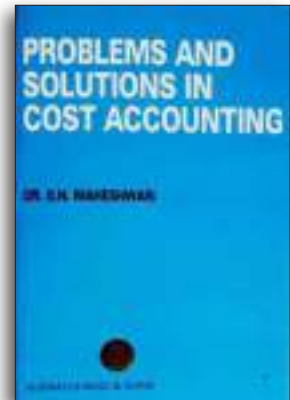
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Dr. S.N. Maheshwari

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- Contract Costing
- Process Costing
- Operating Costing
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- Standard Costing
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Dr. S.N. Maheshwari

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

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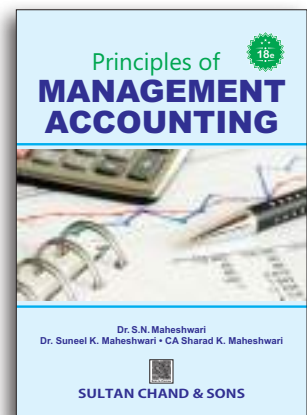
**Section A: Fundamentals** – Management Accounting: Nature and Scope; • Financial Accounting Principles; • Basic Cost Concepts; • Activity Based Costing (ABC).

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

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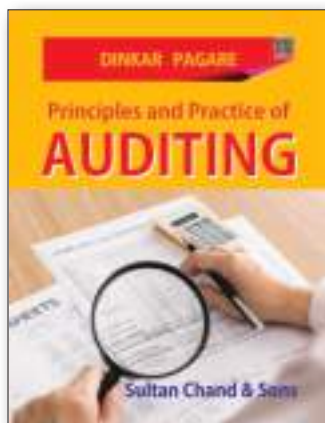
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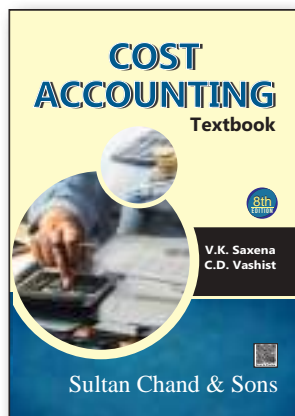
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V.K. Saxena • C.D. Vashist



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## Corporate Accounting

M.P. Gupta • B.M. Agarwal

### Contents

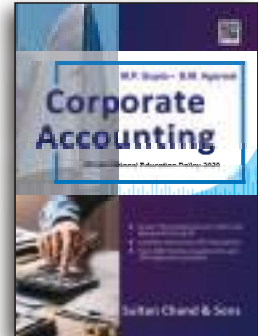
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**Unit III: Valuation of Intangible Assets and Shares** – Valuation of Intangible Assets and Goodwill • Valuation of Shares • Value Added Statement

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*Appendix: Accounting Standards (AS) and Indian Accounting Standards (Ind AS)*



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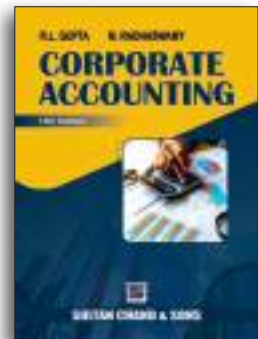
### Contents

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

*Appendix-I – Accounting Standards (AS) and Indian Accounting Standards (Ind AS)*

*Appendix-II – Sinking Fund Table*

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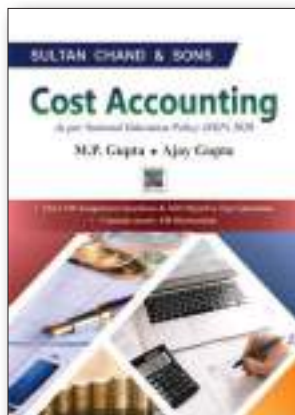
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*As per National Education Policy 2020*

M.P. Gupta • Ajay Gupta



### Contents

**Unit I: Introduction** – Introduction to Cost Accounting

**Unit II: Elements of Cost: Material and Employee Cost** – Materials Cost • Employees Cost (Labour)

**Unit III: Elements of Cost: Overheads** – Overheads

**Unit IV: Methods of Costing** – Single or Output or Unit Costing-1 • Unit Costing-2 – Calculation of Tender Price or Estimates/Quotations • Job, Batch and Contract Costing • Process Costing • Operating or Service Costing

**Unit V: Cost Accounting Book-Keeping System** – Cost Book Keeping: Cost Control Accounts • Integrated or Integral Cost Accounts • Reconciliation of Cost and Financial Accounts

