



CATALOGUE  
**COMMERCE &  
MANAGEMENT**

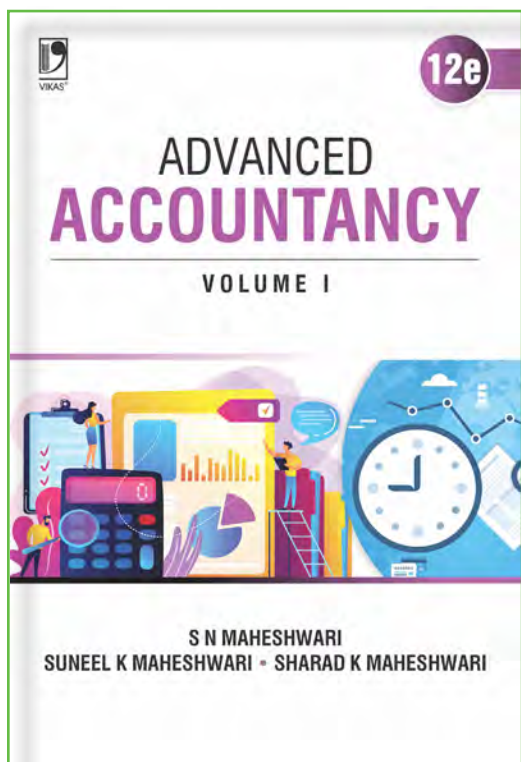
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## Advanced Accountancy Volume-I, 12e

Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari

### About the Book

Over the years Advanced Accountancy has emerged as the definitive and comprehensive textbook on accountancy as it completely meets the requirements of students preparing for B.Com, M.com, MBA, BBA and professional examinations conducted by different institutions, such as the Institute of Chartered Accountants of India, the Indian Institute of Bankers, the Institute of Company Secretaries of India, and the Institute of Cost Accountants of India.

### Salient Features

- Updated position regarding 27 operational Accounting Standards issued by the Institute of Chartered Accountants of India and 40 Indian Accounting Standards (Ind AS) notified by the Ministry of Corporate Affairs including soon replacement of Ind AS 104 by Ind AS 117: Insurance Contracts.
- The Schedule for Implementation of Ind AS in view of convergence of Indian Accounting Standards with International Financial Reporting Standards (IFRS).
- Strengthening and updating of the text material in the light of new accounting standards.
- Latest questions and problems from examinations conducted by different professional bodies and universities.

ISBN: 9789356746312 | Price: ₹ 899 | Pages: 1360 | Size: 6.5" X 9.25" (Paperback)

### Contents

**Section-1: Accounting Principles and Processes** • Meaning And Scope of Accounting • Accounting Principles • Journalising Transactions • Ledger Posting And Trial Balance • Sub-Division Of Journal • Negotiable Instruments • Bank Reconciliation Statement • Matching Concept • Capital And Revenue • Final Accounts • Rectification Of Errors • Accounting Concept Of Income • Depreciation, Provisions And Reserves • Advanced Final Accounts • Sectional And Self-Balancing Systems • Accounts Of Non-Profit Making Organizations • Single Entry System

**Section 2: Special Business Accounting**  
 • Consignment Accounts • Joint Venture Accounts • Account Current And Average Due Date • Inventory Valuation • Hire Purchase, Lease And Instalment Purchase Systems • Branch Accounts • Departmental Accounts • Royalty Accounts • Insurance Claims • Contract Accounts • Insolvency Accounts • Introduction To Government Accounting • Miscellaneous Accounts

**Section 3: Partnership Accounts**  
 • Fundamentals • Reconstitution Of Partnership Firms - I (Admission) • Reconstitution Of Partnership Firms - II

- (Retirement, Death And Amalgamation)
- Dissolution Of Partnership Firms

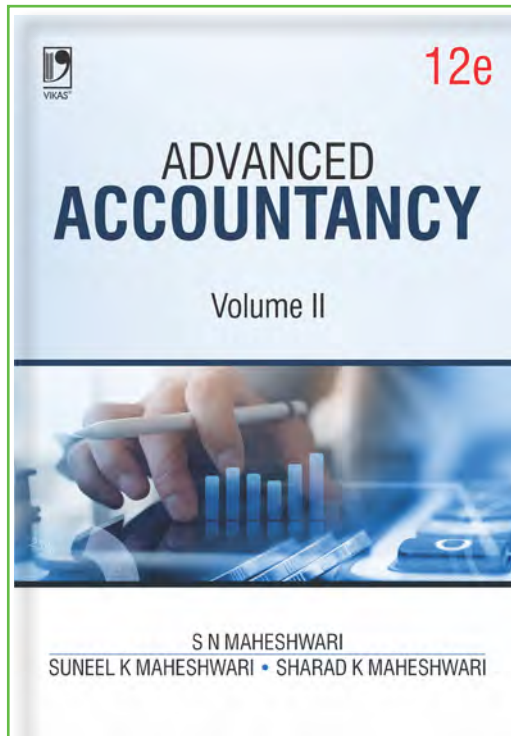
### Appendices

- Guidance Note On Terms Used In Financial Statements
- Present Value Of ₹1
- Periodic Deposit Which Will Amount To ₹1
- Present Value Of ₹1 Received Annually For N Years
- Periodic Payment Required To Amortize ₹1 And Interest

**S N Maheshwari** is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

**S K Maheshwari** has more than two decades of teaching, research and industry experience.

**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



## Advanced Accountancy Volume-II, 12e

Dr S N Maheshwari, CA Sharad K  
Maheshwari & Dr Suneel K Maheshwari

### About the Book

Over the years Advanced Accountancy has emerged as the definitive and comprehensive textbook on accountancy as it completely meets the requirements of students preparing for B.Com, M.Com, BBA, and professional examinations conducted by different institutions, such as the institute of Chartered Accountants of India, the Indian Institute of Bankers, the Institute of Company Secretaries of India, and the Institute of Cost Accountants of India.

### Salient Features

- Enactment and enforcement of the Companies (Amendment) Acts, 2019 & 2020.
- Changes notified by Reserve Bank regarding Bank Rate, Statutory Liquidity Ratio, Classification of Advances etc.
- Introduction of proforma Statement of Changes in Equity in Schedule II and Changes in Schedule V regarding management remuneration.
- Changes in Rules relating to Corporate Social Responsibility (CSR) and Creation of Debentures Redemption Reserve.
- Latest questions and problems from examination conducted by the professional institutions viz. Institute of Chartered Accountants of India, Institute of Company Secretaries of India and Institute of Cost Accountants of India etc.

ISBN: 9789356746329 | Price: ₹ 899 | Pages: 1440 | Size: 6.25" X 9.5" (Paperback)

### Contents

#### Section 1: Company Accounts

• Introductory • Shares and Share Capital  
Debentures • Company Statutory Records •  
Company Financial Statements • Valuation of  
Goodwill and Shares • Acquisition of Business  
and Profit Prior to Incorporation • Internal  
Reconstruction • External Reconstruction,  
Amalgamation and Absorption • Company  
Liquidation Accounts • Financial Reporting for  
Financial Institutions • Accounting for Financial  
Instruments

#### Section 2: Specific Companies Accounts

• Insurance Companies Accounts • Banking

Companies Accounts • Double Account System  
• Holding Companies • Hotel Companies  
Accounts • Accounts of Government Companies  
and Statutory Corporations •

#### Section 3: Management Accounting

• Management Accounting: Nature and  
Scope • Financial Statements: Analysis and  
Interpretation • Funds Flow Statement • Cash  
Flow Statement • Accounting for Price Level  
Changes • Valuation of Assets • Human  
Resource Accounting • Social Cost Benefit  
Analysis • Recent Developments in Accounting

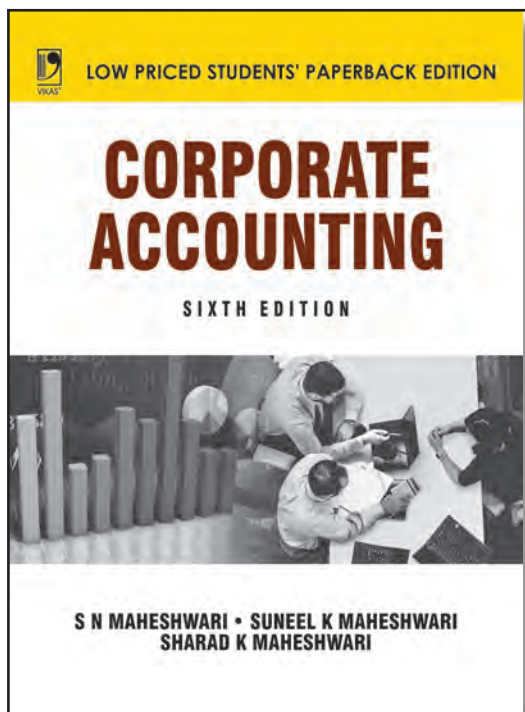
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Appendix III: Periodic Deposit which will Amount  
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Appendix IV: Periodic Payment Required to  
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Appendix V: The Compound Value of an Annuity  
of 1  
Appendix VI: Schedule II

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**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



## Corporate Accounting (LPSPE), 6e

Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari

### About the Book

Corporate Accounting is a comprehensive textbook on accounting for different types of corporate bodies, in tune with the growing importance and accounting complexities of the corporate form of business. The book is divided into three convenient sections, each comprising independent chapters dealing with a particular aspect of corporate accounting. It deals exhaustively with the course requirements of students preparing for BCom, MCom, MBA and professional examinations conducted by different institutions, such as the Institute of Chartered Accountants of India (ICAI), the Indian Institute of Bankers (IIB), the Institute of Company Secretaries of India (ICSI) and the Institute of Cost Accountants of India (ICAI).

### Salient Features

- Enactment of the Companies Act, 2013 and introduction of new schedules, particularly Schedule II and Schedule III concerning Depreciation and Financial Statements, respectively.
- Notification of 40 Indian Accounting Standards (Ind AS) by MCA for IFRS convergence in India.
- Replacement of AS 6: Depreciation Accounting with AS 10: Fixed Assets by AS 10: Property, Plant and Equipment.
- Enactment of Insolvency and Bankruptcy Code 2016 and Banking Regulation (Amendment) Act 2017.
- Enactment of the Finance Act, 2017 and introduction of Goods and Services Tax (GST).
- Concept of Component Accounting in the chapter "Recent Developments in Accounting".

ISBN: 9789354535000 | Price: ₹ 925 | Pages: 1432 | Size: 6.25" X 9.5" (Paperback)

### Contents

#### Section 1: Company Accounts

• Introductory • Shares and Share Capital • Debentures • Company Statutory Records • Company Financial Statements • Valuation of Goodwill and Shares • Acquisition of Business and Profit Prior to Incorporation • Internal Reconstruction • External Reconstruction, Amalgamation and Absorption • Company Liquidation Accounts • Financial Reporting for Financial Institutions • Accounting for Financial Instruments

#### Section 2: Specific Companies Accounts

• Insurance Companies Accounts • Banking

Companies Accounts • Double Account System (Including Accounts of Electricity Companies) • Holding Companies • Hotel Companies Accounts • Accounts of Government Companies and Statutory Corporations

#### Section 3: Management Accounting

• Management Accounting: Nature and Scope • Financial Statements: Analysis and Interpretation • Funds Flow Statement • Cash Flow Statement • Accounting for Price Level Changes • Valuation of Assets • Human Resource Accounting: Cash Flow Statement • Social Cost Benefit Analysis •

#### Recent Developments in Accounting

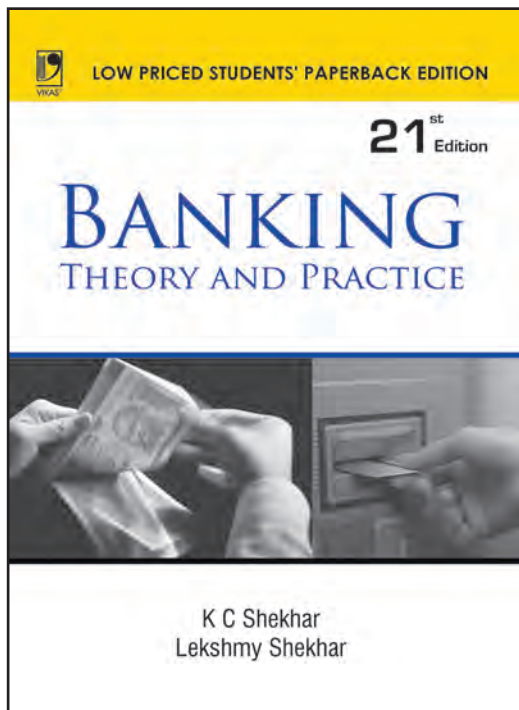
#### Appendices:

- I: Present Value of ₹1
- II: Present Value of ₹1 Received Annually for N Years
- III: Periodic Deposit Which Will Amount to ₹1
- IV: Periodic Payment Required to Amortize ₹1 and Interest
- V: The Compound Value of an Annuity of ₹1
- VI: Schedule II

**S N Maheshwari** is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

**S K Maheshwari** has more than two decades of teaching, research and industry experience.

**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



## Banking Theory and Practice (LPSPE), 21e

K C Shekhar & Lekshmy Shekhar

### About the Book

Banking Theory and Practice covers the entire gamut of topics in the field of banking—from its evolution to the latest trends. The Indian banking system is undergoing unprecedented changes as a result of new legislations and reforms in response to the contemporary needs. The present edition has kept pace with these developments, including the changes in legislation, growing globalization of banking, as well as the expansion of the banking business to meet the needs of customers for a wider range of services. The book, which was initially aimed to serve the needs of undergraduate students, has over the years deepened and widened in both scope and contents. It is now an essential resource not only for undergraduate students, but also for professional bankers and those who pursue more advanced and practically oriented studies on the subject.

### Salient Features

- Subject matter thoroughly revised and statistical data updated
- Covers the move towards universal banking, virtual banking, green banking
- Includes flexi bank accounts and speed clearing
- Covers Banking Laws (Amendment) Act, 2011

Instructor's Resource available

- A new chapter on Financial Stability, especially in the Indian context
- Covers changes in the operating procedure of monetary policy
- Payments and settlement system and its development in India, including introduction of NEFT, CTS, National ECS, MICR cheques and RTGS
- Learning objectives at the beginning of each chapter
- Summary and review questions at the end of each chapter

**ISBN: 9789354534997 | Price: ₹ 695 | Pages: 1060 | Size: 6.25" X 9.5" (Paperback)**

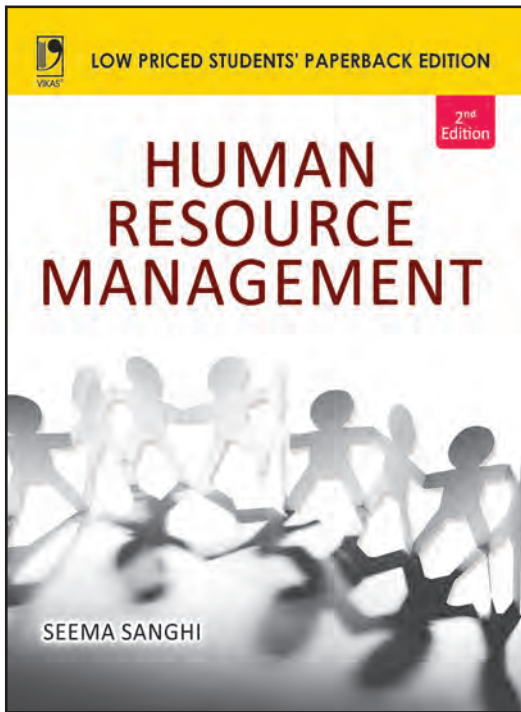
### Contents

- |   |   |   |                         |
|---|---|---|-------------------------|
| • Evolution of Banking Institutions       | • Micro-finance   | • Cooperative Banking   | Development             |
| • Commercial Banking                      | • Changing Dimensions of Regulatory and Supervisory Framework | • The State Bank of India   | • Banker and Customer   |
| • Central Banking                         | • Factoring Services  | • The Reserve Bank of India   | • Accounts of Customers |
| • The Indian Joint-Stock Banks            | • Merchant Banking  | • The Money Market  | • Cheques               |
| • Commercial Banks and Industrial Finance | • Changing Profile of Indian Banking                          | • Financial Stability   | • Promissory Notes      |
| • Commercial Banks and Priority Sectors   | • The Foreign Banks   | • The English Banking System  | • The Paying Banker     |
| • Banking Legislations and Reforms I      | • The Indigenous Bankers and the Moneylenders                 | • The American Banking System   | • The Collecting Banker |
| • Banking Legislations and Reforms II     | • Non-Banking Financial Institutions                          | • Principles of Foreign Exchange  | • Customer's Pass Book  |
|   |   | • The International Monetary Fund and the International Bank for Reconstruction and | • Loans and Advances I  |
|   |   |   | Loans and Advances II   |

**K C Shekhar** retired as Professor from the Department of Postgraduate Studies in Commerce and Management, St Thomas College, Trichur, and is at present, Professor and Head, Department of Accounting and Finance, University of Zambia.

**Lekshmy Shekhar** is Manager, Global Enterprise Systems Support – SAP Finance, Discovery Communications Inc., Washington, DC, USA.

**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



## Human Resource Management (LPSPE), 2e

Seema Sanghi

### About the Book

Human Resource Management, 2e, presents multifaceted, up-to-date and all-inclusive information which will be useful to students and professionals pursuing human resource management (HRM). Going beyond the coverage of a traditional textbook, this book focuses on applied aspects of HRM, which capture the evolving challenges in the field. Application approach is followed to enrich them with as many examples as possible from not only India but from the world over, making the topics more meaningful..

### Key Features

- The book is equipped with specialized, value-adding features that serve as quick and focused learning tools, such as:
- Opening Vignette introduces the HR topic, simulating the reference in context, generating interest and curiosity
- Did You Know? has illuminations, events, and historical facts relating to the roots and evolution of HR.
- Comparative Analysis cites examples from national and multinational companies on all aspects of HRM, enabling the readers to compare the problems and solutions.

- Recent Advances includes changing conditions, advances in the field and emerging trends that may open up new areas or give leads for project work, studies, surveys and research.
- Legal Corner gives insight into national and international legal issues, framework and challenges faced by the corporates on a day-to-day basis
- Courtroom are short knowledge capsules on rights and wrongs based on past court rulings.
- Skill-Building Activities are designed to tap readers' curiosity and interest, motivate and increase their eagerness to learn, provide an opportunity to expand their current range of knowledge, and test their skills with respect to the real-world issues.
- HRM in Action are short boxed items interspersed logically throughout the book, serve as mini case studies.
- HRM in News provides the news of substance related to HRM.
- Case Studies are full length real situations, where conceptual knowledge has to be applied to deal with various corporate challenges.

**Market:** Primarily for MBA, PGDBM, PGDM. Also useful for BBA, BBM, Professionals.

**ISBN: 9789354535055 | Price: ₹ 525 | Pages: 484 | Size: 8.5" X 11" (Paperback)**

### Contents

- |  |  |  |
|--|--|--|
| 1. Human Resource Management           | 9. Employee Separation                 | 17. Assessment Centres                     |
| 2. Strategic Human Resource Management | 10. Job Evaluation                     | 18. Human Resource Accounting and Auditing |
| 3. Human Resource Planning             | 11. Employee Compensation and Benefits | 19. Well Being and Work Life Balance       |
| 4. Job Analysis and Job Design         | 12. Union Management Relationship      | 20. HR Analytics—HRM in the 21st Century   |
| 5. Recruitment and Selection           | 13. Establishment and Terms of Service | • Case Studies                             |
| 6. Training and Development            | 14. Social, Safety & Health            |  |
| 7. Career and Succession Planning      | 15. Sexual Harassment at Workplace     |  |
| 8. Performance Management              | 16. Competency-Based HRM               |  |

**Seema Sanghi** is currently Managing Director at Styrax Consultants, a firm set up by her in the human resource solution space, which is focused on developing processes and people. Earlier she was Director at FORE School of Management.

## Under UGCF-2022 based on National Education Policy 2020

**Cost Accounting**

MN Arora, Priyanka Katyal

**About the Book**

The earlier editions of Cost Accounting have immensely helped students in their comprehension of the subject and scoring good marks in examinations. This new edition is tailored to the NEP 2020 guidelines, aligning with the prescribed syllabus of Cost Accounting Paper for BCom (Hons), Semester IV, at the University of Delhi, School of Open Learning, and other central universities. It retains the core features of the mother book Cost Accounting: Principles and Practice, a UGC recommended text for many years.

The book is bundled with all the teaching tools like learning objectives, summary of the chapter, key terms, and a large number of questions for practice.

**Key Features**

- deal for self-study, making learning a painless exercise
- Examination-oriented approach
- A total of 240 solved problems and illustrations accompanied by working notes, 160 theoretical questions, and 186 practical questions
- Objective type questions have been given to serve as self-test questions
- Notable highlights of this edition
- It has been prepared strictly as per the latest syllabus
- Introduction to Cost Accounting Standards & Cost Accounting Records and Audit Rules have been added in Chapter 1
- Text matter has been improved
- Latest question papers have been appended

**ISBN: 9789359303284 | Price: ₹ 499 | Pages: 560 | Size: 6.5" X 9.25" (Paperback)**

**Contents**

1. INTRODUCTION	5. Cost Sheet (Output or Unit Costing)	9. SERVICE COSTING (Operating Costing)	AND FINANCIAL ACCOUNTS
2. MATERIAL COST	6. JOB COSTING	10. INTEGRAL AND NON-INTEGRAL SYSTEMS	APPENDIX:
3. LABOUR COST (Employee Cost)	7. CONTRACT COSTING	11. RECONCILIATION OF COST	Past Question Papers
4. OVERHEAD COST	8. PROCESS COSTING		

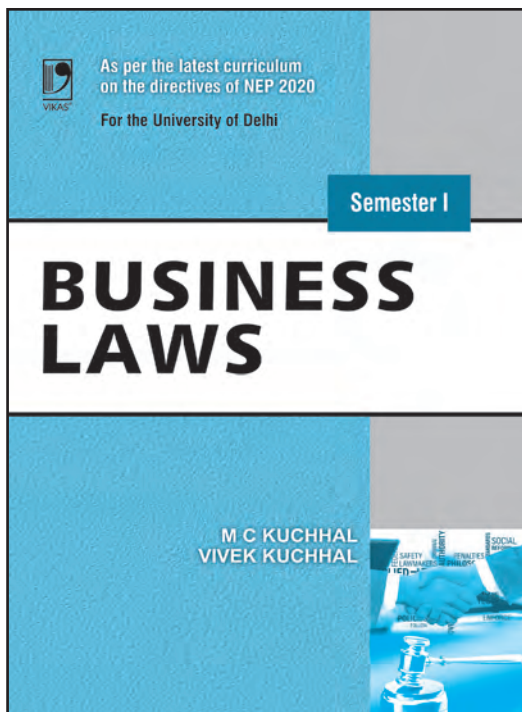
**MN Arora** has a teaching experience of more than four decades in Hans Raj College, University of Delhi.

He studied MCom and BCom (Hons) from Shri Ram College of Commerce. He is a Fellow Member of the Institute of Cost Accountants of India. His experience has been mostly in teaching of Cost Accounting and Management Accounting in various courses including professional courses like MCom, BCom, MIB, MHROD, MBA, BBA, CA, and CS. He has authored popular textbooks which have been widely prescribed by UGC, ICAI, ICSI, and various universities. He was a Special Invitee in the meetings of the Cost Accounting Standards Board of the Institute of Cost Accountants of India for finalization of Draft Cost Accounting Standards.

**Priyanka Katyal** received her MCom and MPhil from Delhi School of Economics, University of Delhi. She has more than twenty years' experience of teaching BCom (Hons) classes in various colleges of University of Delhi.



Under UGCF-2022 based on National Education Policy 2020



## Business Laws: Semester I (NEP 2020 for the University of Delhi)

M C Kuchhal & Vivek Kuchhal

### About the Book

This book has been written for Business Laws paper of the B.Com. (Hons.) and B.Com.

programs of University of Delhi in accordance with their new syllabi as per Undergraduate

Curriculum Framework (UGCF) 2022 based on National Education Policy (NEP) 2020. Its contents have been largely extracted from the author's reputed title Business Law which has gained tremendous readership over the years. This book presents the subject matter tailor-made as per the revised course structure of the paper, to enable the students to possess a textbook that caters to their needs in full. The book has been organized into three parts, namely, Law of Contract, Law of Sale of Goods and Law of Limited Liability Partnership.

### Key Features

- Learning Objectives for all chapters
- The latest amendments to Limited Liability Partnership (LLP) Act, 2008 as brought by Ministry of Corporate Affairs, Government of India
- Online registration process of LLP
- Proposals by Ministry of Corporate Affairs (MCA) to boost LLPs in India
- Explains complicated provisions in clear and comprehensible language with the help of illustrations and analogies

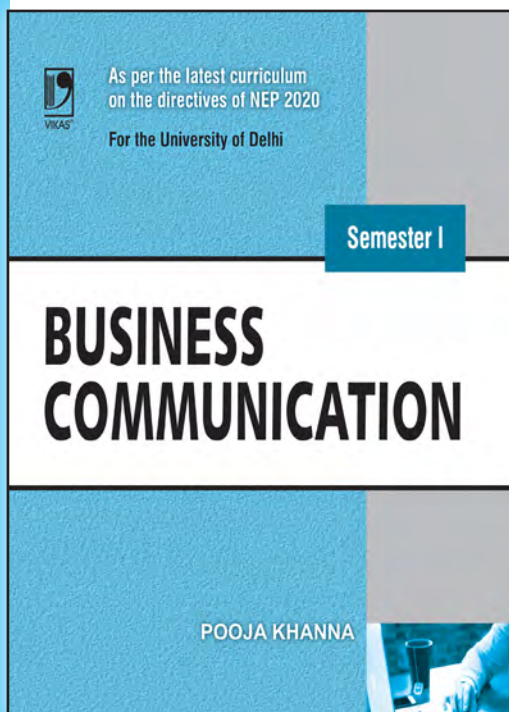
ISBN: 9789356742024 | Price: ₹ 350 | Pages: 348 | Size: 6.5" X 9.25" (Paperback)

### Contents

• Introduction	7. Void Agreements	GOODS	19. Limited Liability Partnership (LLP)
<b>PART ONE: LAW OF CONTRACT</b>	8. Quasi-Contracts	14. Contract of Sale of Goods	20. Nature and Incorporation of LLP
1. Nature and Kinds of Contracts	9. Discharge of Contract	15. Conditions and Warranties	21. Partners and Their Relations: LLP
2. Offer and Acceptance	10. Remedies for Breach of Contract	16. Transfer of Property	22. Accounts, Audit and Taxation
3. Consideration	11. Indemnity and Guarantee	17. Performance of Contract of Sale	23. Conversion to Limited Liability Partnership
4. Capacity of Parties	12. Bailment and Pledge	18. Rights of Unpaid Seller	
5. Free Consent	13. Agency	<b>PART THREE: LAW OF LIMITED LIABILITY PARTNERSHIP</b>	
6. Legality of Object and Consideration	<b>PART TWO: LAW OF SALE OF</b>		

**M C Kuchhal** served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi, Delhi. He authored many best-selling books such as Business Law, Mercantile Law and Business Legislation for Management, all published by Vikas.

**Vivek Kuchhal** is an Associate Professor at Maharaja Agrasen Institute of Technology, Delhi. He is an alumnus of Shri Ram College of Commerce and Faculty of Management Studies, University of Delhi, Delhi. He has had a brilliant academic record throughout, securing second position in order of merit in B.Com. (Hons.) and in MBA in the University. He is also a Chartered Accountant and a Cost Accountant. He secured 13th all-India rank in CA (Inter) Examination.



## Business Communication: Semester I (NEP 2020 for the University of Delhi)

Pooja Khanna

### About the Book

Effective business communication is the key to success in corporate life. We live in an era where words and gestures play an important role in communication. Businesses operate in various circumstances and at different levels. It is paramount that the communication amongst organizations is clear and effective, and also takes into account cultural sensitivities. This is where the concept of Business Communication comes into play.

This book, written in accordance with the syllabus of the University of Delhi, is an attempt to equip the readers with skills required to communicate effectively in a business situation. It would also be useful for the students of B.Com, BBA and MBA of other universities, and for anyone looking to learn the nitty-gritties of business communication.

### Key Features

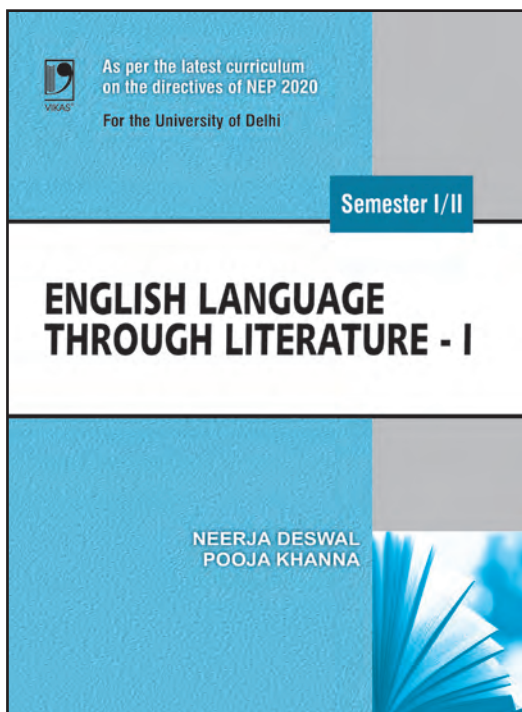
- Tailormade as per the Undergraduate Curriculum Framework (UGCF) effective from academic session 2022-23 based on the National Education Policy (NEP) 2020
- Analysis of the vital components of business communication
- Informative use of illustrations, examples, diagrams and pictures
- Inclusion of review questions
- New tools for business communication, such as emails, teleconferencing, video conferencing and netiquettes, are discussed in detail

ISBN: 9789356742031 | Price: ₹ 225 | Pages: 194 | Size: 6.5" X 9.25" (Paperback)

### Contents

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1: Introduction to the Essentials of Business Communication	Unit 2: Effective Writing	9: Business Letters
2: Channels/Media/Types of Communication	5: Guidelines for Clear Writing	10: Memorandums
3: Levels/Directions of Communication	6: References, Bibliography and Research Tools	11: Circulars and Notices
4: Effective Communication: Barriers,	Unit 3: Report Writing	12: Office Order
	7: Report Writing	
	8: Minutes of a Meeting	

Pooja Khanna is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication skills for over twenty-four years. She has authored several books on Communication Skills for various courses prescribed for the students of University of Delhi. She has also been involved in creating e-lessons for the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.



## English Language Through Literature-I Semester I/II (NEP 2020 for the University of Delhi)

Neerja Deswal & Pooja Khanna

### About the Book

English Language Through Literature - I is specifically composed keeping in mind the needs of the first-year students of (GE) English language course of B.A./B.Com. programme based on Undergraduate Curriculum Framework (UGCF) 2022 as per National Education Policy (NEP) 2020. This student-centric book has been designed to offer clarity on concepts and topics which are part of the syllabus. The aim is to sharpen the reading, writing and listening skills through various activities and exercises, thereby building confidence of mastering the language. With minimal textual emphasis and optimal use of practice exercises, an effort has been made to make learning a pleasure for students. In student-friendly language, the book caters to young readers looking for innovative and interactive material in English.

### Key Features

- Interactive exercises
- Focus on real-life learning
- Sample papers for practice

ISBN: 9789356742048 | Price: ₹ 150 | Pages: 128 | Size: 6.5" X 9.25" (Paperback)

### Contents

#### SECTION A

##### Unit-1 Read Mindfully

- Reading Strategy: Drawing Inference
- Frequently Used Literary Devices and Terms

##### Unit-2 Creative Writing

- Paragraph Writing
- The Concept of Note Making
- Summary and Paraphrasing

- Summarizing
- Story Writing
- Rewriting a story
- Press Release
- Report Writing
- Informal Letters
- Essay Writing

##### Unit-3 Test Your Learning

- Comprehension Passages and

#### Writing Skills

- Frequently used Literary Devices and Terms

##### Unit-4 Speaking Confidently

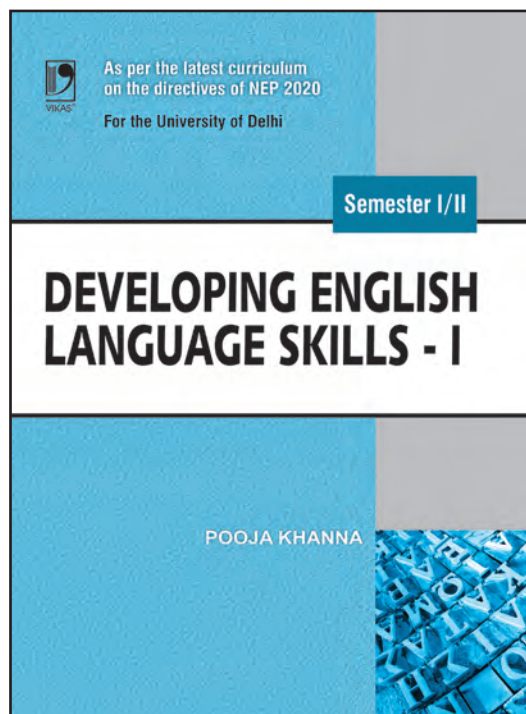
- Presentations

#### SECTION B

- Supplementary Testing Material

**Neerja Deswal** is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication Skills for over twenty years. She has earlier co-authored a book on the CBCS English Core syllabus.

**Pooja Khanna** is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication skills for over twenty-four years. She has authored several books on Communication Skills for various courses prescribed for the students of University of Delhi. She has also been involved in creating e-lessons for the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.



## Developing English Language Skills-I Semester I/II (NEP 2020 for the University of Delhi)

Pooja Khanna

### About the Book

Developing English Language Skills - I is a tailor-made compilation of the entire syllabus prescribed for the GE language course of B.A./B.Com. programme based on undergraduate curriculum framework (UGCF) 2022 as per National Education Policy 2020. It presents complete clarity on concepts and formats from examination point of view. With minimal textual emphasis and optimal use of practical exercises, an effort has been made to make learning a pleasure for students. The aim is to equip the readers with skills required to hone English as a language of communication. The book also caters to learners looking for interesting and innovative material in English reading, writing, speaking, listening, grammar and vocabulary building.

