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Accountancy

FINANCIAL ACCOUNTING

Financial Accounting

- ◆ Accounting System
- ◆ Financial Accounting Principles
- ◆ Accounting Standards and IFRS
- ◆ Accounting Process : Journal and Ledger
- ◆ Accounting Process : Subsidiary Books, Ledger and Trial Balance
- ◆ Measurement of Business Income and Revenue Recognition
- ◆ Depreciation Accounting
- ◆ Inventory Valuation
- ◆ Capital and Revenue Expenditures and Receipts
- ◆ Financial Statements of Non-Corporate Business Entities
- ◆ **Financial Statements of Not-For-Profit Organisations**
- ◆ Financial Statements from Incomplete Records (Single Entry System)
- ◆ Accounting for Hire Purchase and Instalment Systems
- ◆ Concepts of Operating and Finance Lease
- ◆ Accounting for Inland Branches
- ◆ Accounting for Dissolution of Partnership Firms
- ◆ Computerized Accounting System
- ◆ Change of Method of Depreciation With Retrospective Effect (As Per AS-6)



Bhushan Kumar Goyal/
H.N. Tiwari

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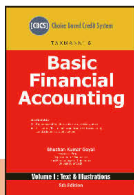
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Basic Financial Accounting

- ◆ Nature of Accounting
- ◆ Financial Accounting Principles (Concepts and Conventions)
- ◆ Accounting Standards, Ind-AS and IFRS
- ◆ Accounting Process : Journal and Ledger
- ◆ Accounting Process : Subsidiary Books, Ledger and Trial Balance
- ◆ Measurement of Business Income
- ◆ Capital and Revenue Expenditures and Receipts
- ◆ Financial Statements of a Sole Trader
- ◆ **Financial Statements of Not-For-Profit Organisations**
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- ◆ Inventory Valuation
- ◆ Accounting for Hire Purchase System
- ◆ Consignment Accounts
- ◆ Joint Venture Accounts
- ◆ Accounting for Dependent Branches
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- ◆ Computerized Accounting System
- ◆ Financial Statements from Incomplete Records (Single Entry System)



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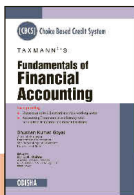
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- ◆ Financial Accounting Principles
- ◆ Accounting Standards and IFRS
- ◆ Accounting Process : Journal and Ledger
- ◆ Accounting Process : Subsidiary Books, Ledger and Trial Balance
- ◆ Measurement of Business Income and Revenue Recognition
- ◆ Depreciation Accounting
- ◆ Inventory Valuation
- ◆ Capital and Revenue Expenditures and Receipts
- ◆ Financial Statements of Non-Corporate Business Entities
- ◆ Accounting for Hire Purchase and Instalment Systems
- ◆ Concepts of Operating and Finance Lease
- ◆ Departmental Accounting
- ◆ Branch Accounting
- ◆ Partnership Accounts - Distribution of Profits
- ◆ Admission of a Partner
- ◆ Retirement or Death of a Partner
- ◆ Accounting for dissolution of partnership firms



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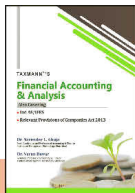
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Financial Accounting & Analysis

- ◆ Introduction to Accounting
- ◆ Accounting Concepts, Conventions and Policies
- ◆ Recording Transactions in the Journal and the Ledger
- ◆ Trial Balance to Financial Statements
- ◆ Inventory, Depreciation and Accounting Errors
- ◆ The Annual Report : Qualitative and Quantitative Disclosures
- ◆ Analyzing Financial Statements-I Financial Ratios Analysis
- ◆ Analyzing Financial Statements - II Horizontal, Common-Size and Trend Analysis
- ◆ Statement of Cash Flows
- ◆ Consolidated Financial Statements - I: Introduction and Balance Sheet Consolidation
- ◆ Consolidated Financial Statements - II Consolidated Profit & Loss Statement and Further Aspects
- ◆ Consolidated Financial Statements - III Vertical & Mixed Groups, Piecemeal Acquisition and Associates
- ◆ Convergence of Indian Accounting Standards With IFRS
- ◆ Appendices
- ◆ Schedule III of Companies Act, 2013 : General Instructions for Preparation of Balance Sheet and Statement of Profit and Loss of a Company
- ◆ Schedule II of Companies Act, 2013 : Useful Lives to Compute Depreciation



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PART I

- ◆ Fundamentals of Accounting
- ◆ Accounting Information for Decision Making
- ◆ Understanding Accounting Elements
- ◆ Double Entry Book Keeping Explained
- ◆ Accounting Concepts
- ◆ Accounting Cycle I : Journals and Ledgers
- ◆ Accounting Cycle II : Trial Balance
- ◆ Accounting Cycle III : Preparation of Financial Statements

PART II

- ◆ Preparation and Presentation of Financial Statements Advanced Issues
- ◆ Financial Reporting Framework
- ◆ Income Statement
- ◆ Statement of Changes of Equity
- ◆ Balance Sheet
- ◆ Statement of Cash Flows

PART III

- ◆ Special Financial Reporting Issues
- ◆ Earnings Per Share
- ◆ Segment Reporting
- ◆ Related Party Disclosures
- ◆ Interim Financial Reporting
- ◆ Currency Translation
- ◆ Income Tax

PART IV

- ◆ Recognition and Measurement of Assets and Liabilities
- ◆ Property, Plant and Equipment
- ◆ Intangible Assets
- ◆ Impairment Analysis
- ◆ Lease Accounting
- ◆ Investment Property
- ◆ Financial Instruments Explained
- ◆ Accounting for Financial Instruments
- ◆ Compound Financial Instruments and Embedded Derivatives

PART V

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- ◆ Revenue Recognition
- ◆ Construction Contracts
- ◆ Provisions, Contingent Liabilities and Contingent Assets

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- ◆ Business Combination and Consolidation
- ◆ Business Combinations
- ◆ Consolidated Financial Reporting
- ◆ Interests in Joint Venture
- ◆ Accounting for Investments in Associates

PART VII

- ◆ Financial Reporting Standards
- ◆ Indian Accounting Standards
- ◆ IFRS Convergence and Adoption

PART VIII

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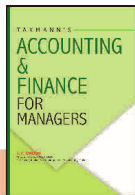
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Accounting & Finance for Managers

- ◆ Corporate Financial Statements
- ◆ Profit and Loss Account
- ◆ Balance Sheet
- ◆ Cash Flow Statement
- ◆ Financial Statements Analysis
- ◆ Financial Ratios
- ◆ Funds Flow Analysis
- ◆ Economic Value Added
- ◆ Case Analysis
- ◆ Cost Analysis for Decision Making
- ◆ Understanding Costs
- ◆ Cost Volume Profit Analysis
- ◆ Standard Costing and Variance Analysis
- ◆ Activity Based Costing
- ◆ Financial Decisions
- ◆ Cost of Capital and Capital Structure Planning
- ◆ Capital Structure Planning
- ◆ Investment Decisions
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- ◆ Working Capital Planning and Financing
- ◆ Budgetary Control



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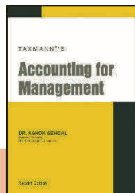
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Accounting for Management

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- ◆ Financial Accounting Principles
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- ◆ Inventory Valuation
- ◆ Depreciation (Including Amortization of Intangibles)
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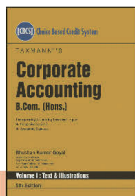
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CORPORATE ACCOUNTING

Corporate Accounting

- ◆ Introduction
- ◆ Issue, Forfeiture and Reissue of Shares
- ◆ Redemption of Preference Shares
- ◆ Buy-Back of Shares
- ◆ Issue and Redemption of Debentures
- ◆ Financial Statements of Companies
- ◆ Valuation of Goodwill and Shares
- ◆ Amalgamation
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- ◆ Cash Flow Statement
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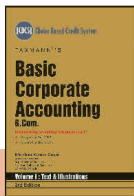
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- ◆ Issue, Forfeiture and Reissue of Shares
- ◆ Redemption of Preference Shares
- ◆ Buy-Back of Shares
- ◆ Issue and Redemption of Debentures
- ◆ Financial Statements of Companies
- ◆ Valuation of Goodwill and Shares
- ◆ Amalgamation
- ◆ Internal Reconstruction
- ◆ Cash Flow Statement
- ◆ Banking Companies
- ◆ Accounts of Holding Companies/Parent



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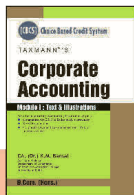
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YEAR OF PUBLICATION : 2018

Corporate Accounting

- ◆ Introduction
- ◆ Issue, Forfeiture and Reissue of Forfeited Shares
- ◆ Issue of Right and Bonus Shares
- ◆ Buy-Back of Shares
- ◆ Redemption of Preference Shares
- ◆ Issue and Redemption of Debentures
- ◆ Financial Statements of Companies
- ◆ Valuation of Goodwill
- ◆ Valuation of Shares
- ◆ Amalgamation of Companies
- ◆ Internal Reconstruction
- ◆ Accounts of Holding Companies
- ◆ Accounts of Banking Companies
- ◆ Cash Flow Statement



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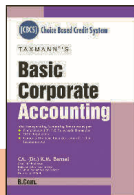
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YEAR OF PUBLICATION : 2017

Basic Corporate Accounting

- ◆ Introduction
- ◆ Issue, Forfeiture and Reissue of Forfeited Shares
- ◆ Issue of Right and Bonus Shares
- ◆ Buy-Back of Shares
- ◆ Redemption of Preference Shares
- ◆ Issue and Redemption of Debentures
- ◆ Financial Statements of Companies
- ◆ Valuation of Goodwill
- ◆ Valuation of Shares
- ◆ Amalgamation of Companies
- ◆ Internal Reconstruction
- ◆ Accounts of Holding Companies
- ◆ Accounts of Banking Companies
- ◆ Cash Flow Statement



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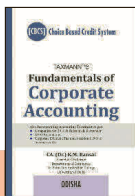
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YEAR OF PUBLICATION : 2017

Fundamentals of Corporate Accounting

- ◆ Introduction
- ◆ Issue, Forfeiture and Reissue of Forfeited Shares
- ◆ Issue of Right and Bonus Shares
- ◆ Buy-Back of Shares
- ◆ Redemption of Preference Shares
- ◆ Issue and Redemption of Debentures
- ◆ Financial Statements of Companies
- ◆ Valuation of Goodwill
- ◆ Valuation of Shares
- ◆ Amalgamation of Companies
- ◆ Internal Reconstruction
- ◆ Liquidation of Companies



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YEAR OF PUBLICATION : 2017

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Cost Accounting

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- ◆ Cost Concepts: Terminology and Classification
- ◆ Cost Concepts: Behaviour and Segregation
- ◆ Direct Material: Procurement Procedures and Accounting of Issues
- ◆ Direct Material: Stock Control Techniques
- ◆ Direct Labour: Remuneration Systems
- ◆ Direct Labour: Turnover and Accounting
- ◆ Overheads: Allocation and Apportionment
- ◆ Overheads: Absorption and Recovery
- ◆ Overheads: Treatment of Special Items
- ◆ Activity Based Costing: Systems and Procedures
- ◆ Costing Methods: Output Costing, Job Costing and Batch Costing
- ◆ Contract Costing: Running Contracts and Contracts Nearing Completion
- ◆ Operating Costing: Application in Service Sector
- ◆ Process Costing: Ascertainment of Cost and Profitability
- ◆ Process Costing: Equivalent Units
- ◆ Joint Products and By-Products: Ascertainment of Cost and Profitability: Decisions on Further Processing
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- ◆ Break-Even and Cost-Volume-Profit Analysis: In Multiproduct and Uncertainty Situations
- ◆ Marginal Costing Technique: Applications in Decision Making
- ◆ Budgeting: Preparation of Budgets and Control of Variances
- ◆ Standard Costing: Terminology, Variance Analysis and Investigation
- ◆ Uniform Costing and Inter-firm Comparisons
- ◆ Cost Audit and Management Audit
- ◆ Latest Developments in Cost Accounting



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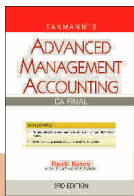
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- ◆ Product Life-cycle Costing (PLC)
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- ◆ Break-even and CVP Analysis
- ◆ Application of Marginal Costing for Business Decisions
- ◆ Budgeting and Budgetary Control
- ◆ Standard Costing and Variance Analysis
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- ◆ Learning Curve Theory
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- ◆ Mathematical Tables



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Part I : Introduction

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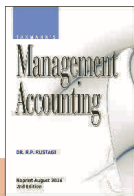
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- ◆ Statements of Financial Information
- ◆ Analysis of Financial Statements
- ◆ Statement of Change in Financial Position
- ◆ Financial Planning, Forecasting and External Funds Requirement