*Appendix 1: Cost Accounting Standards (CAS)*

*Appendix 2: Developments in Cost and Accounting.*

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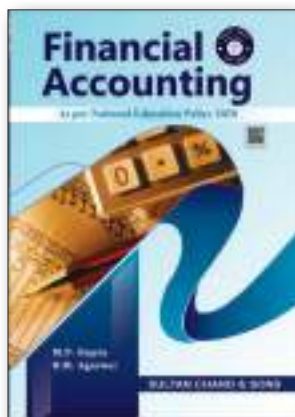
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### Contents

**Unit 1: Theoretical Framework and Accounting Process** – Theoretical Framework: Accounting Theory and Philosophy • Rules of Accounting and the Journal Including Appendix on GST • Ledger • Cash Books • Subsidiary Books • Trial Balance and Rectification of Errors

**Unit 2: Business Income, Accounting for Property, Plant and Equipment, and Valuation of Inventory** – Capital and Revenue (Expenditure and Receipts) • Accounting for Property, Plant, Equipment & Depreciation • Valuation of Inventory

**Unit 3: Financial Statements of Sole Proprietorship and Not-for-Profit Organisations** – Final Accounts for Sole Proprietors • Financial Statements of Non-Trading Organisations

**Unit 4: Accounting for Inland Branches, Departments and Leases** – Accounting for Branches • Departmental Accounting • Lease Accounting

**Unit 5: Computerized Accounting Systems** – Computerized Accounting • Introduction to Accounting Package – Tally • Creation of Groups, Ledger & Voucher in Tally • Display of Financial Statements • Application of Tally in Inventory Management • Goods and Service Tax (GST) Accounting in Tally • Backup, Restore, Data Export & Trouble Shooting

*Index*

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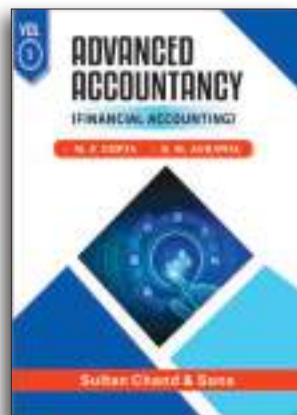
## Advanced Accountancy – Vol. I

### Financial Accounting

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#### 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



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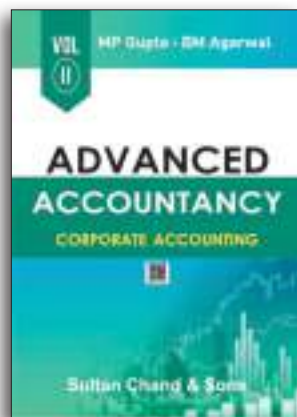
## Advanced Accountancy – Vol. II

### Corporate Accounting

M.P. Gupta • B.M. Agarwal

#### Contents

Introduction to Company Accounts • Share Capital • Debentures • Underwriting of Shares and Debentures • Accounting for Bonus Issue and Right Issue • Accounting for Employees Stock Option Plan and Equity Share with Differential Rights • Redemption of Preference Shares • Buy-Back of Securities • Redemption of Debentures • Financial Statements of Companies • Disposal of Profits • Corporate Financial Reporting • Accounting Ratios • Acquisition of Business by a Company • Profit or Loss Pre- and Post-Incorporation • Valuation of Intangible Assets and Goodwill • Valuation of Shares • Value Added Statement • Funds Flow Statement • Cash Flow Statement • Accounting for Combination or Amalgamation of Companies • Accounting for Internal Reconstruction of Companies • Financial Reporting of Banking Companies • Non-Banking Financial Companies (NBFC) • Financial Reporting of Mutual Funds • Financial Reporting of Insurance Companies • Financial Statements of Electricity Supply Companies and Double Account System • Accounting of Government Companies and Statutory Accounting • Consolidated Financial Statements (Holding Companies & Subsidiary Companies) • Liquidation of Companies • Accounting Standards (AS) and Indian Accounting Standards (Ind AS)



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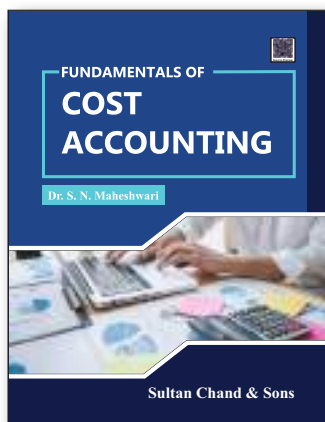
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## Fundamentals of Cost Accounting

Dr. S.N. Maheshwari



### Contents

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

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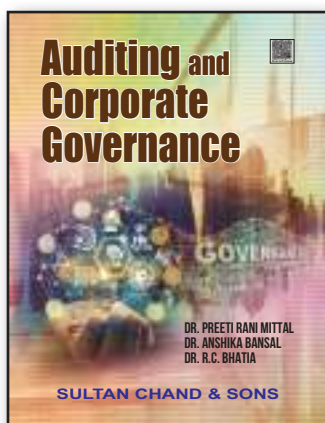
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## Auditing and Corporate Governance