### Key Features

- Interactive exercises
- Focus on real-life learning
- Sample papers for practice

**ISBN: 9789356742062 | Price: ₹ 150 | Pages: 125 | Size: 6.5" X 9.25" (Paperback)**

### Contents

#### Unit-I READING AND VACABULORY

- Section A : Reading and Comprehension –
- How to Read and Comprehend
- Section B : Vocabulary : Learning About Words –

#### Unit-II GRAMMAR AND WRITING –

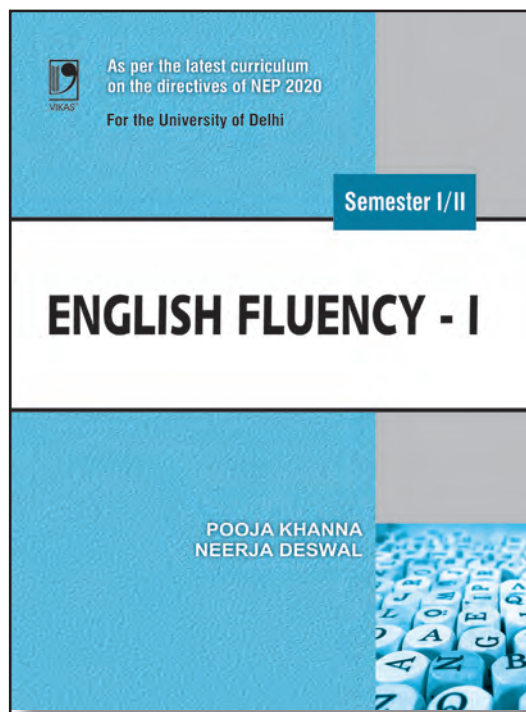
- Section A : Grammar For You –
- Subject Verb Agreement
- Tenses
- Definite and Indefinite Articles: The, A, An
- Prepositions

#### Section B : Writing Skills –

- Writing Creatively
  - The Writing Plan
  - Summary and Paraphrasing
  - Summarizing
  - More on Writing Skills
  - Write the Introduction
- #### Unit-3 LISTENING WELL AND CONVERSING BETTER –
- Listen Attentively to Speak Better
  - Recite a Poem (Both Free Verse and Rhyming)
  - Speak with Stresses and Pauses

- Understand Thumb Rules for Silent Letters
- Speak Aloud through Roles Play
- Give Information /Instructionsviii  
Developing English Language Skills-I
- Sample Papers –
- Sample Paper I
- Sample Paper II
- Sample Paper III
- Sample Paper IV
- Sample Paper V

**Pooja Khanna** is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication skills for over twenty-four years. She has authored several books on Communication Skills for various courses prescribed for the students of University of Delhi. She has also been involved in creating e-lessons for the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.



## English Fluency - I (NEP 2020 for the University of Delhi)

Pooja Khanna & Neerja Deswal

### About the Book

English Fluency - I is specifically composed keeping in mind the needs of the B.A./B. Com. programme first-year students of GE English based on Undergraduate Curriculum Framework (UGCF) 2022 as per National Education Policy (NEP) 2020. This student-centric book has been designed to offer clarity on concepts and topics which are part of the syllabus. The aim is to sharpen the reading, writing and listening skills through various activities and exercises, thereby building confidence of mastering the language. With minimal textual emphasis and optimal use of practice exercises, an effort has been made to make learning a pleasure for students. In student-friendly language, the book caters to young readers looking for innovative and interactive material in English.

### Key Features

- Interactive exercises
- Focus on real-life learning
- Sample papers for practice

ISBN: 9789356742055 | Price: ₹ 195 | Pages: 180 | Size: 6.5" X 9.25" (Paperback)

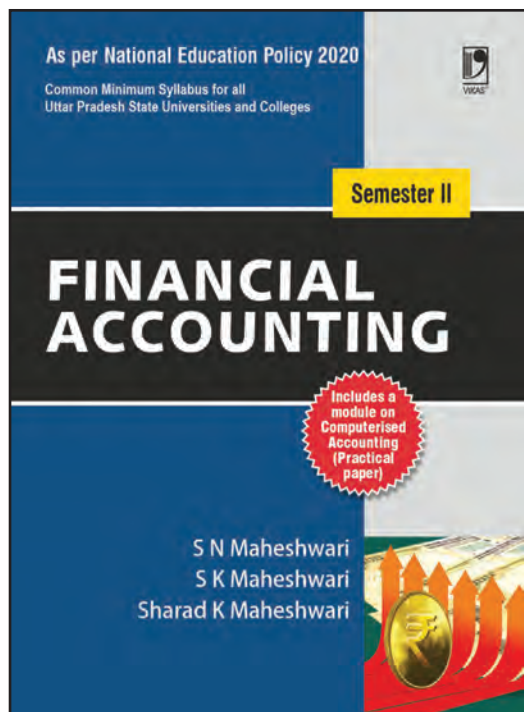
### Contents

UNIT I: IN THE DOMESTIC SPHERE	4: Grammar for You	7: All about introductions
1: Reading Strategies to Aid omprehension	• Modifiers	8: Group Discussions
2: Writing Skills	• Prepositions	UNIT III: IN PUBLIC PLACES
• Paragraph Writing	• Conjunction	9: CV/Job Applications/Writing the CV of a Fictional Character
• Essay Writing	UNIT II: IN THE UNIVERSITY	10: Tenses/Concord Tenses
• Report Writing	5: Note Making	• Concord (Subject Verb Agreement)
• Letter Writing	6: More on Grammar	• Sample Papers
• Expanding an idea (Story writing/Rewriting a story)	(A) Nouns	
3: Diary Writing and Blog Post	(B) Verb	
	(C) Articles	

**Pooja Khanna** is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication Skills for over twenty-four years. She has authored several books on Communication Skills for various courses prescribed for the students of University of Delhi. She has also been involved in creating e-lessons for the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.

**Neerja Deswal** is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication Skills for over twenty years. She has earlier co-authored a book on the CBCS English Core syllabus.

## Books as per National Education Policy (NEP) 2020 Common Minimum Syllabus for all Uttar Pradesh State Universities



### Financial Accounting for B.Com Students Semester-II (NEP 2020 - Uttar Pradesh)

Dr S N Maheshwari, CA Sharad K  
Maheshwari & Dr Suneel K Maheshwari

#### About the Book

The present textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature of the book is the simplicity of subject matter presentation which will enable students to exhaustively understand the subject and solve practical problems with ease. The main strengths of the book are updated text, plentiful illustrative examples and the end-of-chapter exercises with short answers. The book covers the course content requirements for B.Com examination as per National Education Policy (NEP) 2020 to be conducted at all universities across Uttar Pradesh.

#### Salient Features

- Comprehensive coverage of the course curriculum requirement of B.Com examination in the paper Financial Accounting as per NEP 2020 across all universities in Uttar Pradesh.
- Concise chapters-each chapter covering a specific topic for better grasp over the subject.

- Presents the subject matter in such a manner so that students have total conceptual clarity.
- Development of remembering, understanding, application, thinking and evaluation skills of students through a variety of questions and problems as per B.Com curriculum requirements.
- A separate section on "Computerised Accounting" which will enable the students to understand the relevant concepts and their application in the process of computerised accounting.

**ISBN: 9789354534478 | Price: ₹ 525 | Pages: 528 | Size: 6.25" X 9.5" (Paperback)**

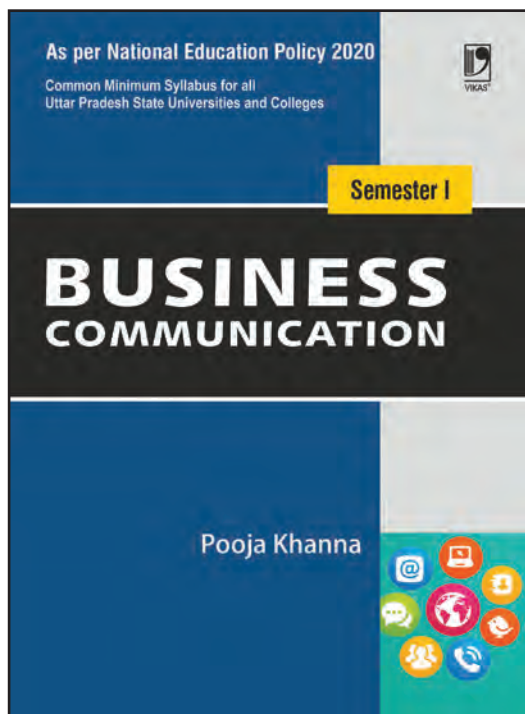
#### Contents

UNIT I	7. Royalty Accounts	12. Voyage Accounts
1. Meaning and Scope of Accounting	8. Hire Purchase and Instalment Purchase Systems	APPENDIX: COMPUTERISED ACCOUNTING
2. Accounting Principles	UNIT III	13. Computers and Accounting: An Introduction
3. Journalizing Transactions	9. Departmental Accounts	14. Accounting in a Computerised Environment
4. Ledger Posting and Trial Balance	10. Branch Accounts	15. Accounting and Database System
5. Final Accounts	UNIT IV	
UNIT II	11. Insolvency Accounts	
6. Accounting Concept of Income		

**S N Maheshwari** is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

**S K Maheshwari** has more than two decades of teaching, research and industry experience.

**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



## Business Communication Semester-I (NEP 2020 - Uttar Pradesh)

POOJA KHANNA

### About the Book

As we usher in the New Education Policy (NEP) 2020, the significance of soft skills, specifically skills in communication, is greatly enhanced. One of the core skills sought by business houses is the ability to conduct and communicate with others effectively. Amongst the top five criteria for selecting employees, four communication skills - speaking, writing, listening and interpersonal communication - are rated by recruiters as the most important. Effective communication brings people together. For a business to be successful and relationships to remain healthy, communication plays a vital role. This book is especially written to meet this purpose. It is in exact conformity with the syllabus of 'Business Communication' paper of B.Com, Semester I of all Uttar Pradesh universities and colleges, as per National Education Policy (NEP) 2020.

### Key Features

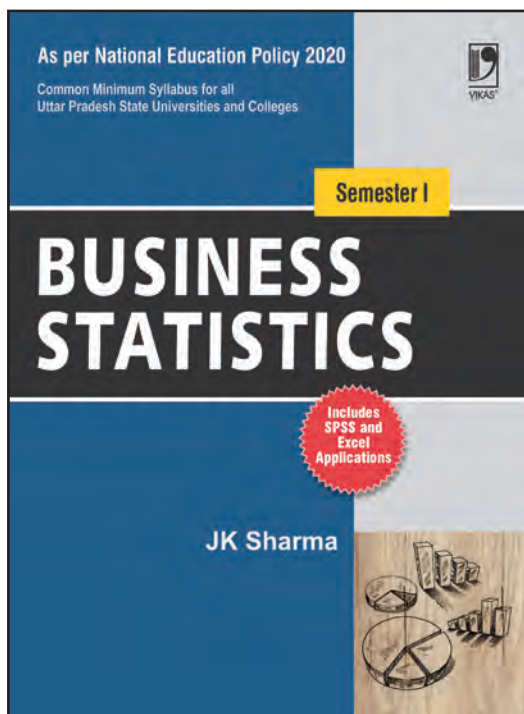
- Analysis of vital components of business communication
- Informative use of illustrations, examples, diagrams and pictures
- Inclusion of review questions

ISBN: 9789354534232 | Price: ₹ 195 | Pages: 232 | Size: 6.5" X 9.25"

### Contents

Preface	7: Interview Skills
Syllabus	8: Résumé Writing
Unit I	Unit III
1: Process of Communication	9: Importance of Business Language
2: Types of Communication	10: Oral Presentation - Importance, Characteristics/Powerpoint Presentation
3: Different Forms and Directions of Communication	11: Writing Skills
4: Barriers to Communication	12: Office Correspondence
5: E-Correspondence	Unit IV
Unit II	13: Report Writing
6: Non-verbal Communication	

**Pooja Khanna**, is Assistant Professor, Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English language and literature here for over 15 years. She has also been actively involved in creating e-Lessons for English language at the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.



## Business Statistics Semester-I (NEP 2020 - Uttar Pradesh)

J K Sharma

### About the Book

The book is designed as per the syllabus of Business Statistics for the universities and colleges of Uttar Pradesh according to National Education Policy (NEP) 2020. The book provides readers with an understanding of problem-solving methods, and analysis, thus enabling them to develop the required skills and apply statistical techniques to decision-making problems.

### Key Features

- Explains Indian Statistics and provides information about Father of Indian Statistics (Prof. Prasanta Chandra Mahalanobis).
- Each chapter contains several exercises that are solved using MS Excel and SPSS to demonstrate the use of software.
- Each chapter contains Learning Objectives, Concept Quizzes, and Conceptual Questions and Self-Practice Problems with Hints and Answers.

**ISBN: 9789354534157 | Price: ₹ 425**

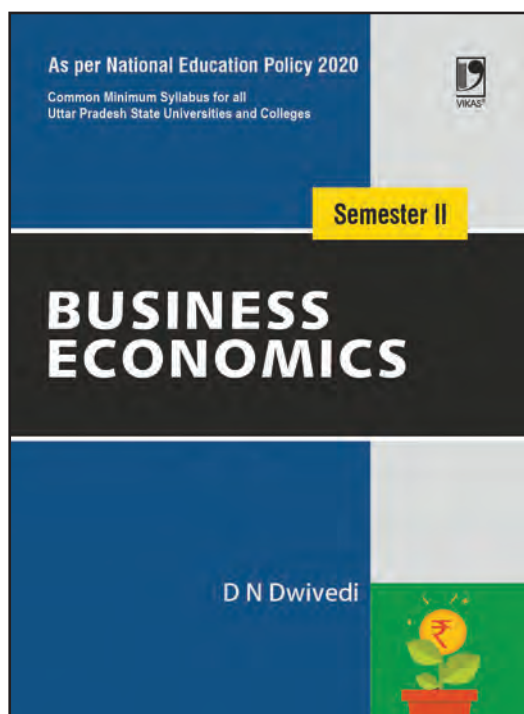
**Pages: 392 | Size: 6.5" X 9.25"**

### Contents

1: STATISTICS: AN OVERVIEW, • Indian Statistics, • Reasons for Learning Statistics, • Growth and Development of Statistics, • Statistical Thinking and Analysis, • Statistics Defined, • Types of Statistical Methods, • Importance and Scope of Statistics, • Limitations of Statistics, • Statistics Can be Misused, • How to Lie with Statistics, Conceptual Questions 1A, • Need for Data, • Principles of Measurement, • Sources of Data, Conceptual Questions 1B, Chapter Concepts Quiz, 2: DATA CLASSIFICATION, TABULATION AND PRESENTATION, • Introduction, • Classification of Data, • Organizing Data Using Data Array, Conceptual Questions 2A, Self-practice Problems 2A, Hints and Answers, • Tabulation of Data Conceptual Questions 2B, Self-practice Problems 2B, Hints and Answers, • Graphical Presentation of Data, • Types of Diagrams, • Exploratory Data Analysis, Conceptual Questions 2C, 3: MEASURES OF CENTRAL TENDENCY, • Introduction, • Objectives of Averaging, • Requisites of a Measure of Central Tendency, • Measures of Central Tendency, • Mathematical Averages, Conceptual Questions 3A, Self-practice Problems 3A, Hints and Answers, • Geometric Mean, Conceptual Questions 3B, • Harmonic Mean, • Relationship among A.M., G.M., and H.M., Self-practice Problems 3C, • Averages of Position, • Median, • Advantages Disadvantages and Applications of Median, • Partition Values: Quartiles, Deciles and Percentiles Conceptual Questions 3C, Self-practice Problems 3C, • Mode, • Relationship between Mean, Median, and Mode, • Comparison between Measures of Central Tendency, Conceptual Questions 3D, • Formulae Used, 4: MEASURES OF DISPERSION, • Introduction, • Significance of Measuring Dispersion, • Classification of Measures of Dispersion, • Distance Measures, • Average Deviation Measures, Conceptual Questions 4B, • 5: SKEWNESS, MOMENTS, AND KURTOSIS, • Introduction, • Measures of Skewness, Conceptual Questions 5A, Self-practice Problems 5A Hints and Answers, • Moments, • Kurtosis, Conceptual Questions 5B, Self-practice Problems 5B, Hints and Answers Formulae Used, 6: CORRELATION ANALYSIS, • Introduction, • Significance of Measuring Correlation, • Correlation and Causation, • Types of Correlations, • Methods of Correlation Analysis, Self-practice Problems 6A, Hints and Answers, • Spearman's Rank Correlation Coefficient, • Method of Least-Squares, • Auto-Correlation Coefficient, Self-practice Problems 6B, Hints and Answers, • Hypothesis Testing for Correlation Coefficient, Conceptual Questions 6A, Self-practice Problems 6C, Hints and Answers, Formulae Used, 7: REGRESSION ANALYSIS, • Introduction, • Advantages of Regression Analysis, • Types of Regression Models, • Estimation: the Method of Least Squares, • Assumptions for a Simple Linear Regression, Model, • Parameters of Simple Linear Regression Model, • Methods to Determine Regression Coefficients, Self-practice Problems 7A, Hints and Answers, • Standard Error of Estimate and Prediction, Intervals, Conceptual Questions 7A, Formulae Used, Chapter Concepts Quiz, Review Self-practice Problems, Hints and Answers, Case Studies, 8: FORECASTING AND TIME SERIES ANALYSIS, • Introduction, • Types of Forecasts, • Timing of Forecasts, • Forecasting Methods, • Steps of Forecasting, • Time Series Analysis, • Time Series Decomposition Models Conceptual Questions 8A, • Quantitative Forecasting Methods, Self-practice Problems 8A, Hints and Answers, • Trend Projection Methods, • Measurement of Seasonal Effects, • Measurement of Cyclical Variations—Residual, Method, • Measurement of Irregular Variations, Conceptual Questions 8B, Self-practice Problems 8C, Hints and Answers Formulae Used, 9: INDEX NUMBERS, • Introduction, • Index Number Defined, • Types of Index Numbers, • Characteristics and Uses of Index Numbers, • Characteristics of Index Numbers, • Uses of Index Numbers, • Methods for Construction of Price Indexes, • Unweighted Price Indexes, • Weighted Price Indexes, • Quantity or Volume Indexes, • Value Indexes

**J K Sharma**, formerly a professor at the Faculty of Management Studies, University of Delhi, has more than 40 years of teaching experience of Operations Research, Business Statistics, Business Mathematics, Supply Chain Management, and Project Management. He was awarded the Madan Mohan Gold Medal for securing the first position in MSc (Mathematics) examination. He has been a visiting professor at Group ESSEC (A Graduate School of Management) in France during 1992-94, Amity University, Dubai campus during 2011-12 and Amity Institute of Higher Education, Mauritius during 2012-13. He has authored 25 books, which have been widely appreciated by the students of undergraduate and postgraduate classes of all the Indian universities/management institutes. Besides, he has also written more than 135 research papers/case studies. Also, 21 students got Ph.D. degree under his supervision.





## Business Economics for B.Com Students Semester-II (NEP 2020 - Uttar Pradesh)

D N Dwivedi

### About the Book

The book is as per the syllabus of Business Economics recommended for B.Com. course by the universities of Uttar Pradesh as per National Education Policy (NEP) 2020. It is a short, simpler and restructured version of the author's popular book 'Managerial Economics'.

### Key Features

- Learning Objectives in the beginning of every chapter
- Information about Famous Economists of India
- Economic theories have been illustrated graphically and presented in functional form
- Complex economic theories have been explained with the help of appropriate examples

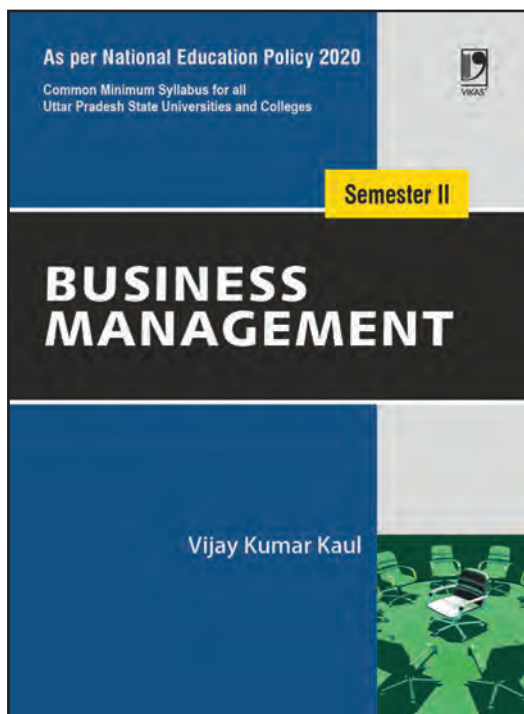
ISBN: 9789354534553 | Price: ₹ 425 | Pages: 392 | Size: 6.5" X 9.25"

### Contents

- |   |   |  |
|---|---|--|
| • Famous Economists of India                        | 6. Theory of Cost   | Part - VI: Factor Market and Factor Pricing      |
| Part - I: Introduction                              | Part - IV: Pricing Theory and Practices                     | 13. Factor Market: Factor Demand and Supply      |
| 1. Economics and Business Economics                 | 7. Price and output Determination Under Perfect Competition | 14. Theory of Wage Determination                 |
| 2. Laws of Demand and Supply and Market Equilibrium | 8. Pricing Decisions Under Monopoly                         | 15. Theory of Rent, Quasi-rent and Economic Rent |
| Part - II: Theory Of Consumer Demand                | 9. Pricing Decision Under Monopolistic Competition          | 16. Theories of Interest                         |
| 3. Analysis of Individual Demand                    | 10. Pricing Decisions Under Oligopoly                       | 17. Theories of Profit                           |
| 4. Elasticity of Demand                             | Part - V: Growth and Business Cycle                         |  |
| Part - III: Production and Cost Analysis            | 12. Business Cycles: Causes and Control                     |  |
| 5. Theory of Production                             |   |  |

### D N Dwivedi

He obtained his M.Com., M.A. and Ph.D degrees from Banaras Hindu University and joined Ramjas College, University of Delhi, as a Lecturer in Economics in the year 1969. He retired from Ramjas College as Reader in August 2004. After his retirement, he joined Maharaja Agrasen Institute of Management Studies (MAIMS), Delhi, where he worked as Professor of Economics till January 2016.



## Business Management for B.Com Students Semester-II (NEP 2020 - Uttar Pradesh)

Vijay Kumar Kaul

### About the Book

The book has been designed for the Commerce students of all universities of Uttar Pradesh.

A section on Management in Ancient India has been especially added to take care of the New Education Policy (NEP) 2020. This section outlines the Indian values system and use of Dharma in all the economic and material activities of human beings.

### Key Features

- Chapter objectives in each chapter.
- Managerial Insight provided in each chapter, which focuses on real-life situations and managerial issues involved in various Indian companies.
- Case studies in each chapter.
- Chapter-end summaries and exercises for practice.

**ISBN: 9789354534393 | Price: ₹ 285 | Pages: 264 | Size: 6.5" X 9.25"**

### Contents

#### PART I AN OVERVIEW OF MANAGEMENT

1. Understanding the Management Process
2. Evolution of Management Thinking

#### PART II PLANNING, DECISION MAKING AND ORGANIZING

3. Planning
4. Decision-Making Process and Creative Problem-Solving
5. Organizational Structure and Design: Creating Flexible Organization

#### PART III DIRECTION, LEADING AND CONTROLLING

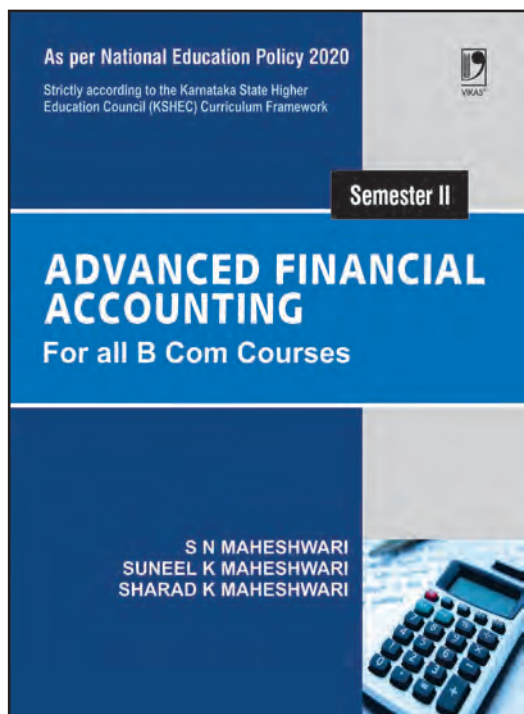
6. Motivating and Satisfying Employees

#### 7. Leadership: Developing Vision to Transforming Organizations

8. Communicating in the Age of Internet
  9. Managerial Control and Techniques
- #### PART IV CONTEMPORARY ISSUES IN MANAGEMENT
10. Contemporary Management Thinking
  11. Strategic Change: Managing Change and Renewal
  12. Knowledge Management and Learning Organizations
  13. Managing Diversity

### Vijay Kumar Kaul

He is Professor of Business Economics in the University of Delhi. He has served as Head, Department of Business Economics and Dean, Faculty of Applied Social Sciences and Humanities in the University of Delhi. Professor Kaul completed his post-graduation, M.Phil. and Ph.D. from the The University of Delhi. He has over 36 years of experience as a teacher, consultant and researcher. His main focus of teaching, training and research has been in the areas of innovation and technology, business policy and strategy, strategic marketing, and international marketing. He has also been associated with the Indian Council for Social Science Research (ICSSR) and other professional bodies and several industrial and trade associations.



## Advanced Financial Accounting: for all B Com. Courses Semester II (NEP-2020 KSHEC)

S N Maheshwari, Suneel K Maheshwari & Sharad K Maheshwari

### About the Book

The present textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature of the book is the simplicity of subject matter presentation which will enable students to understand the subject exhaustively and solve practical problems with ease. The main strengths of the book are: up-to-date text, plentiful illustrative examples, and end-of-chapter exercises with short answers. This book is

for KSHEC syllabus-compliant universities including Mangalore University; Gulbarga University; Kuvempu University; Davangere University; and Karnataka State Akkamahadeve Women's University, Vijaypura.

### Salient Features

- Covers the course curriculum requirements of Advanced Financial Accounting for B.Com. students as per NEP 2020.
- Includes concise chapters - each chapter covering a specific topic for better grasp of the subject.

- Presents the subject matter in such a manner that students have total conceptual clarity.
- Develops remembering, understanding, thinking, analysing and evaluating skills of students through a variety of questions and problems as per B.Com. curriculum requirements.

**ISBN: 9789354539077 | Price: ₹ 265 | Pages: 324 | Size: 6.25" X 9.5" (Paperback)**

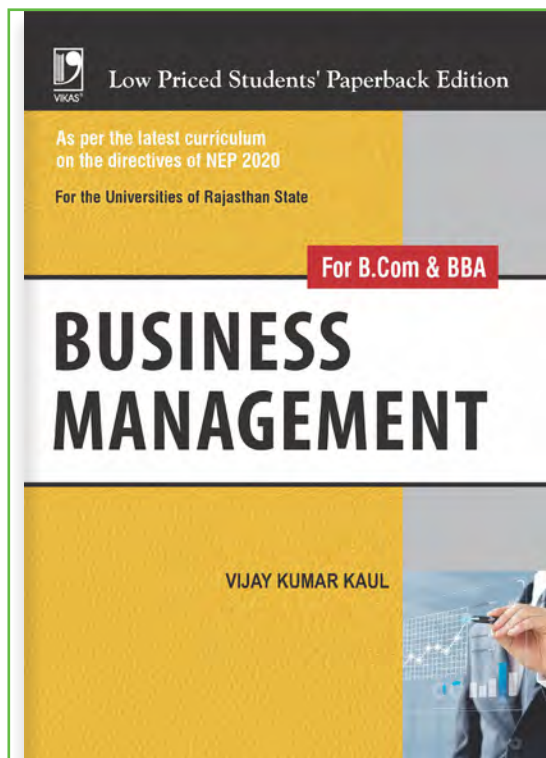
### Contents

<p>1: Insurance Claims for Loss of Stock and <b>Loss of Profit</b>, • Loss of Stock, • Loss of Profits or Consequential Loss, • Key Terms, • Test Questions, • Practical Problems</p> <p>2: Hire Purchase and Instalment Purchase Accounting, • Concept of Hire Purchase, • Formation of the Purchase Agreement, • Instalment Purchase System, • Difference between Hire Purchase, • System and Instalments Purchase System, • Key Terms, • Test Questions, • Practical Problems</p> <p>3: Departmental Accounts, • Utility of</p>	<p>Departmental Accounts, • Maintenance of Columnar Subsidiary, • Books, • Departmentalisation of Expenses, • Types of Problems, • Key Terms, • Test Questions, • Practical Problems,</p> <p>4: Accounting for Branches, • Types of Branches, • Dependent Branches, • Independent Branches, • Foreign Branch, • Accounting Standard 11 (Revised 2003), • Indian Accounting Standard (Ind AS), • 21— Effects of Changes in Foreign, • Exchange Rates, • Use of a Presentation Currency</p>	<p>other than the Functional Currency, • Difference between AS 11 and Ind AS 21, • Key Terms, • Test Questions, • Practical Problems</p> <p>5: Single Entry System</p> <p>• Meaning, • Salient Features, • Difference between Single Entry and • Double Entry Systems, • Computation of Profit • Key Terms, • Test Questions, • Practical Problems</p>
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**S N Maheshwari** is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

**S K Maheshwari** has more than two decades of teaching, research and industry experience.

**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



## Business Management Semester I : NEP 2020 For the Universities of Rajasthan State

Vijay Kumar Kaul

### About the Book

The book has been designed for the Commerce students of all universities of Rajasthan. A special highlight of this book is a section on Management in Ancient India that has been especially added in accordance with the New Education Policy (NEP) 2020. This section outlines the Indian values system and use of Dharma in all the economic and material activities of human beings.

### Salient Features

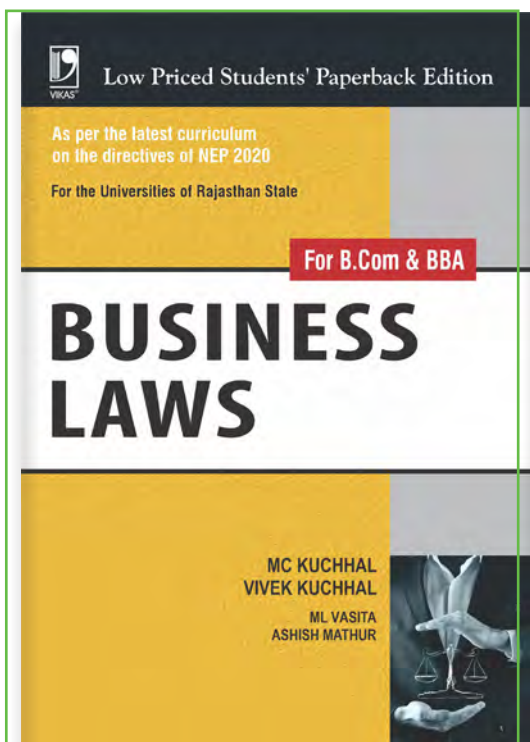
- Chapter objectives in each chapter.
- Managerial insight provided in each chapter, which focuses on real-life situations and managerial issues involved in various Indian organizations.
- Case studies in each chapter.
- Chapter-end summaries and exercises for practice.

ISBN: 9789356748484 | Price: ₹ 330 | Pages: 272 | Size: 6.5" X 9.25" (Paperback)

### Contents

<b>PART I AN OVERVIEW OF MANAGEMENT</b>	5. Organizational Structure and Design: Creating Flexible Organization	<b>PART IV Contemporary Issues in Management</b>
1. Understanding the Management Process	<b>PART III DIRECTION, LEADING AND CONTROLLING</b>	10. Contemporary Management Thinking
2. Evolution of Management Thinking	6. Motivating and Satisfying Employees	11. Strategic Change: Managing Change and Renewal
<b>PART II PLANNING, DECISION MAKING AND ORGANIZING</b>	7. Leadership: Developing Vision to Transforming Organizations	12. Knowledge Management and Learning Organizations
3. Planning	8. Communicating in the Age of Internet	13. Managing Diversity
4. Decision-Making Process and Creative Problem-Solving	9. Managerial Control and Techniques	

**Vijay Kumar Kaul** is Senior Professor of Business Economics in the University of Delhi. He has served as Head, Department of Business Economics and Dean, Faculty of Applied Social Sciences and Humanities in the University of Delhi.



**Business Laws Semester I : NEP 2020 For the Universities of Rajasthan State**

**M C Kuchhal**

**Vivek Kuchhal**

**About the Book**

Business Laws has been designed for the Commerce students of all universities of Rajasthan. Its contents have been largely extracted from the authors reputed title Business Laws which has gained tremendous readership over the years. The book has been organized into four parts, namely, Law of Contract; Law of Sale of Goods; Law of Limited Liability Partnership; and Consumer Protection Act, 1986. One of the highlights is the addition of a chapter on Consumer Protection Act of 1986. It delves into the pivotal sections of the Act, guiding readers toward a nuanced understanding of its provisions. This chapter includes information of Consumer Protection Councils; Consumer Disputes Redressal Agencies; District Forum; National Commission and Powers of the Consumer Forums.

This book presents the subject matter tailor-made as per the course structure of the paper to enable the students to possess a textbook that caters to their needs in full.

**Salient Features**

- Learning Objectives for all chapters
- The latest amendments to Limited Liability Partnership (LLP) Act, 2008 as brought by Ministry of Corporate Affairs, Government of India
- Online registration process of LLP
- Proposals by Ministry of Corporate Affairs (MCA) to boost LLPs in India
- Explains complicated provisions in clear and comprehensible language with the help of illustrations and analogies

**ISBN: 9789356748460 | Price: ₹ 395 | Pages: 400 | Size: 6.5" X 9.25" (Paperback)**

**Contents**

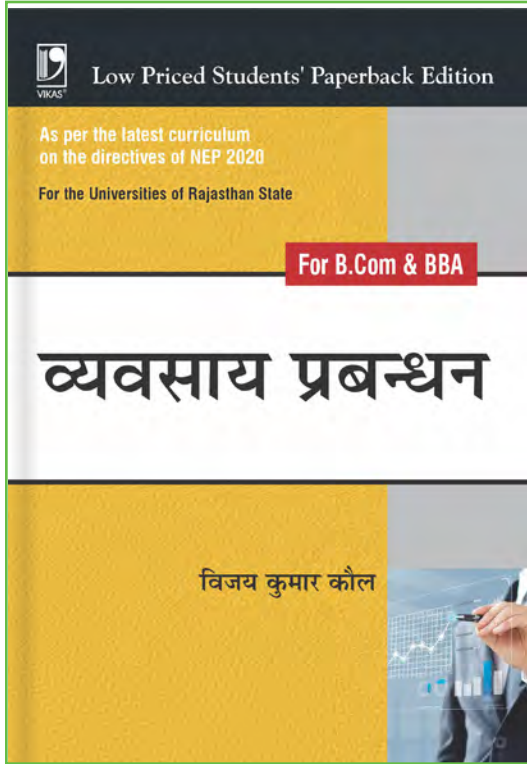
Introduction	10. Remedies for Breach of Contract	Part THREE: Law of Limited Liability Partnership
Part ONE: Law of Contract	11. Indemnity and Guarantee	Partnership
1. Nature and Kinds of Contracts	12. Bailment and Pledge	19. Limited Liability Partnership (LLP)
2. Offer and Acceptance	13. Agency	20. Nature and Incorporation of LLP
3. Consideration	Part TWO: Law of Sale of Goods	21. Partners and Their Relations: LLP
4. Capacity of Parties	14. Contract of Sale of Goods	22. Accounts, Audit and Taxation
5. Free Consent	15. Conditions and Warranties	23. Conversion to Limited Liability Partnership
6. Legality of Object and Consideration	16. Transfer of Property	Part FOUR: Law of Consumer Protection
7. Void Agreements	17. Performance of Contract of Sale	24. Consumer Protection Act, 1986
8. Quasi-Contracts	18. Rights of Unpaid Seller	University Question Papers
9. Discharge of Contract		

**M C Kuchhal** Served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi,

**Dr. Vivek Kuchhal** is Associate Professor at Department of Management, Maharaja Agrasen Institute of Technology, Delhi.