Part III : Cost Data Base for Management Accounting

- ◆ Cost : Concepts, Behaviour and Analysis
- ◆ Job Order and Contract Costing

- ◆ Process Costing
 - ◆ Absorption Costing and Variable Costing
- ### Part IV : Cost Information and Decision Making
- ◆ Cost-Volume-Profit Analysis
 - ◆ Relevant Costs and Alternative Choice Decisions
 - ◆ Activity Based Costing
- ### Part V : Planning, Control and Performance Measurement
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 - ◆ Standard Costing and Variance Analysis
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- ◆ Management Accounting : An Overview

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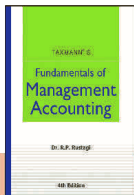
- ◆ Cost : Concepts, Behaviour and Analysis
- ◆ Absorption Costing and Variable Costing

Part III : Cost Information and Decision Making

- ◆ Cost-Volume-Profit Analysis
- ◆ Relevant Costs and Alternative Choice Decisions

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- ◆ Budgeting and Budgetary Control
- ◆ Standard Costing and Variance Analysis
- ◆ Responsibility Accounting



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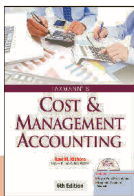
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- ◆ Overview of Cost and Management Accounting
- ◆ **Cost Classification and Cost Behaviour**
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- ◆ Direct Material : Inventory Control
- ◆ Direct Labour : Remuneration Methods
- ◆ Direct Labour : Accounting and Control
- ◆ Overheads : Allocation and Apportionment
- ◆ Overheads : Absorption and Accounting
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- ◆ Activity Based Cost Systems
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- ◆ Integration of Cost and Financial Accounts
- ◆ Output Costing and Cost Sheet Preparation
- ◆ Job Costing
- ◆ Batch Costing and Economic Batch Production
- ◆ Contract Costing
- ◆ Process Costing and Operation Costing
- ◆ Process Costing : Equivalent Units
- ◆ Service Costing
- ◆ **Profitability of Joint Products and By-Products**
- ◆ **Uniform Costing and Interfirm Comparisons**
- ◆ Cost Audit and Management Audit
- ◆ Marginal Costing
- ◆ Break-even and CVP Analysis
- ◆ Budgeting and Budgetary Control
- ◆ Standard Costing and Variance Analysis
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- ◆ Cash Flow Analysis
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- ◆ Mathematical Tables



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- ◆ Transfer Pricing
- ◆ Cost of Labour Turnover, Strike and Economics of Training & Development
- ◆ Cost Control and Cost Reduction
- ◆ Activity Based Costing
- ◆ Life Cycle Costing
- ◆ Target Costing
- ◆ Kaizen
- ◆ Cost of Quality and TQM
- ◆ Capacity Management
- ◆ Productivity
- ◆ Just in Time
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- ◆ Cost Concepts for Decision Making
- ◆ Incremental, Relevant and Opportunity Cost Concepts
- ◆ Activity Based Cost System
- ◆ Target Costing
- ◆ **Backflush Accounting and Resource Consumption Accounting**
- ◆ Throughput Accounting
- ◆ **Break-even and Volume - Cost-Profit Analysis**
- ◆ Application of Marginal Costing Technique
- ◆ Cost Control Through Standard Costing
- ◆ Cost Management with Setting Budgets
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- ◆ Product Life Cycle Costing
- ◆ Balanced Score Card

- ◆ Business Process Outsourcing
- ◆ Benchmarking
- ◆ Value Chain Analysis
- ◆ Supply Chain Management
- ◆ MRP, MRP II and ERP
- ◆ Management Information Systems
- ◆ Uniform Costing and Interfirm Comparisons
- ◆ Cost Audit and Management Audit
- ◆ Simulation Modelling
- ◆ Learning Curve Theory
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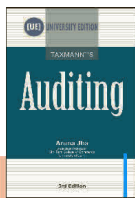
N.S. Zad

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Auditing

Auditing

- ◆ Introduction
- ◆ Types of Audit
- ◆ Audit Planning and Documentation
- ◆ Internal Control System
- ◆ Evidence in Auditing
- ◆ Vouching
- ◆ Verification of Assets
- ◆ Verification of Liabilities
- ◆ Company Auditor : Appointment and Removal
- ◆ Rights and Duties of a Company Auditor
- ◆ Auditor's Report
- ◆ Liabilities of Auditor
- ◆ Cost Audit
- ◆ Management Audit
- ◆ Tax Audit
- ◆ Introduction to EDP Auditing
- ◆ Relevant Statements on Auditing
- ◆ Practical Problems and Solutions

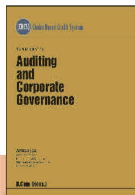


Aruna Jha

ISBN : 9789350719886 PAGES : 292 PRICE INR : 340/(USD) :15 YEAR OF PUBLICATION : 2016

Auditing & Corporate Governance

- ◆ Introduction
- ◆ Audit Planning and Internal Control System
- ◆ Audit Procedure
- ◆ Company Auditor: Appointment and Removal
- ◆ Auditor's Report and Liabilities
- ◆ Cost Audit, Management Audit and Tax Audit
- ◆ Introduction to EDP Auditing
- ◆ Conceptual Framework for Corporate Governance
- ◆ Board Committees and their Functions
- ◆ Quirky Governance: Insider Trading and Whistle Blowing
- ◆ Corporate Governance Rating
- ◆ New Paradigm of Corporate Governance: E-Governance and Class Action Suits
- ◆ Shareholder Activism - Panacea for Governance Problems
- ◆ Corporate Governance in Public Sector Units and Corporate Funding of Political Parties
- ◆ Some of the Major Corporate Governance Failures in Developed World
- ◆ Cases of Corporate Governance Failure in India
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- ◆ Corporate Social Responsibility
- ◆ CSR Models and Drivers
- ◆ Regulatory Framework and Guidance for CSR

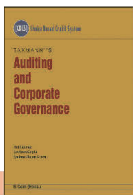


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Auditing & Corporate Governance

- ◆ Basic of Auditing
- ◆ Internal Control
- ◆ Vouching and Verification of Assets and Liabilities
- ◆ Company Audit
- ◆ Audit Report
- ◆ Special Areas of Audit
- ◆ Corporate Governance
- ◆ Board Committees
- ◆ Corporate Governance in India
- ◆ Some Issues of Corporate Governance
- ◆ Major Corporate Governance Failures
- ◆ Codes on Corporate Governance
- ◆ Business Ethics
- ◆ Corporate Social Responsibility



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Part II

- ◆ Financial Analysis and Planning
- ◆ Financial Statements and Analysis
- ◆ Statement of Change in Financial Position
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Part III

- ◆ Long-Term Investment Decisions : Capital Budgeting
- ◆ Capital Budgeting : An Introduction
- ◆ Capital Budgeting : Techniques of Evaluation
- ◆ Capital Budgeting : Some Issues
- ◆ Capital Budgeting : Risk and Uncertainty

Part IV

- ◆ Financing Decision
- ◆ Cost of Capital
- ◆ Financing Decision : Leverage Analysis
- ◆ Financing Decision : EBIT-EPS Analysis
- ◆ Leverage, Cost of Capital and Value of the Firm
- ◆ Capital Structure : Planning and Designing

Part V

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

Part VI

- ◆ Management of Current Assets
- ◆ Working Capital : Planning and Management

- ◆ Working Capital : Estimation and Calculation
- ◆ Management of Cash and Marketable Securities
- ◆ Receivables Management
- ◆ Inventory Management
- ◆ Financing of Working Capital and the Banking Policy

Part VII

- ◆ Long-Term Finance and Financial Services
- ◆ Long-Term Sources of Finance : Domestic and Foreign
- ◆ Lease Financing
- ◆ Financial Services

Part VIII

- ◆ Valuation and Risk Management
- ◆ Valuation of Securities
- ◆ Risk-Return Relationship, Portfolio Management and Capital Asset Pricing Model

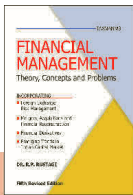
- ◆ Financial Derivatives : Futures, Options, Swaps and Credit Derivatives

Part X

- ◆ Indian Capital Market
- ◆ Indian Capital Market : Structure
- ◆ Indian Capital Market : Emerging Trends

Part IX

- ◆ Miscellaneous Topics
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- ◆ Mergers, Acquisitions and Financial Reconstruction
- ◆ International Financial Management



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Fundamentals of Financial Management

Part I : Background

- ◆ Financial Management : An Introduction
- ◆ The Mathematics of Finance

Part II : Long-Term Investment Decisions : Capital Budgeting

- ◆ Capital Budgeting : An Introduction
- ◆ Capital Budgeting : Techniques of Evaluation

Part III : Financing Decision

- ◆ Cost of Capital
- ◆ Financing Decision : Leverage Analysis
- ◆ Financing Decision : EBIT-EPS Analysis
- ◆ Leverage, Cost of Capital and Value of the Firm
- ◆ Capital Structure : Planning and Designing

Part IV : Dividend Decision

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

Part V : Management of Current Assets

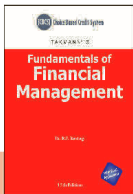
- ◆ Working Capital : Planning and Management
- ◆ Working Capital : Estimation and Calculation
- ◆ Management of Cash and Marketable Securities
- ◆ Receivables Management
- ◆ Inventory Management

Part VI : Valuation

- ◆ Valuation of Securities

Financial Decisions

Making with Excel



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Elements of Financial Management

Introduction

- ◆ Financial Management : An Introduction
- ◆ Basic Concepts : Time Value of Money, Risk and Return

Financing Decision

- ◆ Long-Term Sources of Finance (Domestic and Foreign)
- ◆ Capital Structure : Leverage Analysis
- ◆ Capital Structure : EBIT-EPS Analysis
- ◆ Cost of Capital
- ◆ Leverage, Cost of Capital and Value of the Firm
- ◆ Determinants of Capital Structure

Capital Budgeting

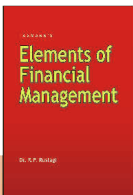
- ◆ Capital Budgeting : An Introduction
- ◆ Techniques of Capital Budgeting
- ◆ Capital Budgeting : Risk and Uncertainty

The Management of Current Assets

- ◆ Management and Estimation of Working Capital
- ◆ Management of Cash
- ◆ Receivables Management
- ◆ Inventory Management

Dividend Decision

- ◆ Dividend Decision and Valuation of the Firm
- ◆ Determinants of Dividend Policy



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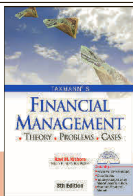
Financial Management (• Theory • Problems • Cases)

Principles of Corporate Finance

- ◆ Fundamentals of Finance
 - ◆ Analysis of Profitability and Financial Position
 - ◆ Working Capital Management
 - ◆ Capital Structure and Dividend Decisions
- ◆ Portfolio and Investment Management
 - ◆ Combinations and Restructuring
 - ◆ Foreign Exchange Risk Management and Derivatives

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Ravi M. Kishore

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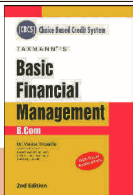
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Basic Financial Management

- ◆ Financial Management : An Overview
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 - ◆ Capital Budgeting - An Overview
 - ◆ Capital Budgeting Techniques
 - ◆ Cost of Capital
 - ◆ Operating and Financial Leverage
 - ◆ Capital Structure - Theories & Determinants
- ◆ Dividend Theories and Practice
 - ◆ Working Capital Management
 - ◆ Cash Management
 - ◆ Receivables Management
 - ◆ Inventory Management
 - ◆ Excel Application in Financial Management
 - ◆ Mathematical Tables



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 - ◆ Fixed Income Securities - Valuation, Yields and Risks
 - ◆ Equity Analysis - Fundamental Analysis
 - ◆ Technical Analysis
 - ◆ Efficient Market Hypothesis
- ◆ Valuation of Equity Shares
 - ◆ Portfolio Analysis and Selection
 - ◆ Portfolio Performance Evaluation and Mutual Funds
 - ◆ Financial Derivatives - Forwards, Futures and Options
 - ◆ Investor Protection
 - ◆ Mathematical Tables



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- ◆ Takeover Defence Strategies
 - ◆ Corporate Restructuring Alternatives
 - ◆ Strategic Alliances
 - ◆ Leveraged Buy-Out (LBO) Strategy
 - ◆ Restructuring of Sick Companies
 - ◆ Deal Valuation and Evaluation
 - ◆ Valuation of Intangibles



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- ◆ Tax Implications
- ◆ The Process of Integration
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Strategic Financial Management