Dr. Preeti Rani Mittal

Dr. Anshika Bansal • Dr. R.C. Bhatia



### Contents

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

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

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## Authors Index

- Agarwal BM 75, 76, 77  
 Agarwal MK 63  
 Ahlawat Sakshi 13  
 Ahmad Sultan 24, 25  
 Ambuli TV 58  
 Anbazhagan B 21  
 B Deepthi 20  
 Balachandran V 20, 32, 56, 60  
 Bansal Anshika 59, 61, 78  
 Bansal Vikram 16, 20  
 Bhatia RC 42, 72, 78  
 Bhushan YK 41  
 Dabas Preeti 49  
 Das Kishore Kumar 17, 62  
 Deepti 13  
 Dhamija Sanjay 56, 72  
 Dhingra IC 64  
 Garg Kanika 49  
 Garg Shalu 18, 26  
 Ghosh PK 56  
 Girotra Tanu 26  
 Gupta Vineet 59  
 Gupta Ajai 68  
 Gupta Ajay 76  
 Gupta Ananya 44  
 Gupta CB 27, 28, 29, 31, 36, 38, 39, 40, 41, 54  
 Gupta MP 68, 75, 76, 77  
 Gupta MP 46  
 Gupta NK 59  
 Gupta PK 44, 46, 48  
 Gupta RL 70, 71, 75  
 Gupta SC 44, 47  
 Gupta SL 18, 19  
 Gupta SP 43, 44, 46, 47  
 Gupta Sanjeev Kumar 44  
 Gupta Suman 13  
 Gupta Utkarsh 19  
 Gupta VK 70  
 Israney Ritika S 18  
 Iyengar SP 69  
 Jain Goonjan 49  
 Jain Megha 42  
 Jana Sajal 49  
 Kalra Kush 51  
 Kapoor GK 56  
 Kapoor ND 50, 52, 53, 54  
 Kapoor VK 45, 47  
 Kaur Paramjeet 21  
 Khanka SS 22, 25, 38  
 Korlahalli JS 34, 67  
 Kumar Ganesh R 43  
 Kumar Pardeep 16, 22, 23  
 Kumar Pawan 13  
 Lall Madhurima 24, 25  
 Mahapatra Durga Madhab 17, 19  
 Maheshwari KL 65  
 Maheshwari RK 65  
 Maheshwari SN 37, 69, 73, 78  
 Maheshwari Sharad K 73  
 Maheshwari Suneel K 73  
 Manzoor AK Sheik 43  
 Mary A Lydia Arockia 61  
 Meenakumari S 21  
 Mehta Niket 19  
 Mehta PL 66  
 Mishra Amritkant 63  
 Mittal DK 66  
 Mittal Preeti Rani 59, 61, 78  
 Mohan Man 46, 48  
 Mukherjee Sulakshana Banerjee 57  
 Muthulakshmi S 48  
 Nahar Amandeep 26  
 Nair N Rajan 36, 37  
 Nair Sanjith R 37  
 Nigah Rajesh Kumar 26  
 Pagare Dinkar 35, 36, 74  
 Pal Rajendra 34, 67  
 Pandian P Sundara 48  
 Patnaik Rabinarayan 19  
 Patra Soumendra Kumar 17  
 Patra Subhasmita Subhadarsini 56  
 Pradeepa SP Nisha 58  
 Prakash Ravi Chandra 56  
 Prasad LM 32, 34, 35, 42  
 Radhaswamy M 71, 75  
 Raman Anita 61  
 Rao PCK 26  
 Rustagi RP 29, 30  
 Sabarish Babu KG Raja 21  
 Sahoo Aditya Prasad 17, 62  
 Sancheti DC 45  
 Saxena VK 68, 74  
 Sengupta Jhumur 49, 66  
 Sharma DD 33  
 Sharma Sushma 24  
 Shitika 24  
 Singh Sushma 56  
 Singh Upendra Pratap 13  
 Sinha Gyanesh Kumar 17  
 Srinivasan NP 38  
 Sudha P 21, 24  
 Sundharam EN 62  
 Sundharam KPM 55, 62  
 Suri Prem Lata 67  
 Swarup Kanti 48  
 Tanwar Bhanu 51  
 Tripathi PC 33, 54  
 Varshney PN 55, 66  
 Varshney RL 65  
 Vashist CD 68, 74  
 Vijayakumar T 48