**Dr ML Vasita** is an Associate Professor at Department of Business Administration, University of Rajasthan, Jaipur.

**Dr Ashish Mathur** is an Assistant Professor at Department of Business Administration, Jai Narain Vyas University, Jodhpur.



## व्यवसाय प्रबन्धन Semester I : NEP 2020 For the University of Rajasthan State

Hindi Edition

**विजय कुमार कौल**  
पुस्तक के बारे में

यह पुस्तक राजस्थान के सभी विश्वविद्यालयों के वाणिज्य (B.Com) छात्रों के लिए डिजाइन की गई है। इस पुस्तक का एक विशेष आकर्षण प्राचीन भारत में प्रबंधन पर एक खंड है जिसे विशेष रूप से नई शिक्षा नीति (NEP 2020) के अनुसार जोड़ा गया है। यह खंड भारतीय मूल्य प्रणाली और मनुष्य की सभी आर्थिक और भौतिक गतिविधियों में धर्माचार के उपयोग को रेखांकित करता है।

### मुख्य विशेषताएँ

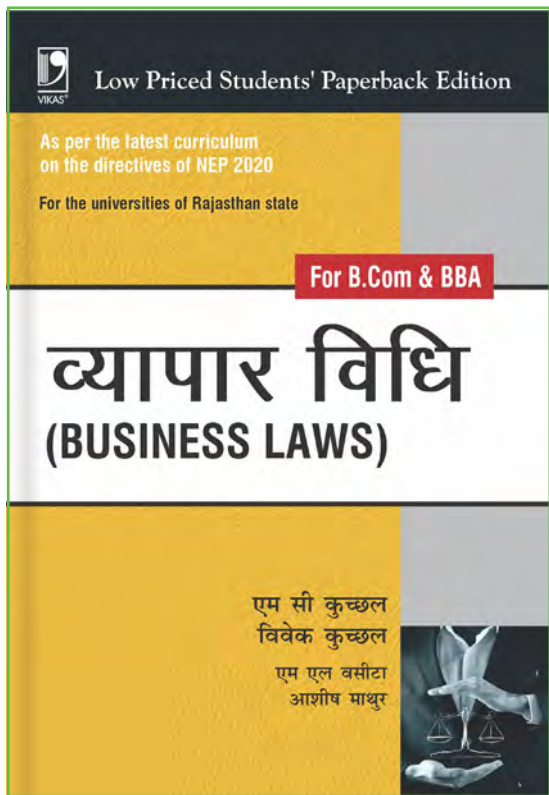
- प्रत्येक अध्याय में अधिगम उद्देश्य (Learning Objectives)
- प्रत्येक अध्याय में प्रबंधकीय अंतर्दृष्टि प्रदान की गई है, जो वास्तविक जीवन की स्थितियों और विभिन्न भारतीय कंपनियों में शामिल प्रबंधकीय मुद्दों पर केंद्रित
- प्रत्येक अध्याय में केस स्टडीज (Case Studies)
- अभ्यास के लिए अध्याय-वार सारांश और प्रश्न

ISBN: 9789356748491 | Price: ₹ 295 | Pages: 256 | Size: 6.5" X 9.25" (Paperback)

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**विजय कुमार कौल** दिल्ली विश्वविद्यालय में बिजनेस इकोनॉमिक्स के वरिष्ठ प्रोफेसर हैं। उन्होंने दिल्ली विश्वविद्यालय में बिजनेस इकोनॉमिक्स विभाग के प्रमुख और डीन, अनुप्रयुक्त सामाजिक विज्ञान और मानविकी के अध्यापक रूप में कार्य किया है।



## व्यापार विधि (Business Laws) For B.Com & BBA : NEP 2020 For the University of Rajasthan State

Hindi Edition

एम. सी. कुच्छल, डॉ. विवेक कुच्छल,  
डॉ. एम. एल. वसीता, डॉ. आशीष माथुर

### पुस्तक के बारे में

व्यापार विधि राजस्थान के सभी विश्वविद्यालयों के वाणिज्य (B.Com) के छात्रों के लिए बनाई गई है। इसकी सामग्री लेखक की प्रतिष्ठित पुस्तक Business Laws से ली गई है, जिसने पिछले कुछ वर्षों में अपार पाठक संख्या हासिल की है। पुस्तक को चार भागों में व्यवस्थित किया गया है, अर्थात्, संविदा का कानून, माल की बिक्री की विधि, सीमित देयता भागीदारी की विधि, और उपभोक्ता संरक्षण अधिनियम, 1986.

इस पुस्तक के मुख्य आकर्षणों में से एक 1986 के उपभोक्ता संरक्षण अधिनियम पर एक अध्याय जोड़ना है। यह अधिनियम (331-369) के महत्वपूर्ण खंडों में विस्तार से बताता है। पाठकों को इसके प्रावधानों की सूक्ष्म समझ को दर्शाता है। इस अध्याय में उपभोक्ता संरक्षण परिषदों, उपभोक्ता विवाद निवारण एजेंसियों, जिला मंचों, राष्ट्रीय आयोगों और उपभोक्ता मंचों की शक्तियों की जानकारी शामिल है।

यह पुस्तक प्रश्न-पत्र की पाठ्यक्रम संरचना के अनुसार तैयार की गई विषय-वस्तु को प्रस्तुत करती है ताकि छात्रों को एक ऐसी पाठ्यपुस्तक मिल सके जो उनकी आवश्यकताओं को पूरा करती हो।

### मुख्य विशेषताएँ

- सभी अध्यायों के लिए शिक्षण उद्देश्य
- कॉर्पोरेट मामलों के मंत्रालय, भारत सरकार द्वारा लाए गए सीमित देयता भागीदारी (LLP) अधिनियम, 2008 में नवीनतम संशोधन
- LLP की ऑनलाइन पंजीकरण प्रक्रिया
- भारत में LLPs को बढ़ावा देने के लिए कॉर्पोरेट मामलों के मंत्रालय (MCA) द्वारा प्रस्ताव
- चित्रों और उपमाओं की सहायता से जटिल प्रावधानों को स्पष्ट और समझने योग्य भाषा में समझाना

ISBN: 9789356748477 | Price: ₹ 395 | Pages: 378 | Size: 6.5" X 9.25" (Paperback)

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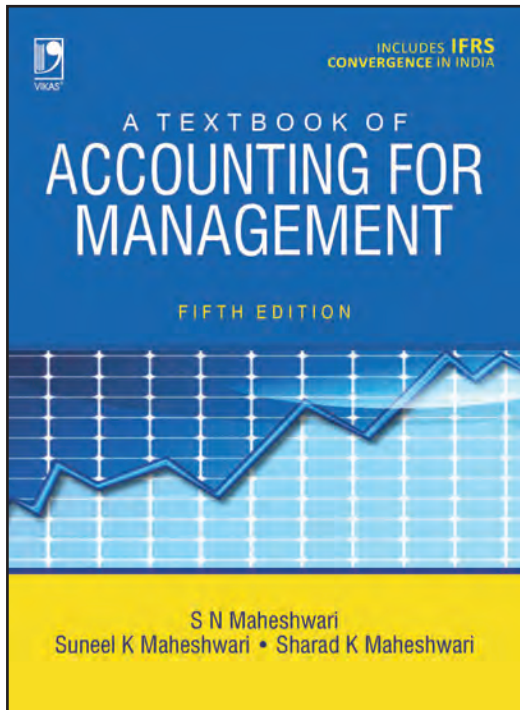
परिचय • **भाग एक: संविदा का कानून** • संविदाओं की प्रकृति और प्रकार • प्रस्ताव और स्वीकृति • प्रतिफल • पक्षों की क्षमता • स्वतंत्र सहमति • वस्तु और प्रतिफल की वैधता • शून्य करार • अर्ध संविदाएं • संविदा का उन्मोचन • संविदा के उल्लंघन के उपाय • क्षतिपूर्ति और गारंटी • जमानत और न्यसपत्र • एजेंसी **भाग दो: माल की बिक्री की विधि** • माल की बिक्री की संविदा • शर्तें और वारंटियाँ • संपत्ति का हस्तांतरण • विक्रय संविदा का प्रदर्शन • अवैतनिक विक्रेता के अधिकार **भाग तीन: सीमित देयता भागीदारी की विधि** • सीमित देयता भागीदारी • LLP की प्रकृति और निगमन • भागीदार और उनके संबंध • लेखा, लेखापरीक्षा और कराधान • सीमित देयता भागीदारी में रूपांतरण **भाग चार: उपभोक्ता संरक्षण की विधि** • उपभोक्ता संरक्षण अधिनियम, 1986

एम. सी. कुच्छल पूर्व सह प्राध्यापक श्री राम कॉलेज ऑफ कॉमर्स दिल्ली विश्वविद्यालय, दिल्ली

डॉ. विवेक कुच्छल सह प्राध्यापक महाराजा अग्रसेन इंस्टीट्यूट ऑफ टेक्नोलॉजी, दिल्ली

डॉ. एम. एल. वसीता सह प्राध्यापक व्यापार प्रबंधन विभाग राजस्थान विश्वविद्यालय, जयपुर

डॉ. आशीष माथुर सहायक प्राध्यापक वाणिज्य एवं प्रबंधन स्टडीज प्रभाग जय नारायण व्यास विश्वविद्यालय, जयपुर



## A Textbook of Accounting for Management, 5e

Dr S N Maheshwari, CA Sharad K Maheshwari & Dr Suneel K Maheshwari

Instructor's Resource available

### About the Book

The book provides a comprehensive coverage of the course-content requirements of the students appearing for the paper 'Management Accounting' at the MBA and M.Com Examinations of different Indian universities and professional Institutions. The book has been divided into five convenient sections. Each section covers a different aspect of 'Management Accounting' with the subject divided into chapters covering different topics in a systematic and concise manner. A complete section comprising case problems with solutions makes the study of the subject more informative and interesting.

The unique features of this book lie in its simple and systematic presentation of theory, which would enable the students to solve practical problems with ease. The other main strengths of this book are: plentiful illustrative examples and end-of-the-chapter exercises with short answers.

### New in this Edition

- Updated position regarding IFRSs and steps for their convergence in India.
- Two new topics, 'Companies Act & Financial Statements' and 'Depreciation & Company Accounts' have been incorporated in the relevant chapters of the book.

- Updated Schedule III regarding presentation of financial statements as per the Companies Act, 2013, along with actual financial statements of a company, has been incorporated as an Appendix to the book.
- Financial statements have been presented as per Schedule III to the Companies Act, 2013.

**Market:** Primarily for MBA, PGDBM, PGDM. Also useful for MCom, BBA, BCom, Professional Exams.

**ISBN: 9789354535383 | Price: ₹ 850 | Pages: 1060 | Size: 6.75" X 9.5" (Paperback)**

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#### Section - I: Accounting Fundamentals

1. Meaning and Scope of Accounting,
2. Accounting Principles, 3. Basic Accounting Terms, 4. Journalizing Transactions, 5. Ledger Posting and Trial Balance, 6. Sub-division of Journal, 7. Negotiable Instruments, 8. Final Accounts, 9. Rectification of Errors, 10. Depreciation Provisions and Reserves, 11. Inventory Valuation,

#### Section - II: Cost And Management

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#### Section - III: Financial Analysis

1. Company Financial Statements, 2. Funds Flow Statement, 3. Cash Flow Statement, 4. Leverages,

#### Section - IV: Planning and Control,

1. Budgetary Control, 2. Innovative Budgeting Techniques, 3. Standard

- Costing, 4. Variance Analysis, 5. Marginal Costing and Profit Planning, 6. Decisions Involving alternative Choices 7. Pricing Decisions

#### Section - V: Case Problems

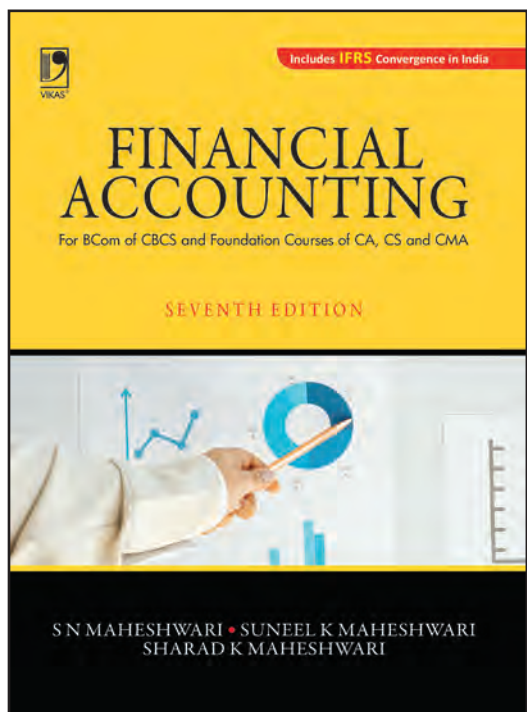
- Appendix: Presentation of Financial Statements
- Index

**S N Maheshwari** is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

**S K Maheshwari** has more than two decades of teaching, research and industry experience.

**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.





## Financial Accounting, 7e

S N Maheshwari, et al.



### About the Book

Financial Accounting provides a comprehensive coverage to course requirements of students appearing in the Financial Accounting paper at the BCom examinations of different Indian universities as per CBCS. It also meets the requirements of students appearing in the accounting paper at the Foundation Examinations of Institute of Chartered Accountants of India, the Institute of Company Secretaries of India and the Institute of Cost Accountants of India.

The book is divided into three sections: Section I explains the fundamental principles necessary for understanding the subject. It covers the entire accounting cycle, from recording of financial transactions to the preparation of final accounts.

Section II deals with accounting problems related to certain specific types of business transactions. Section III deals with partnership accounts.

### New in this Edition

- Updated position regarding Accounting Standards (ASs) issued by the Institute of Chartered Accountants of India.
- Notification of 39 Indian Accounting Standards (Ind ASs) issued by the Ministry of Corporate Affairs, Govt. of India.
- Phased implementation of Ind ASs by the concerned authorities to bring at par Indian Finance Reporting System with Global Financial Reporting System.
- Updating the text material as per the contemporary subject requirements.

**Market:** Primarily for BCom. Professional Exams like MBA, CA, CS and CMA

**ISBN: 9789356330207 | Price: ₹ 850 | Pages: 1024 | Size: 6.75" X 9.5" (Paperback)**

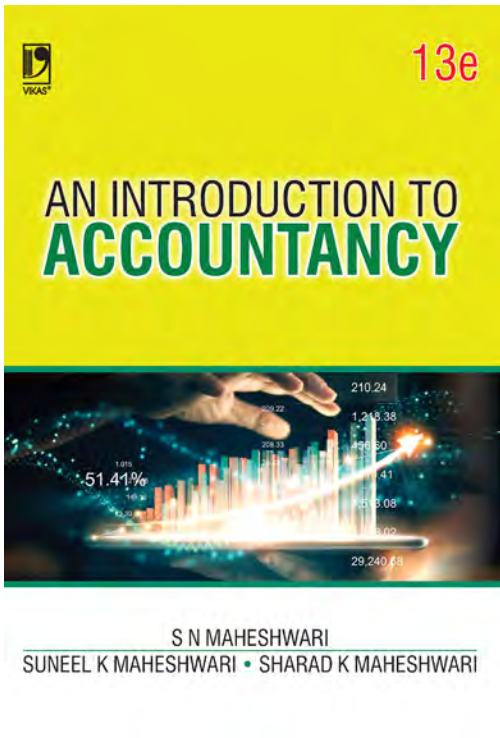
### Contents

Section-I: Accounting Principles and Processes	12. Rectification of Errors	Problems	1. Fundamentals
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2. Accounting Principles	14. Accounting Concept of Income	2. Joint Venture Accounts	3. Reconstitution of Partnership Firms-II (Retirement, Death and Amalgamation)
3. Basic Accounting Terms	15. Sectional & Self-Balancing Systems	3. Account Current and Average Due Date	4. Dissolution of Partnership Firms
4. Journalising Transactions	16. Accounts of Non-Profit Making Organizations	4. Inventory Valuation	<b>Appendices:</b>
5. Ledger Posting and Trial Balance	17. Single Entry System	5. Hire Purchase, Lease and Instalment Purchase Systems	I. Present Value of ₹ 1
6. Sub-Division of Journal	18. Computers & Accounting: An Introduction	6. Branch Accounts	II. Periodic Deposit Which Will Amount to ₹ 1
7. Negotiable Instruments	19. Accounting in a Computerized Environment	7. Departmental Accounts	III. Present Value of ₹ 1 Received Annually for N Years
8. Bank Reconciliation Statement	20. Accounting and Database System	8. Accounting for Price Level Changes	IV. Periodic Payment to Amortize ₹ 1 and Interest
9. Matching Concept	Section-II: Special Accounting	9. Insurance Claims	
10. Capital and Revenue		10. Royalty Accounts	
11. Final Accounts		Section-III: Partnership Accounts	

**S N Maheshwari** is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

**S K Maheshwari** has more than two decades of teaching, research and industry experience.

**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



## An Introduction to Accountancy, 13e

S N Maheshwari, et al.

### About the Book

This well-known textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature that has made this book popular among students is the simplicity of presentation which enables students to understand the subject and solve practical problems with ease. The main strengths of the book are the plentiful illustrative examples and the end-of-chapter exercise with answers. The wide coverage and user-friendly approach has made the book meet comprehensively the requirements of students studying Accountancy as a subject at BCom, BBA, MBA, MCA examinations and those conducted by different professional institutions.

### New in this Edition

- Notification of Indian Accounting Standard 117 (Ind AS 117): Insurance of Contracts by the Ministry of Corporate Affairs (MCA), Govt. of India.
- Enactment and enforcement of the Companies (Amendment) Acts, 2019 & 2020.
- Introduction of prescribed proforma for the Statement of Changes in Equity in Schedule III.
- Changes notified by the MCA in August 2019 relating to creation of Debenture Redemption Reserve.
- Changes notified by the MCA in 2016 and 2018 in Schedule V regarding Managerial Remuneration in case of no or inadequacy of profits.
- Changes in Corporate Social Responsibility Rules notified by the MCA in 2020.
- Changes in registration limit under GST Act, for MSME, sitting fee of the directors, remuneration limit for reporting of employees in Directors' Report, etc.

**Market:** Primarily for BCom, BBA. Also useful for MBA, MCA and CA/ICWA/ICSI.

**ISBN: 9789356746138 | Price: ₹ 950 | Pages: 1386 | Size: 6.75" X 9.5" (Paperback)**

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1. Meaning and Scope of Accounting
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14. Accounts of Non-Profit Making Organizations
15. Single Entry System

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2. Joint Venture Accounts
3. Hire Purchase, Lease and Instalment Purchase Systems
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5. Account Current and Average Due Date
6. Inventory Valuation

#### Section-3: Partnership Accounts

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4. Dissolution of Partnership Firms

#### Section-4: Company Accounts

1. The Joint Stock Company
2. Shares and Share Capital

#### 3. Debentures

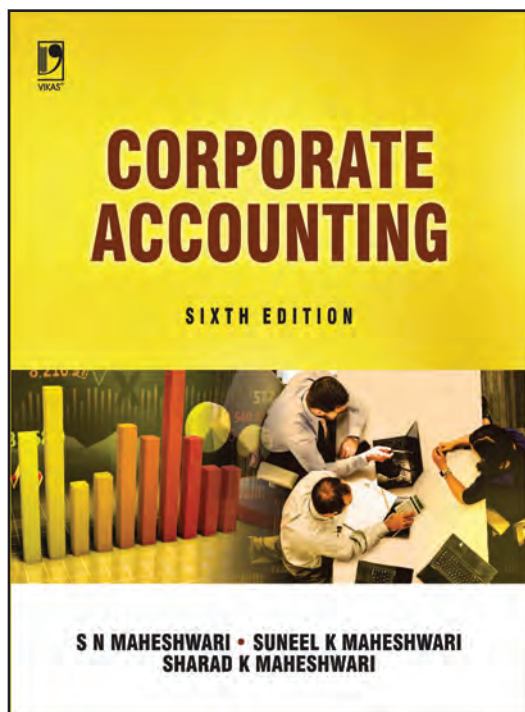
4. Company Financial Statements
5. Acquisition of Business and Profit Prior to Incorporation
6. Internal Reconstruction
7. External Reconstruction, Amalgamation and Absorption

#### Section-5: Cost and Management Accounting

1. Management Accounting: Nature and Scope
2. Financial Statements: Analysis and Interpretation
3. Funds Flow Statement
4. Cash Flow Statement

Instructor's Resource available





## Corporate Accounting, 6e

S N Maheshwari, et al.

### About the Book

*Corporate Accounting* is a comprehensive textbook on accounting for different types of corporate bodies, in tune with the growing importance and accounting complexities of the corporate form of business. The book is divided into three convenient sections, each comprising independent chapters dealing with a particular aspect of corporate accounting. It deals exhaustively with the course requirements of students preparing for BCom, MCom, MBA and professional examinations conducted by different institutions, such as the Institute of Chartered Accountants of India (ICAI), the Indian Institute of Bankers (IIB), the Institute of Company Secretaries of India (ICSI) and the Institute of Cost Accountants of India (ICAI).

### Key Features

- Overhauled as per the Company Law 2013
- Solutions for Illustrative examples reworked in accordance with the new Company Law.
- More than 350 such illustrations
- More than 350 Objective type questions, 200 Essay types and 320 Practical problems
- Answers provided for all Practical problems
- Questions from recent examinations from renowned universities.

**Market:** Primarily for BCom, Professional Exams like CA, CS and Banking, Also useful for MCom., MBA.

### New in this Edition

- Enactment of the Companies Act, 2013 and introduction of new schedules, particularly Schedule II and Schedule III concerning Depreciation and Financial Statements, respectively.
- Notification of 40 Indian Accounting Standards (Ind AS) by MCA for IFRS convergence in India.
- Replacement of AS 6: Depreciation Accounting with AS 10: Fixed Assets by AS 10: Property, Plant and Equipment.
- Enactment of Insolvency and Bankruptcy Code 2016 and Banking Regulation (Amendment) Act 2017.
- Enactment of the Finance Act, 2017 and introduction of Goods and Services Tax (GST).
- Concept of Component Accounting in the chapter "Recent Developments in Accounting".

**ISBN: 9789352718580 | Price: ₹ 825 | Pages: 1432 | Size: 7.25" X 9.5" (Paperback)**

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#### Section-1: Company Accounts

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2. Shares and Share Capital
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2. Banking Companies Accounts
3. Double Account System (Including Accounts of Electricity Companies)
4. Holding Companies
5. Hotel Companies Accounts
6. Accounts of Government Companies and Statutory Corporations

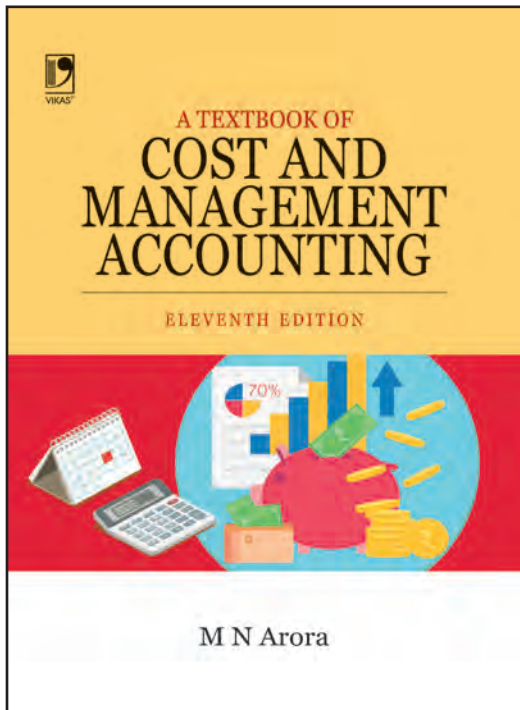
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5. Accounting for Price Level Changes

6. Valuation of Assets
7. Human Resource Accounting: Cash Flow Statement
8. Social Cost Benefit Analysis
9. Recent Developments in Accounting

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- II. Present Value of ₹1 Received Annually for N Years
- III. Periodic Deposit Which Will Amount to ₹1
- IV. Periodic Payment Required to Amortize ₹1 and Interest
- V. The Compound Value of an Annuity of ₹1
- VI. Schedule II



## A Textbook of Cost and Management Accounting, 11e

M N Arora

### About the Book

Instructor's Resource available

A Textbook of Cost and Management Accounting provides the students with thorough grounding in cost concepts, cost behaviour and methods, and techniques of cost and management accounting with an understanding of the uses and limitations of cost and financial data for managerial operations.

The text of the subject matter has been presented in a student-friendly, simple and intelligible manner. Every discussion involving conceptual complexity is immediately illustrated by a numerical example.

In addition, the book contains a liberal sprinkling of charts and diagrams so as to make the subject easily understandable and highlight its finer points. The subject matter has been organized on 'first things first' basis for its logical presentation that sustains interest.

The approach of the book is examination oriented. Thus, a good number of problems and solutions have been included in its chapters. Theoretical and numerical questions have been mostly selected from various examinations. Objective type questions have been given to serve as self-test by students. This is an ideal book for self-study.

*An all-inclusive, ideal book for self-study, both for the students of Cost and Management Accounting as well as working professionals.*

**Primary Market:** MBA, BBA, **Secondary Market:** MCom, BCom, CA

### New In This Edition

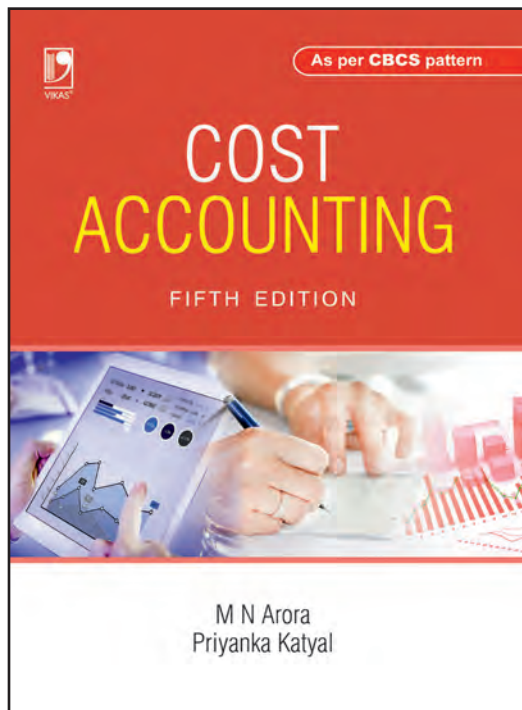
- Thoroughly revised chapters
- A new chapter on Activity Based Costing (Chapter 5)
- A modified chapter on Advanced Cost Management Techniques (Chapter 23)

**ISBN: 9789390470501 | Price: ₹ 995 | Pages: 1144 | Size: 6.75" X 9.5" (Paperback)**

### Contents

<b>SECTION I: COST ACCOUNTING</b>	10. Joint Products and by-Products	17. Cash Flow Statement
1. Overview of Cost Accounting	11. Operating Costing (Service Costing)	18. Marginal (Variable) Costing and Cost-Volume-Profit Analysis
2. Material Cost	12. Non-integrated and Integrated Accounts	19. Budgeting and Budgetary Control
3. Employee Cost (Labour Cost)	13. Reconciliation of Cost and Financial Accounts	20. Standard Costing and Variance Analysis
4. Overhead Cost	<b>SECTION II: MANAGEMENT ACCOUNTING</b>	21. Tactical Decision Making
5. Activity Based Costing	14. Management Accounting—Nature and Scope	22. Responsibility Accounting and Transfer Pricing
6. Output or Unit Costing (Cost Sheet)	15. Financial Statement Analysis	23. Advanced Cost Management Techniques
7. Job and Batch Costing	16. Funds Flow Statement	• Subject Index
8. Contract Costing		
9. Process Costing		

**M N Arora** has teaching experience of more than four decades in Hans Raj College, University of Delhi. He is also a Fellow Member of the Institute of Cost Accountants of India. His experience has been mostly in teaching of Cost Accounting and Management Accounting in various courses in Delhi University and other professional courses like M.Com, B.Com, MIB, MHROD, MBA, BBA, CA, CS, etc.



## Cost Accounting, 5e

M N Arora & Priyanka Katyal



### About the Book

Year after year, this book has immensely helped students in their comprehension of the subject and scoring good marks in examination. It's has been written specifically for the prescribed syllabus of cost accounting Paper of B. COM (Hons.), Semester IV, of University of Delhi, School of Open Learning and other central universities. Its basic features are the same as the mother book Cost Accounting: Principle and Practice which is a UGC- Recommended text for the many years. This book is bundled with all the teaching tools like learning objectives, summary of the chapter, key terms, and a large number of questions for practice. The fifth edition is the updated version of the fourth edition and as per latest CBCS syllabus.

### Salient Features

- Ideal for self-study, making learning a painless exercise.
- Examination-oriented approach.
- A total of 258 solved problems and illustrations accompanied by working notes, 156 theoretical questions, and 202 practical questions.
- Recent question papers with answers included in Appendix

**Market:** Primarily for BCom, BBA. Also useful for BBM, BBS.

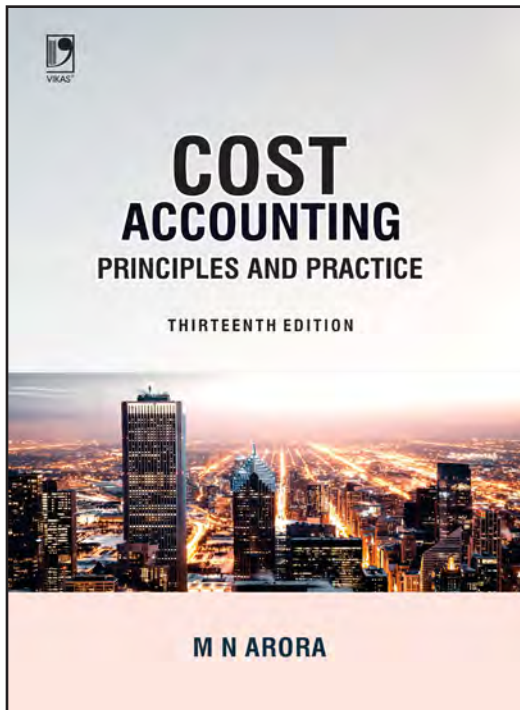
**ISBN: 9789356744127 | Price: ₹ 499 | Pages: 600 | Size: 6.25" X 9.5" (Paperback)**

### Contents

1: Introduction	6: Job Costing	11: Reconciliation of Cost and Financial Accounts
2: Material Cost	7: Contract Costing	• Appendix: Past Question Papers with Answers
3: Labour Cost (Employee Cost)	8: Process Costing	
4: Overhead Cost	9: Operating Costing (Service Costing)	
5: Output or Unit Costing (Cost Sheet)	10: Integral and Non-Integral Systems	

**M N Arora** has teaching experience of more than four decades in Hans Raj College, University of Delhi. He is also a Fellow Member of the Institute of Cost Accountants of India. His experience has been mostly in teaching of Cost Accounting and Management Accounting in various courses in Delhi University and other professional courses like M.Com, B.Com, MIB, MHROD, MBA, BBA, CA, CS, etc.

**Priyanka Katyal** received her MCom and MPhil from Delhi School of Economics, University of Delhi. She has more than fifteen years' experience of teaching BCom (Hons) classes in various colleges of the University of Delhi.



## Cost Accounting: Principles & Practice, 13e

M N Arora

### About the Book

A UGC recommended textbook for various commerce undergraduate programmes like BCom, BBA, BBM and BBS. Also useful for CA, CS, ICMA, MCom and MBA. The revised edition of Cost Accounting: Principles and Practice gives students a thorough grounding in cost concepts, cost behaviour and costing methods. The subject matter has been presented in a student-friendly, systematic and intelligible manner. Every discussion involving conceptual difficulties is immediately followed by a numerical example. A large number of charts and diagrams bring to light finer points of the subject and make it easily comprehensible. The subject matter has been organized on 'first things first' basis to sustain the interest of the students.

An authentic book on Cost Accounting, which is indispensable for students at the undergraduate level.

### New in this Edition

- Reworked text for better understanding of the concepts
- Recent questions from BCom, BBA, MBA, CA and CS examinations
- Model test papers in Appendix

### Salient Features

- Ideal for self-study, making learning a painless exercise
- Examination-oriented approach
- Around 300 solved problems and illustrations accompanied by 'working notes'
- Theoretical, practical and objective-type questions selected mostly from various universities and professional examinations

**Primary Market:** BCom, BBA, BBM and BBS

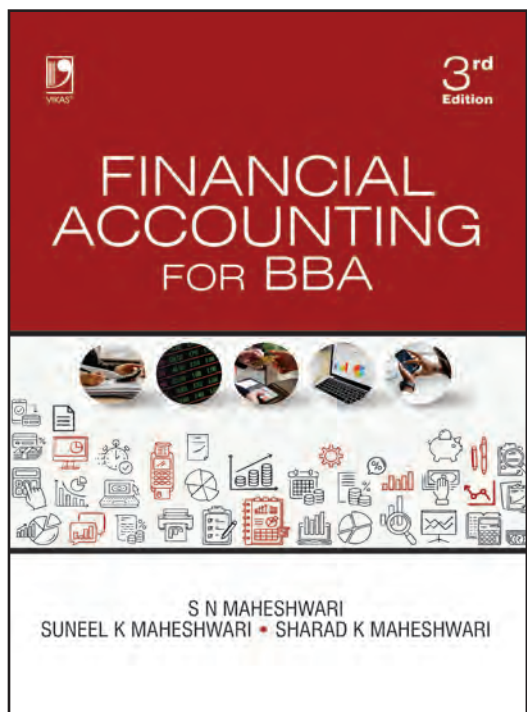
**Secondary Market:** CA, CS, ICMA, MCom and MBA

**ISBN: 9789354530265 | Price: ₹ 675 | Pages: 656 | Size: 6.25" X 9.5" (Paperback)**

### Contents

1. Overview	6. Output or Unit Costing (Cost Sheet)	11. Operating Costing (Service Costing)
2. Material Cost	7. Job and Batch Costing	12. Non-Integrated and Integrated Accounts
3. Labour Cost (Employee Cost)	8. Contract Costing	13. Reconciliation of Cost and Financial Accounts
4. Overhead Cost	9. Process Costing	<i>Appendix: Model Test Papers</i>
5. Activity Based Costing	10. Joint Products and By-Products	

**M N Arora** has teaching experience of more than four decades in Hans Raj College, University of Delhi. He is also a Fellow Member of the Institute of Cost Accountants of India. His experience has been mostly in teaching of Cost Accounting and Management Accounting in various courses in Delhi University and other professional courses like M.Com, B.Com, MIB, MHROD, MBA, BBA, CA, CS, etc.