Part One

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- ◆ Dividend Decisions
- ◆ Project Appraisal
- ◆ Capital Budgeting
- ◆ Risk Appraisal in Investment Decisions
- ◆ Equity Market and Instruments
- ◆ Debt Market and Instruments
- ◆ Money Market and Instruments
- ◆ Stock Market and Listing
- ◆ Institutional Project Finance
- ◆ Foreign Sources of Finance
- ◆ Mutual Funds
- ◆ Financial Services
- ◆ Lease or Buy Decisions
- ◆ Factoring and Asset Securitization
- ◆ Credit Rating and Venture Capital
- ◆ Portfolio Management
- ◆ Risk-Return Analysis
- ◆ Markowitz Mean-Variance Model

- ◆ Capital Asset Pricing Model
- ◆ Industrial Sickness
- ◆ Corporate Restructuring
- ◆ Mergers and Takeovers
- ◆ Derivatives
- ◆ Foreign Exchange Risk Management
- ◆ Financial Management in PSEs
- ◆ Theoretical Examination Questions

Part Two

Strategic Financial Management: Problems

- ◆ Financial Planning and Strategy
- ◆ Dividend Decisions
- ◆ Project Appraisal
- ◆ Capital Budgeting
- ◆ Risk Appraisal in Investment Decisions
- ◆ Equity Market and Instruments
- ◆ Debt Market and Instruments
- ◆ Money Market and Instruments
- ◆ Stock Market and Listing
- ◆ Foreign Sources of Finance
- ◆ Mutual Funds

- ◆ Lease or Buy Decisions
- ◆ Factoring
- ◆ Portfolio Management
- ◆ Corporate Restructuring
- ◆ Mergers and Takeovers
- ◆ Business Valuation
- ◆ Derivatives
- ◆ Foreign Exchange Risk Management
- ◆ Mathematical Tables



Ravi M. Kishore

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Strategic Financial Management

- ◆ Financial Policy and Corporate Strategy
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- ◆ Derivatives
- ◆ Risk and Return
- ◆ Mutual Funds
- ◆ Bond Valuation
- ◆ Project Planning & Capital Budgeting (Capital Expenditure Decisions)
- ◆ Real Options
- ◆ Lease Decisions
- ◆ Dividend Policy
- ◆ Fundamental Analysis
- ◆ Technical Analysis
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- ◆ International Capital Market
- ◆ Foreign Investments
- ◆ Money Market
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- ◆ General Topics



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- ◆ Using Controls in Excel
- ◆ Creating Useful Charts in Finance
- ◆ Understanding Macros
- ◆ Formatting Numbers
- ◆ Sensitivity Analysis in Excel
- ◆ Miscellaneous Topics



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Introduction

- ◆ Understanding Derivatives and Derivatives Market

Part 2

Forwards and Futures

- ◆ Forwards and Futures
- ◆ Speculation, Arbitrage and Hedging Through Futures

Part 3

Options

- ◆ Understanding Options
- ◆ Using Options Strategies to Manage Risk
- ◆ Option Premium (Value)

- ◆ Option Valuation Models
- ◆ Exotic, Real and Other Options

Part 4

Miscellaneous Derivatives

- ◆ Using Swaps to Manage Risk
- ◆ Credit Derivatives
- ◆ Interest Rate Derivatives
- ◆ Currency Derivatives
- ◆ Securitization and Structured Debts

Part 5

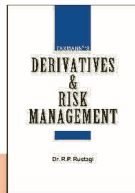
Non-Financial Derivatives

- ◆ Commodities Derivatives
- ◆ Weather and Other Derivatives

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Risk Management through Derivatives

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- ◆ Foreign Exchange Risk Management



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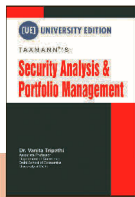
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- ◆ Technical Analysis
- ◆ Efficient Market Hypothesis
- ◆ Valuation of Equity Shares
- ◆ Portfolio Analysis and Selection
- ◆ Portfolio Performance Evaluation and Mutual Funds
- ◆ Financial Derivatives - Forwards, Futures and Options
- ◆ Investor Protection



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- ◆ Working Capital : Operating Cycle
- ◆ Working Capital : Estimation and Calculation

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- ◆ Measuring Liquidity : Ratio Analysis
- ◆ Working Capital Flow : Funds Flow Statement
- ◆ Analysing Liquidity Flow : Cash Flow Statement

Part III : Current Assets Management

- ◆ Management of Cash and Marketable Securities

- ◆ Receivables Management
- ◆ Inventory Management

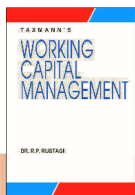
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- ◆ Financing of Working Capital and the Banking Policy

Part V : Case Studies in Working Capital Management

- ◆ Okara Foods & Beverages Ltd.
- ◆ Indo-Swiss Watches Ltd.
- ◆ Aeron Adventures Ltd.
- ◆ Price Waterhouse Consultancy and Allied Services
- ◆ Dataware Computer Ltd.
- ◆ Kamat Engineering Works Ltd.

- ◆ Viptanu Housing Infrastructure Ltd.
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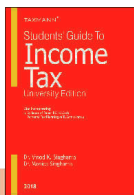
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- ◆ Income Under the Head "Salaries" and its Computation
- ◆ Income Under the Head "Income from house property" and its Computation
- ◆ **Income Under the Head "Profits and gains of business or profession" and Its Computation**
- ◆ Income under the Head "Capital gains" and its Computation
- ◆ Income Under the head "Income from other sources" and Its Computation
- ◆ Clubbing of Income
- ◆ Set off and Carry Forward of Losses
- ◆ Permissible Deductions from Gross Total Income
- ◆ Meaning of Agricultural Income and its tax Treatment
- ◆ Individuals - Computation of Taxable Income
- ◆ Hindu Undivided Families - Computation of Taxable Income
- ◆ Firms and Associations of Persons - Computation of Taxable Income
- ◆ Return of Income
- ◆ Advance Payment of Tax
- ◆ Deduction and Collection of tax at Source
- ◆ Interest Payable by Assessee/Government
- ◆ Personal tax Planning
- ◆ E-Filing of Income-tax Return



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YEAR OF PUBLICATION : 2018

Students' Guide to Income Tax Including GST

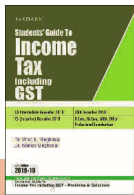
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- ◆ Basic Concepts that One Must Know
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- ◆ Income That is Exempt From Tax
- ◆ Income under the head "Salaries" and its Computation
- ◆ Income under the head "Income from house property" and its Computation
- ◆ Income under the head "Profits and gains of business or profession" and its Computation
- ◆ Income under the head "Capital gains" and its Computation
- ◆ Income under the head "Income from other sources" and its Computation
- ◆ Clubbing of Income
- ◆ Set off and Carry Forward of Losses
- ◆ Permissible Deductions from Gross Total Income
- ◆ Meaning of Agricultural Income and its Tax Treatment
- ◆ Individuals - Computation of Taxable Income
- ◆ Hindu undivided families - Computation of Taxable Income

- ◆ Firms and Associations of Persons - Computation of Taxable Income
- ◆ Return of Income
- ◆ Advance Payment of Tax
- ◆ Deduction and Collection of Tax at Source
- ◆ Interest Payable by Assessee/Government
- ◆ Place of Supply
- ◆ Time of Supply
- ◆ Value of Taxable Supply
- ◆ Reverse Charge Mechanism
- ◆ Input Tax Credit
- ◆ Composition Scheme
- ◆ Registration
- ◆ Tax Invoice, Credit and Debit Notes
- ◆ Returns, Tax Payment and Interest
- ◆ Problems on GST

Unit 2 : GST

- ◆ Basic Concepts of GST
- ◆ Concept of Supply
- ◆ Levy of GST
- ◆ Exemptions from GST



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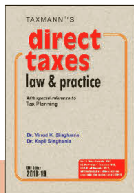
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- ◆ Residential Status and Tax Incidence
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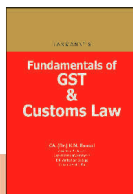


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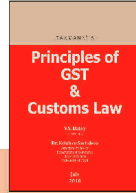
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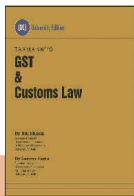
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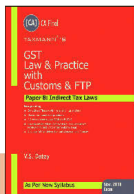
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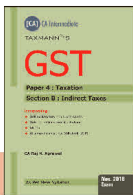
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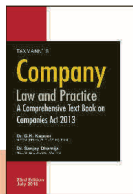
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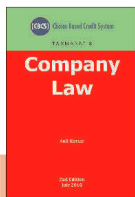
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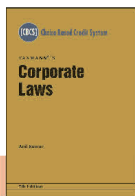
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- ◆ Competency of the Parties to Contract
- ◆ Free Consent
- ◆ Legality of Object and Consideration
- ◆ Void Agreements and Contingent Contracts
- ◆ Discharge of Contract
- ◆ Quasi Contracts
- ◆ Remedies for Breach of Contract
- ◆ Indemnity and Guarantee
- ◆ Contract of Bailment
- ◆ Contract of Agency

Unit II : Sale of Goods Act, 1930

- ◆ Nature and Formation of Contract of Sale
- ◆ Conditions and Warranties
- ◆ Transfer of Property
- ◆ Performance of Contract of Sale
- ◆ Unpaid Seller and his Rights

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- ◆ Free Consent
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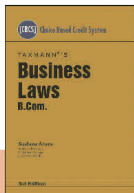
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- ◆ Free Consent
- ◆ Legality of Object and Consideration
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- ◆ Discharge of Contract
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- ◆ Nature and Formation of Contract of Sale

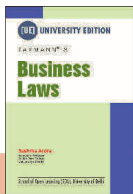
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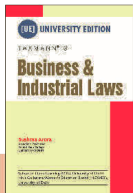
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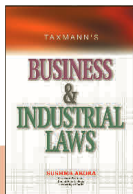
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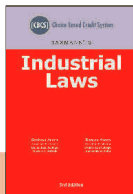
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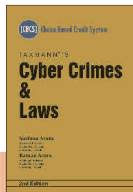
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- ◆ Performance of Contract: Delivery and Payment
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- ◆ Auction Sale

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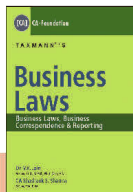
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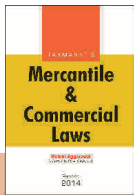
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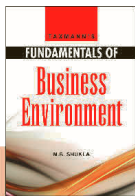
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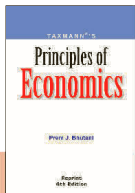
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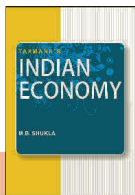
- ◆ Commercial Banks in India
- ◆ Financial Institutions in India

Part 5 : Transport Services

- ◆ Management of Indian Transport System

Part 6: International Trade and Organisation

- ◆ Foreign Trade of India
- ◆ World Trade Organization



M.B. Shukla

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Micro Economics

Unit I : Consumer Behaviour and Elasticity of Demand

- ◆ Demand Analysis
- ◆ Supply Analysis
- ◆ Price Elasticity of Demand
- ◆ Income and Cross Elasticity of Demand
- ◆ Ordinal Approach to the Consumer Behaviour
- ◆ Indifference Curve Analysis: Price, Income and Substitution Effects
- ◆ Revealed Preference Theory

Unit II : Production and Cost

- ◆ Theory of Production in Short Run

- ◆ Theory of Production in Long Run
- ◆ Cost Curves in Short Run
- ◆ Cost Curves in Long Run

Unit III : Perfect Competition

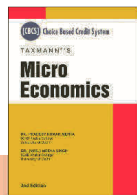
- ◆ Theory of Perfect Competition
- ◆ Applications of Perfect Competition

Unit IV : Monopoly

- ◆ Monopoly

Unit V : Imperfect Competition

- ◆ Monopolistic Competition
- ◆ Oligopoly



P.K. Mehta/Meena Singh

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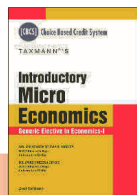
PRICE INR : 360/(USD) :30

YEAR OF PUBLICATION : 2nd Edition 2017

Introductory Micro Economics

- ◆ Exploring Economics
- ◆ Demand, Supply and Market Equilibrium
- ◆ Elasticity of Demand and Supply
- ◆ Income and Cross Elasticity of Demand
- ◆ Market Equilibrium and Government Intervention
- ◆ Surpluses, Market Efficiency and Cost of Taxation
- ◆ Ordinal Approach to the Consumer Behaviour

- ◆ Applications of Indifference Curves
- ◆ Theory of Production
- ◆ Theory of Cost
- ◆ Theory of Perfect Competition
- ◆ Monopoly
- ◆ Factors of Production



P.K. Mehta/Meena Singh

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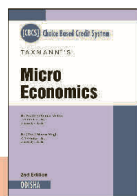
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YEAR OF PUBLICATION : 2017

Micro Economics

- ◆ Concepts of Revenue
- ◆ Price Elasticity of demand
- ◆ Income and Cross Elasticity of Demand
- ◆ Indifference Curve Analysis
- ◆ Indifference Curve Analysis: Price, Income and Substitution Effects
- ◆ Theory of Production
- ◆ Cost Curves in Short Run