## Self-Development Books

Author(s) / Book Title	MRP (₹)	Author(s) / Book Title	MRP (₹)	Author(s) / Book Title	MRP (₹)
<b>Acharya AR</b>		<b>Ahuja Anjali</b>		<b>Pathak SC</b>	
Suvichara Shatakam	10.00	Wit & Wisdom of 100 Great Personalities	35.00	Perennial Thoughts for Self-Development	15.00
<b>Aggarwal RN</b>		Noble Thoughts on 100 Great Topics	80.00	<b>Pradhan Atul Chandra</b>	
A Pratical Guide to Successful Living	50.00	Moral Teachings of 100 Great Saints	25.00	The Way to Happiness & Success	15.00
How to Achieve Success and Happiness	30.00			Let us Build a New India	80.00
<b>Aggarwal Usha</b>		<b>Bhikshu Devesh</b>		<b>Ram Jitendra Kumar</b>	
Karma (कर्म)	30.00	Humanity	7.50	Success – A Guide to Students	20.00
Hasya – Sukhad Jiwan Lasya		Making of Man	8.00	<b>Sahni AK</b>	
(हास्य – सुखद जीवन लास्य)	30.00	How to be Happy	15.00	Thought for the Day	25.00
How to Control Your Anger		Might of Mind	30.00	<b>Saraswati Swami Vidyandanda</b>	
(क्रोध काबू करें – कैसे ?)	75.00	Brain Building	40.00	Arise, Awake and Stop Not ...	30.00
Enjoy Life with Laughter		Magic of Motivation	10.00		
(हास्य व्यंग के संग जीवन में रंग)	50.00	Education	45.00	<b>Shah Prakash J</b>	
Saphalta (सफलता)	40.00	What is Success	7.50	Twelve Books that can Change Your Life	50.00
Mana (मन)	35.00	Develop Your Self-Confidence	25.00	How to Negotiate Successfully	40.00
Duniya Aapkey Hath, Parishram Ke Sath		Learning to Learn	10.00	How to Develop Effective Personality	20.00
(दुनियाँ आपके हाथ, परिश्रम के साथ)	35.00	Steps to Success	125.00	How to Develop Effective Public Speaking	35.00
Acharya Devo Bhava		Duty-Work	30.00	How to Think Like a Winner	25.00
(आचार्य देवो भव)	40.00	House of Honour	15.00	How to be a Winner	50.00
Vani-Jeeven Sanjeevani		How to Live 12 Months a Year	20.00	How to Develop Positive Life	15.00
(वाणी-जीवन संजीवनी)	60.00	Know Thyself	30.00	Mann ke Jeete Jeet	10.00
Unnati Ke Shikhar Par		Brahmacharya	50.00	(मन के जीते जीत)	
(उन्नति के शिखर पर)	40.00	Gate to Glory	35.00		
Hitopadesh ki Niti Kathayain		Inspiring Ideas	40.00	<b>Sharma DD</b>	
(हितोपदेश की नीति कथाएँ)	20.00	Youth's Guide	25.00	Your Personal Pinnacle of Success	450.00
Panchatantra ki Niti Kathayain		Ramayana	20.00	<b>Sultan Chand</b>	
(पंचतंत्र की नीति कथाएँ)	50.00	Gita for Students	35.00	The Gita	30.00
Vidur Niti (विदुर नीति)	100.00	How to Win Friends	30.00	<b>SS Gulshan &amp; Devesh Bhikshu</b>	
Chanakya Neeti (चाणक्य नीति)	100.00	Hints for Self Culture	100.00	The Mahabharat & Management	450.00
Aushadh sam Poshak Phal-Subzian		<b>Deshraj</b>		<b>S Mitter &amp; SC Aggarwal</b>	
(औषध सम पोषक फल-सब्जियाँ)	100.00	How to Get Outstanding Success in Academic & Competitive Examinations	25.00	How to Develop your Personality & Potentialities	45.00
Jeevaim Sharada Shatam		Learning to Learn	10.00	<b>Prakash J Shah &amp; Rajendra Pal</b>	
(जीवेम शरदः शतम्)	100.00	<b>Kaviraj Raghunandan "Nirmal"</b>		Verses for Self Fulfilment	25.00
Aacharya Chanakya (आचार्य चाणक्य)		Gita ka Saccha Svarup	50.00	<b>S Mitter &amp; Prakash J Shah</b>	
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(कब्ज का कब्जा कैसे हटे ?)	75.00	How to be Healthy	30.00		
Sleep is Golden (सोना है सोना)	50.00	<b>Mitter S</b>			
How to Impress (आपका व्यक्तित्व कैसे प्रभावकारी हो)	100.00	Healthy Living	12.50		
Mahabharat Kathaalok		<b>Pal Rajendra</b>			
(महाभारत कथालोक)	400.00	Pearls of Wisdom	30.00		
		Wisdom	50.00		

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