## Financial Accounting for BBA, 3e

Instructor's Resource available

Dr S N Maheshwari,  
CA Sharad K Maheshwari &

Dr Suneel K Maheshwari

**New**

### About the Book

This well-known textbook provides students with the knowledge of basic accounting principles and practices in a systematic manner. The unique feature that has made this book popular among students is the simplicity of presentation which enables them to understand the subject and solve practical problems with ease. The main strengths of the book are the plentiful illustrative examples and the end-of-chapter exercise with answers. Its wide coverage and user-friendly approach comprehensively meets the requirements of students studying Financial Accounting as a subject at BBA examination of different universities

### New in this Edition

- Updated provisions regarding ASs, IFRSs and Ind ASs.
- Phased implementation of Ind ASs by the concerned authorities to bring at par Indian Financial Reporting System with Global Financial Reporting System.
- 'Schedule III' as per the Companies Act 2013, with all details in the chapter 'Company Financial Statements'.
- Appropriate revision and updation of the Text in view of the enactment of The Companies Act, 2013 as amended by The Companies (Amendment) Acts, 2015, 2017, 2019 and 2020.

- Introduction of Goods & Services Tax (GST) replacing several taxes imposed by different authorities.
- Incorporation of changes introduced by the Insolvency and Bankruptcy Code 2016.
- Incorporation of the basic features of Ind AS 1: Presentation of Financial Statements in Chapter 4: Company Financial Statements (Section II) of the book

### Salient Features

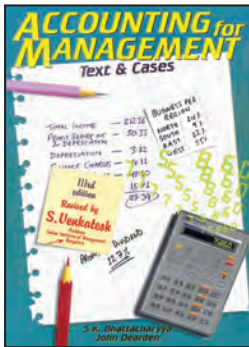
- Learning objectives for every chapter
- Objective type questions for testing the student's understanding
- Over 200 practical problems with solutions and around 125 illustrations
- 32 Accounting Standards dealt in detail with latest amendments therein
- Key terms at the end of every chapter
- Essay type questions for review, discussion and practice

**Primary Market:** BCom, BBA, BBM and BBS, **Secondary Market:** CA, CS, ICMA, MCom and MBA

**ISBN: 9789356741607 | Price: ₹ 595 | Pages: 660 | Size: 6.25" X 9.5" (Paperback)**

### Contents

Section-I: Accounting Principles and Processes:	6. Sub-Division of Journal	12. Accounting Concept of Income	Section-II: Company Accounts: 1. The Joint Stock Company
1. Meaning and Scope of Accounting,	7. Bank Reconciliation Statement,	13. Computers & Accounting: An Introduction	2. Shares and Share Capital
2. Accounting Principles	8. Capital and Revenue	14. Accounting in a Computerized Environment	3. Debentures
3. Basic Accounting Terms	9. Final Accounts	15. Accounting and Database System	4. Company Financial Statements
4. Journalizing Transactions	10. Rectification of Errors	16. Inventory Valuation,	5. Contemporary Issues and Challenges
5. Ledger Posting and Trial Balance	11. Depreciation, Provisions and Reserves		



## Accounting for Management: Text and Cases, 3e

S K Bhattacharyya & John Dearden

ISBN: 9788125905530  
Price: ₹ 495 | Pages: 436  
Size: 6.75" X 9.5" (Paperback)

### About the Book

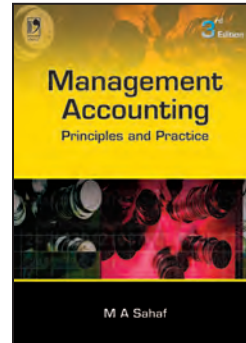
This book incorporates the refinements in the accounting concepts and practices and reflects on new issues and developments in the field of accounting at the international and national levels. The original structure of the book, i.e. to instruct managers rather than accountants, remains unchanged. The inclusion of a large number of cases is an element of this design. To make the book more contemporaneous some of the cases have been replaced. However, those cases have been retained which we believe provide learning that can be described as timeless. The focus of the book is on how to use a financial statement than on how to prepare one. However to understand fully, one must know how a statement is prepared. Towards this end, the authors have also increased the proportion of content devoted to the mechanics of preparing financial statements.

### Salient Features

- The hallmark feature of the book is its 28 cases, most of which have been taken from GSBA-Harvard University, IIM-Ahmedabad and IIM-Bangalore, which provide the contextual setting to the book.
- A conscious attempt has been made to inculcate accounting as the "language" of business among the students and "understanding" financial data among professionals and practitioners.
- Keeping the needs of the students and practitioners alike, the managerial aspects of accounting have been given paramount importance but at the same time it deals with mechanics of preparing financial statements.

### Contents

Part-I: Fundamentals and Cost Accumulation Methods - Nature and Scope of Management Accounting: 1. Strategic Management Accounting, 2. Accounting Process and Principles - An Overview, 3. Cost Analysis and Decision Making, 4. Inventory Costing, 5. Product Costing, 6. Service Costing, Part-II: Accounting for Financial Analysis - Analysis of Financial Statements: 1. Ratio Analysis, 2. Statement of Changes in Financial Position, 3. Cash Flow Statement, Part-III: Accounting for Managerial Decisions - Marginal Costing: 1. Break-Even Analysis (Cost-Volume-Profit Analysis), 2. Differential Costing: An Aid to Decision Making, 3. Activity-Based Costing, 4. Pricing Policy and Decisions, Part-IV: Accounting for Planning and Execution - Budgetary Control: 1. Budgetary Control, 2. Capital Budgeting, 3. Risk and Uncertainty, 4. Management Reporting, Part-V: Performance Measurement and Evaluation: 1. Responsibility Accounting, 2. Divisional Performance and Transfer Pricing, Part-VI: Specialized Topics in Accounting: 1. Valuation of Goodwill and Shares, 2. Inflation Accounting, 3. Human Resource Accounting, 4. Emerging Trends in Management Accounting



## Management Accounting: Principles and Practice, 3e

M A Sahaf

ISBN: 9789325969247  
Price: ₹ 695 | Pages: 828  
Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

### About the Book

This book is meant for students of accounting, management and business studies. It not only describes the principles, procedures and techniques of management accounting, but also explains and analyses the core concepts that have driven the development of the subject for decades. The book is a perfect blend of conceptual and practical approaches to accounting.

### New in this Edition

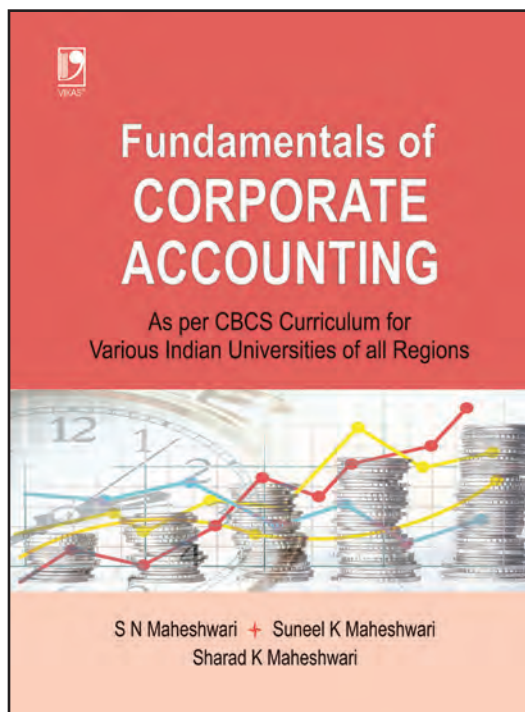
- Completely revised and updated
- New chapters on strategic management accounting, product costing, and service costing
- Coverage of total quality management (TQM), just-in-time (JIT), life cycle costing, and Kaizen costing
- Worked out solutions to problems and latest professional examination questions

### Contents

Part-I: Fundamentals and Cost Accumulation Methods - Nature and Scope of Management Accounting: 1. Strategic Management Accounting, 2. Accounting Process and Principles - An Overview, 3. Cost Analysis and Decision Making, 4. Inventory Costing, 5. Product Costing, 6. Service Costing, Part-II: Accounting for Financial Analysis - Analysis of Financial Statements: 1. Ratio Analysis, 2. Statement of Changes in Financial Position, 3. Cash Flow Statement, Part-III: Accounting for Managerial Decisions - Marginal Costing: 1. Break-Even Analysis (Cost-Volume-Profit Analysis), 2. Differential Costing: An Aid to Decision Making, 3. Activity-Based Costing, 4. Pricing Policy and Decisions, Part-IV: Accounting for Planning and Execution - Budgetary Control: 1. Budgetary Control, 2. Capital Budgeting, 3. Risk and Uncertainty, 4. Management Reporting, Part-V: Performance Measurement and Evaluation: 1. Responsibility Accounting, 2. Divisional Performance and Transfer Pricing, Part-VI: Specialized Topics in Accounting: 1. Valuation of Goodwill and Shares, 2. Inflation Accounting, 3. Human Resource Accounting, 4. Emerging Trends in Management Accounting

M A Sahaf is Professor at The Business School, University of Kashmir, Srinagar.





## Fundamentals of Corporate Accounting (As per CBCS)

S N Maheshwari, et al.

### About the Book

This textbook provides students with the knowledge of basic accounting principles and practices concerned with preparing and presenting corporate accounts in a systematic manner. The unique feature of this book is the simplicity of presentation which enables students to understand the subject and solve practical problems with ease. The main strengths of the book are the plentiful illustrative examples and the end-of-chapter exercises with answers. The wide coverage and user-friendly approach makes the book to comprehensively meet the requirements of students studying Corporate Accounting as a subject at B.Com & BBA examinations of different Indian universities based on Choice Based Credit System (CBCS).

### Key Features

- Adopts a step-by-step approach beginning with an Introduction to Accounting Standards, both national and international, to the preparation of financial statements of a corporate enterprise.
- Presents the subject matter as per the requirements of the Companies Act 2013 and other statutory laws applicable to corporates, as amended to date.

- Explains lucidly specific provisions applicable to complex topics like amalgamation and merger of companies along with the specific requirements of the relevant Accounting Standard(s).
- Focuses on peculiar accounting provisions of specific laws applicable to banking, insurance and electricity companies.
- Makes one understand and learn accounting on computers in a simple and illustrative manner.

**Market:** Primarily for BCom, BBA. Also useful for BBM, BBS.

**ISBN: 9789353381295 | Price: ₹ 695 | Pages: 720 | Size: 6.25" X 9.5" (Paperback)**

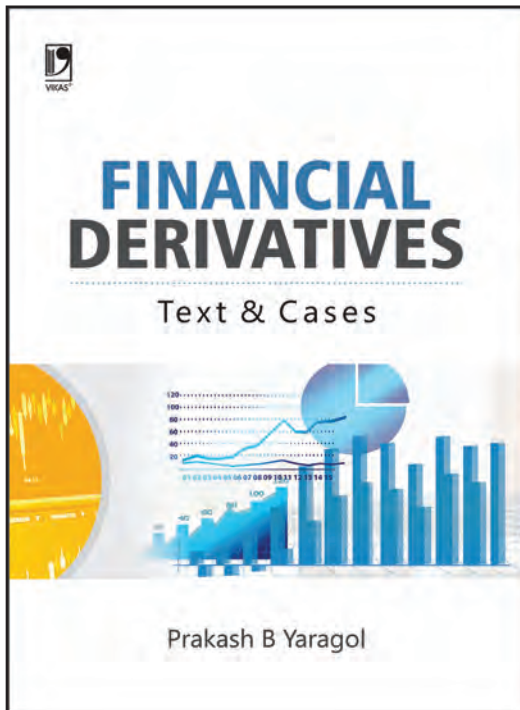
### Contents

Introductory: Accounting Principles and Standards,	6. Cash Flow Statement	4. Company Liquidation Accounts
Section-1: General Company Accounts	7. Financial Statements: Analysis	5. Financial Reporting for Financial Institutions
1. The Joint Stock Company	8. Computers and Accounting	<b>Section-3: Specific Companies Accounts</b>
2. Shares and Share Capital	<b>Section-2: Specific Corporate Accounting Problems</b>	1. Holding Companies
3. Debentures	1. Valuation of Goodwill and Shares	2. Banking Companies Accounts
4. Company Financial Statements	2. Internal Reconstruction	3. Insurance Companies Accounts
5. Acquisition of Business and Profit Prior to Incorporation	3. External Reconstruction, Amalgamation and Absorption	4. Accounts of Electricity Companies

**S N Maheshwari** is presently Professor Emeritus & Academic Advisor, Delhi Institute of Advanced Studies, Delhi. He is also the Chairman, Indian Society of Accounting and Management, New Delhi. He has a long and distinguished career.

**S K Maheshwari** has more than two decades of teaching, research and industry experience.

**Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



## Financial Derivatives: Text and Cases

Prakash B Yaragol

Instructor's Resource available

### About the Book

*Financial Derivatives—Text and Cases* has been written primarily for the students of MBA, MCom, MFC, MIB and so on, who wish to study the subject as a part of their specialization in the area of finance. It will also be useful to finance professionals. It is written in a very simple language and presented in a neat style, covering entire spectrum ranging from the basics to advanced aspects of financial derivatives. One focus of the book is on the recent developments in the area.

The book sets the direction of every chapter by laying down course outcomes at the beginning of each chapter. Judiciously supplementing and substantiating the main text are figures and charts, tables, numerical illustrations, different types of questions such as fill in the blanks, true/false, short answer questions and essay type questions. Every chapter ends with a brief summary of the entire text of the chapter which helps the reader to grasp the important aspects of the chapter.

**Market:** Primarily for MBA, MCom, MFC, MIB Students. Also useful for Finance Professionals

### Key Features

- **Solved Problems:** A large number of numerical problems solved for complete understanding of derivatives of various degrees of complexity. The book contains 240 illustrations/solved problems
- **Try Yourself:** To engage students and help them to solve problems on their own. Answers to all questions are also provided to enable students to cross check the answers.
- **Case Studies:** Along with analytical solutions to apply the concepts in real life situations.
- **Excel Calculations:** Excel calculations of selected problems provided to enable the reader to show calculations cross check answers.
- **Web Links:** With every chapter, a list of useful web links will help students to explore further and also to take up projects
- **Annexures:** A rich appendage of a list of Formulae, Glossary, a list of Stocks and Indices traded in BSE and NSE (F&O), and Major global derivative exchanges, to enhance practical utility of the book.

**ISBN: 9789352718757 | Price: ₹ 495 | Pages: 448 | Size: 6.75" X 9.5" (Paperback)**

### Contents

#### Standard Abbreviations Used in the Book

1. An Overview AA11
2. Forwards and Futures
3. Option Contracts
4. Financial Swaps
5. Interest Rate Derivatives
6. Commodity Derivative Market
7. Value-at-Risk

8. Credit Risk Management (Credit Derivatives)
9. Accounting and Tax Aspects of Financial Derivatives
  - Select Bibliography

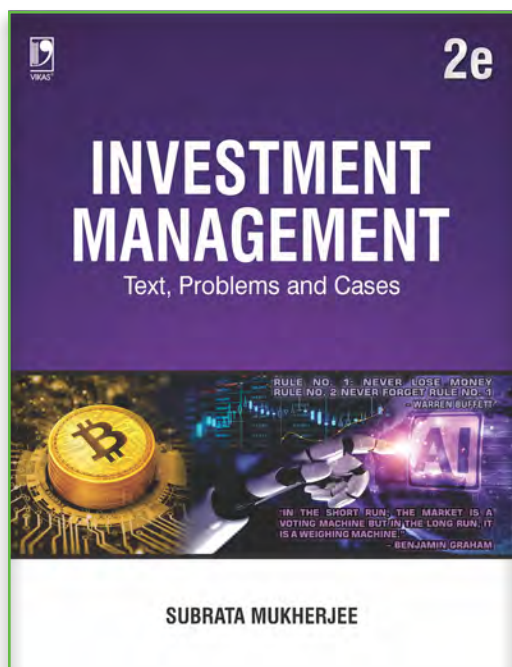
#### Appendices:

1. Normal Distribution Tables
2. Formulae

3. Glossary
4. List of Stocks/ Indices Traded at BSE and NSE (F&O)
5. List of Major Global Derivative Exchanges

- Index

**Prakash B Yaragol**, Professor of Finance in the Department of Management Studies and Research, Acharya Institute of Technology, Bengaluru, obtained his PhD from Gulbarga University (Karnataka). He has more than two decades of teaching experience in various management institutes.



## INVESTMENT MANAGEMENT, 2e

Subrata Mukherjee

### About the Book

This new edition, rechristened Investment management: Text, Problems and Cases, is a unique blend of traditional and modern concepts, intuitive and quantitative analyses, and theory and real-world applications. While keeping its character intact, this new edition incorporates newer material. Thus, this edition will be even more useful to students of MBA-Finance, PGDM-Finance, and M.Com. programs, and final-level students of other professional courses like CA, CMA, CS and CFA. Investors, practitioners, and corporate financial managers will find this book to be of an immensely useful reference.

### Key Features

- Cryptocurrency, Blockchain, Non-Fungible Token, Central Bank Digital Currency, Metaverse, and WEB3
- Green Finance and Investments, encompassing Environment, Sustainability, and Governance
- Financial Technology and the applications of Artificial Intelligence and Machine Learning
- Investment Strategies of Sovereign Wealth Funds, Endowment Funds, Pension Funds, HNWIs and Ultra HNWIs

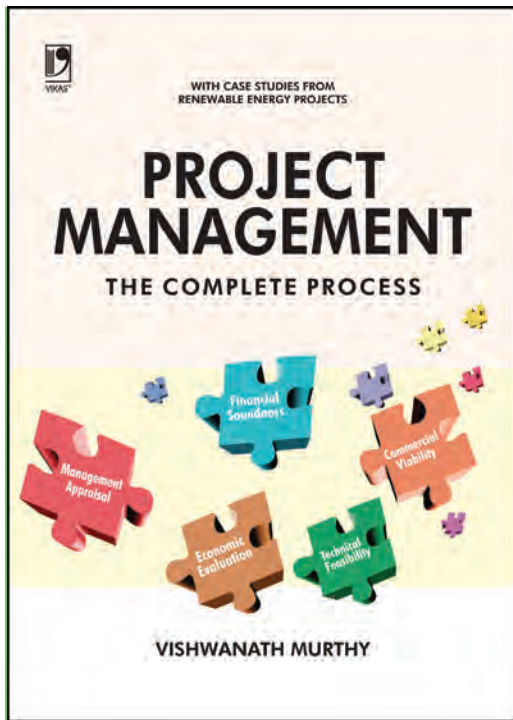
**Market:** Primarily for PGDBM, PGDM, MBA. Also useful for BBM, BBA, BCom, Professionals.

**ISBN: 9789356748569 | Price: ₹ 825 | Pages: 684 | Size: 8" X 10.5" (Paperback)**

### Contents


<b>PART I: INTRODUCTION</b>	9. Arbitrage Pricing Theory	<b>PART VI: DERIVATIVES</b>	Sustainability and Governance (ESG)
1. Understanding Investments	10. Efficient Market Hypothesis	19. Futures	28. Investment Strategies of Sovereign Wealth Funds,
2. Investment Alternatives	11. Behavioural Finance	20. Options	• Appendix A
3. Securities Market and How Securities are Traded	12. Technical Analysis	<b>PART VII: APPLIED PORTFOLIO MANAGEMENT</b>	• Appendix B
<b>PART II: PORTFOLIO THEORY AND PRACTICE</b>	<b>PART IV: SECURITY ANALYSIS</b>	21. Performance Evaluation	• Frequently Used Symbols and Terms
4. Risk and Return	13. Macroeconomic and Industry Analysis	22. Mutual Funds and Hedge Funds	• Glossary
5. Risk Aversion, Utility of Wealth and Capital Allocation to Risky Assets	14. Company Analysis	23. Investments in Real Assets	• Select Bibliography and References
6. Portfolio Analysis	15. Financial Statement Analysis	24. International Portfolio Investment	• INDEX
7. Index Models	16. Equity Valuation Model	25. Alternative Investments	
<b>PART III: EQUILIBRIUM IN CAPITAL MARKET</b>	<b>PART V: FIXED-INCOME SECURITIES</b>	26. Cryptocurrency, Blockchain, NFT, CBDC, Metaverse and Web3	
8. Capital Asset Pricing Model	17. Bond Analysis, Valuation and Term Structure of Interest Rates	27. Green Finance and Investment Including Environment,	
	18. Managing Bond Portfolios		

**Subrata Mukherjee** has a blend of 5 decades of rich corporate and academic experience in the areas of finance and accounting. Presently, he is a visiting faculty at a few B-Schools. His areas of interest are investment markets and products, corporate finance, personal finance, and digital-age financial practices.



## Project Management: The Complete Process

Vishwanath Murthy

Instructor's Resource available 

### About the Book

The book presents a mix of theory and practice; a mix of engineering, finance, taxation, economics, statistics, legal aspects, governmental policies and international practice; and a mix of case studies, and illustrations.

It covers the entire gamut of project scoping, identification, development and appraisal and is primarily designed to meet the requirements of postgraduate students of management and engineering education. The objective of the book is to provide a multidisciplinary grounding to the readers so that they can develop all the skills and competencies required to view or manage the entire project management process as an integrated whole. Though based on renewable energy projects, majority of the concepts explained in the book are applicable to other industrial projects equally – detailed guidance and notes on this aspect is given appropriately in the book.

**Market:** MBA, MCom, MFC, MIB, MTech and MSc students. Also useful for BFSI DPR, Infrastructure, Engineering, Environment, Economic and Finance policy makers and professionals; Project Management Consultants, CDM Consultants

### Key Features

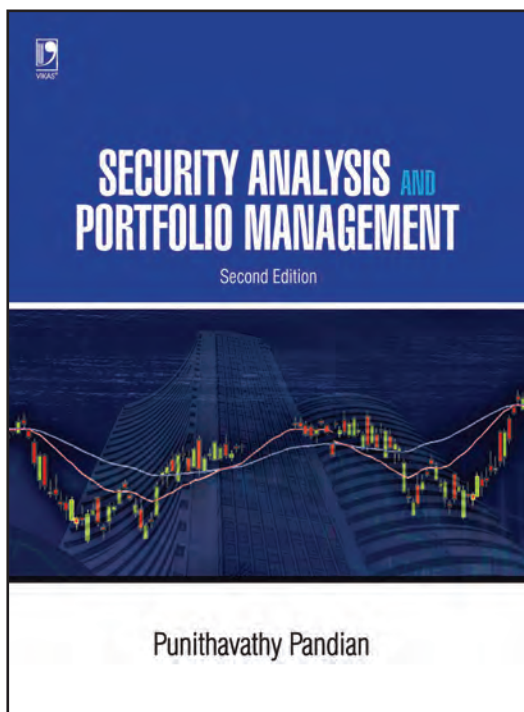
- Covers all functional areas of project management -- commercial viability, technical feasibility, managerial competence and organizational set-up, financial soundness, economic analysis, environmental safety/sustainability and social cost benefit analysis.
- Case studies involving practices of stakeholders of renewable energy sector lends coherence to all the aspects and ensures continuity of discussion from one topic to another.
- Financial soundness of projects is explained in thorough detail. Preparation of projected operating statement and decision drivers like cash flow statement, break-even analysis, ICR, DSCR, payback period, discounted cash flow techniques like discounted payback, IRR, NPV and profitability index are discussed in detail. Also explains various sources of financing projects -- both foreign and domestic.
- Tools and techniques from operations management like PERT/CPM methods, Decision Tree analysis, Sensitivity analysis, Quality management, Risk management, Gantt Chart and so on -- during project operations & maintenance -- have been covered appropriately.
- The policies of state/central governments, rules and regulations, accounting standards, legal aspects and engineering considerations have been weaved nicely. International practices are referred too.
- Includes about 70 worked-out problems, more than 150 tables, 31 charts and 20 boxed exhibits.

**ISBN: 9789352718740 | Price: ₹ 850 | Pages: 984 | Size: 6.75" X 9.5" (Paperback)**

### Contents

<i>Introduction Standard Abbreviations used in the Book</i>	4. Plant Capacity	11. Projected Operating Statement
Segment-1: Introductory	5. Generation	12. Analysis
1. Introduction	6. Inputs	Segment-5: Economic Evaluation
Segment-2: Commercial Viability	7. Implementation Management	13. Economic Appraisal
2. Commercial Viability	Segment-4: Financial Soundness	Segment-6: Management Appraisal
Segment-3: Technical Feasibility	8. Business Organization	14. Appraisal of Management
3. The Technology	9. Project Cost	• <i>Index</i>
	10. Financing	

**Vishwanath Murthy** is a PG in Economics and doctorate in Financial Economics. He is a Certified Associate of Indian Institute of Bankers (CAIIB), and holds Diploma in Taxation and Certificate in Industrial Finance.



## Security Analysis and Portfolio Management, 2e

Punithavathy Pandian

Instructor's Resource available



### About the Book

In the current scenario, investing in the stock markets poses a significant challenge even for seasoned professionals. Not surprisingly, many students find the subject Security Analysis and Portfolio Management difficult. This book offers conceptual clarity and in-depth coverage with a student-friendly approach. Targeted at the postgraduate students of management and commerce, it is an attempt to demystify the difficult subject. The book is divided into three parts. Part I explains the Indian stock market; Part II exclusively deals with the different aspects of security analysis; and Part III is devoted to portfolio analysis.

### New in this Edition

- Inclusion of Cases and Excel spreadsheet applications.
- Chapter queries to kindle the interest of the learner.
- Bifurcation of Fundamental Analysis chapter into Economic and Industry Analyses, and Company Analysis.
- New chapters on Oscillators and Indicators, Options and Futures, as well as International Portfolio Investment.
- More than 20 new topics

### Key Features

- Comprehensive coverage of the SAPM syllabus including stock markets, how they operate, indices and the role of SEBI; risk, valuation, fundamental and technical analyses, indicators, instruments, Efficient Market Hypothesis, futures and options; portfolio construction and models involving it, CAPM and arbitrage pricing theory, evaluation and revision and international portfolio management.
- Includes solved problems with attendant numerical steps to illustrate particular concepts. Contains 200 problems, cases and derivations.
- Rigorous practice exercises have been given at the end of each chapter -- objective questions as well as numerical and analytical questions.

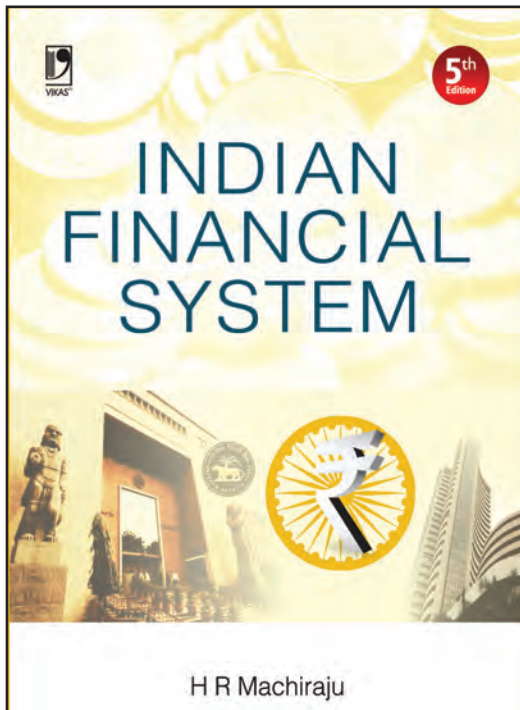
**Market:** Primarily for PGDBM, PGDM, MBA. Also useful for BBM, BBA, BCom, Professionals.

**ISBN: 9789325963085 | Price: ₹ 599 | Pages: 580 | Size: 7.25" X 9.5" (Paperback)**

### Contents

Part-I: Indian Stock Market	10. Fundamental Analysis: Economic and Industry Analysis,	18. Portfolio Markowitz Model,
1. Introduction to Investment and Securities	11. Fundamental Analysis: Company Analysis	19. The Sharpe Index Model,
2. Investment Planning and Alternatives	12. Technical Analysis	20. Capital Asset Pricing Theory and Arbitrage Pricing Theory
3. New Issue Market	13. Indicators and Oscillators,	21. Portfolio Evaluation,
4. Secondary Market	14. Efficient Market Theory	22. Portfolio Revision
5. Stock Market Indices	15. Options	23. International Portfolio Investment
6. Securities and Exchange Board of India,	16. Futures	• <i>Appendix &amp; Index</i>
Part-II: Security Analysis,	Part-III: Portfolio Analysis,	
7. Risk	17. Portfolio Construction	
8. Bond Return and Valuation		
9. Stock Return and Valuation		

**Punithavathy Pandian** is currently working as Emeritus Professor in the School of Business Studies, Madurai Kamaraj University, Madurai. She is well known for her contribution in teaching and research for more than 36 years.



## Indian Financial System, 5e

H R Machiraju

### About the Book

This much-awaited new edition of a pioneering textbook written by an expert academic and policy maker is released after a gap of eight years. All through these years the book has been in demand across many university MBA/PGDMs and B-schools.

India has seen landmark changes in its financial system in recent times, which has transformed the economic scenario of the country in a big way. This has necessitated a thorough revision of this textbook. This edition incorporates these changes in all their complexities, yet retains the original focus on the analysis of the principles and practices in the money market, capital market and foreign exchange market of India.

This all-inclusive textbook — covering major concepts, regulations and practices in the working of financial intermediaries, capital market, money market and foreign exchange market — puts the Indian financial system in the right perspective, making it a “must have” for the students of MBA and economics, as also for those appearing in professional examinations such as CA, CFA and ICWAI.

The book has been thoroughly revised and includes the latest available data.

### New in this Edition

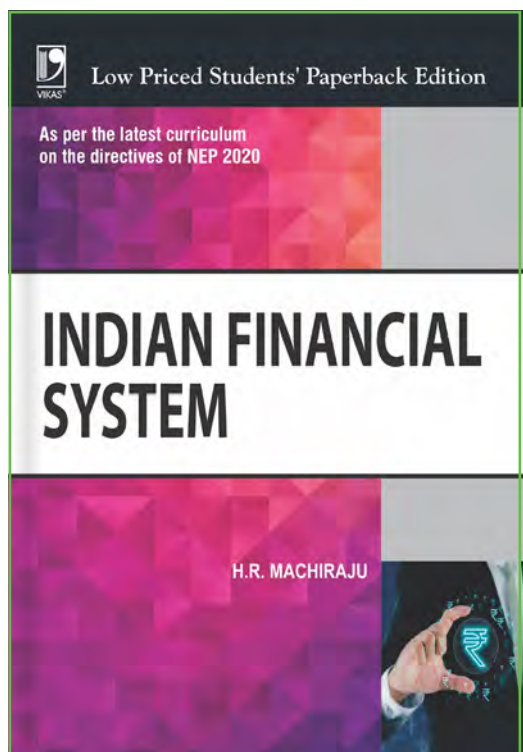
- Financial Sector Assessment
- Debt Waivers
- Demonetization
- Reserve Bank and Priority Sectors
- Twin Balance Sheet Problem

**ISBN: 9789352718795 | Price: ₹ 550 | Pages: 488 | Size: 7.25" X 9.5" (Paperback)**

### Contents

- |   |  |  |
|---|--|--|
| 1. An Introduction to Indian Financial System | 9. Investment Banking                                    | 16. Secondary Market: Stock Exchanges        |
| 2. Savings and Financial Intermediation       | 10. Merchant Banking                                     | 17. Foreign Investment and its Regulations   |
| 3. Commercial Banking                         | 11. Mutual Funds   | 18. Accessing International Capital Markets, |
| 4. Reserve Bank of India: Central Banking     | 12. SEBI and Regulation of Primary and Secondary Markets | 19. The Indian Fiscal System                 |
| 5. Regional Rural Banks                       | 13. Money Market   | • Index                                      |
| 6. Cooperative Credit                         | 14. Foreign Exchange Market                              |  |
| 7. Development Banking                        | 15. Primary Market                                       |  |
| 8. Non-bank Financial Companies               |  |  |

**H R Machiraju** is a former teacher, researcher and financial economist. He has over four decades of teaching experience and has taught at Andhra University and BITS (Pilani).



## INDIAN FINANCIAL SYSTEM : As per the latest Curriculum on the directives of NEP 2020 | LPSPE Edition

H.R. Machiraju

### About the Book

This adaptation has been prepared using the content from a popular textbook written by an expert academic and policy maker to cater the requirements of the new NEP curriculum. India has seen landmark changes in its financial system in recent times, which has transformed the economic scenario of the country in a big way. This edition incorporates these changes in all their complexities yet retains the original focus on the analysis of the principles and practices in the money market, capital market and foreign exchange market of India. This all-inclusive textbook — covering major concepts, regulations and practices in the working of financial intermediaries, capital market, money market and foreign exchange market — puts the Indian financial system in the right perspective. The book has been thoroughly revised and includes the latest available data.

### Key Features

- Tailored to meet the new NEP Assam curriculum for educational relevance.
- Covers pivotal financial system changes in India's economic landscape.
- Provides in-depth analysis of Indian money, capital, and forex markets.
- Authored by Prof HR Machiraju, a PhD economist with four decades of teaching and capital market expertise.

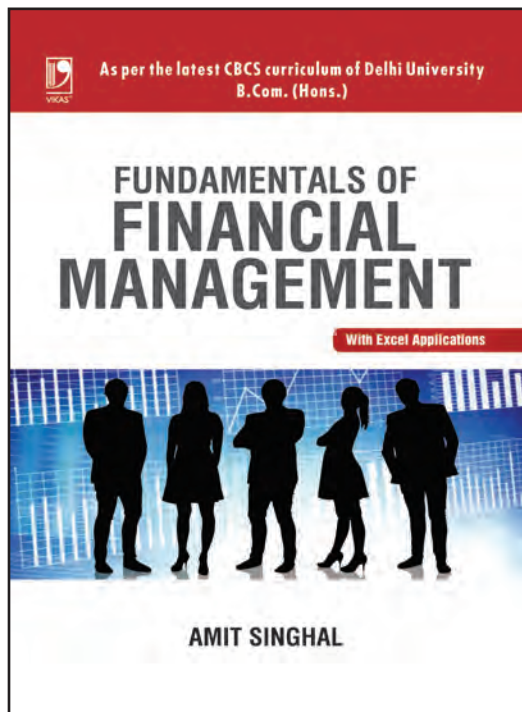
**Market:** Primarily for PGDBM, PGDM, MBA. Also useful for BBM, BBA, BCom, Professionals.

**ISBN:** 9789390080489 | **Price:** ₹ 375 | **Pages:** 488 | **Size:** 6.75" X 9.5" (Paperback)

### Contents

1. An Introduction to Indian Financial System	5. Regional Rural Banks	11. Mutual Funds	16. Secondary Market: Stock Exchanges
2. Savings and Financial Intermediation	6. Cooperative Credit	12. SEBI and Regulation of Primary and Secondary Markets	17. Foreign Investment and its Regulations
3. Commercial Banking	7. Development Banking	13. Money Market	18. Accessing International Capital Markets
4. Reserve Bank of India: Central Banking	8. Non-bank Financial Companies	14. Foreign Exchange Market	19. The Indian Fiscal System
	9. Investment Banking	15. Primary Market	
	10. Merchant Banking		

Prof HR Machiraju is PhD in Economics from Indiana University, USA. He had been a teacher, researcher and financial economist, and has over four decades of teaching experience. He undertook research at NCAER and RBI and organized EDPs at IFMR (Chennai) and MDI (Gurgaon).



## Fundamentals of Financial Management

Amit Singhal

### About the Book

The book attempts to make students understand the subject with its application in the real world and not merely for the examination purposes. Though the book has been designed as per the latest CBCS curriculum of Delhi University's B.Com. (Hons.) course, it may be helpful to the students of other courses as well. Even professionals, who are not from finance background and are interested in understanding the basics of financial management, would find the book useful.