- ◆ Cost Curves in Long Run
- ◆ Theory of Perfect Competition
- ◆ Monopoly
- ◆ Monopolistic Competition
- ◆ Oligopoly



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YEAR OF PUBLICATION : 2017

Introductory Macro Economics

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- ◆ National Income Determination
- ◆ Money
- ◆ Demand for Money
- ◆ Credit Creation and Monetary Policy
- ◆ Inflation and its Social Costs
- ◆ IS-LM Model
- ◆ Aggregate Demand and Aggregate Supply



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Unit I

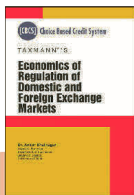
- ◆ Market Failures
- ◆ Foreign Trade Policy in India

Unit II

- ◆ Industrial Policy and Regulation in India
- ◆ Micro Small and Medium Enterprises Development Act, 2006

Unit III

- ◆ Foreign Exchange Market
- ◆ Foreign Exchange Management Act, 1999



Ankur Bhatnagar

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Business Environment

Unit I : An Overview of Business Environment

- ◆ Business Environment : Concept, Nature and Types

Unit II : Economic Environment

- ◆ Macroeconomic Policies
- ◆ Industrial Policy
- ◆ Privatisation/Disinvestment in India
- ◆ Liberalisation, Regulation and Competition Policy
- ◆ Protection of Consumer and Environment
- ◆ Globalisation and Indian Economy
- ◆ Foreign Exchange Management Act (FEMA)

Unit III : Socio-Cultural Environment

- ◆ Social and Cultural Environment
- ◆ Corporate Social Responsibility and Sustainable Business

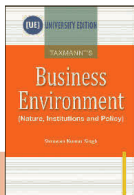
Unit IV : Political Environment

- ◆ State and Market: Role of Government
- ◆ Political and Legal Environment
- ◆ Companies Act, 2013

Unit V : Natural and Technological Environment

- ◆ Technological Environment
- ◆ Technology in India and its Management

- ◆ Contemporary Business Environment in India



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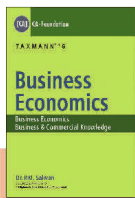
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YEAR OF PUBLICATION : 2015

Business Economics

- ◆ Nature and Scope of Business Economics
- ◆ Theory of Demand and Supply
- ◆ Theory of Production and Cost
- ◆ Price Determination in Different Markets
- ◆ Business Cycles



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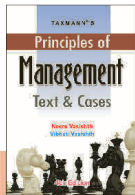
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Management

Principles of Management Text & Cases

- ◆ Management : Concept and Nature
- ◆ Evolution of Management Thought
- ◆ Contemporary Management Theories
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- ◆ Goals and Plans
- ◆ Management by Objectives
- ◆ Strategic Planning and Environmental Analysis
- ◆ Growth Strategies
- ◆ Decision Making
- ◆ Fundamentals of Organising
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- ◆ Forms of Organisation Structure
- ◆ Authority Responsibility Relationships
- ◆ Line and Staff Relationships
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- ◆ Delegation and Decentralisation
- ◆ Co-ordination
- ◆ **Conflict Management**
- ◆ **Staffing - Nature and Process**
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- ◆ Direction and Supervision
- ◆ Motivation
- ◆ Leadership
- ◆ Communication
- ◆ Control - Concept and Process
- ◆ Techniques of Control
- ◆ Organisational Change
- ◆ Corporate Culture
- ◆ Organisation Development
- ◆ Corporate Social Responsibility
- ◆ Corporate Governance
- ◆ Knowledge Management
- ◆ Learning Organisation



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- ◆ Evolution of Management Thought
- ◆ Fundamentals of Planning
- ◆ Decision Making
- ◆ Fundamentals of Organising
- ◆ Types of Organisation Structure
- ◆ Authority and Responsibility
- ◆ Delegation and Decentralisation
- ◆ Direction and Supervision
- ◆ Co-ordination
- ◆ Leadership
- ◆ Motivation
- ◆ Communication
- ◆ Fundamentals of Controlling
- ◆ Techniques of Control



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- ◆ E-commerce and M-Commerce
- ◆ Entrepreneurial Decisions in the Process of Setting up a Business Enterprise
- ◆ Forms of Business Organisation
- ◆ Small Business Enterprises
- ◆ Business Size and Location Decisions
- ◆ Plant Layout (Including Mass Production and Mass Customization)
- ◆ Productivity, Quality and Logistics
- ◆ Conceptual Framework of Financial Management
- ◆ Conceptual Framework of Marketing Management
- ◆ Conceptual Framework of Human Resource Management
- ◆ An overview of the Development of Management thought (Including Contemporary Approach to Management)
- ◆ Strategy Formulation and Growth Strategies
- ◆ Decision-Making
- ◆ Types of Organisations and Contemporary Organisational Formats
- ◆ Motivation
- ◆ Leadership
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- ◆ Basic Aspects of Controlling and Controlling Techniques
- ◆ Management of Strategic Change
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- ◆ Learning Organisation



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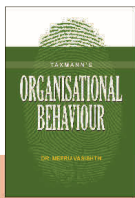
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YEAR OF PUBLICATION : 2012

Organisational Behaviour

- ◆ Organisational Behaviour Nature and Scope
- ◆ Organisational Behaviour Challenges and Opportunities
- ◆ Organisational Goals
- ◆ Individual Behaviour
- ◆ Personality
- ◆ Perception
- ◆ Individual Decision-Making
- ◆ Learning
- ◆ Motivation
- ◆ Interpersonal Behaviour
- ◆ Communication
- ◆ Leadership
- ◆ Group Dynamics
- ◆ Work Teams and Group Decision-Making
- ◆ **Conflict Management**
- ◆ Organisational Change
- ◆ Organisation Development
- ◆ Organisational Effectiveness
- ◆ Organisational Culture
- ◆ Power and Politics
- ◆ Quality of Work Life and Morale



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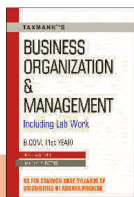
PAGES : 424

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YEAR OF PUBLICATION : 2012

Business Organisation & Management

- ◆ Nature of Business
- ◆ Scope of Business
- ◆ **Business Objectives (Profit Maximisation vs. Social Responsibilities of Business)**
- ◆ Entrepreneurship (Concept and Nature)
- ◆ Sources of Finance
- ◆ Forms of Business Organisations
- ◆ Choice of Form of Organisation
- ◆ Formation of a Company
- ◆ Management : Concept and Nature
- ◆ Management Theories
- ◆ Fundamentals of Planning
- ◆ Decision Making
- ◆ Leadership
- ◆ Fundamentals of Organising
- ◆ Types of Organisation Structure
- ◆ Authority and Responsibility
- ◆ Delegation and Decentralisation



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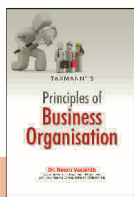
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PRICE INR : 245/(USD) :20

YEAR OF PUBLICATION : 2013

Principles of Business Organisation

- ◆ Nature of Business
- ◆ Scope of Business
- ◆ Business and Environment Interface
- ◆ **Business Objectives (Profit Maximisation v. Social Responsibilities of Business)**
- ◆ Entrepreneurship (Concept and Nature)
- ◆ Setting Up a Business Enterprise
- ◆ Formation of a Company
- ◆ Location of Business Enterprise
- ◆ Plant Layout and Business Size
- ◆ Forms of Business Organisations
- ◆ Choice of a Form of Organisation
- ◆ Business Combinations
- ◆ Financial Planning
- ◆ Sources of Finance
- ◆ Stock Exchange



Dr. Neeru Vashisht

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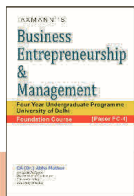
YEAR OF PUBLICATION : 2013

Business Entrepreneurship and Management

- ◆ Entrepreneurship
- ◆ Business
- ◆ Market and Society
- ◆ Management
- ◆ Case Study Method
- ◆ Films and Film Review
- ◆ Films - Analysis from Academic Perspective

Projects

- ◆ Women Entrepreneurs in India
- ◆ Dalit Entrepreneurs in India
- ◆ Corporate Social Responsibilities [CSR]



Abha Mathur

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YEAR OF PUBLICATION : 2013

Entrepreneurship

Unit I: Introduction

- ◆ Meaning, elements, determinants and importance of entrepreneurship and creative, behaviour, Entrepreneurship and creative response to the society' problems and at work

- ◆ Dimensions of entrepreneurship: intra-preneurship, techno-preneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, eco-preneurship, and social entrepreneur-ship, and Idea entrepreneurship

Unit II: Types of Business Entities

- ◆ Entrepreneurship - Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and Family Business in India

- ◆ The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution

Unit III: Entrepreneurial Sustainability

- ◆ Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation
- ◆ Role of Industries/Entrepreneur's Associations and Self-help Groups, the concept, role and functions of Business Incubators, Angel Investors, Venture Capital and Private Equity Fund

Unit IV: Business Plan Preparation

- ◆ Sources of business ideas and tests of feasibility, Significance of writing the business plan/project proposal, Contents of business plan/project proposal, Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions
- ◆ Business plans and project report

Unit V: Small Business Management

- ◆ Mobilizing resources for start-up, Accommodation and utilities, Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems



Abha Mathur

ISBN: 9789386635662

Pages: 364

Price INR: 375/(USD)15

Year of Publication 2017

Fundamentals of Entrepreneurship

Unit I: Introduction

- ◆ Meaning, elements, determinants and importance of entrepreneurship and creative, behaviour, Entrepreneurship and creative response to the society' problems and at work
- ◆ Dimensions of entrepreneurship: intra-preneurship, techno-preneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, eco-preneurship, and social entrepreneurship, and Idea entrepreneurship

Unit II: Types of Business Entities

- ◆ Entrepreneurship - Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and Family Business in India
- ◆ The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution

Unit III: Entrepreneurial Sustainability

- ◆ Public and private system of stimulation,

support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation

- ◆ Role of Industries/Entrepreneur's Associations and Self-help Groups, the concept, role and functions of Business Incubators, Angel Investors, Venture Capital and Private Equity Fund

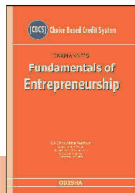
Unit IV: Business Plan Preparation

- ◆ Sources of business ideas and tests of feasibility, Significance of writing the business plan/project proposal, Contents of business plan/project proposal, Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions

- ◆ Business plans and project report

Unit V: Small Business Management

- ◆ Mobilizing resources for start-up, Accommodation and utilities, Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems



Abha Mathur

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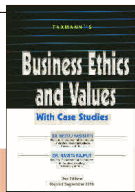
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Business Ethics & Values with Case Studies

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- ◆ Total Quality Management
- ◆ Stress Management
- ◆ Perspectives of Management
- ◆ Teaching Ethics
- ◆ Values in Management

- ◆ Personal Growth and Ancient Educational System
- ◆ Science and Human Values
- ◆ Values in Global Change - Indian Perspective
- ◆ Holistic Approach in Decision-Making
- ◆ Secular Versus Spiritual Values in Management
- ◆ Corporate Social Responsibility
- ◆ Corporate Governance



Dr. Neeru Vashist/Dr. Namita Rajput

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YEAR OF PUBLICATION : 2016

Business Communication and Organisation & Management

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- ◆ Types of Communication
- ◆ Listening : A Communication Tool
- ◆ Some Possible Barriers and Tips to Effective Communication
- ◆ Group Communication
- ◆ Meetings
- ◆ Internal Communication in an Organization
- ◆ Report, Proposal and Précis Writing
- ◆ Business Letters : Basics
- ◆ Different Kinds of Business Letters

- ◆ **Organisation & Management**
- ◆ Management : An Introduction
- ◆ Management : Theoretical Perspectives
- ◆ Decision Making
- ◆ Planning : Basic Managerial Activity
- ◆ Policy and Strategy : Special Plans
- ◆ Understanding Organizations
- ◆ Organization Structure
- ◆ Organization Environment, Culture and Social Responsibility
- ◆ Human Behaviour and Motivation
- ◆ Group Dynamics
- ◆ Managerial and Leadership Styles

- ◆ Controlling : The Ultimate Managerial Activity
- ◆ Appendix A - Management Case Studies



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- ◆ Corporate Governance—Meaning, Need and Issues
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- ◆ Corporate Governance and Social Responsibility
- ◆ Corporate Governance and Role of Board of Directors
- ◆ International Corporate Governance Practices
- ◆ Corporate Disclosure Practices and Investor Protection
- ◆ Value System and Values
- ◆ Teaching Ethics
- ◆ Teachings from Scriptures and Tradition