The book is based on a story where two friends identify a business opportunity when a call centre opens up in their town. They, along with their other friends, plan and steer the business towards success. The concepts in financial management have been embedded in the story in such a way that the reader would be able to relate such concepts to a real business situation.

As the text is in the form of dialogues between friends, the reader does not need a serious mood to study the subject. The book can be read anywhere like a storybook and helps the reader in understanding finance without any stress.

Market: B.Com. (H), UG courses like BBA, BMS, etc

### Key Features

- Applications of finance concepts are explained using a spreadsheet (Chapter 11).
- All the concepts of financial management are embedded within the story.
- Concepts have been explained with the help of numerical examples within the dialogues.
- Ample solved and unsolved problems.
- Last two years' solved examination papers.

**ISBN: 9789353387075 | Price: ₹ 495 | Pages: 468 | Size: 6.75" X 9.5" (Paperback)**

### Contents

- |  |   |
|--|---|
| 1. Financial Management: An Overview           | A Milestone Raghu's Cab Business: End of First Year |
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| 5. Cost of Capital                             | 11. Applications on a Spreadsheet                   |
| 6. Leverages                                   | • Appendix A  |
| 7. Capital Structure                           | • Past Question Papers (CBCS)                       |

**Amit Singhal** is a chartered accountant by qualification and used to practice before realizing that his interest lies somewhere else. During his days as a student, he developed an inherent liking for teaching. So he pursued his interest and is now into full time teaching and research. Over the years, he has become passionate about teaching and learning through the art of storytelling. At present, he is Assistant Professor with Ramjas College, University of Delhi, where he helps students learn concepts in finance and feels that he is, in turn, learning the subject himself.





## Management of Financial Services

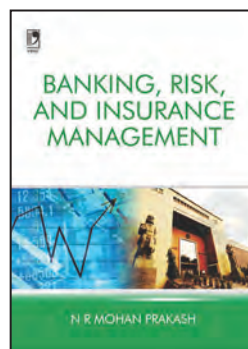
C Rama Gopal

ISBN: 9789325976023

Price: ₹ 595 | Pages: 592

Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available



## Banking, Risk and Insurance Management

N R Mohan Prakash

ISBN: 9789325994058

Price: ₹ 550 | Pages: 660

Size: 6.75" X 9.5" (Paperback)

### About the Book

The financial services sector is witnessing such rapid changes and innovations that the existing books are hardly able to keep up with the rapid developments in the entire gamut of financial services. This book aims to fill this gap by covering the most recent developments and new products in the sector. Closely following the syllabus of MBA UGC curriculum and PGDM, the book has a single-window approach, that is, to meet the total requirement of students in this subject area in a single book.

The book caters to the requirements of students appearing for Company Secretaries course for the subject 'Securities Laws and Compliances' in Executive Programme, apart from providing the required inputs to Chartered Accountancy and Cost Accountancy students.

### Salient Features

- Contemporary developments, directives of regulatory authorities and recent changes in practices
- Real-time media reactions echoing the reactions of the investors and general public to the developments
- Live examples and real case studies
- Examination-oriented questions with answers, as well as frequently asked interview questions with answers

### Benefits

- Full coverage of MBA, UGC and PGDM syllabi.
- Fulfills the requirements of students appearing for Company Secretaries course for the subject 'Securities Laws and Compliances' in Executive Programme, apart from providing the required inputs to Chartered Accountancy and Cost Accountancy students.

### Contents

1. The Indian Financial System, 2. Money Market Instruments, 3. Financial Services, 4. Regulatory Framework for Financial Services in India, 5. Management of Risks in Financial Services, 6. Stock Exchange Operations, 7. Securities and Exchange Board of India, 8. Merchant Banking Services, 9. Securities Market: Managing The Issue of Shares, Debentures and Bonds, 10. Company Fixed Deposits, 11. Inter-Corporate Loans and Investments, 12. Leasing and Hire Purchase, 13. Securitization, 14. Housing Finance, 15. Credit Rating, 16. Banking, 17. Modern Banking, 18. Banking Grievances Mechanism, 19. Insurance, 20. Factoring, Forfeiting and Bill Discounting, 21. Credit Cards and Debit Cards

### About the Book

The financial services sector is witnessing such rapid changes and innovations that the existing books are hardly able to keep up with the rapid developments in the entire gamut of financial services. This book aims to fill this gap by covering the most recent developments and new products in the sector. Closely following the syllabus of MBA UGC curriculum and PGDM, the book has a single-window approach, that is, to meet the total requirement of students in this subject area through a single book. The book thus has all the potential of becoming the students' best companion.

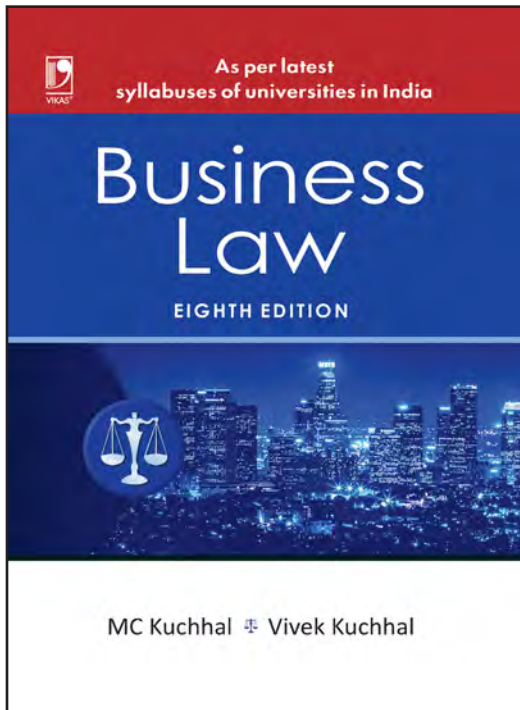
### Key Features

- The only book to cover all three topics, viz., banking, risk and insurance management
- Includes recent developments in all the three sectors
- Highlights the updated Basel III norms
- Carries a special chapter on Marketing and CRM in banking sector
- Includes pedagogical features like case studies, box items, and review questions

### Contents

Part-1: Banking: 1. Introduction to Indian Banking, 2. Structure and Genesis of The Indian Banking Industry, 3. RBI—The Regulating Authority of Indian Banking, 4. Reforms in The Banking Sector, 5. Techniques and Tools of Risk Management in Indian Banks, 6. New Forms of Operations in Indian Banks, 7. Assets and Liabilities Management, 8. Non-Performing Assets (Npas), 9. Basel III—Implications for Indian Banking, 10. Loans and Advances, 11. Treasury and Funds Management in Indian Banking, 12. Marketing and CRM, 13. Grievance Mechanism, 14. Emerging Issues, Part-2: Risk and Insurance Management: 1. Introduction to Risk, 2. Insurance as a Risk Management: Techniques and Principles, 3. Requirements of an Insurance Contract, 4. Risk Aversion and Risk Management, 5. Indian Insurance Industry, 6. Risk Management and Shareholders Wealth, 7. Analysis of Insurance Coverage, 8. Benefit Programs—Employee Benefit Plans, 9. Health Insurance Retailing Services—Trends and Challenges in India, 10. Service Product and Pricing Strategy, 11. Introduction to Insurance Marketing and Customer Satisfaction, 12. Grievance Mechanism of The Indian Insurance Industry, 13. Emerging Trends and New Developments in Insurance Industry, 14. Designing The Insurance Services, 15. Pricing and Promotion of Insurance Services, 16. Internal, External and Interactive Marketing

**N R Mohan Prakash** is a postgraduate in Commerce and Management and a doctorate in the area of marketing of services. He has rich industrial, teaching and research experience. He served in leather, pharmaceutical and NBFC industries. He has been working as a faculty in the GITAM Institute of Management, GITAM University, Visakhapatnam since 2005. He is the author of six books in the areas of Business Environment, Entrepreneurship, Internal Marketing, Customer Relationship Management, Risk Management and Insurance and Computer Applications-II. He has contributed several articles to reputed national magazines and journals, and presented a number of papers in national and international seminars in various parts of the country.



## Business Law: 8e

M C Kuchhal & Vivek Kuchhal

### About the Book

This book deals with the fundamental branches of business law, namely, law of contract, law of sale of goods, law of partnership, law of negotiable instruments and law of information technology. Its contents have been extracted from the authors' reputed title Mercantile Law that has gained tremendous readership over the years.

Business Law is intended to serve as a textbook for the students of BCom, BCom (Hons), CA Common Proficiency Test (CPT), CA Integrated Professional Competence Course (IPCC), CS Foundation Programme, ICMA Intermediate, BBA, MBA, and also for those appearing for banking and competitive examinations.

### Key Features

- Quotes Indian and English cases at appropriate places with a view to ensure necessary authenticity and clarity on the subject.
- Includes Objective Type Questions in all chapters of the book.
- Includes text questions and practical problems with hints and solutions in each chapter to enable students to evaluate their understanding of the subject.
- Explains complicated provisions in an easy comprehensible language with the help of illustrations and analogies.

• Learning objectives have been added in each chapter. • Law of limited liability partnership has been revised with latest amendments in respect of • Online registration process of LLP. • LLP liquidation process under IBC, 2016. • Proposals by MCA to boost LLPs in India. • Negotiable Instruments (Amendment) Act, 2018 has been added. • New Descriptive Questions have been added at appropriate places.

**Market:** Primarily for BCom, BCom (Hons). Also useful for CA Courses.

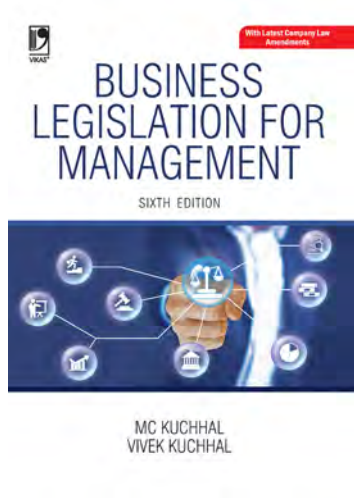
**ISBN: 9789356744097 | Price: ₹ 525 | Pages: 488 | Size: 6.75" X 9.5" (Paperback)**

### Contents

Part-I: Law of Contract	15. Agency	27. Presentment of Negotiable Instruments
1. Nature and Kinds of Contracts	Part-II: Law of Sale Of Goods	28. Negotiation of Negotiable Instruments
2. Offer and Acceptance	16. Contract of Sale of Goods	29. Dishonour and Discharge of Negotiable Instruments
3. Consideration	17. Conditions and Warranties	30. Crossing and Bouncing of Cheques
4. Capacity of Parties	18. Transfer of Property	Part-V: Law of Limited Liability Partnership
5. Free Consent	19. Performance of Contract of Sale	31. Limited Liability Partnership
6. Legality of Object and Consideration	20. Rights of Unpaid Seller	32. Nature and Incorporation of LIP
7. Void Agreements	Part-III: Law of Partnership	33. Partners and Their Relations: LIP
8. Contingent Contracts	21. Definition and Nature of Partnership	34. Accounts, Audit and Taxation
9. Performance of Contracts	22. Formation of Partnership	35. Conversion to Limited Liability Partnership
10. Discharge of Contract	23. Rights, Duties and Liabilities of Partners	36. Winding up and Dissolution
11. Quasi-Contracts	24. Dissolution of Partnership Firm	<i>Select Bibliography</i>
12. Remedies for Breach of Contract	Part-IV: Law of Negotiable Instruments	<i>Index</i>
13. Indemnity and Guarantee	25. Negotiable Instruments	
14. Bailment and Pledge	26. Parties to Negotiable Instruments	

**M C Kuchhal** served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi.

**Vivek Kuchhal** is Associate Professor at Maharaja Agrasen Institute of Management Studies, Delhi.



## Business Legislation for Management: 6e

M C Kuchhal & Vivek Kuchhal

### About the Book

Business Legislation for Management is meant for students of business management, who need to be familiar with business laws and company law in their future role as managers. The book explains these laws in a simple and succinct manner, making the students sufficiently aware of the scope of these laws so that they are able to operate their businesses within their legal confines. The book approaches the subject in a logical way, so that even a student with no legal background is able to understand it. This new edition of the book has been thoroughly updated and revised in accordance with the Companies Act, 2013. The amendments introduced by the Insolvency and Bankruptcy Code, 2016, through its Eleventh Schedule to the Companies Act, 2013 have also been duly incorporated.

### Key Features

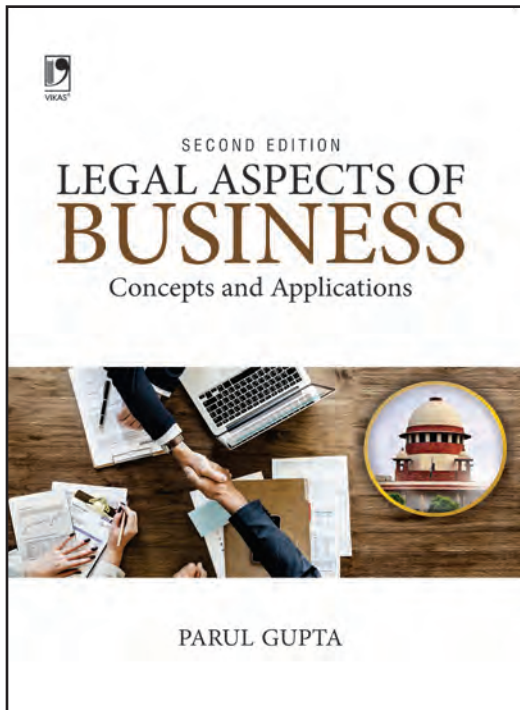
- The Law of Consumer Protection has been completely replaced by the new Act of 2019
- The provisions of the Companies (Amendment) Act, 2019 and 2020 have been incorporated at relevant places
- The amendments introduced by the Insolvency and Bankruptcy Code, 2016 to the Companies Act, 2013 have also been incorporated in the book
- The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 (which came into force on 26 May, 2021)
- Online registration process of LLP
- LLP liquidation process under IBC, 2016
- Proposals by MCA to boost LLPs in India
- Negotiable Instruments (Amendment) Act, 2018, which came in force from 1 September, 2018
- Changes in FEMA, 1999 in recent years have been added in the book
- Competition Act, 2002 has been revised for latest changes

**ISBN: 9789356745650 | Price: ₹ 675 | Pages: 732 | Size: 6.75" X 9.5" (Paperback)**

### Contents

- Part I: Law of Contract
- Part II : Law of Sale of Goods
- Part III : Law of Partnership
- Part IV : Law of Limited Liability Partnership
- Part V : Law of Negotiable Instruments
- Part VI : Law of Arbitration and Conciliation
- Part VII : Law of Consumer Protection
- Part VIII : Law of Information Technology (Cyber Law)
- Part IX : Company Law
- Part X : Laws of Intellectual Property
- Part XI : Law of Foreign Exchange Management
- Part XII : Competition Law

**M C Kuchhal** served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi.  
**Vivek Kuchhal** is Associate Professor at Maharaja Agrasen Institute of Management Studies, Delhi.



## Legal Aspects of Business: Concepts and Applications, 2e

Parul Gupta

Instructor's Resource available

### About the Book

This textbook introduces the Indian legal system and presents exhaustive discussion on laws which govern and regulate businesses. It focuses on the application of law based on which managers need to take decisions. It also maximizes its usefulness as textbook for business management students and managers through a huge number of cases and mini-case highlighting the legal issues of business entities. Aiming to provide the readers an understanding and knowledge of business-related laws, the book provides in-depth coverage of the law of contract and sale of goods, laws dealing with negotiable instruments, consumer rights, competition and also law regulating the incorporation and management of companies in India.

The book covers the syllabuses of most IIMs and IMTs, DU, GGSIPU, and Jamia Millia Islamia.

### Key Features

- Every discussion on an Act is supported by a large number of carefully selected cases to nail the concept of the Act
- Cases in the book are followed by judgment and discussion unveiling the application of the legal concept in business.
- End of the chapter exercises have been split into MCQs, true-false questions, descriptive questions and practical problems for a fuller insight

### New in the Second Edition

- Two new topic
- The insolvency and Bankruptcy code, (IBC) 2016
- The Special Relief Act, 1963
- A complete new chapter on Law of Indemnity and Guarantee
- Amendments in various provisions of the Acts during 2018

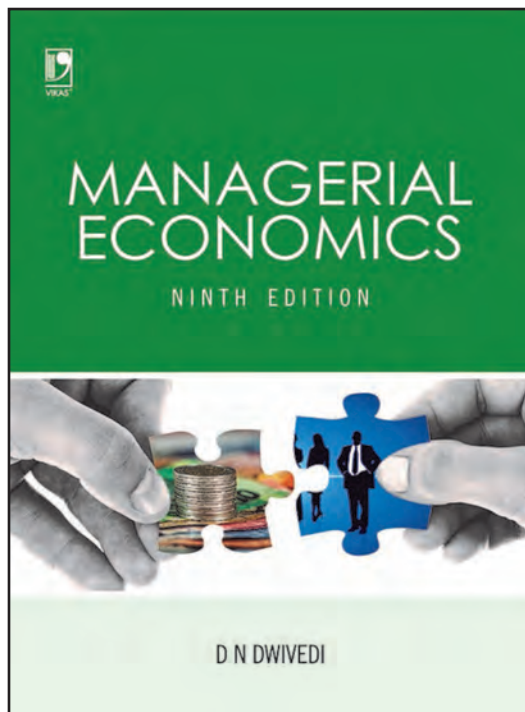
**Market:** Primary Market: MBA, PGDBM, Secondary Market: LLB, BCom, BBA

**ISBN: 9789353386443 | Price: ₹ 795 | Pages: 824 | Size: 6.75" X 9.5" (Paperback)**

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Section 2: Law of Contract	Section 3: Law of Sale of Goods	Section 5: Law of Negotiable Instruments	26: Board of Directors, Company Management and Administration
2: Meaning, Essentials and Types of a Valid Contract	9: Contract of Sale of Goods	17: Law of Negotiable Instruments- Part I	27: Company Meetings and Proceedings
3: Offer, Acceptance and Capacity of Parties	10: Transfer of Property	18: Law of Negotiable Instruments- Part II	28: Winding Up of a Company
4: Consideration and Free Consent	11: Performance and Breach of Contract of Sale of Goods	Section 6: Company Law	Section 7: Miscellaneous Laws
5: Void Agreements, Wagering Agreements and Contingent Contracts	Section 4: Laws Dealing with Special Contracts	19: A Company in India	29: Law of Consumer Protection
6: Performance and Discharge of a Contract	12: Law of Contract of Agency	20: Classification of Companies	30: The Competition Act, 2002
	13: Law of Bailment and Pledge	21: Incorporation and Documentation of a Company	31: The Information Technology Act, 2000 (Amendment 2008)
	14: Law of Indemnity and Guarantee	22: Memorandum of Association	
		23: Articles of Association	

**Parul Gupta** has been teaching management courses for the last 15 years. Before joining MDI Gurgaon, she served at Army Institute of Management & Technology, Greater Noida, for more than a decade. Her special expertise lies in Business Law, Labour Laws and Environmental Laws. She is a visiting faculty of IIMs, IIFT, New Delhi and also IIT-Delhi, delivering the course of Business and Corporate Laws.



## Managerial Economics, 9e

D N Dwivedi

Instructor's Resource available

### About the Book

This well-known book on the subject has stood the test of time for the last 40 years because of the quality of presentation of its text. It has become students' favourite as it provides the latest theories, thoughts and applications on the subject with timely revisions to stay up-to-date all the time. Since its first edition, it has provided complete, comprehensive and authentic text on micro and macro aspects of managerial economics. It has now been revised thoroughly with added interpretations of economic theories and concepts, and their application to managerial decisions.

### New in this Edition

- The subject matter of the book is reorganised in VIII parts.
- Chapters 1 to 5 are rewritten emphasising the application of economic theories to business decisions.
- A new chapter, i.e. Demand Estimation and Forecasting (Chapter 9), is added.
- Chapters containing analysis of interrelated aspects of managerial economics are merged together.

### Some New Important Sections

- 'Derivation of Demand Curve with Changing Marginal Utility of Money', and 'Why Demand Curve Slopes Downward to Right'
- 'Expansion Path of Production' and 'Equilibrium of Multi-plant Monopoly'

- 'Theory of Interest Rate Determination' and 'Monetary Sector Equilibrium'
- 'Current Foreign Trade Policy of India' and 'Current Role of the IMF'
- 'Monetary Policy' and 'Current Scenario of CSR in India'

**ISBN: 9789354531309 | Price: ₹ 825 | Pages: 756 | Size: 6.75" X 9.5" (Paperback)**

### Contents

#### Part-I: Introduction

1. Nature and Scope of Managerial Economics

#### Part I: Introduction

1. Nature and Scope of Managerial Economics
2. Objectives of Business Firms
3. Some Fundamental Concepts and Business Decision Rules
4. Some Mathematical Tools of Economic Analysis
5. Optimization Technique

#### Part II: Theory Of Consumer Demand And Demand Forecasting

6. Analysis of Consumer Demand
7. Analysis of Market Demand
8. Elasticity of Demand and Its Application
9. Demand Estimation and Forecasting

#### Part III: Theory Of Production And Cost Analysis

10. Theory of Production
11. Theory of Cost and Break-Even Analysis
12. Linear Programming

#### Part IV: Market Structure, Pricing Theory and Practices

13. Market Structure and Market Mechanism
14. Price and Output Determination under Perfect Competition
15. Price and Output Determination under Monopoly
16. Price and Output Determination under Monopolistic Competition
17. Price and Output Determination under Oligopoly
18. Game Theory and Strategic Behaviour of Oligopoly Firms
19. Managerial Theories of Firm
20. Pricing Strategies and Practices of Firms

#### Part V: Capital Budgeting and Investment Decisions

21. Capital Budgeting and Investment Decisions under Certainty
22. Investment Decisions under Risk and Uncertainty

#### Part VI: Macroeconomic Aspects of Managerial Economics

23. Macroeconomics: Definition, Scope and Application

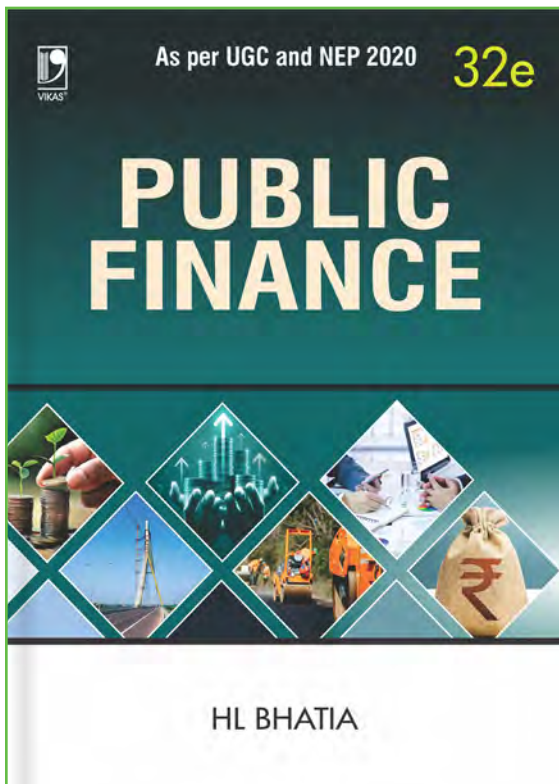
24. National Income: Concepts and Measurements
25. Theory of National Income Determination
26. Analysis of the Monetary Sector
27. Theories of Economic Growth and Business Cycles
28. Theories of Inflation and Control Measures

#### Part VII: Government Role in The Economy and Economic Policies

29. Government Role in the Market Economy
30. Monetary Policy
31. Fiscal Policy of India
32. Corporate Social Responsibility

#### Part VIII: Some International Aspects: Globalization And Balance of Payments

33. Impact of Globalization on Business Environment
34. The Balance of Payments: Assessment and Adjustment
- Index



## Public Finance, 32e

H L Bhatia



### About the Book

Public Finance continues in its stride in presenting the latest information on Indian budget. Since over two generations, it has virtually become an encyclopedia on all financial matters of the Government of India, serving as a textbook for students, teachers and the general public, and a reference volume for researchers and others. It is equally useful for competitive examinations conducted by various professional and employment-providing bodies. It covers the UGC NEP and CBCS syllabuses of many Indian universities for undergraduate, postgraduate and professional courses.

The book follows a logical and systematic approach. Thus, it is divided into two parts. Part I provides an analytical and comprehensive discussion of both the basics and frontiers of the theory of public finance. Part II covers the set-up, issues and working of Indian fiscal field mounted upon the theoretical underpinnings and international practices and experience. The illustrations are drawn mainly from the Indian scene, with a cross-reference to international experience. The book uses all the modern-day tools of pedagogy like Learning Objectives, Key Terms, Summary, Review Questions and Exercises.

### New in the 32th Edition

- Theoretical advancements including latest discussions, debates, data and information.
- The GOI Budget for 2023-24.
- State Government Budgets for 2022-23.

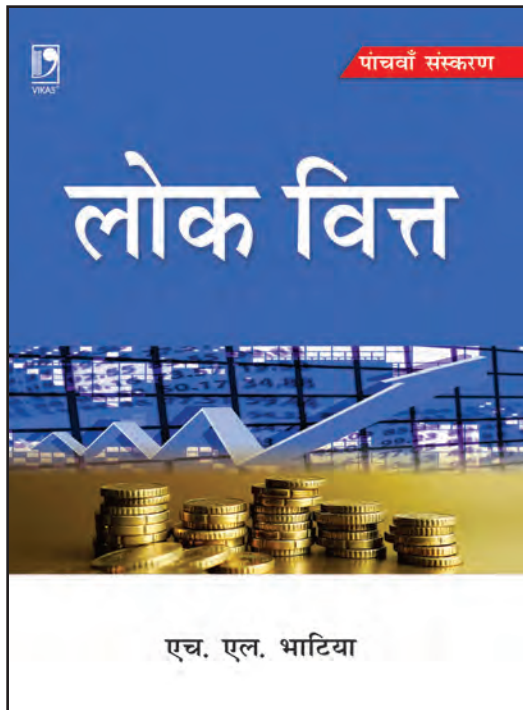
**Market:** Primary Market: BA (H) Eco Secondary Market: MBA, Commerce, MA, Competitive exams

**ISBN: 9789356746848 | Price: ₹ 695 | Pages: 656 | Book Size: 6.5" X 9.25" (Paperback)**

### Contents

<b>PART-I</b>	11. Public Expenditure—General Considerations	21. The Indian Tax System
<b>THEORY OF PUBLIC FINANCE</b>	12. Effects of Public Expenditure	22. Railway Finances
1. Economic Activities and the State	13. Public Budget	23. Public Sector Undertakings In India
2. Meaning And Scope of Public Finance	14. Balanced Budget And Fiscal Policy	24. State Finances
3. Principle of Maximum Advantage	15. Federal Finance	25. Agricultural Taxation In India
4. Public Revenue—General Considerations	16. Public Undertakings	26. Local Finance
5. Division of Tax Burden—I	<b>PART II</b>	27. Comments On Recent Central Government Budgets (2019-20 TO 2023-24)
6. Division of Tax Burden—II	<b>INDIAN PUBLIC FINANCE</b>	28. Appendices
7. Incidence of Taxes	17. Indian Federal Finance—I	<b>STUDY READINGS</b>
8. Classification And Choice of Taxes	18. Indian Federal Finance—II	
9. Effects of Taxation	19. Public Debt In India	
10. Public Debt	20. Government of India Finances	

**H L Bhatia**, former Reader in Economics, Shri Ram College of Commerce, University of Delhi, has authored several papers, research studies and books, and given evidence and memoranda to various Committees and Commissions. He has more than 60 years of experience in various fields of economics.



## लोक वित्त, पांचवाँ संस्करण



एच. एल. भाटिया

### पुस्तक के विषय में

इस पुस्तक के प्रथम संस्करण का लेखन लोक वित्त के बढ़ते शैक्षिक और व्यावहारिक महत्त्व को ध्यान में रखते हुए किया गया था। गत वर्षों में इसकी लोकप्रियता में लगातार वृद्धि हुई है। ज्ञातव्य है कि भारत सहित आधुनिक अर्थव्यवस्थाओं तथा उनके राजकोषीय आयामों में अनथक विकास और परिवर्तन हो रहे हैं जिनके फलस्वरूप इस पुस्तक का नए संस्करणों में पुनर्लेखन किया जाता रहा है।

पुस्तक की भाषा सरल, स्पष्ट एवं रोचक रखने के साथ-साथ इस बात का भी ध्यान रखा गया है कि इसकी पाठ्य-सामग्री भारतीय विश्वविद्यालयों के पाठ्यक्रमों के अनुकूल हो और व्यावसायिक एवं प्रतियोगितात्मक परीक्षाओं में भाग लेने वालों तथा जनसाधारण के लिए भी प्रत्येक प्रकार से उपयोगी हो। कठिन सैद्धांतिक एवं व्यावहारिक व्यवस्थाओं और पद्धतियों के मूल तत्त्वों को उभारने का कार्य तथा उनकी व्याख्या में प्रयुक्त उदाहरणों का चुनाव यथासंभव भारतीय परिस्थितियों से किया गया है। पुस्तक में लोक वित्त के सिद्धांतों के अतिरिक्त भारतीय लोक वित्त की स्थिति एवं समस्याओं तथा उनके संभावित समाधानों की व्याख्या को इस ढंग से प्रस्तुत किया गया है कि पाठकगण अपनी आवश्यकतानुसार लाभान्वित हो सकें। हर अध्याय के अंत में हिंदी-अंग्रेजी शब्दावली और अभ्यास प्रश्न भी हैं। यह पुस्तक संघ लोक सेवा आयोग की परीक्षाओं के लिए भी उत्तम साबित हुई है।

### प्रमुख विशेषताएँ

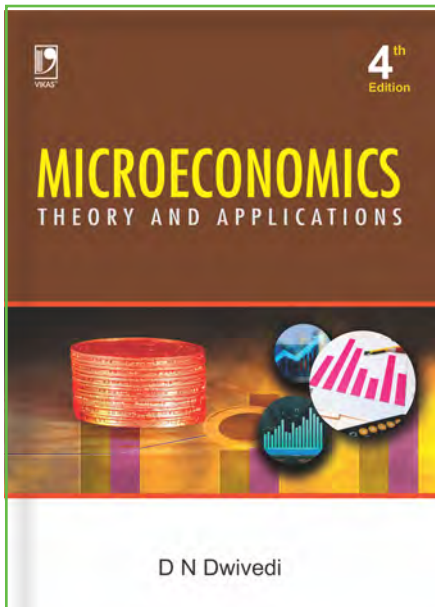
- 2022-23 तक के केन्द्र तथा 2021-22 तक के राज्यों के बजटों का विश्लेषण
- व्ययों के योजना और योजना-भिन्न मदों में वर्गीकरण की समाप्ति, रेल बजट की केन्द्र के मुख्य बजट में विलीनता तथा अन्य मुख्य नीति संशोधनों का विश्लेषण एवं प्रभाव
- केन्द्र और राज्यों की कर और कर-भिन्न नीतियों में व्यापक संशोधन और उनका राजकोषीय प्रभाव
- कोरोना महामारी का राजकोषीय प्रभाव

**ISBN: 9789354539527 | Price: ₹ 550 | Pages: 508 | Book Size: 6.75" X 9.5" (Paperback)**

### विषय-सूची

- |                                     |                                      |  |
|-------------------------------------|--------------------------------------|--|
| 1. विषय प्रवेश                      | 11. सार्वजनिक व्यय के प्रभाव         | 20. भारतीय कर व्यवस्था: कुछ मुद्दे           |
| 2. लोक वित्त का अर्थ एवं सीमाएँ     | 12. सार्वजनिक बजट                    | 21. रेलवे वित्त                              |
| 3. अधिकतम सार्वजनिक हित का सिद्धांत | 13. संतुलित बजट और राजकोषीय नीति     | 22. भारत में सार्वजनिक उद्यम                 |
| 4. सार्वजनिक राजस्व: सामान्य विवेचन | 14. संघीय वित्त                      | 23. राज्य सरकारों की वित्तीय स्थिति          |
| 5. करों का भार-वहन                  | 15. लोक उद्यम                        | 24. भारत में कृषि पर करारोपण                 |
| 6. कर-सिद्धांत                      | 16. भारत में संघीय वित्त व्यवस्था-I  | 25. स्थानीय वित्त                            |
| 7. करों का वर्गीकरण और चुनाव        | 17. भारत में संघीय वित्त व्यवस्था-II | • परिशिष्ट 1: बजटीय घाटे: अवधारणा तथा परिमाण |
| 8. करों के प्रभाव                   | 18. भारत का सार्वजनिक ऋण             | • परिशिष्ट 2: लिंग-आधारित बजटीय व्यवस्था     |
| 9. सार्वजनिक ऋण                     | 19. भारत सरकार की वित्तीय स्थिति     |  |
| 10. सार्वजनिक व्यय: सामान्य विवेचन  |                                      |  |

एच. एल. भाटिया - भूतपूर्व रीडर, अर्थशास्त्र विभाग, श्री राम कॉलेज ऑफ कॉमर्स, दिल्ली विश्वविद्यालय।



## Microeconomics: Theory and Applications, 4/e

D N Dwivedi

### About the Book

The objective of this book is to provide a comprehensive and authentic analysis of microeconomic theories and their applications to business decisions and to the determination of the general equilibrium of microeconomic variables. Some significant changes have been made in this edition of the book by taking in view the modern syllabi of microeconomics recommended by the UGC and the universities in India.

### New in the Edition

- Coverage of all topics taught in Indian universities and business schools.
- Complex theories are explained with self-explanatory diagrams.
- Plenty of numerical problems.
- Questions from the examinations of various universities are given at the end of each chapter.

**Market:** Primary Market: BA (H) Eco Secondary Market: MBA, Commerce, MA, Competitive exams

ISBN: 9789356743137 | Price: ₹ 599 | Pages: 674 | Book Size: 6.5" X 9.25" (Paperback)

### Contents

#### Part-I: INTRODUCTION

1. Introduction to Microeconomics
2. Method of Economic Studies and Theory Formulation
3. Framework of the Economy and Economic Problems
4. Market Forces and Market Mechanism

#### Part-II: THEORY OF CONSUMER DEMAND

5. Theory of Consumer Demand: Cardinal Utility
6. Theory of Consumer Demand: Ordinal Utility
7. Application of Indifference Curve for Policy Assessment
8. Revealed Preference Theory
9. The Market Demand: Concept, Determinants and
10. Elasticities of Market Demand and
11. Consumer Surplus: Measurement and Application

#### Part-III: THEORY OF PRODUCTION AND COST ANALYSIS

12. Theory of Production-I: The Laws of Variable Input

13. Theory of Production-II: The Laws of Returns to Scale

14. Optimum Combination of Inputs and Expansion Path

15. Theory of Cost

#### Part-IV: THEORY OF FIRM: THEORY OF PRICE AND OUTPUT DETERMINATION

16. Market Structure and Objectives of Business Firms
17. Price and Output Determination under Perfect Competition

18. Price and Output Determination under Monopoly and Related Issues

19. Price and Output Determination under Monopolistic Competition

20. Price and Output Determination under Oligopoly

21. Managerial Theories of Firms of Oligopoly

#### Part-V: FACTOR MARKET AND FACTOR PRICING

22. The Factor Market: Factor Demand and Supply

23. Wage Determination under Perfect Competition

24. Wage and Employment under Imperfect Competition

25. Theory of Rent

26. Theories of Interest Determination

27. Interest Rate and Investment Decisions

28. Theories of Profit

29. Product Exhaustion Theorem

#### Part-VI: GENERAL EQUILIBRIUM AND WELFARE ECONOMICS

30. General Equilibrium Analysis

31. Welfare Economics: Pareto Optimality

32. New Welfare Economics: The Post-Pareto Welfare Economics

33. Market Failures and Provision of Public Goods

**D N DWIVEDI**, M.Com., MA, PhD Former Professor of Economics Maharaja Agrasen Institute of Management Studies, Delhi and Former Associate Professor, Ramjas College University of Delhi





## International Economics: Theory and Policy

D N Dwivedi

### About the Book

It is a comprehensive, authentic and up-to-date textbook, which meets the requirements of UG and PG students of international economics, international business management and those appearing for competitive examinations. The book presents the complex theories of international economics in a technically simple and comprehensible manner without sacrificing the analytical precision and sophistication of the theories.