- ◆ Ethical issues and Market Systems
- ◆ Ethics and Social Responsibility
- ◆ Ethics and Functional areas of Business
- ◆ Ethical Theories and Approaches
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- ◆ Brand Building and Promotional Strategies

- ◆ Growth Strategies (Horizontal Organisation/Diversification)
- ◆ Logistics and Supply Chain Management



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YEAR OF PUBLICATION : 2010

Human Values and Professional Ethics

Division One : Value Education

- ◆ Value Education
- ◆ Self Exploration
- ◆ Human Aspirations
- ◆ Prosperity
- ◆ Happiness
- ◆ Living in Harmony

Division Two : Self Harmony

- ◆ Human Body
- ◆ Mind
- ◆ Intellect
- ◆ Self, Sukh, Suvridha, Sanyam and Swasthya
- ◆ Living in Self-Harmony

Division Three : Relationship Harmony

- ◆ Relationship Harmony

- ◆ Values in Human Relationship
- ◆ Family Harmony
- ◆ Societal Harmony
- ◆ Spiritual Harmony

Division Four : Cosmic Harmony

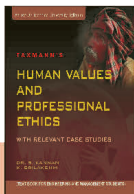
- ◆ Harmony in Nature
- ◆ Renewable Energy
- ◆ Bio-Diversity
- ◆ Interconnectedness

- ◆ Existence and Co-Existence
- ◆ Living in Holistic Harmony

Division Five : Holistic Harmony

- ◆ Human Values
- ◆ Professional Ethics

- ◆ Values and Code of Conduct
- ◆ Human Civilization and Humanistic Universal Order
- ◆ Eco-Friendly Technologies
- ◆ Holistic Models
- ◆ Individual and Societal Transformation



Dr. S. Kannan / K. Srilakshmi

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YEAR OF PUBLICATION : 2009

Strategic Management Text and Cases

Part One Text

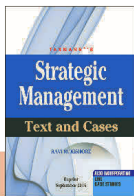
- ◆ Overview of Strategic Management
- ◆ External Environment Analysis
- ◆ Internal Organization Analysis
- ◆ Strategic Planning
- ◆ Strategy Formulation
- ◆ Organization Redesign
- ◆ Strategy Implementation and Control
- ◆ Social Responsibility, Corporate Governance and Synergy
- ◆ Business Portfolio Analysis
- ◆ Reaching Strategic Edge
- ◆ Marketing Management Strategies
- ◆ Financial Management Strategies
- ◆ Cost Management Strategies
- ◆ Operations Management Strategies
- ◆ Human Resources Management Strategies
- ◆ Risk Management Strategies

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- ◆ SWOT Analysis of Indian IT Sector
- ◆ SWOT Analysis of Bearings Manufacturer

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- ◆ Mission Statements
- ◆ Massive Growth of a Tiny Industry : V-Guard Industries Ltd.
- ◆ Role Model in Power Sector : National Thermal Power Corporation
- ◆ Fundamental Analysis : Allcargo Global Logistics Ltd.
- ◆ Company Analysis : Bharat Heavy Electricals Ltd.
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Ravi M. Kishore

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- ◆ Dimensions of Communication
- ◆ Channels of Communication : Formal vs. Informal
- ◆ Patterns of Communication or 'Communication Nets' in Organisations
- ◆ Means/Media of Communication : Importance of Verbalization or Use of Words
- ◆ A Look at Some Prominent Trade Names
- ◆ Verbal Communication : Oral
- ◆ Telephone Conversation
- ◆ Verbal Communication : Written
- ◆ Non-Verbal Communication : Kinesics or Body Language
- ◆ Non-Verbal Communication : Paralanguage or Paralinguistics
- ◆ Non-Verbal Communication : Proxemics or Space Language, Time Language & Surroundings
- ◆ Non-Verbal Communication : Sign Language - Visual and Audio Elements
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- ◆ Functions of Communication
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- ◆ Speeches : Prepared vs. Impromptu
- ◆ Communication and Customer Care/Customer Relations
- ◆ Business Etiquette
- ◆ Advertising
- ◆ Communication for Public Relations
- ◆ Corporate Communication
- ◆ Technology of Business Communication
- ◆ Ethics and Values in Business Communication
- ◆ Barriers and Breakdowns in Communication
- ◆ Guidelines for Effective Communication

Part 2 : English for Effective Business Communication

- ◆ Business English or English for Business?
- ◆ Tips for Clear Writing
- ◆ Tips for Persuasive Writing
- ◆ Avoiding Substandard Writing
- ◆ Punctuation
- ◆ English Spelling
- ◆ English Pronunciation
- ◆ Ways to Enrich Vocabulary
- ◆ Some Foreign Words and Phrases
- ◆ American English and Some Recent Additions to English Vocabulary

- ◆ Some Common Idioms and Phrases
- ◆ Abbreviations and Acronyms
- ◆ Numerals
- ◆ Documentation and Research Tools

Part 3 : The Art of Business Letter Writing

- ◆ Essentials of Effective Correspondence
- ◆ The Layout of a Business Letter
- ◆ Planning the Letter
- ◆ Kinds of Business Letter
- ◆ Enquiries and Replies
- ◆ Placing and Fulfilling Orders
- ◆ Complaints and Follow up
- ◆ Status Enquiries
- ◆ Collection or Dunning Letters
- ◆ Sales Letters or Offers
- ◆ Goodwill Letters, Greetings, etc.
- ◆ Circular Letters
- ◆ Applications for Employment
- ◆ Employment Related Correspondence (Other than Application)
- ◆ Correspondence of a Company Secretary
- ◆ Correspondence with Banks
- ◆ Import-Export Correspondence
- ◆ Insurance Correspondence
- ◆ Agency Correspondence
- ◆ Correspondence with Government Authorities

- ◆ Representations to Public Authorities, Trade Associations and Chambers of Commerce

Part 4 : Intra-Organisational Communication

- ◆ Memoranda
- ◆ Notices, Circulars and Orders
- ◆ Staff Suggestions and Complaints
- ◆ Correspondence with Regional/Branch Offices
- ◆ Agenda and Minutes
- ◆ Summarising or Precise Writing
- ◆ Report Writing-1
- ◆ Report Writing-2
- ◆ Proposal Writing
- ◆ Periodical Publications for Internal Circulation

Part 5 : External Communication

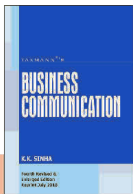
- ◆ Press Releases and Notices
- ◆ Invitations to tender and bid, auction notices, etc.
- ◆ Expression of Interest (EOI)
- ◆ Press Conferences, Exhibitions, Launches
- ◆ Magazines, Brochures, etc.

- ◆ Mailshots and Reply Coupons
- ◆ Advertisements for Senior Positions
- ◆ Telegram, Telex, Fax Messages, Cellphone SMS, Electronic Mail, Blog and Twitter
- ◆ Internet and E-Commerce
- ◆ Brands VIS-A-VIS Social Networking

Part 6 : Essay Writing

- ◆ Essay Writing
- ◆ Qualities of a Good Manager
- ◆ Economic Reforms and the Future of Indian Industry
- ◆ Role of Consultancy Organizations
- ◆ The Consumer Movement in India
- ◆ The Qualities of a Successful Entrepreneur
- ◆ Small Scale Industries
- ◆ Computers in Business
- ◆ Handling Customer Complaints
- ◆ Indian Tourism Industry
- ◆ The Uses and Abuses of Advertising
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- ◆ Science and Industry

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- ◆ Business Morality
- ◆ The Expanding Role of a Company Secretary
- ◆ The Quality of Life and Economic Development
- ◆ The Emergence of New Financial Institutions
- ◆ Media in Advertising
- ◆ Tackling the Problem of Unemployment
- ◆ Public Relations in India Today
- ◆ The Problem of Unaccounted Money



K.K. Sinha

ISBN : 9789387957633 PAGES : 608 PRICE INR : 625/(USD) :35 YEAR OF PUBLICATION : 2018

Fundamentals of Business Communication

Part One : Communication - A Brief Survey

- ◆ What is Communication ?
- ◆ Some Important Models of Communication
- ◆ Business Communication : Its Functions and Importance
- ◆ Dimensions or Directions of the Flow of Communication
- ◆ Formal and Informal Communication - Communication Networks and Grapevine Chains
- ◆ Verbal and non-Verbal Communication
- ◆ Principles of Effective Communication and the Seven C's of Communication
- ◆ Barriers to Communication
- ◆ Corporate Communication
- ◆ The Art of Listening and Silence
- ◆ Group Discussion, Conferences, Seminars and Workshops
- ◆ Presentations and Interviews
- ◆ Making Speeches

- ◆ Culture and Communication
- ◆ Some Important Concepts for Communication

Part Two : Business Letter Writing

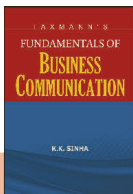
- ◆ Essentials of Effective Correspondence
- ◆ The Layout of a Business Letter
- ◆ Planning the Letter
- ◆ Kinds of Business Letters
- ◆ Enquiries and Replies
- ◆ Placing and Fulfilling Orders
- ◆ Complaints and Follow up
- ◆ Collection or Dunning Letters
- ◆ Sales Letters or Offers
- ◆ Circular Letters
- ◆ Applications for Employment
- ◆ Correspondence with Banks
- ◆ Insurance Correspondence
- ◆ Correspondence with Government Authorities

Part Three : Communication within the Organization

- ◆ Memoranda
- ◆ Notices, Circulars and Orders
- ◆ Agenda and Minutes
- ◆ Report Writing
- ◆ Proposal Writing

Part Four : Modes of Quick Transmission of Messages

- ◆ Technology of Business Communication
- ◆ Telegram, Telex, Fax Messages, Cellphone, SMS, Electronic Mail, Blog and Twitter



K.K. Sinha

ISBN : 9788171949884 PAGES : 368 PRICE INR : 295/(USD) :20 YEAR OF PUBLICATION : 2012

Technical Communication

Part 1 : Some Fundamental Concepts

- ◆ The Rudiments of Communication
- ◆ Salient Features of Technical Communication
- ◆ Visual Aids in Technical Communication
- ◆ Information Structuring in Technical Communication
- ◆ Importance and Objectives of Technical Communication
- ◆ Barriers and Breakdowns in Communication
- ◆ Guidelines for Effective Communication

Part 2 : English for Effective Technical Communication

- ◆ EST (English for Science and Technology) — A Distinct Variety of English
- ◆ A Rapid Review of English Grammar
- ◆ Avoiding Ungrammatical Writing
- ◆ Punctuation
- ◆ Ways to Enrich Vocabulary
- ◆ English Spelling
- ◆ A Look at the Emerging Lingo
- ◆ Numerals

Part 3 : Listening Skills for Technical Communication

- ◆ Importance of Listening
- ◆ Listening for Scientific/Technical Information and the Art of Note Taking
- ◆ Barriers to Listening and their Remedies

Part 4 : Speaking Skills for Technical Communication

- ◆ Production of Speech and the Sounds of English
- ◆ Effective Speaking
- ◆ Group Decision Making
- ◆ Presentations and Interviews

Part 5 : Reading Skills for Technical Communication

- ◆ The Importance, Nature and Functions of Reading
- ◆ Reading for Different Purposes (Other than Science and Technology)
- ◆ Reading Strategies for Scientific/Technical Materials
- ◆ The Art of note Making

Part 6 : Writing Skills for Technical Communication

- ◆ Technical Writing - An Overview
- ◆ Condensation/Summarising or Prices Writing
- ◆ Report Writing - 1
- ◆ Report Writing - 2
- ◆ Proposal Writing
- ◆ Invitations to Tender and BID, Auction Notices, etc.
- ◆ Telex, Fax, Cell Phone SMS, Electronic Mail, Blog and Twitter
- ◆ Documentation and Research Tools

Part 7 : Professional writing : business letters, memos, etc.

- ◆ Essentials of Effective Correspondence
- ◆ The Layout of a Business Letter
- ◆ Planning the Letter
- ◆ Kinds of Business Letter
- ◆ Enquiries and Replies
- ◆ Placing and Fulfilling Orders
- ◆ Complaints and Follow up
- ◆ Status Enquiries
- ◆ Collection or Dunning Letters
- ◆ Sales Letters or Offers
- ◆ Goodwill Letters, Greetings, etc.