### Salient Features

- Low- and non-mathematical treatment of the theoretical aspects
- Real examples of foreign trade problems used to introduce a topic
- Covers India's foreign trade and balance of payment

### Benefits

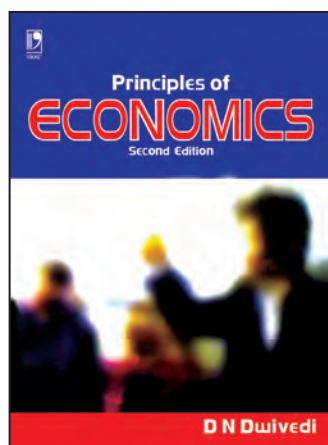
- The approach of explaining concepts with real-life examples facilitates easy understanding of a complex subject like international economics.
- Covers the undergraduate and postgraduate syllabi of international economics of most universities.

**ISBN: 9789325969230 | Price: ₹ 595 | Pages: 560 | Size: 6.75" X 9.5" (Paperback)**

### Contents

1. Introduction to International Economics, 2. The Basis of International Trade, 3. The Classical Theory of Trade: The Theory of Comparative Advantage, 4. The Standard Theory of Comparative Cost Advantage, 5. The Law of Reciprocal Demand and Terms of Trade, 6. The Heckscher – OHLIN Theory of Trade: The Factor Endowments Theory, 7. Factor Price Equalization and Income Distribution: A Detailed Analysis, 8. Post-Heckscher-Ohlin Theories of Trade, 9. Economic Growth and International Trade, 10. Free Trade Vs Restricted Trade Policy, 11. The Economics of Tariff, 12. Non-Tariff Trade Barriers and New Protectionism, 13. Economics of Customs Union and Free Trade Areas, 14. International Trade and Economic Development, 15. Trade Problems and Trade Policy of Developing Countries, 16. Balance of Payments: Meaning, Purpose and Measurement, 17. Balance of Payments: Equilibrium and Disequilibrium, 18. Foreign Exchange Market, 19. Exchange Rate Determination, 20. The Exchange Rate Policy: Fixed Vs Flexible Exchange Rates, 21. Balance-of-Payments Adjustment: An Overview, 22. The Price Mechanism of Automatic BOP Adjustment, 23. Income Adjustment Mechanism of BOP Adjustment, 24. Monetary Approach to BOP Adjustment, 25. Balance of Payments Adjustment Policy: The Expenditure-Changing Approach, 26. The Expenditure – Switching Policy of BOP Adjustment and Direct Controls, 27. International Monetary System, 28. The World Bank, 29. European Monetary System and European Monetary Union, 30. International Trade Organizations, 31. Regional Trade Agreements, 32. India's Foreign Trade, 33. India's Balance of Payments

**D N Dwivedi** retired as Reader in Economics, Ramjas College, University of Delhi. He has taught postgraduate and graduate students of economics for over three decades.



## Principles of Economics, 2e

D N Dwivedi

### About the Book

- Covers theory and applications of microeconomics, macroeconomics and international economics appropriately
- Technically simple and comprehensible presentation of complex theories
- Extensive use of simple quantitative methods and graphical technique
- Provides review questions and exercises at the end of every chapter

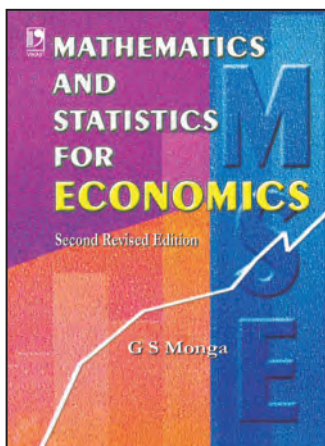
### Benefits

- Covers course content of most Indian universities
- Useful for UPSC and other competitive examination aspirants

**ISBN: 9788125916512 | Price: ₹ 750 | Pages: 640 | Size: 7.25" X 9.5" (Paperback)**

## Contents

Part-I: Introduction: 1. Introduction to Economics, 2. The Economy and its Basic Problems: Scarcity and Choices, Part-II: Fundamentals of Market Economy: 3. The Laws of Demand and Supply and Market Equilibrium, 4. Elasticities of Demand and Supply, 5. Market Equilibrium and Disequilibrium, 6. Failure of the Market Economy and Role of the Government, Part-III: Theory of Consumer Demand: 7. Theory of Consumer Demand: Cardinal Utility Approach, 8. Theory of Consumer Demand: Ordinal Utility Approach, 9. Recent Development in Consumption Theory, 10. Consumer's Surplus, Part-IV: Theory of Production and Analysis of Cost: 11. Theory of Production-I: Production with One Variable Input, 12. Theory of Production-II: Production with Two Variable Inputs, 13. Optimum Combination of Inputs, 14. Theory of Production Cost, Part-V: Theory of Firm: Price and Output Determination: 15. Objectives of Business Firms and Market Structure, 16. Price and Output Determination under Perfect Competition, 17. Price and Output Determination Under Monopoly, 18. Price and Output Under Monopolistic Competition, 19. Price and Output Determination under Oligopoly, 20. Some Topics in Pricing Theory, Part-VI: Theory of Factor Pricing: 21. The Factor Market: Factor Demand and Supply, 22. Theory of Wage Determination, 23. Rent, Quasi-Rent and Economic Rent, 24. Theories of Interest, 25. Theories of Profit, 26. Product Exhaustion Theorems, Part-VII: General Equilibrium and Welfare Economics, 27. The General Equilibrium, 28. Welfare Economics, Part-III: Macroeconomics: 29. Introduction to Macroeconomics, 30. The Circular Flow Model of The Economy, 31. National Income: Concept and Measurement, 32. Theory of National Income Determination, 33. Income Determination with Government and Foreign Trade, 34. Theories of Aggregate Consumption, 35. Keynesian Theory of Interest, 36. Investment Theory and Acceleration Principle, Part-IX: Economic Growth and Business Cycles: 37. Modern Theories of Economic Growth, 38. Business Cycles and Stabilisation, 39. Inflation: Meaning, Measure and Effects, 40. Theories of Inflation and Control Measures, Part-X: International Economy: 41. The Theory of International Trade, 42. The Heckscher-Ohlin Theory of Trade, 43. The Law of Reciprocal Demand and Terms of Trade, 44. Trade Policy: Free Trade Vs. Trade Protection, 45. Trade Barriers: Tariffs and Quota, 46. The Rate of Foreign Exchange, 47. Balance of Payments: Disequilibrium and Adjustment, 48. International Monetary System



## Mathematics and Statistics for Economics, 2e

G S Monga

### About the Book

The purpose of the book is to provide technique of salient mathematical and statistical methods widely used by economists and managers in various contexts. The contents and methodology of this book have been tested over the past three decades and more. Each chapter gives a concise presentation of concepts and theories which are illustrated and simplified with the help of examples and solved problems. As the book is intended for the beginners, although a wide range of topics have been covered the treatment is kept at the elementary level. The students will easily engage with the subject once they start reading the chapters and practice the unsolved questions.

### Salient Features

- Has a very wide coverage (30 chapters), so that the book can be used in a wide range of courses.
- Includes 100s of solved and unsolved numerical problems. Final answers to the unsolved questions have been given. Hints to difficult problems are given.
- Both solved and unsolved examples are given at the topic level rather than the chapter level, so that the students progress to the next topic after understanding the previous one.

### Benefits

Prepares students of economics for a better understanding of current economic literature.

**ISBN: 9788125909828 | Price: ₹ 850 | Pages: 912 | Size: 6.25" X 9.5" (Paperback)**

### Contents

1. Review of Some Elementary Mathematics, 2. Mathematical Reasoning, 3. Sets and Relations, 4. The Number System, 5. System of Equations and Inequalities, 6. Trigonometry, 7. Determinants and Matrices, 8. Analytical Geometry, 9. Functions and Limits, 10. Differential Calculus: Functions of One Variable, 11. Differential Calculus: Functions of Two or More Variables, 12. Integral Calculus, 13. Differential and Difference Equations, 14. Input Output Economics, 15. National Income and Economic Accounting, 16. Linear Programming, 17. Probability and Statistics, 18. Frequency Distributions, 19. Measures Central Tendency, 20. Dispersion, Descriptive Measures, Expectation, Movements, 21. Distributions-I: Some Theoretical Distributions, 22. Distribution-II: Discrete and Continuous Distributions Exact Sampling Distributions, 23. Correlation and Regression, 24. Sampling, 25. Statistical Inference: Estimation, 26. Testing of Hypotheses, 27. Analysis of Variance (Anova), 28. Index Numbers, 29. Time Series, 30. Compilation and Presentation of Statistics

**G S Monga** is Dean at Invertis Institute of Management Studies, Bareilly. He has completed his studies in M.A., M.Sc. and D.Stat.



## International Economics, 2e

H G Mannur

ISBN: 9780706995862

Price: ₹ 535 | Pages: 480

Size: 6.25" X 9.5" (Paperback)

### About the Book

International Economics is one of the important branches of the study of economics science. The present book is a result of long years of teaching experience in International Economics at University level in several countries including India, Malaysia and the United States and is a definite improvement on other books available on the subject. The book is divided into two parts and explains in detail every aspect of the subject. It will be of use to students of M.A. (Economics), M. Com. as well as those studying this subject as M. Com majors in the Universities of Malaysia, Singapore and other far eastern countries, as well as the countries of the South Pacific.

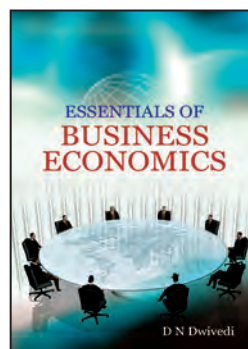
### Salient Features

- Presents international trade, commercial policy and balance of payments in a balanced manner
- Theories and their manifestations in policies and practices have been nicely dealt with
- Short notes at the end of chapters provided to augment learning from the book. Questions have also been given for checking concepts.

### Contents

Part One: International Trade Theory and Commercial Policy: 1. Introduction: The Principle of Trading, 2. The Classical Theory of International Trade: Comparative Advantage Model, 3. International Trade Equilibrium: Neo-Classical Analysis, 4. Terms of Trade: Concepts and Significance, 5. Foreign Trade and National Economies, 6. The Modern Theory of International Trade, 7. Obstacles to Trade and Trade Restrictions, 8. Commercial Policy-The Tariff Issue, 9. Commercial Policy: The Theory of Customs Unions, Part Two: Balance of Payments and Foreign Exchange Rate: 10. The Balance of Payments: Definitions and Concepts, 11. Foreign Trade and National Economies, 12. The Balance of Payments and Foreign Exchange Rate, 13. Balance of Payments Adjustment Mechanism: Automatic System, 14. Balance of Payments Adjustment: Policy Issues, 15. Optimum Currency Area Theories, 16. International Liquidity and The World Monetary System, 17. Trade Problems of Less Developed Countries • Author Index • Subject Index

**H L Bhatia PhD**, was Head of the Economics Department and the most senior economist at the University of Papua New Guinea, Port Moresby. Earlier, he had a long teaching career in India.



## Essentials of Business Economics

D N Dwivedi

ISBN: 9788125924005

Price: ₹ 495 | Pages: 468

Size: 6.25" X 9.5" (Paperback)

**Benefits :** Covers the syllabi of Business Economics taught in most Indian universities.

### About the Book

There has been a rapidly growing demand for professional managerial manpower over the past two decades, as a result of which most Indian universities and management institutes had to introduce degree and diploma course right at the undergraduate level, with 'Business Economics' as a separate paper. To meet the requirement of the students who take on economics for business for the first time, the subject matter needs to be within their comprehension level that at the same time lays a strong foundation. This book meets this requirement by presenting a short, simpler and restructured version of the author's popular book 'Managerial Economics'.

The book is as per the model syllabus of Business Economics recommended by the UGC for BBA students, with additional topics for the sake of completeness and to cover the syllabi of a large number of universities. The book also caters to BBE, BCom, and PGDBM courses run by the Indian universities and management institutes.

The book differs from the author's 'Managerial Economics' in its scope of the subject matter and the level of analytical treatment, in as much as here only the microeconomic aspects of managerial economics are covered.

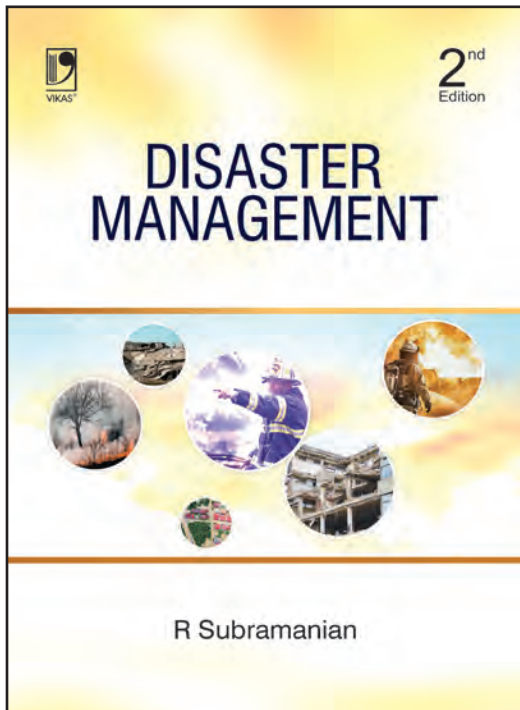
### Salient Features

- Learning objectives in the beginning of every chapter
- A large number of diagrams for clarity of concepts
- Case studies wherever required
- Easy comprehensibility of the subject matter

### Contents

Part-I: Introduction: 1. Economics and Business Economics, 2. The Economy, its Basic Problems and Price Mechanism, 3. Laws of Demand and Supply and Market Equilibrium, Part-II: Theory of Consumer Demand: 4. Analysis of Individual Demand, 5. Elasticity of Demand, 6. Demand Forecasting, Part-III: Production and Cost Analysis: 7. Theory of Production, 8. Theory of Cost, Part-IV: Market Structure and The Firm's Objectives: 9. Market Structure and The Firm's Objectives, 10. Price and Output Determination Under Perfect Competition, 11. Pricing Decisions Under Monopoly, 12. Pricing Decision Under Monopolistic Competition, 13. Pricing Decisions Under Oligopoly, Part-V: Factor Market: Factor and Factor Pricing: 14. Factor Market: Factor Demand and Supply, 15. Theory of Wage Determination, 16. Theory of Rent, Quasi-Rent and Economic Rent, 17. Theories of Interest, 18. Theories of Profit • Index

**H L Bhatia PhD**, He obtained his M.Com., M.A. and Ph.D degrees from Banaras Hindu University and joined Ramjas College, University of Delhi, as a Lecturer in Economics in the year 1969. He retired from Ramjas College as Reader in August 2004. After his retirement, he joined Maharaja Agrasen Institute of Management Studies (MAIMS), Delhi, where he worked as Professor of Economics till January 2016.



## Disaster Management 2e

R Subramanian

### About the Book

Disaster Management, 2e is an intended textbook for students pursuing a first or an intermediate course on the subject in any undergraduate programme, especially engineering courses such as civil, structural, geotechnical engineering and other specialized courses on the subject. The latest AICTE and the earlier UGC model curriculums have been extensively consulted to design the contents of the book. The UPSC aspirants will find the book useful to prepare short notes on many topics and in answering questions on disasters and disaster management.

The main objective of the book is to create awareness about and understanding of disasters and disaster mitigation measures. It deals with the subject in a structured manner. Starting with an introductory chapter, the book goes to classification of disasters, separate chapters on natural and man-made (anthropogenic) disasters, basic management concepts, four-cycle disaster management, organizational structures in India and other countries, NGOs, ethical issues and case studies.

It follows the 'assurance of learning' model by enumerating the learning objectives in every chapter, followed by detailed exposition of each objective and ends with a rich suite of assessment questions.

**Market:** Primarily for Students of Civil, Structural, Geotechnical & Mechanical Engineering and all UG departments. Diploma in Disaster Management. Also useful for Disaster Management Professionals, Policy Makers

### New In The Second Edition

1. New chapter covering pandemics (COVID-19) and environmental disasters.
2. Recent disasters updated throughout the chapters.

### Key Features

- Extensive coverage of both natural and man-made disasters. Separate chapter on case studies of both types of disasters.
- Provides blueprints of not only rescue & relief but also how to prevent disasters, especially with reference to man-made disasters.
- Boxed exhibits of particular aspects of past disasters have been provided alongside the text as a learning aid.
- Important codes have been referenced appropriately – both national and international – including building design codes of some countries, ILO's code, Codes of Practice by BIS and National Building Code, and Ethical Codes.
- Disaster management agencies have been discussed thoroughly, including the need for international cooperation.
- Current status of disaster management in India and national organization has been included appropriately.
- Vulnerability maps of India and practical projects for students have been included in appendices.

**ISBN: 9789356742635 | Price: ₹ 425 | Pages: 376 | Size: 6.75" X 9.5" (Paperback)**

### Contents

1. Overview	Disasters	9. International Cooperation and Organisational Structures for Disaster Management	• Further Reading
2. Understanding Disasters	6. Objectives and Principles of Disaster Management	10. Disaster Management in India	• Appendix 1: Suggested Practical Tasks
3. Natural Disasters	7. Disaster Management Cycle	11. Ethical Issues	• Appendix 2: Vulnerability Maps of India
4. Anthropogenic (Man-Made) Disasters	8. Stakeholders and Technological Tools of Disaster Management	12. Case Studies	• Index
5. Pandemics and Environmental			

**R Subramanian**, retired as Professor and Head of Department of Civil Engineering at National Institute of Technical Teachers' Training and Research (NITTR), Chandigarh, after serving the organization for 36 years. He holds a bachelor's degree in Civil Engineering from Kerala University and a master's in Structural Engineering from Roorkee University (now IIT-Roorkee). He has taught Civil Engineering subjects to both undergraduate and postgraduate students. Pursuing his passion for teaching he presently works as a teacher trainer.



## Computer Applications in Management

Sanjay Saxena & Prabhpreet Chopra

ISBN: 9788125920601

Price: ₹ 575 | Pages: 548

Size: 6.25" X 9.5" (Paperback)

Instructor's Resource available

### About the Book

Computers have today changed the face of the world of business and management. It is today essential for a successful manager to be comfortable in the use of computers and aware of the great potential it offers in improving efficiency and productivity in all aspects of business.

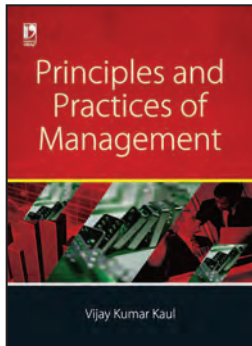
Computers Applications in Management aims at providing a sound theoretical as well as practical basis for understanding the subject. It gives a clear conceptual understanding of computer concepts and, to help students, an easy to follow visual style for the practical usage of various packages has been followed. Basically, if the reader follows this book in a sequential manner, she would have covered the entire syllabi of this paper. For the more interested and committed, additional 'Do-it-yourself' exercises have been given at the end of the relevant chapters.

### Salient Features

Written for the MBA course of Indian universities this book provides theoretical and practical knowledge and follows visual style for practical usage of various packages. Additional 'Do-it-yourself' exercises add value to the book.

### Contents

1. Understanding Computers, 2. Data Representation, 3. The Central Processing Unit, 4. Memory Organisation, 5. Input Devices, 6. Output Devices, 7. Multimedia, 8. Computer Software, 9. Disk Operating System (Dos), 10. Microsoft Windows, 11. Linux, 12. Word Processing, 13. Spreadsheet Package, 14. Presentation Package, 15. Networking, 16. Database Management Systems, 17. Internet-Connecting the World, 18. Information Technology and Society



## Principles and Practices of Management

Vijay Kumar Kaul

ISBN: 9789325990173

Price: ₹ 390 | Pages: 376

Size: 6.75" X 9.5" (Paperback)

### About the Book

Principles and Practices of Management introduces students to the fundamentals of management through a balanced blend of theory and practice. Highlighting the management practices of successful Indian and foreign companies, the opening vignettes and cases in the chapters depict real-world situations and problems managers face in their professional life. In addition to the concepts, the book also delves into the various academic perspectives that have evolved over time to provide the readers an integrated view of different approaches to management. Each chapter consists of various pedagogical features like Managerial Insights, Management Insights—A Revisit, Exhibits, Case Studies and relevant content on management theory.

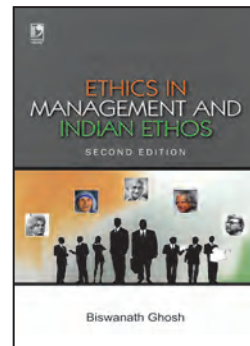
### Key Features

- **Managerial Insight:** Every chapter starts with the feature Managerial Insight focusing on a real-life situations and managerial issues involved in various Indian companies.
- **Managerial Insight: A Revisit:** Management Insight: A Revisit marks the closing of the same case discussed in the Managerial Insight and is presented at the end of main text. There are a set of questions related to the key aspects of the case.
- **Exhibits:** There are over a 50 exhibits illustrating cases of various Indian enterprises with a focus on the areas including entrepreneurial/managerial challenges, global business Implications, ethical and social considerations.
- **Exercises and Questions:** Each chapter has various questions, which provide a fairly comprehensive coverage of the major points and topics contained in the text.
- **Case Studies:** Each chapter closes with an exercise in the form of a Case Study with relevant questions

### Contents

Part-I: An Overview of Management: 1. Understanding The Management Process, 2. Evolution of Management Thinking, 3. Business, Society and Ethics, Part-II: Strategic Decision Making: 4. Planning, 5. Strategic Management: Planning for Long-Term Success, 6. Decision-Making Process and Creative Problem-Solving, Part-III: Organizing: 7. Organizational Structure and Design: Creating Flexible Organization, 8. Planning and Management of Human Resources, 9. Talent Management: Attracting and Retaining Human Resources, Part-IV: Leading and Controlling: 10. Motivating and Satisfying Employees, 11. Leadership: Developing Vision to Transforming Organizations, 12. Communicating in The Age of Internet, 13. Managerial Control and Techniques, Part-V: Contemporary Issues in Management: 14. Contemporary Management Thinking, 15. Strategic Change: Managing Change and Renewal, 16. Knowledge Management and Learning Organization, 17. Managing Diversity, 18. Corporate Governance • Index

**Vijay Kumar Kaul** is Professor of Business Economics in the University of Delhi. He has served as Head, Department of Business Economics and Dean, Faculty of Applied Social Sciences and Humanities in the University of Delhi. Professor Kaul completed his post-graduation, M.Phil. and Ph.D. from the The University of Delhi. He has over 36 years of experience as a teacher, consultant and researcher. His main focus of teaching, training and research has been in the areas of innovation and technology, business policy and strategy, strategic marketing, and international marketing. He has also been associated with the Indian Council for Social Science Research (ICSSR) and other professional bodies and several industrial and trade associations.



## Ethics in Management and Indian Ethos, 2e

Biswanath Ghosh

ISBN: 9788125920595

Price: ₹ 550 | Pages: 322

Size: 5.5" X 8.5" (Paperback)

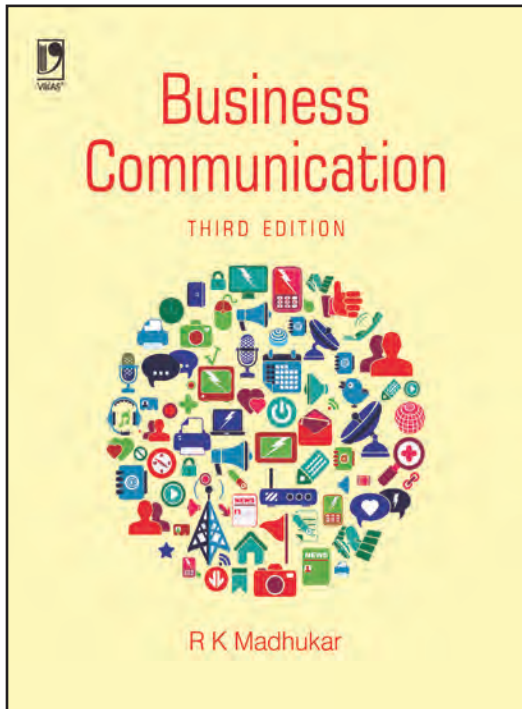
### About the Book

The subject of ethics in management is not only new but also unique. It is based on the premise that good ethics leads to good business. Ethics in business is important because there is evidence to prove that unethical behaviour can cost a company its reputation, affect its share price and lower its profits. Ethics in Management and Indian Ethos is a comprehensive textbook for MBA students of Indian Universities. Though the subject is new, students will find it simple because of the way it is written. The text is lucid and discussions are on practical points. The second edition is thoroughly revised and enlarged. Six new chapters have been added and many chapters have been re-written.

### Contents

1. Introduction to Business Ethics, 2. Nature, Scope and Purpose of Ethics, 3. Importance of Ethics and Moral Standards, 4. Features, Types & Relevance of Values, 5. Model of Management in the Indian Socio-Political Environment, 6. Ethical Theory and Enlightened Egoism, 7. Corporations and Social Responsibilities, 8. Unethical Behaviour by Individuals in Organisations, 9. Ethics and Decision-making, 10. Making Moral Decisions, 11. Ethics of Advertising, 12. Ethical Investment, 13. Ethics and International Business, 14. Sci-Tech and Ethics, 15. Law and Ethics, 16. HRM and Ethics, 17. Ethics and the Environment, 18. Ethical Vision of Management: Vedantic Approach, 19. Human Values for Indian Managers, 20. Lessons from Ancient Indian Education System, 21. The Law of Karma, 22. Professional Ethics, 23. Quality of Working Life, 24. Total Quality Management, 25. Ethics and Religion, 26. Buddhist Economics, 27. Ethics of Vivekananda, Gandhiji, Aurobindo and Tagore

**Biswanath Ghosh** is Professor and Dean of Management, Bengal College of Engineering and Technology, Durgapur.



## Business Communication, 3e

R K Madhukar

Instructor's Resource available

### About the Book

Over the last 12 years this book has made a pride of place for itself among students of management because of the authoritative approach it has followed. It is a comprehensive textbook especially designed for the students of commerce, management and other professional courses. It serves both as a learner's text and a practitioner's guide. It provides a sharp focus on all relevant concepts and cardinal principles of business communication and adds value to the reader's understanding of the subject. Following a need-based and sequential approach, the book is highly stimulating and leads students to communicate with élan and prepare for workplace challenges.

### New in this Edition

- Chapter on Technology Powered Communication
- Chapter on Soft Skills in Business
- Sections on eleven new topics

### Strong Points of the Book

- Introduces new thoughts, approaches and practices
- Focuses on practical tips, real-life situations and skill-building
- Written by a practitioner of business communication

**Market:** Primarily for MBA, PGDM, MMS. Also useful for BBA, BCom, B.Tech.

### Salient Features

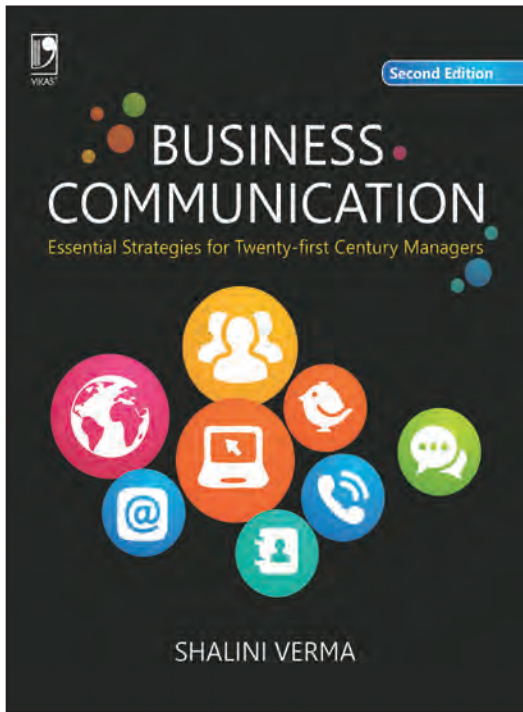
- Covers Syllabuses Exhaustively: Syllabuses of more universities included in its fold
- Adds Global Flavour Through: (a) Expert Speak, (b) Quote to Note, (c) Communication Clue, (d) Noteworthy, Key Point and Point to Note, (e) Margin Elements
- Provides Fun with Learning: (a) Laugh and Learn, (b) Wit and Humour
- Apprises with Corporate and Academic Truths: (a) From the Corporate World, (b) Good and Bad Examples, (c) From the Academic World, (d) From Study Reports
- Includes Appendix Lessons for Additional Teaching: (a) Key Terms, (b) Good Business Letters—Tips and Specimens, (c) Learn to Pronounce, (d) Speeches and Presentations, (e) Grammar and Good Writing, (f) Correct and Improve, (g) Communication Quiz
- Prepares for Workplace Challenges: Includes interviews, resumé, meetings, etiquettes, current business usages, soft skills and employability, to face challenges and realities of today.
- Embellishes Text with Box Items and Insertions that add content value and make concepts easy to assimilate. Plus, the regular Questions, Exercises and Case Studies.

**ISBN: 9789352710898 | Price: ₹ 550 | Pages: 496 | Size: 8.5" X 11" (Paperback)**

### Contents

Prologue: Communication in Business	6. Business Letters	14. Employment Oriented Communication	19. Soft Skills in Business
1. Expanse and Scope of Communication	7. Internal Communication	15. Charts, Graphs and Pictures	20. Key Areas in Corporate Communication
2. Making Communication Effective	8. Rules of Good Writing	16. Negotiation Process and its Management	• References
3. Non-Verbal Communication	9. Speeches and Presentations	17. Cross-Cultural Dimensions of Business Communication	• Appendices
4. Listening Skills	10. Interactive Communication	18. Technology-Powered Communication	• Index
5. Communication Skills	11. Mass Communication		
	12. Report Writing and Case Studies		
	13. Interviews		

**R K Madhukar** retired as General Manager, Canara Bank, Bengaluru, where he handled various departments as Business Development, Corporate Communication and Public Relations. A keen communicator and a regular resource person at the Staff Training Centres and in-house Executive Development Programmes, he has been closely associated with preparing varied study material and publication of booklets.



## Business Communication, 2e

Shalini Verma

### About the Book

Instructor's Resource available

This book brings together application-based knowledge and necessary workforce competencies in the field of communication. It utilizes well-researched content and application-based pedagogical tools to present to the readers a thorough analysis on how communication skills can become a strategic asset to build a successful managerial career. With the second edition, teaching resource material in the form of a companion website is also being provided. This book must be read by students of MBA, practicing managers, executives and corporate trainers.

### Salient Features

- **Case Study 1:** It sets the stage for the areas to be discussed in the concerned chapter
- **Case Study 2:** It presents real-world scenarios and challenges to help students learn through the case analysis method
- **Tech World:** It throws light on the latest advancements in communication technology and how real-time business houses are leveraging them to stay ahead of their competitors
- **Communication Snippet:** It talks about real organizations/people at workplaces, their on-job communication challenges and their use of multiple communication channels to gain a competitive edge

- **Applying Ethics:** Deal with situation-based ethical dilemmas faced by real managers in their professional lives
- **Simulation-based Exercise:** It is a roleplay management game that helps readers simulate real managers or workplace situations, and thereby enables students to apply the theoretical concepts
- **Experiential Learning:** It provides two caselets, each followed by an individual activity and a team activity, based on real-time business processes that help readers 'feel' or 'experience' the concepts and theories they learn in the concerned chapter to gain hands-on experience

### Benefits

Well-researched content with application-based pedagogy helps readers improve their communication skills and build a successful managerial career.

**Market:** Primarily for MBA, PGDM, MMS. Also useful for BBA, BCom, B.Tech.

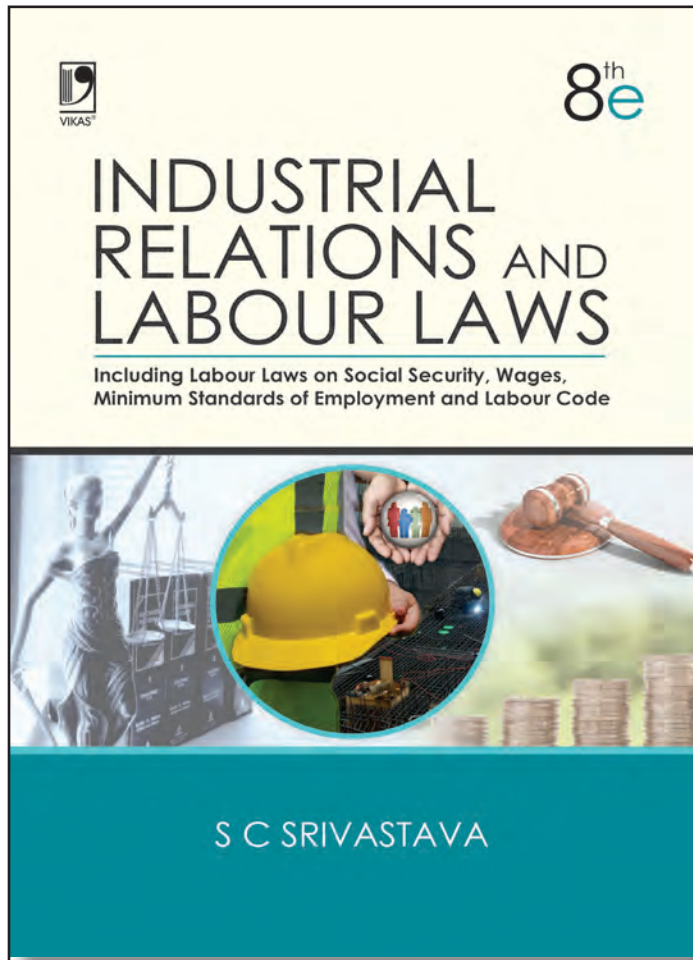
**ISBN: 9789325981171 | Price: ₹ 560 | Pages: 472 | Size: 8.5" X 11" (Paperback)**

### Contents

- |   |  |
|---|--|
| 1. The Nature and Scope of Business Communication | 8. Technology-Enabled Communication                              |
| 2. Communication Barriers                         | 9. Writing Reports, Business Proposals, and Business Plans       |
| 3. Communications in Organizations                | 10. Planning and Delivering Business Presentations               |
| 4. Non-Verbal Communication,                      | 11. Conducting Business Research and Analysing Case Studies      |
| 5. Communication Strategy for Managers            | 12. Employment Communication for Internship and Campus Placement |
| 6. Spoken (Oral) Communication                    | 13. Business Etiquette and Professionalism                       |
| 7. Written Communication                          |  |

**Shalini Verma** has over two decades of experience in teaching, training, research and consulting. She has authored more than 50 books in several genres, including 16 management and self-help titles.