- ◆ Circular Letters
 - ◆ Applications for Employment
 - ◆ Employment Related Correspondence (Other than Application)
 - ◆ Correspondence with Government Authorities
 - ◆ Memoranda
 - ◆ Notices, Circulars and Orders
- ## Part 8 : Essay/Article Writing
- ◆ Introduction
 - ◆ Guidelines for writing an essay
 - ◆ Qualities of a Good Manager
 - ◆ Role of Consultancy Organizations
 - ◆ The Qualities of a Successful Entrepreneur
 - ◆ Computers in Business
 - ◆ The uses and Abuses of Advertising
 - ◆ Multinationals in India
 - ◆ Science and Industry
 - ◆ Industrial Pollution
 - ◆ Business Morality
 - ◆ Media in Advertising



K.K. Sinha

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Governance Ethics and Social, Responsibility of Business

Unit I : Thinking Conceptually About Politics

- ◆ Liberty
- ◆ Equality
- ◆ Justice
- ◆ Rights and Recognition
- ◆ Domain of Politics and Ethics
- ◆ Democracy and Welfare State
- ◆ Market and Globalisation

Unit II : Approaches to Moral Reasoning

- ◆ Morality and Society

- ◆ Approaches to Moral Reasoning

Unit III : Ethics in Business

- ◆ Business Ethics
- ◆ Environment, Accountability and Responsibility
- ◆ Leadership
- ◆ Diversity
- ◆ Discrimination

Unit IV : Principles and Theories of Business Ethics

- ◆ Principles and Theories of Business Ethics

Unit V : Corporate Governance

- ◆ Conceptual Framework of Corporate Governance
- ◆ International Corporate Governance Practices
- ◆ Insider Trading
- ◆ Rating Agencies
- ◆ Whistle Blowing
- ◆ Corporate Disclosure Practices and Investor Protection

Unit VI : Major Corporate Scandals

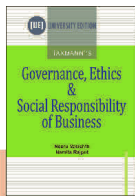
- ◆ Major Corporate Governance Failures

Unit VII : Codes and Standards on Corporate Governance

- ◆ Codes and Standards on Corporate Governance

Unit VIII : Corporate Social Responsibility

- ◆ Corporate Social Responsibility
- ◆ Corporate Governance and Social Responsibility
- ◆ ISO 26000



Dr. Neeru Vashisht /Dr. Namita Rajput

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Corporate Governance

Module 1 : Corporate Governance : Conceptual Framework

- ◆ Introduction
- ◆ Evolution and Structure of Joint Stock Companies
- ◆ Stakeholder Society Theory of Corporate Governance
- ◆ Enterprise Governance
- ◆ Corporate Governance Mechanisms
- ◆ Influence of Legal and Political Institutions on Corporate Governance
- ◆ Board of Directors' Responsibilities and Functioning
- ◆ Role, Responsibilities and Accountability of Independent Directors
- ◆ Corporate Financial Reporting
- ◆ Auditor Independence
- ◆ Committees of the Board
- ◆ Corporate Governance Through Disclosures
- ◆ Role of Institutional Investors in Corporate Governance
- ◆ Cases of Corporate Governance Failures

Module 2 : Indian Corporate Sector

- ◆ Colonialism and the Emergence of a Corporate Sector in India
- ◆ Broad Contours of Growth and Transformation of the Indian

- ◆ Changes Among Stabilities: The Indian Private Corporate Sector, 1947-1991
- ◆ Liberalization and the Indian Corporate Sector

Module 3 : Indian Regulatory Environment

- ◆ Foreign Direct Investment
- ◆ External Commercial Borrowing
- ◆ Contract Law
- ◆ Competition Law
- ◆ Company Law
- ◆ SEBI Legislation

Module 4 : International Corporate Governance

- ◆ Models of Corporate Governance
- ◆ Corporate Governance in the USA
- ◆ Corporate Governance in the UK
- ◆ Corporate Governance in Germany
- ◆ Corporate Governance in Japan
- ◆ Corporate Governance in South Korea
- ◆ OECD Principles of Corporate Governance

Module 5 : Responsible Business

- ◆ What is "Responsible Business", the Evolution of Companies as Good Corporate Citizens Societal Expectations From Companies
- ◆ Role of Regulation in Providing a Thrust to CSR as a Corporate Agenda

- ◆ Adoption of CSR as a Corporate Agenda among Indian Corporate Houses and PSES
- ◆ Responsible Business Strategies Policies and Practices

Small & Medium Enterprises and Responsible Business

- ◆ Business Ethics
- ◆ Sustainability Reporting - The Indian Legislative Environment, GRI and Other Reporting Frameworks
- ◆ Reporting Frameworks
- ◆ Partnering in CSR : Selection of Organisations
- ◆ Creating a Focused CR Team - Some Tips
- ◆ Impact Assessment and Related Methodologies
- ◆ Case Study



IICA

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YEAR OF PUBLICATION : 2015

Business Organisation and Management

- ◆ Spectrum of Business Activities
- ◆ Manufacturing and Service Sectors
- ◆ Liberalisation and Globalisation
- ◆ Technological Innovation, Skill Development & Make in India Movement
- ◆ Multinational Corporations and Indian Transnational Corporations
- ◆ Social Responsibilities and Ethics

- ◆ Emerging Opportunities in Business : Franchising, Business Process Outsourcing & E-Commerce
- ◆ Forms of Business
- ◆ Entrepreneurial Process & Setting up a Business Unit
- ◆ Planning, Decision Making & Strategy Formulation
- ◆ Organisation

- ◆ Departmentation
- ◆ Types of Organisation Structures
- ◆ Delegation and Decentralisation of Authority
- ◆ Dynamics of Group Behaviour
- ◆ Leadership
- ◆ Motivation
- ◆ Communication

- ◆ Control
- ◆ Management of Change
- ◆ **Management of Conflict**
- ◆ Emerging Issues and Challenges in Management

- ◆ Marketing Management
- ◆ Financial Management
- ◆ Human Resource Management



V.S.P Rao

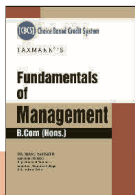
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Fundamentals of Management

- ◆ Management : Concept and Nature
- ◆ Co-Ordination
- ◆ Evolution of Management Thought
- ◆ Contemporary Management theories
- ◆ Management by Objectives
- ◆ Trends and Challenges of Management
- ◆ Planning Function
- ◆ Strategic Planning
- ◆ Business Environment (Environmental Analysis and Diagnosis)
- ◆ Decision Making
- ◆ Organising Function

- ◆ Authority Responsibility Relationships
- ◆ Delegation and Decentralisation
- ◆ Formal and Informal Organisations
- ◆ Types of Organisation Structure
- ◆ Staffing : Nature and Process
- ◆ Recruitment and Selection
- ◆ Orientation, Training and Development
- ◆ Career Development and Performance Appraisal
- ◆ Motivation
- ◆ Leadership
- ◆ Communication

- ◆ Control - Concept and Process
- ◆ Techniques of Control



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Management Principles & Applications

- ◆ **Management : Concept & Functions**
- ◆ Co-ordination
- ◆ Evolution of Management Thought
- ◆ Management by Objectives, Reengineering & Five Forces Analysis
- ◆ Learning Organisation & Fortune at the Bottom of the Pyramid
- ◆ **Management: Challenges & Emerging Issues**
- ◆ Types of Plans & Strategic Planning
- ◆ Growth Strategies
- ◆ Environment: Concept & Components
- ◆ Environmental Analysis & Diagnosis
- ◆ Decision Making: Concept & Approaches

- ◆ Techniques of Decision Making
- ◆ **Organising: Concept, Process & Principles**
- ◆ Span of Management
- ◆ Delegation and Decentralisation of Authority
- ◆ Formal and Informal Organisations
- ◆ Types of Organisation Structure
- ◆ Staffing: Recruitment, Selection & Orientation
- ◆ Training & Development
- ◆ Career Development & Performance Appraisal
- ◆ Motivation: Concept & Theories
- ◆ Leadership: Concept, Theories & Approaches

- ◆ Communication
- ◆ Control: Concept, Process & Techniques



V.S.P Rao

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Business Correspondence & Reporting

Part I : Communication

- ◆ Nature, Process and Types of Communication
- ◆ Barriers and Principles of Communication

Part II : Sentence Types and Word Power

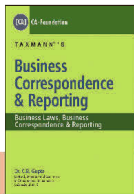
- ◆ Sentence-Structure and Types
- ◆ Direct and Indirect speech
- ◆ Active and passive voice
- ◆ Vocabulary Building

Part III : Comprehension Passages and Note Making

- ◆ Comprehension of unseen passages
- ◆ Note Making

Part IV : Developing Writing Skills

- ◆ Basics of writing
- ◆ Precise writing
- ◆ Article writing
- ◆ Report writing
- ◆ Writing Formal Letters
- ◆ Writing Formal E-Mails
- ◆ Resume Writing
- ◆ Business Meetings



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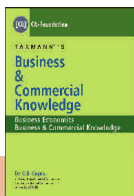
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Business & Commercial Knowledge

- ◆ Introduction to Business
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- ◆ Perception
- ◆ Values and Attitudes
- ◆ Group Decision Making
- ◆ Communication & Feedback

- ◆ Transactional Analysis
- ◆ Motivation
- ◆ Leadership
- ◆ Power and Politics in Organisations
- ◆ Conflict
- ◆ Organizational Culture and Climate
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- ◆ Organizational Development
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- ◆ Job Stress

- ◆ Motivation and Employee Retention

- ◆ Counselling, Coaching and Mentoring

- ◆ Life and Work in the New Millennium

Division 9 : Human Resource Accounting and Information Technology

- ◆ Electronic Human Resource Management (E-HRM)

- ◆ Human Resource Accounting and HR Score Card

- ◆ Human Resource Audit and Personnel Research

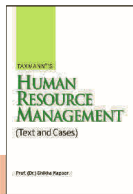
- ◆ Human Resource Measurements

Division 10 : International HRM and Emerging Issues

- ◆ International Human Resource Management

- ◆ HR in the New Millennium

- ◆ CSR and Sustainability



Dr. Shikha Kapoor

Human Resource Management

Unit I : Introduction

- ◆ Human Resource Management
- ◆ Challenges of Human Resource Manager

Unit II : Acquisition of Human Resource

- ◆ Human Resource Acquisition
- ◆ Recruitment and Selection
- ◆ Placement, Induction and Socialization

Unit III : Training and Development

- ◆ Training and Development

- ◆ Management Development

Unit IV : Performance Appraisal

- ◆ Performance Appraisal
- ◆ Employee Counselling
- ◆ Transfers and Promotions

Unit V : Compensation and Maintenance

- ◆ Compensation
- ◆ Employee Stock Option Plan (ESOP)
- ◆ Maintenance

- ◆ Welfare and Social Security

- ◆ Grievance Handling



Dr. Sunaina Sardana

Human Resource Management

Unit I : Introduction to Human Resource Management

- ◆ Nature and Scope of Human Resource Management
- ◆ Challenges in Human Resource Management

Unit II : Acquisition of Human Resource

- ◆ Human Resource Planning and Job Analysis
- ◆ Recruitment and Selection

Unit III : Training and Development

- ◆ Employees Training
- ◆ Executive Development Program

Unit IV : Performance Appraisal

- ◆ Performance Appraisal System
- ◆ Employee Counselling and Job Changes

Unit V : Compensation and Maintenance

- ◆ Employees Compensation
- ◆ Pay for Performance Compensation
- ◆ Maintenance of Employees
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Dr. Neeru Kapoor

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Human Resource Management

Unit 1 : Human Resource Management

- ◆ HRM : Concept, Functions, Roles & Competencies
- ◆ HR Policies & Evolution of HRM
- ◆ Emerging Challenges : Empowerment and Diversity
- ◆ Downsizing, VRS and Work-life Balance

Unit 2 : Acquisition of Human Resource

- ◆ Human Resource Planning (HRP)
- ◆ Job Analysis
- ◆ Recruitment
- ◆ Selection
- ◆ Placement, Induction & Retention

Unit 3 : Training & Development

- ◆ Training: Concept & Importance
- ◆ Training & Development Methods

Unit 4 : Performance Appraisal & Compensation Management

- ◆ Performance & Potential Appraisal
- ◆ Employee Counselling
- ◆ Job Changes : Transfers and Promotions
- ◆ Compensation, Fringe Benefits & Pay Band Compensation System
- ◆ Incentives and Performance Linked Compensation
- ◆ Job Evaluation

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- ◆ Employee Health, Safety, Welfare and Social Security
- ◆ Employer—Employee Relations & Industrial Disputes
- ◆ Grievance Handling and Redressal

- ◆ E-HRM, HRIS & HR Audit



V.S.P. Rao

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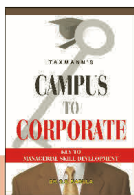
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Campus to Corporate

- ◆ Believe in Yourself
- ◆ Sense of Dressing
- ◆ Building Blocks to Success
- ◆ Developing a Pleasing Personality
- ◆ Time Management
- ◆ Building Bonds - Just Three Words
- ◆ Communication Skills - The Weak Spot
- ◆ Etiquette and Manners
- ◆ Presentation Skills
- ◆ Resume Writing

- ◆ Making Positive Attitude a Way of Life
- ◆ Group Discussion, Aptitude & Reasoning Test
- ◆ Facing an Interview
- ◆ Boss Management - Difficult Boss can be Handled with Ease!
- ◆ Facing Ethical Challenges
- ◆ Success - (Winning Strategies)



DR. S.S. Narula

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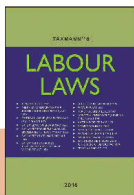
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Labour Laws

- ◆ Guide to Labour Laws
- ◆ Apprentices Act, 1961
- ◆ Child and Adolescent Labour (Prohibition and Regulation) Act, 1986
- ◆ Contract Labour (Regulation and Abolition) Act, 1970
- ◆ Employee's Compensation Act, 1923
- ◆ Employees' Provident Funds and Miscellaneous Provisions Act, 1952
- ◆ Employees' State Insurance Act, 1948
- ◆ Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959
- ◆ Equal Remuneration Act, 1976
- ◆ Factories Act, 1948
- ◆ Industrial Disputes Act, 1947
- ◆ Industrial Employment (Standing Orders) Act, 1946
- ◆ Industrial Tribunals
- ◆ Labour Laws (Simplification of Procedure for Furnishing Returns and Maintaining Registers by Certain Establishments) Act, 1988
- ◆ Maternity Benefit Act, 1961
- ◆ Minimum Wages Act, 1948
- ◆ Payment of Bonus Act, 1965
- ◆ Payment of Gratuity Act, 1972
- ◆ Payment of Wages Act, 1936

- ◆ Sales Promotion Employees (Conditions of Service) Act, 1976
- ◆ Trade Unions Act, 1926



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Fundamentals of Human Resource Management

- ◆ Human Resource Management Concept and Nature
- ◆ Emerging Challenges of Human Resource Management
- ◆ Human Resource Planning
- ◆ Recruitment and Selection
- ◆ Placement and Induction
- ◆ Training
- ◆ Management Development and Career Development
- ◆ Performance Appraisal
- ◆ Employee Counselling
- ◆ Job Changes Transfers and Promotions
- ◆ Compensation
- ◆ Employee Health and Safety
- ◆ Employee Welfare and Social Security
- ◆ Employer-Employee Relations (Industrial Relations)
- ◆ Grievance Handling and Redressal



Neeru Vashishth/Vibhuti Vashishth

ISBN : 9789386635686

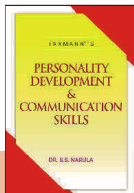
PAGES : 260

PRICE INR : 250/(USD) :15

YEAR OF PUBLICATION : 2017

Personality Development & Communication Skills

- ◆ Believe in Yourself
- ◆ Sense of Dressing
- ◆ Building Blocks to Success
- ◆ Developing a Pleasing Personality
- ◆ Time Management
- ◆ Building Bonds - Just Three Words
- ◆ Communication Skills : The Weak Spot
- ◆ Etiquette and Manners
- ◆ Presentation Skills
- ◆ Resume Writing
- ◆ Making Positive Attitude a Way of Life
- ◆ Group Discussion, Aptitude & Reasoning Test
- ◆ Facing an Interview
- ◆ Boss Management - Difficult Boss can be Handled with Ease!
- ◆ Facing Ethical Challenges
- ◆ Success - (Winning Strategies)



Dr. S.S. Narula

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Retail/Marketing

Mall Management with Case Studies

- ◆ Retailing and Global Overview
- ◆ Introduction to Malls
- ◆ Pre-Development Process : Site Selection
- ◆ How to Understand and Review a Commercial Lease
- ◆ Introduction and Concept of Tenant Mix
- ◆ Introduction to Marketing & Marketing Planning
- ◆ Maintenance Management - A Learning Glimpse
- ◆ What is Entertainment in Shopping
- ◆ Shopping Centres : Macro-Economic View



Abhijit Das

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Advertising : Planning and Decision Making

- ◆ Introduction to Advertising
- ◆ Marketing Communication
- ◆ Integrated Marketing Communication (IMC)
- ◆ Advertising - Its Meaning, Nature and Importance
- ◆ Types of Advertising
- ◆ Identification of Target Audience
- ◆ Advertising Objectives
- ◆ Setting of Advertising Budget
- ◆ Message Development
- ◆ Message Execution
- ◆ Media Decision
- ◆ Media Types
- ◆ Advertising Agency
- ◆ Evaluating Advertising Effectiveness
- ◆ Ethical and Legal Aspects of Advertising
- ◆ Subject Index



Kavita Sharma

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YEAR OF PUBLICATION : 2011

Marketing Management

- ◆ Introduction
- ◆ Marketing Environment and Marketing-Mix
- ◆ Market Segmentation
- ◆ Consumer Behaviour
- ◆ Marketing Organisation and Planning
- ◆ Marketing Information System
- ◆ Marketing Research
- ◆ Product Decisions
- ◆ Product-Related Decisions and Strategies
- ◆ Pricing Decisions
- ◆ Channels of Distribution Decisions
- ◆ Marketing Communication
- ◆ Promotion Decisions - I
- ◆ Promotion Decisions - II



Priyanka Gite

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PAGES : 348

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YEAR OF PUBLICATION : 2013

Principles of Marketing

Unit I : Introduction to Marketing

- ◆ Basics of Marketing
- ◆ Marketing Environment
- ◆ Consumer Behaviour

Unit II : Marketing Mix - Product Decisions

- ◆ Market Selection: Segmentation, Targeting and Positioning
- ◆ Product Decisions
- ◆ New Product Development

Unit III : Marketing Mix - Pricing and Promotion Decisions

- ◆ Pricing Decisions
- ◆ Promotion Decisions

Unit IV

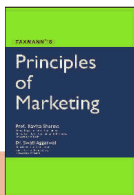
Marketing Mix - Distribution Channel Decisions

- ◆ Distribution Decisions
- ◆ Retailing

Unit V

Development and Issues in Marketing

- ◆ Services Marketing
- ◆ Relationship Marketing
- ◆ Contemporary Issues in Marketing



Kavita Sharma/Swati Aggarwal

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PAGES : 292

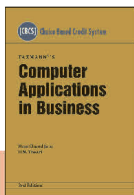
PRICE INR : 295/(USD) : 15

YEAR OF PUBLICATION : 2018

Computers/Information Technology

Computer Applications in Business

- ◆ Basic Computer Concepts
- ◆ Introduction to Networking
- ◆ Microsoft Word 2010
- ◆ Basics of Power Point
- ◆ MS Excel 2010
- ◆ Excel Functions
- ◆ Decision Making with Excel
- ◆ Excel Projects
- ◆ Computer Aided Audit Techniques (CAAT)
- ◆ Introduction to Database System
- ◆ Managing Databases Using MS Access
- ◆ Mail Merge



H.C Jain/H.N. Tiwari

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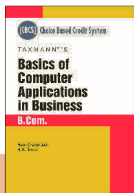
PAGES : 608

PRICE INR : 495/(USD): 30

YEAR OF PUBLICATION : 2017

Basics of Computer Applications in Business

- ◆ Basic Computer Concepts
- ◆ Introduction to Networking
- ◆ Microsoft Word 2010
- ◆ Basics of Power Point
- ◆ MS Excel 2010
- ◆ Excel Functions
- ◆ Decision Making with Excel 2010
- ◆ Excel Projects
- ◆ Introduction to Database System
- ◆ DBMS Using MS Access 2010
- ◆ Mail Merge



H.C. Jain/H.N. Tiwari

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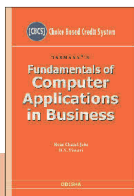
PAGES : 516

PRICE INR : 495/(USD): 30

YEAR OF PUBLICATION : 2017

Fundamentals of Computer Applications in Business

- ◆ Microsoft Word : Document Creation
- ◆ Basics of Powerpoint
- ◆ Introduction to MS Excel
- ◆ Excel Functions
- ◆ Decision Making with Excel
- ◆ Excel Projects
- ◆ Managing Databases Using MS Access
- ◆ Mail Merge



H.C Jain/H.N Tiwari

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PAGES : 468

PRICE INR : 395/(USD): 30

YEAR OF PUBLICATION : 2018

Computer Applications in Business

Unit I : Introduction

- ◆ Introduction to Computers: An Overview
- ◆ Operating Systems

Unit II : Introduction to Essential Tools

- ◆ Word: Text Processing System
- ◆ Power Point Presentation

Unit III : Spreadsheet for Data Analysis and Reporting

- ◆ Spreadsheets
- ◆ Spreadsheet and Applications

Unit IV : Database Design for Business Applications

- ◆ Introduction to Database
- ◆ SQL and Information Retrieval
- ◆ DBMS Software

Unit V : CAAT Tools

- ◆ Computer Aided Auditing Techniques



S.K. Sharma/Mansi Bansal

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PAGES : 484

PRICE INR : 495/(USD): 30

YEAR OF PUBLICATION : 2018

Information Technology

- ◆ Introduction to Computers
- ◆ Basic Computer Organization
- ◆ Classification of Digital Computers
- ◆ Data Representation: Computer Arithmetic and Codes
- ◆ PC Components, Features and System Design
- ◆ Input-Output Devices
- ◆ Secondary Storage Devices
- ◆ Computer Applications
- ◆ Computer Software
- ◆ Communication and Information Systems
- ◆ Computer Processing Techniques
- ◆ Database Management System
- ◆ Data Communication
- ◆ Introduction to Internet
- ◆ E-Commerce: An Introduction
- ◆ Computer System Security and Data Protection
- ◆ Word Processing - MS Word
- ◆ Microsoft Excel
- ◆ Business Project Management and Presentation Tools with Power Point



Dr. Sushila Madan

ISBN : 9788184782578

PAGES : 504

PRICE INR : 395/(USD): 30

YEAR OF PUBLICATION : 2015

Fundamentals of Information Technology

Unit 1 : Introduction to Computers

- ◆ Introduction to Computers
- ◆ Memory Storage Unit
- ◆ Input and Output Devices
- ◆ IT Enabled Services (ITES)
- ◆ Computer Network
- ◆ Modern Communication Methods

Unit 2 : Operating System and Windows

- ◆ Operating System
- ◆ Disk Operating System (DOS)
- ◆ Virus
- ◆ Windows - Basics
- ◆ Accessories available in Windows XP

Unit 3 : MS Office I

- ◆ Introduction Word Processing

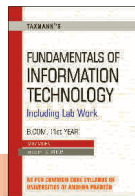
- ◆ Editing Word Document
- ◆ Formatting in MS Word
- ◆ Document Proofing
- ◆ More on MS Word
- ◆ Creating a Mail Merge Document
- ◆ MS Excel
- ◆ Functions in MS Excel
- ◆ Excel 3 Charts
- ◆ Excel 4 Some Concepts
- ◆ Microsoft Office Access 2003

Unit 4 : MS Office II

- ◆ MS PowerPoint - Presentation Software
- ◆ MS PowerPoint - Presentation through Design Template
- ◆ Multi-media System

Unit 5 : Internet & E-Commerce

- ◆ Internet
- ◆ E-commerce
- ◆ Online Payments



Dr. Rajiv Midha/S. Brinda

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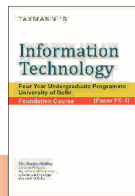
PRICE INR : 195/(USD): 15

YEAR OF PUBLICATION : 2013

Information Technology

- ◆ Information Technology (IT) & Society
- ◆ Information Handling
- ◆ Introduction Word Processing
- ◆ MS PowerPoint - Presentation Software

- ◆ Internet, Security & Legal Aspects
- ◆ Library and Information Resource Centres



Dr. Rajiv Midha

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PAGES : 288

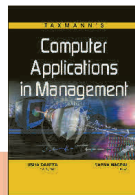
PRICE INR : 195/(USD): 13

YEAR OF PUBLICATION : 2013

Computer Applications in Management

- ◆ Evolution of Computers
- ◆ Computer Fundamental
- ◆ Number System
- ◆ Input and Output Devices
- ◆ Memory Organisation
- ◆ Operating System
- ◆ Computer Networks
- ◆ Wireless Networks
- ◆ Virus and Firewall
- ◆ Computer Applications using Internet

- ◆ Other Internet Services
- ◆ Information Technology Applications
- ◆ Multimedia and its Applications
- ◆ Introduction to Adobe Photoshop
- ◆ Answers of Multiple Choice Questions



Usha Dahiya/Sapna Nagpal

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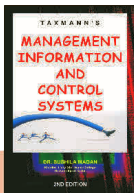
PAGES : 232