## Industrial Relations and Labour Laws, 8e

S C Srivastava

### About the Book

The eighth revised edition of Industrial Relations and Labour Laws presents an exhaustive, analytical, and critical examination of labour legislation with latest cases and legal development.

Spread over six parts consisting of thirty five chapters, the book not only incorporates law relating to industrial relations, wages, social security, and minimum standards of employment, but also includes all four labour codes and industrial jurisprudence.

The book offers general principles, highlights key issues, and provides case laws to equip managers, officers, and students with the knowledge and skills that they need to take forward into the workplace.

The book covers the syllabi of LLB, LLM, MBA, MPA, MSW, company secretary, and masters and diploma courses in personnel management, human resource management, industrial relations, and labour laws. It is an indispensable resource for personnel managers, human resource managers, officers of labour departments, and presiding officers of labour courts/tribunals, trade union officials and labour lawyers..

### Key Features

- Industrial Jurisprudence and the Supreme Court (Chapter 3) in Part I
- Industrial Relations Code, 2020: An Overview (Chapter 16) in Part III
- Code on Social Security, 2020: An Overview (Chapter 24) in Part IV
- Code on Wages, 2019: An Overview (Chapter 30) in Part V
- Occupational Safety, Health and Working Conditions Code, 2020 (Chapter 35) in Part VI

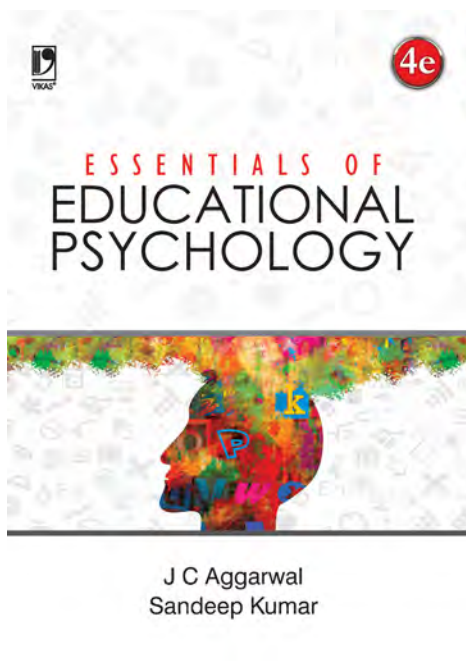
**Primary Market:** LLB, LLM, MBA, MPA, MSW **Secondary Market:** Professionals

**ISBN: 9789354539961 | Price: ₹ 799 | Pages: 848 | Book Size: 6.75" X 9.5" (Paperback)**

## Contents

Preface to the Eighth Edition vii	Framework, Concept and Definitions	23. Unorganised Workers' Social Security Act, 2008
List of Cases xxiii	10. Settlement of Industrial Disputes	24. Code on Social Security, 2020: An Overview
<b>PART I: Contextual and Constitutional Framework and Industrial Jurisprudence</b>	11. Powers and Functions of Appropriate Government in Disputes Settlement	<b>PART V: Wages and Labour Laws</b>
1. Introduction to Labour Law	12. Instruments of Economic Coercion	25. Wage Concept 647
2. Constitutional Framework and Labour Laws	13. Lay-off, Retrenchment, Transfer and Closure	26. Payment of Wages Act, 1936
3. Industrial Jurisprudence and the Supreme Court	14. Management of Discipline and Notice of Change	27. Minimum Wages Act, 1948
<b>PART II: Industrial Relations, Trade Unions, Collective Bargaining and Workers Participation in Management</b>	15. Industrial Employment (Standing Orders) Act, 1946	28. Payment of Bonus Act, 1965
4. Industrial Relations: An Overview	16. Industrial Relations Code, 2020: An Overview	29. Equal Remuneration Act, 1976
5. Trade Unions of Workers and Employers' Organizations: A Contextual and Historical Analysis	<b>PART IV: Social Security and Labour Laws</b>	30. Code on Wages, 2019: An Overview
6. Collective Bargaining	17. Social Security: A Contextual Framework	<b>PART VI: Minimum Standards of Employment and Labour Laws</b>
7. Workers' Participation in Management	18. Employees' Compensation Act, 1923	31. Factories Act, 1948
<b>PART III: Industrial Relations Law</b>	19. Employees' State Insurance Act, 1948	32. Contract Labour (Regulation and Abolition) Act, 1970
8. Trade Unions and the Law	20. Employees' Provident Funds and Miscellaneous Provisions Act, 1952	33. Law on Child Labour
9. Industrial Disputes Act: Contextual	21. Payment of Gratuity Act, 1972	34. Inter State Migrant Workmen Act, 1979
	22. Maternity Benefit Act, 1961	35. Occupational Safety, Health and Working Conditions Code, 2020
		• Index

**SC Srivastava** is LLD (Doctor of Laws) from the Calcutta University. He has the privilege of being the first LLD in Labour Law in India. He has taught in Banaras Hindu University and Jammu University and has been the Chairman, Department of Law and Dean, Faculty of Law at Kurukshetra University and University of Calabar (Nigeria). Thereafter, he served the Law Commission of India, Indian Law Institute, New Delhi as Research Professor, and Institute of Industrial Relations and Personal Management, New Delhi as Director. He also served as a Visiting Professor at XLRI (Jamshedpur), IIT-Delhi, IIM-Rohtak and several other Indian and foreign universities. He has also been Legal Consultant to Petroleum & Natural Gas Regulatory Board, New Delhi and NEPZ, Noida. He was awarded the rare distinction of National Fellow by UGC. Dr Srivastava has been Consultant of ILO on a project on child labour; resource person for the ILO workshops on skills of conciliation; Officer and Presiding Officer of Labour Court/Tribunal organized by the ILO and National Judicial Academy, Bhopal; member of the Sectoral Innovation Council appointed by the Prime Minister of India to review labour laws; and member of the Task Force, 2016 for recommending measures to eradicate child labour. Presently, he is an advocate and legal consultant, Secretary-General of National Labour Law Association, New Delhi and Member, Advisory Board on Child Labour of VV Giri National Labour Institute, Noida. He has published several books and more than ninety research papers in India and abroad.



## ESSENTIALS OF Educational Psychology, 4e

J C Aggarwal & Sandeep Kumar

### About the Book

This 'examination-oriented' and 'student-oriented' book is primarily designed to meet examination needs of the students of BEd, BT, LT and BA (Education). Its subject matter is authentic, has all-encompassing coverage and is deeply insightful. The text has been supplemented with charts, diagrams, figures and tables to make the subject interesting and more comprehensible. Such a unique combination brings crystal clarity into the concepts and enables students to obtain maximum marks in the examination.

With a view to provide a comprehensive overview of educational psychology, readers are introduced to the lives and works of some fifty great educational psychologists. This enables the students to unlock the doors of a treasure house of information, knowledge and wisdom enshrined in the thought and practices propounded by these masterminds. Some new thoughts and approaches have been added in this fourth edition.

**Market:** Primarily for BEd, BT, LT and BA (Education)

### Key Features

- Chapters with clear and precise objectives
- Updated text and detailed explanation of important concepts
- New theoretical perspectives, such as humanistic, constructivist and phenomenological approaches, throughout the book
- Content discussion with illustrated examples and concept-based questions at the end of each chapter

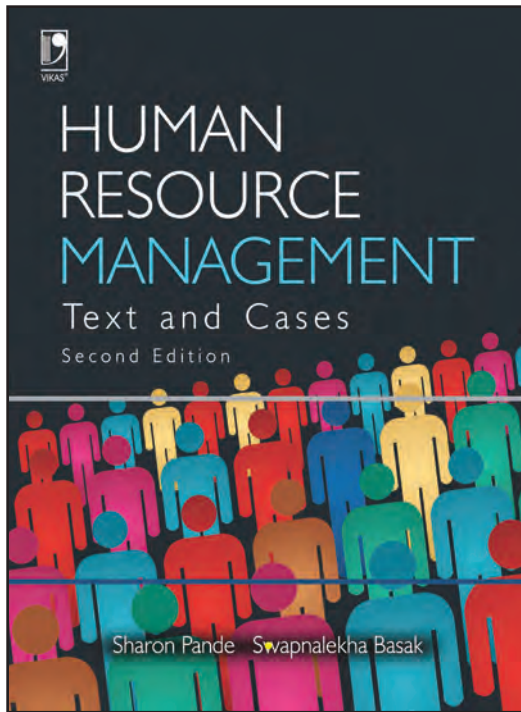
**ISBN: 9789356746169 | Price: ₹ 575 | Pages: 704 | Size: 6.75" X 9.5" (Paperback)**

### Contents

- |   |   |   |
|---|---|---|
| 1. Educational Psychology: A Conceptualization                        | 11. Cognitive or Intellectual Development                 | 23. Theories of Personality                               |
| 2. Educational Psychology and Schools of Thought                      | 12. Language Development and Moral                        | 24. Assessment and Measurement of Personality             |
| 3. Educational Psychology and Methods                                 | 13. Adolescence and Developmental Concerns                | 25. Education of Children with Special Needs              |
| 4. Understanding Children's Needs: Challenges and Possibilities       | 14. Understanding Learning, Maturation and                | 26. Understanding Creativity                              |
| 5. Development and Growth: An Understanding                           | 15. Motivation in Learning                                | 27. Understanding Adjustment of Children                  |
| 6. Understanding Heredity (Nature) and Environment (Nurture)          | 16. Learning and Forgetting                               | 28. Mental Hygiene and Mental Health                      |
| 7. Nervous and Endocrine Systems                                      | 17. Transfer of Learning                                  | 29. Psychology of Group Behaviour and Group Dynamics      |
| 8. Individual Uniqueness: Understanding the Learner as a Unique Being | 18. Theories of Learning and Educational Implications     | 30. Guidance and Counselling                              |
| 9. Physical and Motor Development                                     | 19. Sensation, Perception, Concept Formation and Thinking | 31. Understanding Diverse Issues in Education             |
| 10. Emotional and Social Development (Socialization)                  | 20. Interest, Aptitude, Attitude and Attention            | 32. Practical Work (Experiments in Psychology)            |
|   | 21. Intelligence and Intelligence Tests                   | 33. Inclusive Education                                   |
|   | 22. Personality and Personality Development               | APPENDIX: Some Useful Statistical Concepts and Techniques |

**J C Aggarwal** Former Deputy Director of Education Delhi Administration, Delhi

**Sandeep Kumar** Associate Professor Department of Education University of Delhi



## Human Resource Management: Text & Cases, 2e

Sharon Pande & Swapnalekha Basak

Instructor's Resource available

### About the Book

In a constantly evolving service-led Indian economy, human resources have become the cornerstone of an organization's success. The management of human capability has become an art that has to be understood and mastered to run a successful enterprise.

*Human Resource Management: Text and Cases, 2e* explains the basic concepts of this discipline and presents cases that provide an insight into the challenges faced by HR professionals on a day-to-day basis. Going beyond the coverage of a traditional textbook, this book focuses on applied aspects of HRM, which capture the evolving challenges in the field. The authors have used their extensive real-world work experience in talent acquisition, and human resource development and retention to provide lucid explanation of all major concepts of human resource management. Replete with examples and cases, this title is a complete guide for all MBA/PGDM students and HR practitioners.

**Market:** Primarily for MBA, PGDBM, PGDM. Also useful for BBA, BBM, Professionals.

### Key Features

- Comprehensive course coverage as well as extensive treatment of HR best practices and innovations. Deeply rooted in Indian context, but essential global concepts have also been incorporated. The paradigm shift from 'resource' to 'capital' is very well presented.
- Learning Outcome based approach -- includes chapter objectives, opening case, in-text examples/cases, text arranged as per chapter objectives, closing cases, summary and exercises.
- Special topics on competency management, IT in HRM, HRD practices in India, HR audit and internalization of HRM.
- The real-world cases and examples are a hallmark feature of the book. Includes Opening Cases at the beginning of chapters; in-text HRM in Action, Views in the News and other Boxes; and chapter closing Application Cases
- Very strong additional learning tools. Every chapter uses a cartoon to capture its theme. Includes margin notes, web-based exercises etc.
- Sample 'ready-to-use formats' of relevant documents and instruments for carrying out

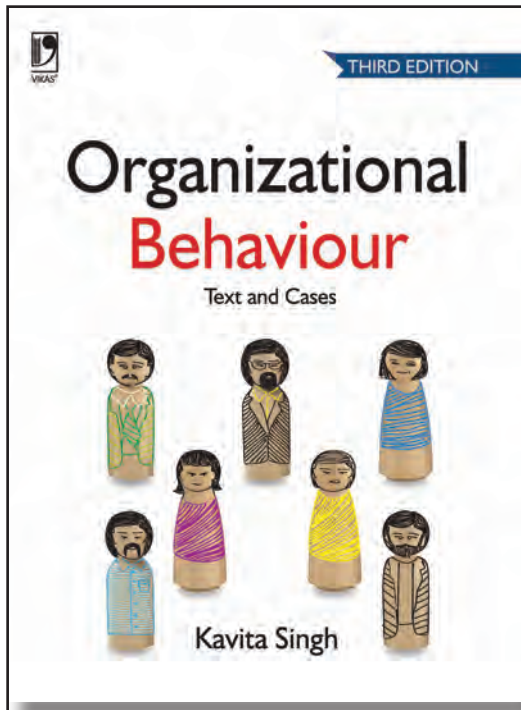
**ISBN: 9789325987609 | Price: ₹ 750 | Pages: 620 | Size: 8.5" X 11" (Paperback)**

### Contents

1. Introduction to Human Resource Management	8. Compensation	14. Career Management
2. Strategic Human Resource Management	9. Compensation Administration, Benefits and Services	15. Talent Management
3. Human Resource Planning and Job Analysis	10. Employee Engagement	16. High-potential Employees
4. Recruitment	11. Human Resource Policies	• <i>Special Topics</i>
5. Selection	12. Performance Management	1. <i>Competency Management</i>
6. Induction and Socialization	13. Learning and Development	2. <i>Information Technology in Human Resource</i>
7. Employee Relations and		3. <i>HRM Practices in India</i>
		4. <i>Internationalization of HRM</i>

**Sharon Pande** is Area Chairperson and Professor—Human Resources and Behavioural Sciences, School of Business Management, Narsee Monjee Institute of Management Studies (NMIMS), Mumbai.

**Swapnalekha Basak** is an entrepreneur, a champion of social causes, a writer, teacher and mentor for young people—all rolled into one.



## Organizational Behaviour: Text and Cases, 3e

Kavita Singh

Instructor's Resource available

### About the Book

The third edition of *Organizational Behaviour: Text and Cases* offers a concise yet comprehensive coverage of the theories that determine behaviour in organizations. The relationship between effective organizational behaviour and the effective functioning of an organization is established through a clear and lucid style of presentation.

With the help of necessary concepts, tools and techniques necessary for understanding behaviour in organizations, this book attempts to unfold human behaviour at four levels; starting from the individual processes and moving on to the interpersonal, organizational, and change processes. It encourages active learning through exercises, field projects and case studies, and develops competencies that are essential for becoming successful managers and effective employees in organizations. The three new chapters—Career, Planning and Management; Performance and Reward Management; and Gender Issues in Management—help readers understand organizational behaviour in the current Indian business scenario better.

### Key Features

- Comprehensive coverage of the Individual, Interpersonal and Group dynamics, Organizational processes and Change/Transformation. Special topics like Career planning, Gender issues, etc have also been covered.
- Takes a learning outcome based pedagogical approach -- includes chapter objectives, opening cases, in-text examples/cases, text arranged as per chapter objectives, summary and exercises.
- Contains classroom-tested case studies pertaining to actual incidents from the workplace are included. Several examples from organizations highlighting the best practices in the industry. Caselets focusing on behavioural issues in organizations.
- Field projects involving students in data collection and analysis in behavioral analysis.
- Marginalia on almost all pages, summarizing crucial points and serving as quick references.

**Market:** Primarily for MBA, PGDBM, PGDM. Also useful for BBA, BBM, Professionals.

**ISBN: 9789325986695 | Price: ₹ 650 | Pages: 588 | Size: 8.5" X 11" (Paperback)**

### Contents

- |                                      |  |   |
|--------------------------------------|--|---|
| 1. Managing Organizational Behaviour | 9. Managing Group Dynamics                         | 16. Nature of Planned Organizational Change     |
| 2. Personality                       | 10. Leadership                                     | 17. Approaches to Planned Organizational Change |
| 3. Perception                        | 11. Managing Conflicts and Negotiations            | 18. Career, Planning and Management             |
| 4. Learning and Reinforcement        | 12. Decision Making and Problem Solving            | 19. Performance and Reward Management           |
| 5. Attitudes and Values              | 13. Organizational Structures and Design           | 20. Gender Issues in Management                 |
| 6. Work Motivation                   | 14. Power and Political Behaviour in Organizations |   |
| 7. Work Stress                       | 15. Organizational Culture                         |   |
| 8. Organizational Communication      |  |   |

**Kavita Singh** is a Faculty in the area of Organizational Behaviour, Organizational Development and Change at the Faculty of Management Studies, University of Delhi. Dr Singh has been actively involved in teaching, research, and consultancy in a distinguished career spanning more than 21 years.



## Marketing Management, 3e

Arun Kumar & N Meenakshi

Instructor's Resource available

### About the Book

Marketing Management advocates 'marketing based on absolute truth'. It cuts through the trappings to give substance to its readers. The book advocates that superior products and services will always be central to marketing. It covers all the topics required by MBA/PGDM students for their marketing courses -- both principles of marketing as well as marketing management. Some of the advanced topics will also be useful for students specializing in marketing as well as marketing professionals.

### Salient Features

#### Best Practices

- Researched, implemented, and result-driven practices taken from leading companies across diverse industries throughout the world
- Marketers can adopt these practices to elevate individual and organizational performance

#### Corporate Insights

- Examples of marketing concepts being implemented by well-known Indian companies and brands
- Latest moves of companies and brands as they cope with competition and environment

#### Case Studies

- A brief case study after each chapter, focusing on specific issues dealt within the chapter

#### Specialized Questions

- Questions meant to make students ponder upon various aspects of marketing and challenge the existing paradigms

### Benefits

- In addition to describing terms and steps, the book provides definite decisions that marketers should follow.
- Up-to-date content provides deep insight of marketing concepts.

**Market:** Primarily for MBA, PGDM. Also useful for Professionals.

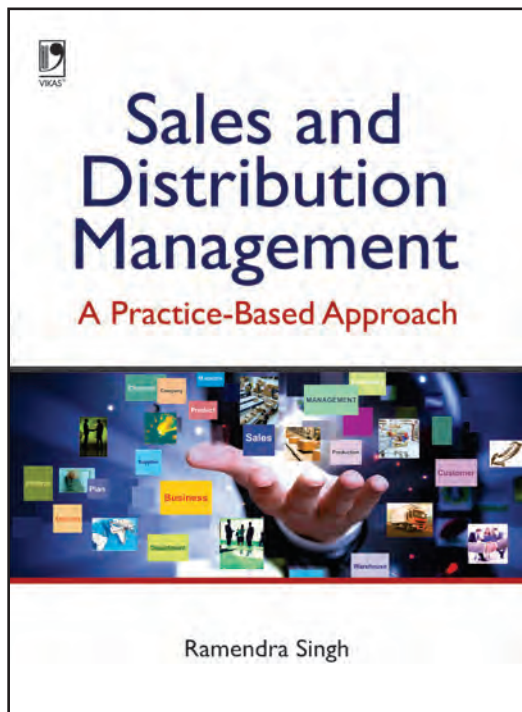
**ISBN: 9789325982406 | Price: ₹ 725 | Pages: 692 | Size: 8.5" X 11" (Paperback)**

### Contents

Section-1: Foundations of Marketing	9. Management of Innovations	15. Competitive Marketing Strategy
1. Fundamentals of Marketing	Section-4: Pricing Decisions	Section-8: Reaching Consumers Directly
2. Marketing Research	10. Pricing Strategy	16. Direct Marketing
3. Marketing Environment	Section-5: Distribution Decisions	17. Internet Marketing
4. Consumer Behaviour	11. Distribution	18. Personal Selling and Sales Management
Section-2: Selection of Markets	12. Retailing	Section-9: Analysing Marketing
5. Segmentation and Targeting	Section-6: Communication Decisions	19. Business Marketing
6. Positioning	13. Integrated Marketing Communication	20. Marketing of Services
Section-3: Product Decisions	14. Advertising Management	21. International Marketing
7. Product Management	Section-7: Impact of Competition on Strategy	22. Marketing for Non-Profit Organization
8. Brand Management		23. Rural Marketing

**Arun Kumar** is working in New Delhi Institute of Management. He has a rich blend of corporate and academic experience.

**N Meenakshi** is currently working in Goa Institute of Management. She has earlier taught at NIILM Center for Management Studies for fourteen years.



## Sales and Distribution Management: A Practice-Based Approach

Ramendra Singh

Instructor's Resource available

### About the Book

The primary aim of the book is to provide students of management with a firm foundation for understanding all the main components of sales and distribution management. The book has a practical orientation, as it written by author who has worked as practicing manager mostly in sales and distribution. The book, therefore, is a useful resource to MBA/PGDM students and practicing professionals in industry, training and consultancy.

### Salient Features

- Contains more than 50 classroom-tested cases from Indian as well as international business organizations
- Provides chapter-end quiz questions and project assignment and worksheets
- Provides 106 practice questions in the Question Bank section at the end of the book
- Includes examples and boxed exhibits in key areas of sales and distribution management

### Benefits

- Bridges the gap between theoretical explanation and the industry realities and expectations.
- The book is not only for students but also for sales professionals who want to go back to the basics of selling and distribution.
- Coverage of all the topics taught in most Indian universities

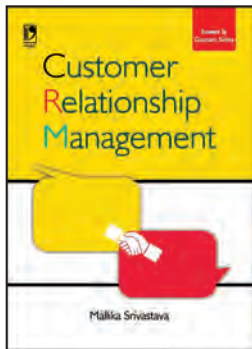
**Market:** Primarily for postgraduate students of MBA, PGDBM, and PGDM.

**ISBN: 9789325994065 | Price: ₹ 625 | Pages: 592 | Size: 6.75" X 9.5" (Paperback)**

### Contents

Part-A: Sales Management:	7. Sales Force Motivation and Compensation	12. Distribution Channel Power and Relationships
1. An Introduction to Sales and Distribution Channel Management	8. Sales Force Productivity and Performance	13. Trade Loyalty Programmes
2. Personal Selling	9. Selling Ethics	14. Channel Economics
3. Sales Organization	Part-B: Distribution Management:	15. Retailing
4. Sales Technology	10. Sales-Marketing Interfaces	Part-C: Cases in Sales and Distribution Management
5. Sales Territory and Time Management	11. Distribution Channel Design	
6. Sales Force Recruitment and Training		

**Ramendra Singh** is Assistant Professor (Marketing) at Indian Institute of Management Calcutta. He has extensively worked in the industry in sales and marketing responsibilities in organizations such as Indian Oil Corporation, ExxonMobil, SRF Limited, and ICICI Bank.



### Customer Relationship Management

Mallika Srivastava

ISBN: 9789325974111

Price: ₹ 500 | Pages: 368

Size: 6.75" X 9.5" (Paperback)

#### About the Book

With the aim of developing a successful CRM program, this book begins with defining CRM and describing the elements of total customer experience, focusing on the front-end organizations that directly touch the customer. The book further discusses dynamics in CRM in services, business market, human resource and rural market. It also discusses the technology aspects of CRM like data mining, technological tools and, most importantly, social CRM. The book can serve as a guide for deploying CRM in an organization stating the critical success factors.

#### Salient Features

- Basic concepts of CRM and environmental changes that lead to CRM adoption
- Technological advancements that have served as catalyst for managing relationships
- Customer strategy as a necessary and important element for managing every successful organization
- CRM is not about developing a friendly relationship with the customers but involves developing strategies for retention, and using them for achieving very high levels of customer satisfaction
- The concept of customer loyalty management as an important business strategy
- The role of CRM in business market
- The importance of people factor for the organization from the customer's perspective
- Central role of customer related databases to successfully deliver CRM objectives
- Data, people, infrastructure, and budget are the four main areas that support the desired CRM strategy

#### Benefits

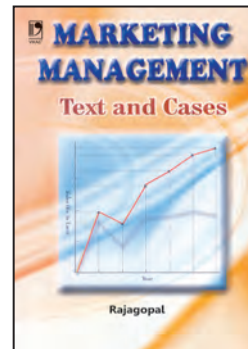
The book is a blend of marketing and information technology with more focus on Indian corporate sector.

#### Contents

Unit-I: Introduction to CRM: 1. Conceptual Foundation of CRM, 2. Crm and Customer Centricity, 3. CRM: A Strategic Approach to Marketing, Unit-2: Principles of Managing Customer Relationship: 4. Strategies to Build Relationship, 5. Customer Acquisition and Retention, 6. Customer Loyalty, 7. Customer Satisfaction, Unit-3: Dynamics in CRM: 8. Strategic CRM in Services, 9. Strategic CRM in B2B Market, 10. Role of People Management in Building Customer Relationships, 11. Customer Experience Management, 12. CRM in Rural Markets, 13. Measuring The Success of CRM-Based Initiatives, Unit-4: Impact of Technology on CRM: 14. Data Mining and CRM, 15. Impact of Technology on CRM, 16. CRM to Social CRM, Unit-5: CRM Implementation Roadmap: 17. Deploying CRM in an Organization, 18. Guarding Against CRM Failures

**Dr Mallika Srivastava** is PhD in Customer Relationship Management–Marketing & Master of Management Studies (MMS). She has rich teaching experience in CRM, sales and distribution and marketing management with corporate work experience in project management, customer relationship management, systems design and development, and training and implementation. She has varied experience in training as well as handling independent projects.

She has varied experience in developing and teaching courses on marketing management, customer relationship management, sales and distribution, international marketing, and strategic marketing management.



### Marketing Management: Text and Cases

Rajagopal

ISBN: 9788125907732

Price: ₹ 495 | Pages: 324

Size: 6.25" X 9.5" (Paperback)

#### About the Book

This book discusses the core themes of marketing from a broader perspective and is set against the backdrop of changing business practices, mega-competition, international markets, tailor-made strategies and all other issues of doing business in the current context. One of the significant highlights of the book is its Indian context and cases. The case studies in the book are drawn from various companies operating in India. Class-tested and concise, the book provides in essence, a blend of marketing concepts and Indian cases.

#### Contents

1. Conceptualisation, 2. Marketing Management Process, 3. Consumer Behaviour, 4. Marketing Mix, 5. Organisation, Control and Strategy Building, 6. Services Marketing, 7. Supply Chain Management and Physical Distribution, 8. Sales Management, Retailing and Wholesaling, 9. Activity Scheduling in Marketing, 10. Advertising Management, 11. Marketing Research

**Rajagopal** is Senior Faculty, Administrative Staff College of India, Hyderabad. He has served as faculty in the Institute of Rural Management, National Institute of Rural Development and National Institute of Agricultural Marketing. He has published a number of books and research papers in the field of marketing, entrepreneurship agribusiness and international management. He is consultant to many international consulting organisations in the United Kingdom.





## Industrial Marketing Management

M Govindarajan

ISBN: 9788125913719

Price: ₹ 475 | Pages: 304

Size: 6.25" X 9.5" (Paperback)

### About the Book

*Industrial Marketing Management* provides a comprehensive review and analysis of industrial marketing issues, practices and strategies with reference to Indian scenario. The main focus of this book is on building a conceptual understanding for developing industrial marketing strategies. It includes analysis of the caselets, which will sharpen the analytical ability of the students.

### Key Features

- Special characteristics of industrial market vs. Consumer market
- Marketing strategies adopted for different industrial products
- Techniques used to solve peculiarities of industrial marketing in practice
- Extensive coverage of; Industrial Marketing Planning, Components of Marketing Mix & Marketing Research Process and Techniques
- Exhibits, figures and illustrations
- Seven case studies and Glossary

### Contents

1. Industrial Marketing Landscape, 2. Industrial Markets, Goods and Customers, 3. Industrial Buying Behaviour, 4. Industrial Market Segmentation, 5. Industrial Marketing Planning, 6. Industrial Product Planning and Development, 7. Industrial Product Pricing, 8. Industrial Advertising and Sales Promotion, 9. Industrial Marketing Research, 10. Projects Marketing, 11. Logistics and Marketing Control • Cases • Glossary • Suggested Reading • Index

**M Govindarajan** has taught at the Department of Management Studies, Anna University. In his teaching experience spanning over 30 years, he has taught students of MBA for more than 10 years. He is member of Madras Management Association and System Dynamics Society of India.



## Event Marketing and Management

Sanjaya Singh Gaur & Sanjay V Saggere

ISBN: 9788125914495

Price: ₹ 450 | Pages: 260

Size: 7.25" X 9.5" (Paperback)

### About the Book

This remarkable book targets the Event Professional as well as the novice in highlighting the efforts needed to conduct an event of any nature. India-centric in its focus, the book also has a plethora of international examples aimed at providing an in-depth understanding of Events as a strategic communication tool at the generic level.

### Key Features

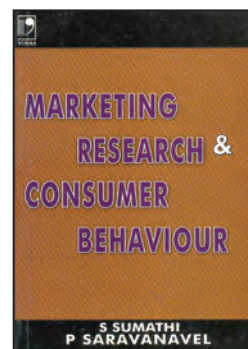
- Presents evolution and historical background of events
- Includes a brief section on the synergies between Advertising, PR and Events
- Detailed insight into specific events related to phenomena such as ambush marketing and barter
- Pre-event, during-event, and post-event activities have also been clearly demarcated by using step-by-step event flow analysis
- Features numerous figures, exhibits, tables and case studies for clarity of concepts
- Exposition on formulation and implementation of business strategies

### Contents

Part-I: Introduction to Events: 1. What are Events, 2. Why Events, 3. Key Elements of Events, Part-II: Event Marketing: 4. Understanding the Event Market, 5. Concept of Product in Events, 6. Concept of Pricing in Events, 7. Concept of Promotion in Events, 8. Event Management, 9. Strategic Market Planning, 10. Strategic Alternatives for Growth, 11. Evaluation of Event Performance • Appendices: A. Competitive Assessment, B. Market Attractiveness and Business Strength, C. Snapshot: Event Organisers, D. Snapshot: Who's Sponsoring What and Where, E. Case Study: A2Z Events • References • Index

**Sanjaya Singh Gaur** is currently Assistant Professor of Marketing at Shailesh J. Mehta School of Management, Indian Institute of Technology, Bombay. He also holds the position of An Adjunct Professor at University of Hoseo, Korea. He is on the Board of Governors for Management Institutes in India. Dr. Gaur is a Fellow of Academy of Marketing Science (USA). He has a Doctorate in Management and has done his graduation in Engineering and postgraduation in Management. He has been the core Marketing Faculty at Indian School of Mines, Dhanbad, Birla Institute of Technology & Science, Pilani, a consultant to Ranbaxy Laboratories Ltd, RFCL, Geologistics India Ltd and Godrej & Boyce Mfg. Co.Ltd. etc.

**Sanjay V Saggere** is currently Vice President of Syspro Technologies Inc., a US based Information Technology and Products Company. Other firms he has worked include Blueshift Inc., Grindwell Norton and Elmach Engineering.



## Marketing Research and Consumer Behaviour

S Sumathi & P Saravanavel

ISBN: 9788125914761

Price: ₹ 795 | Pages: 780

Size: 5.5" X 8.5" (Paperback)

### About the Book

This book is designed for the students of M.A., M.Sc., M.Com. and M.B.A. with the purpose of blending both concepts and applications from the field of consumer behaviour and most importantly jargon has been avoided.

### Key Features

- Large number of illustrations and tables
- Review questions at the end of each chapter
- Appendix provides sample questionnaires

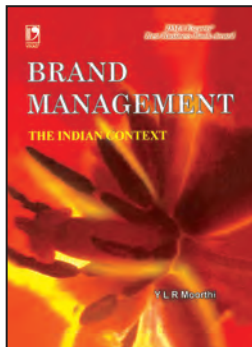
### Contents

Section-I: Marketing Research: 1. Nature and Scope of Marketing Research, 2. Types of Marketing Research, 3. Marketing Research Process, 4. Marketing Research and Marketing Decision Making, 5. Marketing Research Organisation, 6. Scientific Method and Hypothesis, 7. Research Design, 8. Sampling Design, 9. Secondary Sources of Data, 10. Primary Sources of Data, 11. Measurement and Scaling Techniques, 12. Questionnaire

Designing, 13. Personal Interview Method, 14. Processing, Analysis and Interpretation of Data, 15. Report Writing, 16. Application of Marketing Research, 17. Product Research, 18. Price Research, 19. Motivation Research, 20. Advertising Research, 21. Sales Research (Market and Sales Analysis), 22. Marketing Research Agencies and Ethical Issues, Section-II: Consumer Behaviour: 23. Consumer Behaviour: An Overview, 24. Consumer Behaviour and Marketing Decisions, 25. Consumer Research, 26. Market Segmentation, 27. Profile of the Indian Consumer, 28. Environmental Influences on Consumer Behaviour, 29. Personal Factors — Age and Life Cycle Stage, 30. Personality and Self-concept, 31. Motives, Perception and Learning, 32. Consumer Decision Processes, 33. Alternative Evaluation, 34. Purchase Process, 35. Consumer Behaviour Models, 36. Diffusion of Innovation, 37. Organisational and Industrial Consumer Behaviour, 38. Consumerism, 39. Consumer Movement in India • *Appendix: Sample Questionnaire • Suggested Readings*

**S Sumathi**, M.A. in Psychology as well as Master Degree holder in Marketing Management also holding PG Diploma in Digital Electronics and Computer Applications.

**P Saravanavel**, has having more than three decades of teaching experience in M.Com. and MBA Course students.



## Brand Management: The Indian Context

Y L R Moorthi

ISBN: 9788125914273

Price: ₹ 399 | Pages: 184

Size: 6.25" X 9.5" (Paperback)

### About the Book

Bridging the gap between theoretical aspects of brand management and the reality of the Indian Market, this crisp and compact book covers five essential topics including brand success, brand equity, brand extension, brand personality and brand repositioning.

The book targets product/brand managers, senior and middle level marketing managers, and postgraduate students of management.

### Salient Features

- Includes Indian examples
- Empirical approach to topics on brand success and brand repositioning
- Highlights four personal care product organizations
- Exhaustive treatment of brand personality and brand image

### Benefits

The book addresses not only academia but also management executives.