PRICE INR : 175/(USD): 15

YEAR OF PUBLICATION : 2009

Management Information and Control Systems

- ◆ Basic Concepts of Systems
- ◆ Transaction Processing System
- ◆ Basic concepts of MIS
- ◆ System Approach and Decision-Making
- ◆ Decision Support and Executive Information System
- ◆ Enabling Technologies
- ◆ Systems Development Process
- ◆ Systems Design
- ◆ System's Acquisition, Software Development and Testing
- ◆ Systems Implementation, Maintenance and Evaluation
- ◆ Design of Computerised Commercial Applications
- ◆ Enterprise Resource Planning - Re-designing Business
- ◆ Controls in EDP Set-up - General Controls
- ◆ Controls in EDP Set-up - Application Controls
- ◆ Computer Frauds
- ◆ Cyber Laws and Information Technology Act, 2000
- ◆ Audit of Information Systems
- ◆ Information Security
- ◆ Use of Simple Case Tools, Analysis of Financial Statements using Digital Technology
- ◆ Glossary



Dr. Sushila Madan

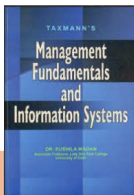
PAGES : 739

PRICE INR : 375/(USD) : 30

YEAR OF PUBLICATION : 2008

Management Fundamentals & Information Systems

- ◆ Concepts of Management
- ◆ Functions of Management
- ◆ Information System Concepts
- ◆ Functional Information Systems
- ◆ Transaction Processing System
- ◆ Management Information Systems
- ◆ Decision Support System
- ◆ Expert Systems
- ◆ Executive Information Systems
- ◆ Office Automation System and virtual office
- ◆ Enterprise Business Systems
- ◆ Systems Development Process
- ◆ System's Acquisition, Testing, Implementation and System Maintenance
- ◆ Computer Frauds
- ◆ Information System Security
- ◆ Information System Control Techniques



Dr. Sushila Madan

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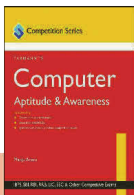
PAGES : 472

PRICE INR : 395/(USD) : 20

YEAR OF PUBLICATION : 2011

Computer Aptitude & Awareness

- ◆ Basic Computer and Evolution of Computer
- ◆ Hardware
- ◆ Software
- ◆ Memory
- ◆ Networking/Data Communication
- ◆ Internet
- ◆ Internet Security & Virus
- ◆ MS Office
- ◆ DBMS
- ◆ Language
- ◆ Data Representation & Number System
- ◆ Logic Gate
- ◆ History & Generation
- ◆ Data Flow Diagram (DFD)
- ◆ Computer Terms Glossary
- ◆ File Extension
- ◆ Question Bank



Manju Arora

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PRICE INR : 195/(USD) : 15

YEAR OF PUBLICATION : 2017

Research Methodology

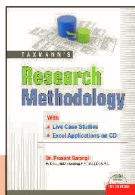
Part I : Fundamentals of Research

- ◆ Basic Concepts of Research
- ◆ Formulation of Research Problems and Steps of Research
- ◆ Research Design and Formulation of Hypothesis
- ◆ Sampling Methods and Techniques
- ◆ Properties of Data Collection and Measurement
- ◆ Methods of Primary Data Collection
- ◆ Visual Display AID
- ◆ Presentation of the Results

Part II : Fundamentals of Mathematics and Statistics

- ◆ Measures of Central Tendency

- ◆ Measures of Dispersion
 - ◆ Introduction to Matrix Algebra
 - ◆ Fundamentals of Probability Theory
- Part III : Basic Concepts of Multivariate Analysis & Econometrics**
- ◆ Introduction to Multivariate Analysis
 - ◆ Introduction to Correlation and Regression Analysis
 - ◆ Introducing Microsoft Excel
- Part IV : Case Studies on Management and Social Sciences**
- ◆ Case Studies on Management and Social Sciences

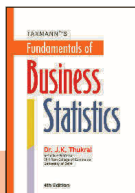


Dr. Prashant Sarangi

ISBN : 9788171947379 PAGES : 476 PRICE INR : 475/(USD): 30 YEAR OF PUBLICATION : 2010

Fundamentals of Business Statistics

- ◆ Introduction to Statistics
- ◆ Organizing Statistical Data
- ◆ Measures of Central Tendency
- ◆ Measures of Dispersion
- ◆ Moments, Skewness and Kurtosis
- ◆ Probability Concepts
- ◆ Discrete Probability Distributions
- ◆ Normal Distribution
- ◆ Decision Theory
- ◆ Simple Linear Correlation
- ◆ Simple Linear Regression
- ◆ Index Numbers
- ◆ Time Series
- ◆ Sampling and Sampling Distributions
- ◆ Theory of Estimation



Dr. J.K. Thukral

ISBN : 9789386189035 PAGES : 884 PRICE INR : 695 / (USD): 35 YEAR OF PUBLICATION : 2016

Business Mathematics and Statistics

Part I

Business Mathematics

Unit I : Matrices

- ◆ Matrices and Determinants
- ◆ Applications of Matrices and Determinants

Unit II : Calculus-I

- ◆ Limits, Continuity and Differentiation
- ◆ Application of Differentiation

Unit III : Calculus-II

- ◆ Partial Differentiation
- ◆ Applications of Partial Differentiation
- ◆ Integration
- ◆ Application of Integration

Unit IV : Mathematics of Finance

- ◆ Mathematics of Finance

Part II

Business Statistics

Unit I : Analysis of UNI-Variate Data

- ◆ Measures of Central Tendency
- ◆ Measures of Variation
- ◆ Measures of Skewness and Kurtosis

Unit II : Analysis of BI-Variate Data

- ◆ Correlation Analysis
- ◆ Regression Analysis

Unit III : Analysis of Time Series and Forecasting

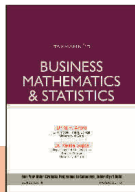
- ◆ Analysis of Time Series and Forecasting

Unit IV : Probability Distributions

- ◆ Theory of Probability
- ◆ Probability Distributions

Unit V : Sampling Concepts, Sampling Distributions and Estimation

- ◆ Sampling and Sampling Distributions
- ◆ Theory of Estimation
- ◆ Tables
- ◆ Amount of an Annuity

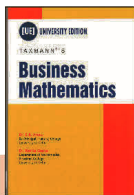


Dr. S.R. Arora/Dr. Kavita Gupta

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Business Mathematics

- ◆ Matrices and Determinants
- ◆ Applications of Matrices and Determinants
- ◆ Functions, Limits and Continuity
- ◆ Differentiation
- ◆ Application of Differentiation
- ◆ Partial Differentiation
- ◆ Applications of Partial Differentiation
- ◆ Integration
- ◆ Application of Integration
- ◆ Mathematics of Finance
- ◆ Linear Programming Problem-I
- ◆ Linear Programming Problem - II
- ◆ Transportation and Assignment Problems



Dr. S.R. Arora/Kavita Gupta

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YEAR OF PUBLICATION : 2015

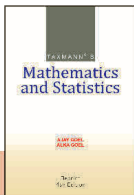
Mathematics & Statistics

Mathematics

- ◆ Permutations and Combinations
- ◆ Sequences and Series
- ◆ Matrices
- ◆ Functions
- ◆ Graphs of Linear Inequalities
- ◆ Differentiation
- ◆ Applications of Derivatives
- ◆ Integration and Its Applications
- ◆ Mathematics of Finance

Statistics

- ◆ Collection, Classification and Presentation of Data
- ◆ Measures of Central Tendency
- ◆ Measures of Dispersion
- ◆ Correlation and Regression
- ◆ Probability
- ◆ Probability Distributions
- ◆ Sampling and Estimation
- ◆ Time Series and Forecasting
- ◆ Index Numbers



Ajay Goel/Alka Goel

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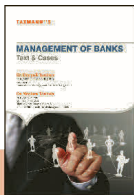
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YEAR OF PUBLICATION : 2014

Banking & Insurance And Securities Markets

Management of Banks

- ◆ Overview of Indian Banking System
- ◆ Challenges and Opportunities Faced by Indian Banking Industry
- ◆ Negotiable Instruments Act, 1881
- ◆ Bank Financial Statements and Asset Liability Management
- ◆ Profitability of Commercial Banks
- ◆ Customer Relationship Management (CRM) in Banks
- ◆ Retail Banking
- ◆ Technology and HI-Tech Banking E-Payments
- ◆ Risk Management in Banks
- ◆ Non-Performing Asset Management for Better Banking
- ◆ International Banking



Deepak Tondon/Neelam Tondon

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YEAR OF PUBLICATION : 2015

Bank Financial Management

- ◆ Introduction to Bank Financial Management
- ◆ Interest Rate Risk Management
- ◆ Credit risk
- ◆ Liquidity Management in Banks
- ◆ Derivatives
- ◆ Profitability of Banks
- ◆ Bank Capital and Stock Valuation
- ◆ Appendix



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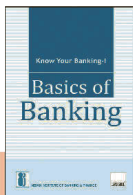
PAGES : 408

PRICE INR : 225/(USD): 15

YEAR OF PUBLICATION : 2004

Basics of Banking

- ◆ Introduction to Banking
- ◆ Banking Regulation
- ◆ Bank-Customer Relationship
- ◆ Types of Customers and their Accounts
- ◆ Deposit Accounts
- ◆ Negotiable Instruments and Related Matters
- ◆ Loans/Advances
- ◆ Fee-Based Banking Services
- ◆ Electronic Banking
- ◆ Basics of Accounting
- ◆ Marketing of Bank Products
- ◆ Know Your Customer (KYC)
- ◆ Role of DSA/DMA in Marketing Bank Products



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- ◆ An Introduction to Financial System
- ◆ Money Markets
- ◆ Capital Markets Instruments
- ◆ Indian Debt Markets
- ◆ Primary Markets
- ◆ Secondary Markets
- ◆ SEBI and Investor Protection
- ◆ Financial Institutions
- ◆ Commercial Banking
- ◆ Development Financial Institutions
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- ◆ Non-Banking Finance Companies



Vinod Kumar/Atul Gupta/Manmeet Kaur

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YEAR OF PUBLICATION : 2017

Financial Markets Institutions & Financial Services

- ◆ An Introduction to Financial System
- ◆ Money Markets
- ◆ Capital Markets Instruments
- ◆ Indian Debt Markets
- ◆ Primary Markets
- ◆ Secondary Markets
- ◆ SEBI and Investor Protection
- ◆ Financial Institutions
- ◆ Commercial Banking
- ◆ Development Financial Institutions
- ◆ Life and non-Life Insurance Companies in India
- ◆ Mutual Funds
- ◆ Non-Banking Finance Companies
- ◆ Overview of Financial Services Industry
- ◆ Merchant Banking
- ◆ Leasing and Hire Purchase
- ◆ Venture Capital and Factoring Services
- ◆ Credit Rating
- ◆ Consumer and Housing Finance
- ◆ Letter of Credit and Bank Guarantee
- ◆ Financial Counselling and Portfolio Management Services



Vinod Kumar/ Atul Gupta/ Manmeet Kaur

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YEAR OF PUBLICATION : 2017

Managing and Marketing of Financial Services

- ◆ Strategic Business Planning
- ◆ Marketing - The Starting Point
- ◆ Marketing - Segmentation and Product Development
- ◆ Marketing - Communications
- ◆ Marketing - Distribution and Pricing
- ◆ Organisational Behaviour and Human Resource Management
- ◆ Communication
- ◆ Conflict Resolution
- ◆ Team Leadership



IIBF

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Treasury, Investment and Risk Management

Paper I: Treasury & Investment Management

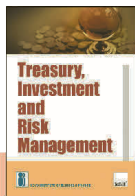
- ◆ Financial Markets
- ◆ Money Market
- ◆ Capital Market
- ◆ Foreign Exchange (FX) Markets
- ◆ DEBT Markets and Fixed Income Securities
- ◆ Interest Rate Quotations and Market Terminology
- ◆ Derivatives - An Overview
- ◆ Treasury Management
- ◆ Liquidity Management

- ◆ Risk Analysis and Control
- ◆ Front Office/Mid Office/Back Office
- ◆ Regulations, Supervision and Compliance of Treasury Operations
- ◆ Role of Information Technology in Treasury Management

Paper II : Risk Management

- ◆ Introduction to Risk Management
- ◆ Risk Management Process
- ◆ Setting up a Risk Organization
- ◆ Assets/Liabilities Management (ALM)
- ◆ Some Important Concepts

- ◆ Understanding Basel Accord and its Implications



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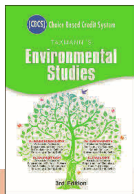
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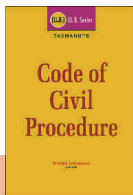


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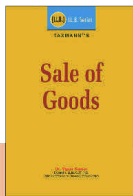
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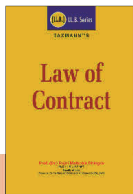
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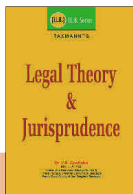
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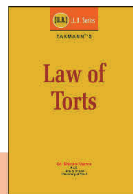
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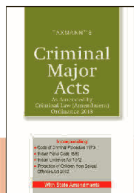
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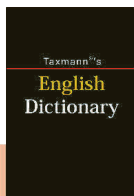
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