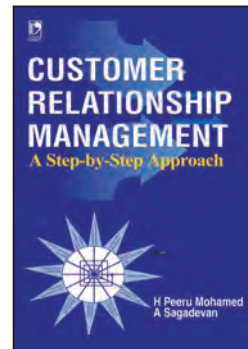
### Contents

1. Brand Success, 2. Brand Equity, 3. Brand Extension, 4. Brand Personality, 5. Brand Repositioning

**YLR Moorthi** is currently Faculty-Marketing Area at the Indian Institute of Management, Bangalore. He is an MTech (Mech) from IIT, Madras and a postgraduate in management from IIM, Bangalore.

He has worked for seven years in different capacities in organisations like HACP, ONGC, HAL and ITC.

His teaching experience spans over nine years and includes conducting programmes for several organisations on different aspects of marketing like business-to-business marketing, consumer marketing, brand management and international marketing.



## Customer Relationship Management: A Step-By-Step Approach

H Peeru Mohamed & A Sagadevan

ISBN: 9788125912057

Price: ₹ 395 | Pages: 240

Size: 6.25" X 9.5" (Paperback)

### About the Book

This book succinctly explains the cardinal principles of effective customer relationship management (CRM) –acquiring, retaining and expanding customer base. The concepts, process, techniques, significance and architectural aspects of CRM are dealt in comprehensive manner. The book would serve as a useful source of reference for designing, developing and implementing CRM in any organization.

### Key Features

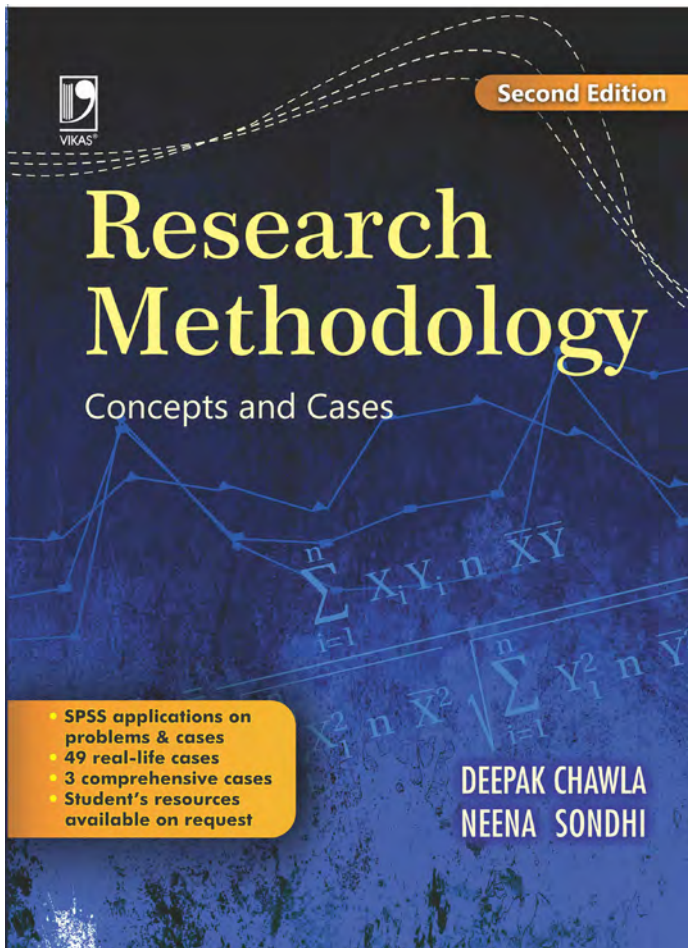
- Practice-oriented approach
- Guidelines for total customer care programmes
- Topics on eCRM and basic requirements of CRM
- Details CRM architecture process
- Tips for effective implementation and success of CRM
- Provides basic and complete input for all business organizations
- Up-to-date, incorporating latest developments in the field
- Frequently asked IT based questions

### Contents

1. Introduction, 2. Rural Market Environment, 3. Rural Demand and Rural Market Index, 1. Focus on Customer Relationship, 2. Building Customer Relationship Management, 3. An Insight into CRM and eCRM, 4. CRM Process, 5. CRM Implementation, 6. Integration of CRM with ERP System, 7. Call Centre, 8. Integration of CRM with Data Warehouse • *Glossary • Index*

**H Peeru Mohamed** is Assistant Professor and Coordinator of MBA programme in the School of Management at Anna University, Chennai. He obtained his Ph.D. from Bharathiar University, Coimbatore. He has specialized in the areas of Marketing Management, Consumer Behaviour and Industrial Marketing and possesses over 20 years of experience in teaching, research and consultancy.

**A Sagadevan** is the Country Manager for the Singapore and Malaysia operations of SRM Systems and Software Pvt Ltd. He had his BE (Electronics and Communication) and MBA from Madurai Kamaraj University, Madurai. He has nine years of experience in IT-based techno-commercial services. He is also a visiting faculty of Anna University, Chennai. He is currently pursuing Ph.D. in the area of CRM.



## Research Methodology: Concepts and Cases, 2e

Deepak Chawla &  
Neena Sondhi

### About the Book

The second edition of the book *Research Methodology: Concepts and Cases* provides an updated, comprehensive, and stepwise understanding of the research processes with a balanced blend of theory, techniques and illustrations from a wide cross-section of businesses in India. This book makes no presumptions and can be used with confidence and conviction by both students and experienced managers. The conceptual base has been provided in a comprehensive yet simplistic way, addressing even the minutest explanations required by the reader. Every chapter is profusely illustrated with business problems related to all domains—marketing, finance, human resource, and operations.

Instructor's Resource available

### New in this Edition

- Number of cases augmented from 35 to 49
- Substantial revision and updating of several chapters
- A chapter, Conjoint Analysis has been added
- A new topic, Online Research: New Age Techniques has been added

### Key Features

- Coverage of all topics taught in Indian universities and business schools
- 49 real-life cases researched from all domains of business management at the end of the chapters
- Three comprehensive cases at the end of the book
- Explicit instructions on usage of SPSS for data analysis
- Thorough and simplified explanation of the research processes
- Chapter structure includes learning objectives, opening cases, margin notes, flowcharts and tables, summary, review questions and cases for discussion.
- Citation of milestone works and their references at appropriate places in the text will help readers to explore further work in those areas.

**Market:** Primarily for MBA, PGDBM, MMS. Also useful for BBA, MPhil, PhD, Professionals.

**ISBN: 9789325982390 | Price: ₹ 825 | Pages: 820 | Size: 8.5" X 11" (Paperback)**

## Contents

Section-1: Research Process: <b>Problem Definition, Hypothesis Formulation and Research Designs</b>	6. Qualitative Methods of Data Collection	14. Non-Parametric Tests
1. Introduction to Business Research	7. Attitude Measurement and Scaling	<b>Section-5: Advanced Analysis Techniques</b>
2. Formulation of Research Problem and Development of Research Hypotheses	8. Questionnaire Designing	15. Correlation and Regression Analysis
3. Research Designs: Exploratory and Descriptive	<b>Section 3-Respondents Selection and Data Preparation</b>	16. Factor Analysis
4. Experimental Research Designs,	9. Sampling Considerations	17. Discriminant Analysis
<b>Section-2: Data Collection, Measurement and Scaling</b>	10. Data Processing	18. Cluster Analysis
5. Secondary Data Collection Methods	<b>Section-4: Preliminary Data Analysis and Interpretation</b>	19. Multi-D Scaling and Perceptual Mapping
	11. Univariate and Bivariate Analysis of Data	20. Conjoint Analysis
	12. Testing of Hypotheses	<b>Section-6: Reporting Research Results</b>
	13. Analysis of Variance Techniques	21. Report Writing and Presentation of Results

**Deepak Chawla** is Distinguished Professor, Dean (Research & Fellow Programme) at the International Management Institute (IMI), New Delhi, where he has been a professor since 1991. He was earlier Dean (Academic), Dean (Research), Programme Director for various postgraduate programmes and the Registrar of IMI. A fellow of the Indian Institute of Management, Ahmedabad (IIM-A), he holds a master's degree in statistics from the Indian Statistical Institute, Kolkata.

**Neena Sondhi** is Professor at the International Management Institute, New Delhi. A doctorate from the University of Delhi, she has over twenty years of experience in teaching, research and consulting. She has been trained in the case method of teaching and writing at Harvard Business School and is also a certified evaluator of social programs by ISB-UNICEF.



## Operations Research, 4e

S Kalavathy

Instructor's Resource available

### About the Book

*Operations Research* is the discipline of applying advanced analytical methods to help make better decisions. It helps the management to achieve its goals by using scientific techniques, making the study and understanding of operations research even more important in the present day scenario. This book has been written with the objective of providing students with a comprehensive textbook on the subject. It follows a simple algorithmic approach to explain each concept, often giving different steps. This approach stems from the author's experience in teaching undergraduate and postgraduate students of Madras University and Anna University, Chennai, over many years.

One of the highlights of this book is the solved-problems approach, as each chapter in the book is substantiated by a large number of solved problems. Many of the questions that have been incorporated are from previous examination papers of various universities. In addition, each chapter has numerous exercise problems at the end and a section on short answer questions with answers.

Due to its approach and coverage the book is indispensable to the MBA/PGDM, Engineering and Mathematics students.

**Market:** Primarily for MBA & Engineering. Also useful for Mathematics, BBA, MCom.

### New in this Edition

- A New Chapter on Non-Linear Programming has been added
- Includes the Stepping Stone Method to solve Problem of Degeneracy and Transportation Problem

### Salient Features

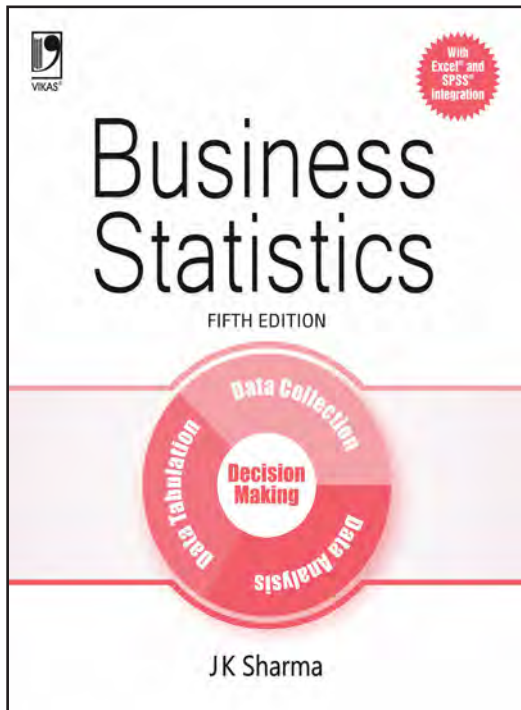
- Covers the syllabus of MBA/PGDM and Engineering courses completely.
- Adopts a solved-problem approach. The book includes 248 problems which have been solved in a step-by-step manner. These solved problems are interwoven through the book.
- Method of solving OR problems in a step-wise format for ease in remembering and recalling.
- Contains a large number of Exercise Problems, accompanied with answers

**ISBN: 9789325963474 | Price: ₹ 595 | Pages: 552 | Size: 6.75" X 9.5" (Paperback)**

### Contents

1. Basics of Operations Research	9. Transshipment and Assignment Problems	17. Replacement Models
2. Linear Programming	10. Goal Programming	18. Queuing Theory
3. Graphical Method	11. Integer Programming Problems	19. Game Theory
4. Simplex Method	12. Markov Processes and Markov Chains	20. Simulation
5. Artificial Variables Technique	13. Dynamic Programming	21. Decision Theory
6. Duality in Linear Programming	14. Sequencing Problems	22. Non-Linear Programming Problem
7. Revised Simplex Method	15. Network Scheduling by PERT/CPM	
8. Transportation Problem	16. Inventory Control	

**S Kalavathy** is Professor of Mathematics in the Science and Humanities Department, RMD Engineering College, Chennai. She has been teaching for the past 25 years, having handled almost all engineering mathematics subjects for various disciplines in UG and PG courses, including MBA/MCA.



## Business Statistics 5e

J K Sharma

Instructor's Resource available

### About the Book

The fifth edition of the book Business Statistics will provide readers an understanding of problem-solving methods, and analysis, thus would enable readers to develop the required skills and apply statistical techniques to decision-making problems.

A large number of new business-oriented solved as well as practice problems have been added, thus creating a bank of problems that give a better representation of the various business statistics techniques.

This book meets the specific and complete requirements of students pursuing MBA/PGD-BM, B.Com., M.Com., MA(Eco), CA, ICWA, BBA, BIS/BIT/BCA, etc., courses, who need to understand the basic concepts of business statistics and apply results directly to real-life business problems. The book also suits the requirements of students who need practical knowledge of the subject, as well as, for those preparing for competitive examinations.

### Key Features

- Each chapter contains Learning Objectives to guide the students and help them focus their attention on understanding a specific topic under study.
- Each chapter contains Concept Quizzes to help students reinforce their understanding of the principles and applications of business statistics techniques.
- Explanations are well illustrated with numerous interesting and varied business-oriented examples.
- Conceptual Questions and Self-Practice Problems with Hints and Answers are given in each chapter to enable students to learn at their own pace.

### New in The Fifth Edition

- The text of almost each chapter has been reorganized and/or rewritten to make explanations more coherent through relevant and interesting examples.

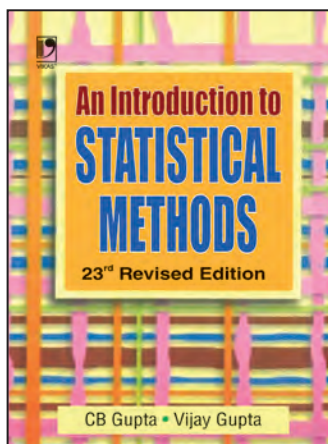
**Market:** Primarily for MBA. Also useful for BCom, BBA, MCom.

**ISBN: 9789353387273 | Price: ₹ 795 | Pages: 780 | Size: 8.5" X 10.5" (Paperback)**

### Contents

- |   |  |
|---|--|
| 1. Statistics: An Overview                          | 12. Analysis Of Variance                                     |
| 2. Data Classification, Tabulation And Presentation | 13. Correlation Analysis                                     |
| 3. Measures Of Central Tendency                     | 14. Regression Analysis                                      |
| 4. Measures Of Dispersion                           | 15. Partial And Multiple Correlation And Regression Analysis |
| 5. Skewness, Moments, And Kurtosis                  | 16. Forecasting And Time Series Analysis                     |
| 6. Fundamentals Of Probability                      | 17. Index Numbers  |
| 7. Probability Distributions                        | 18. Statistical Quality Control                              |
| 8. Sampling And Sampling Distributions              | 19. Statistical Decision Theory                              |
| 9. Estimation And Confidence Intervals              | • Appendices   |
| 10. Hypothesis Testing                              | • Index  |
| 11. Chi-Square And Other Non-Parametric Tests       |  |

**J K Sharma**, MSc, PhD, has been teaching at the Faculty of Management Studies, University of Delhi, since 1985. He has over 25 years of teaching experience in Operations Research, Business Statistics, Mathematics and Logistics Management. He was awarded Gold Medal for securing first-class-first rank in his MSc (Maths) examination. He has taught as a visiting professor at Group ESSEC (a Graduate School of Management) in France. He has authored 16 books and over 100 research papers and/or case studies, and is actively involved in guiding students for their doctoral work.



## An Introduction to Statistical Methods, 23e

C B Gupta & Vijay Gupta

### About the Book

This best-selling textbook has been revised by adding a chapter on the theory of games. First published in 1957, this book continues to serve as a text for students taking statistics as a course in Commerce, Management, Economics or any other area of the social sciences.

Emphasis has been laid on the significance of various statistical concepts to help readers understand and interpret them. A large number of illustrations have been provided to better demonstrate the use of statistical techniques in diverse situations and understand their applicability better.

### Salient Features

- A definitive textbook on Statistics, this book continues to serve even after 60 years
- A whopping 500 solved examples and 600 unsolved problems
- Intuitive, analytical treatment has been given to complement the numerical examples, which makes the contents extremely accessible and immensely interesting.
- At many places, applications of the theory have been included.

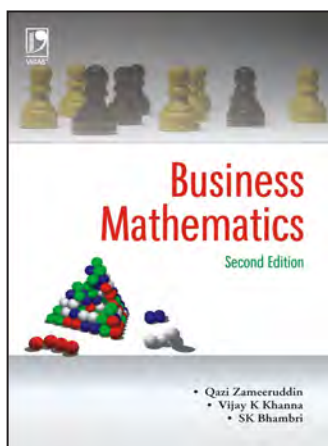
**ISBN: 9788125916543 | Price: ₹ 795 | Pages: 868 | Size: 5.5" X 8.5" (Paperback)**

### Contents

1. Introduction, 2. The Field of Statistics, 3. Statistical Inquiries and Sampling, 4. Collection of Data-Preliminary Considerations, 5. Collection of Data-Techniques, 6. Classification and Tabulation, 7. Diagrammatic Representation, 8. Graphic Representation, 9. Measures of Central Tendency, 10. Measures of Dispersion, 11. Moments, Skewness and Kurtosis, 12. Analysis of Time Series, 13. Index Numbers, 14. Interpolation, 15. Relationship Between Variables-Regression and Correlation, 16. Probability, 17. Sampling Distributions, 18. Estimation and Testing of Hypothesis, 19. Tests on Large Samples, 20. Tests on Small Samples and Goodness of Fit, 21. Attributes and Their Association, 22. Vital Statistics, 23. Statistics Quality Control, 24. Statistics for Business Decisions, 25. Linear Programming, 26. Theory of Games

**C B Gupta** was Director and Professor of Finance and Accounting at the Institute of Management Technology, Ghaziabad. Earlier, he was Principal, Shri Ram College of Commerce, University of Delhi.

**Vijay Gupta** is Professor of Aeronautical Engineering at the Indian Institute of Technology, Kanpur.



## Business Mathematics, 2e

Qazi Zameeruddin, Vijay K Khanna & S K Bhambri

### About the Book

The book has been designed for the students of commerce & economics. It covers a vast selection of topics including sets, logic, number system, algebra (both classical and modern), geometry, trigonometry, matrices, determinants, linear programming, vectors, calculus (both differential and integral) along with applications to commerce & economics. It is a self contained book that requires only school level knowledge of mathematics.

### Benefits

- Nearly 1000 solved examples
- Nearly 1400 unsolved exercises

**ISBN: 9788125928416 | Price: ₹ 695 | Pages: 1016 | Size: 5.5" X 8.5" (Paperback)**

### Contents

1. Logic, 2. Sets, 3. Groups, Rings and Fields, 4. Real Numbers and Mathematical Induction, 5. Linear Equations and Inequalities, 6. Solution of Equations - Quadratic and Simultaneous, 7. Progressions (AP, GP and HP), 8. Surds and Indices, 9. Cubic and Biquadratic Equations, 10. Permutations and Combinations, 11. Binomial Theorem, 12. Sequences and Infinite Series, 13. Logarithms, 14. Interest and Annuities, 15. Measurement of Angles, 16. Trigonometrical Ratios, 17. Trigonometrical Ratios of Sums and Differences of two Angles, 18. Properties of Triangles, 19. Variation of Trigonometrical Ratios and Their Inverses, 20. Heights and Distances, 21. Co-Ordinates and Loci, 22. The Straight Line, 23. The Circle, 24. Conic Sections, 25. Differentiation, 26. Applications of Differentiation, 27. Integration - Different Methods, 28. Reduction Formulas, Definite Integrals and Applications, 29. Matrices and Determinants, 30. Vector Algebra, 31. Linear Programming • Index • Tables

**The authors** taught at the Department of Mathematics, Kirori Mal College, University of Delhi, and they have authored many other books.



## Fundamentals of Business Statistics, 2e

J K Sharma

### About the Book

The second edition has been extensively revised with the objective of enhancing and strengthening the conceptual, as well as practical knowledge of readers about various techniques of business statistics. Its easy-to-understand approach will enable readers to develop the required skills and apply statistical techniques to decision-making problems. With a completely new look and feel, this book will enhance the learning experience for students.

### New in This Edition

- Completely revised and reorganized to make explanations more cogent through relevant and interesting examples.
- Large number of new business-oriented solved as well as practice problems representing the various business statistics techniques.
- Pedagogical features like Conceptual Questions, Self Practice Problems with Hints and Answers.

### Salient Features

- More than 300 solved examples
- Conceptual questions (325 in all) interspersed throughout the text
- Practice problems (more than 540) with hints and answers

### Benefits

End-of-chapter pedagogical tools include:

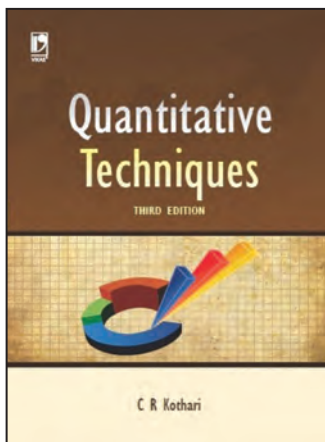
- Formulae used
- Concepts quiz (more than 370)

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**J K Sharma** is Professor, Amity Business School, Amity University, Noida. Formerly a Professor at the Faculty of Management Studies, University of Delhi, he has more than 36 years of teaching experience.



## Quantitative Techniques, 3e

C R Kothari

### About the Book

The book has been known for years for its simplicity of approach which explains the tedious concepts of quantitative techniques in a most reader-friendly manner through practical examples. The style is so lucid that even a reader having no formal training of mathematics and statistics will not find it difficult to understand and to apply these techniques. The book is meant for MCom, CA, ICWA and degree diploma students of business administration.

### Salient Features

- With a wide coverage -- including Survey, Statistics, Probability, Probability Distribution and Operations Research -- it will be immensely useful for students.
- Profusely illustrated with solved problems, for ease of comprehension
- Provides Learning objectives at the beginning of every chapter and exercises at the end of chapters (with answers to randomly selected problems)

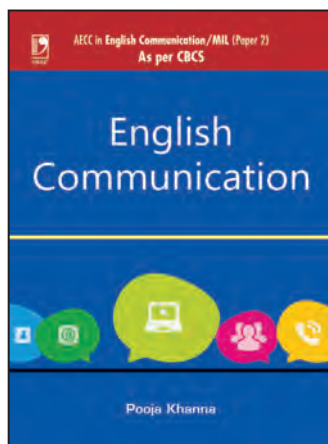
**ISBN: 9789325968967 | Price: ₹ 475 | Pages: 496 | Size: 6.75" X 9.5" (Paperback)**

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1. An Overview of Quantitative Techniques, 2. Survey Techniques: Research Methodology, 3. Probability Theory, 4. Random Variables and Probability Distribution, 5. Sampling Theory and its Basic Concepts, 6. Chi-Square ( $\chi^2$ ) Test, 7. Analysis of Variance, 8. Regression and Correlation Analysis - I (Simple Regression and Correlation), 9. Regression and Correlation Analysis-II (Multiple Analyses Along with Partial Correlation), 10. Linear Programming-I, 11. Linear Programming-II (Transportation and Assignment Problems), 12. Inventory Planning/Control, 13. Queuing (or Waiting Line) Theory, 14. Theory of Games, 15. Simulation: Monte Carlo Technique, 16. Network Analysis - CPM and PERT, 17. Elementary Decision Theory, 18. Ratio Analysis: Important Business Ratios, 19. Value Analysis, 20. Statistical Quality Control • References • Appendices

**C R Kothari** was Principal, University Commerce College, Jaipur, and Associate Professor in the Department of Economic Administration and Financial Management (EAFM), University of Rajasthan, Jaipur.





## English Communication

Pooja Khanna

### About the Book

As per the guidelines of Choice Based Credit System (CBCS) for all Central Universities, including the University of Delhi, and written specifically for the Ability Enhancement Compulsory Course (AECC) in English, the book introduces students to the theory, fundamentals and tools of communication to help them develop vital communication skills that would be integral to personal, social and professional interactions.

With minimal textual emphasis and optimal use of practice exercises, an effort has been made to make learning a pleasure for the students. While some sections have been included from theoretical point of view, several passages have been introduced to expose the reader to more interesting materials.

### Key Features

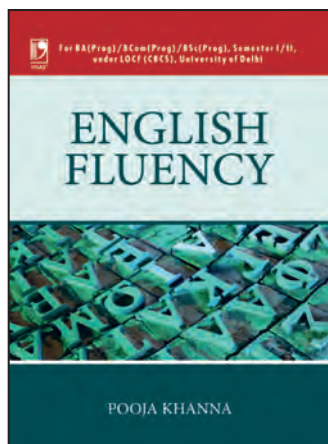
- Easy language
- Equal emphasis on theory and practice
- Interactive worksheets incorporated to improve communication skills
- Equips students to tackle the problem areas in reading and comprehension

**ISBN: 9789385879036 | Price: ₹ 250 | Pages: 280 | Size: 6.75" X 9.5" (Paperback)**

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**Pooja Khanna** is Assistant Professor, Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English language and literature here for over 15 years. She has also been actively involved in creating e-Lessons for English language at the Institute of Lifelong Learning during her tenure as a Fellow at South Campus, University of Delhi.



## English Fluency

Pooja Khanna

### About the Book

English Fluency is a tailor-made compilation of the entire syllabus prescribed for the first and second semester students of English Core who have scored in the range of 60 to 80 percent marks in English in Class XII. It presents complete clarity on concepts and formats from examination point of view. With minimal textual emphasis and optimal use of practical exercises, an effort has been made to make learning a pleasure for students. The aim is to equip the readers with skills required to hone English as a language of communication. The book also caters to learners looking for interesting and innovative material in English reading, writing, speaking, listening, grammar and vocabulary building.

### Key Features

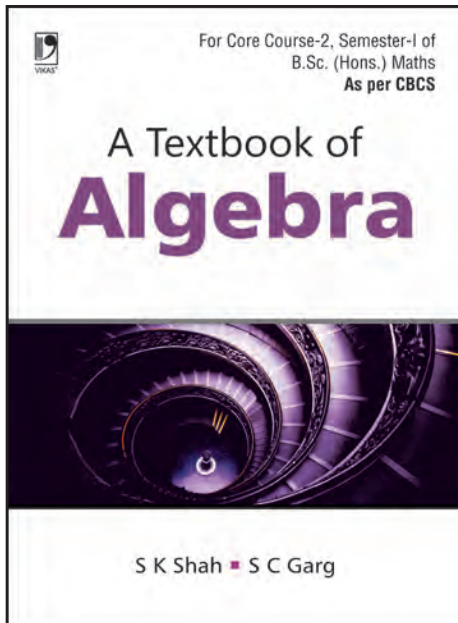
- Interactive exercises
- Focus on real-life learning
- University question papers along with sample papers for practice

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File an FIR • Sample FIR • Sample FIR • Research: Submitting a Consumer Complaint Online • Understand Active and Passive Voice • Active and Passive Voice • Tips on Using Voice • Understand the Use of Idioms • Idioms • Some More Important Idioms and Phrases with their Meanings • Analyze and Interpret "Where the Wild Things Are" • By Maurice Sendak Unit-5 Interface with Technology • Book and Film Review • Film Review: PK • Use of Punctuations • Punctuation • Comma, Semicolon and Colon • Error Correction/Proofreading • Analyze and Interpret Priya's Shakti • Twitter/Facebook • Facebook • Supplementary Reading • Close Reading Sample Papers • Sample Paper I • Sample Paper II • Sample Paper III • Sample Paper IV • Sample Paper V University Question Papers • Question Paper 2019 (I) • Question Paper 2019 (II)



## A Textbook of Algebra

S K Shah & S C Garg

### About the Book

It has been written strictly in accordance with the CBCS syllabus of the UGC. The book teaches the concepts and techniques of basic algebra with a focus on explaining definitions and theorems, and creating proofs. The theory is supported by numerous examples and plenty of worked-out problems. Its strict logical organization has been designed to help the reader to develop confidence in the subject. By introducing various interesting applications of algebra the book also aims at creating a broad and solid foundation for the study of advanced mathematics. The contents covered in the book are equivalence relations, functions, cardinality, congruence-modulo, mathematical induction and De Moivre's theorem. Further, some basic topics of linear algebra like vectors and matrices, linear equations, Gauss elimination, subspace and its dimension, rank-nullity theorem, linear transformations and their relations to matrices, and eigenvalues and eigenvectors are also covered. Since practice makes the man perfect, there are a good number of problems that stretch the thinking power of the learner. The problems are graded from easy to those involving higher order thinking. By its virtue the book inculcates that mathematical maturity which students need in their current and future courses to grow up into mathematicians of substance.

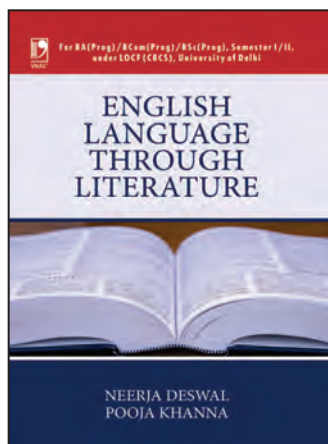
### Key Features

- Use of appropriate cases to ensure authenticity and clarity on the subject
- Inclusion of test questions and practical problems with hints and solutions to enable students to evaluate their understanding
- Use of illustrations and analogies to explain complicated provisions

**ISBN: 9789352710829 | Price: ₹ 395 | Pages: 368 | Size: 6.75" X 9.5" (Paperback)**

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## English Language Through Literature

Pooja Khanna

### About the Book

English Language Through Literature is specifically composed keeping in mind the needs of the first and second semester students of English Core who have scored 80 percent and above in English in Class XII. This student-centric book has been designed to offer complete clarity on concepts and topics which are part of the syllabus. The aim is to sharpen the reading, writing, speaking, listening, grammar and vocabulary-building skills through various activities and exercises, thereby building confidence of mastering the language. With minimal textual emphasis and optimal use of practical exercises, an effort has been made to make learning a pleasure for students. In student-friendly language, the book caters to young readers looking for innovative and interactive material in English.

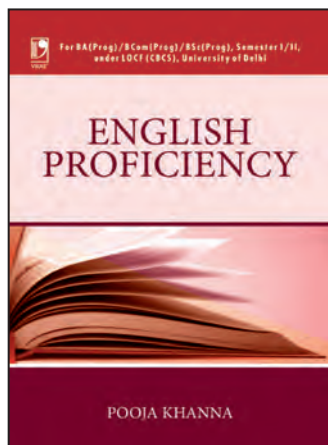
### Key Features

- Interactive exercises
- Focus on real-life learning
- University question papers along with sample papers for practice

**ISBN: 9789354532047 | Price: ₹ 210 | Pages: 208 | Size: 6.75" X 9.5" (Paperback)**

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## English Proficiency

Pooja Khanna

### About the Book

English Proficiency is a tailor-made compilation of the entire syllabus prescribed for the first and second semester students of English Core who have scored below 60 marks in English in Class XII. It presents complete clarity on concepts and formats from examination point of view. With minimal textual emphasis and optimal use of practical exercises, an effort has been made to make learning a pleasure for students. The aim is to equip the readers with skills required to hone English as a language of communication. The book also caters to learners looking for interesting and innovative material in English reading, writing, speaking, listening, grammar and vocabulary building.

### Key Features

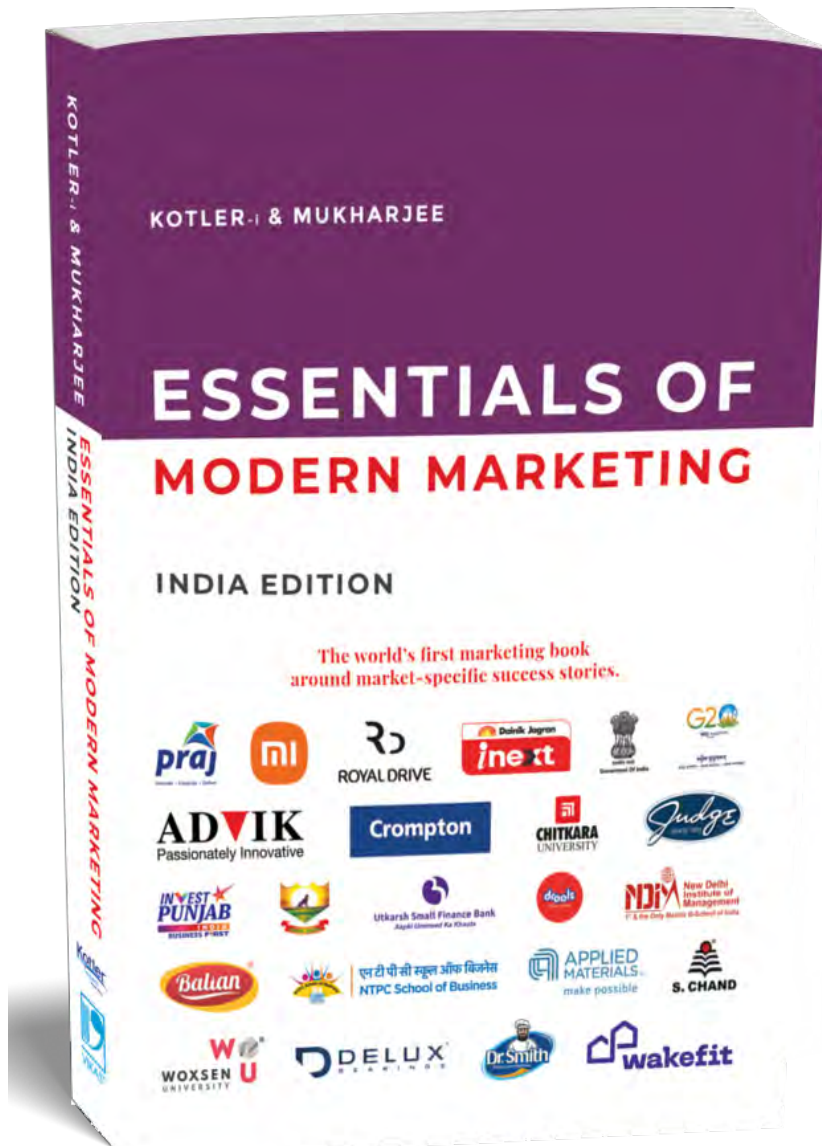
- Interactive exercises
- Focus on real-life learning
- University question papers along with sample papers for practice

**ISBN: 9789354531996 | Price: ₹ 195 | Pages: 168 | Size: 6.75" X 9.5" (Paperback)**

### Contents

Unit-1 Reading And Comprehension • How to Read and Comprehend Unit-2 Learning About Words, Unit-3 Basic Grammar Rules • Subject Verb Agreement • Tenses • Modal Verbs, • Definite and Indefinite Articles: The, A, An • Prepositions • Conjunctions Unit-4 WRITING SKILLS • Writing Creatively • The Writing Plan • Let's Try to Understand this Better • Subordinating Conjunctions • More on Writing Skills • Write the Introduction • The Situation • Value Addition Unit-5 Conversing: Speak Better! • How to Speak Better • Recite a Poem (both free verse and rhyming) • Speak with Stresses and Pauses • Understand Thumb Rules for Silent Letters • Speak Aloud through Role Play • Give Information/Instructions • Grammar Capsule, Appendix-1: Prefix and Suffix, Appendix-2: Preposition Chart, Appendix-3: Definite and Indefinite Articles: the, a, an, Appendix-4: Quick Recap: Tenses, Appendix-5: Use of Modals Verbs, Sample Papers, • Sample Paper I, • Sample Paper II, • Sample Paper III • Sample Paper IV • Sample Paper V, University Question Papers, • Question Paper 2019 (I), • Question Paper 2019 (II)

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