



CATALOGUE

COMMERCE & MANAGEMENT

www.schandpublishing.com

Contents

Commerce and Management

•	Accounting	1-8
•	Finance, Banking & Law	9-19
•	Tulsian's Commerce Series	20-29
•	Economics/ Business Environment	30-46
•	General Management	47-50
•	Business Communication	51-52
•	HRM/HRD/OB	53-55
•	Marketing Management	56-57
•	Production/Operations Management	58
•	Mathematics & Statistics	59-64
•	Hospitality/Hotel Management	65
•	Self-Helf/Professional Development Books	66-67
•	Books for CA and ICWA Courses	68-84
•	Titles for Library Editions	85
•	Check List	86-92

Accounting





Advanced Accounts, 19e

M.C. Shukla, T.S. Grewal & S.C. Gupta



About the Book

This comprehensive edition is the most authoritative text on advanced accounting topics. The book continues its legacy and provides a contemporary and comprehensive presentation of a wide spectrum of accounting concepts and applications. Detailed fundamentals provide a natural grounding and help in gaining accounting skills and knowledge. The book offers a structural presentation with over 500 clear illustrations, extensive exercise questions and updated accounting treatments. The book could be used to great advantage by accounting professionals.

Key Features

- Complete coverage of accountancy syllabus and up to date discussion of accounting standards
- Structured presentation with more than 500 illustrations to explain the concepts and techniques
- More than 450 exercise questions supplemented by essay questions to reinforce learning
- Topic of 'Lease' revised as per latest Accounting Standard 17

ISBN: 9789352533145 | Price: ₹ 1,995 | Pages: 2,332 | Size: 6.75" X 9.5" (Hardback)

Contents

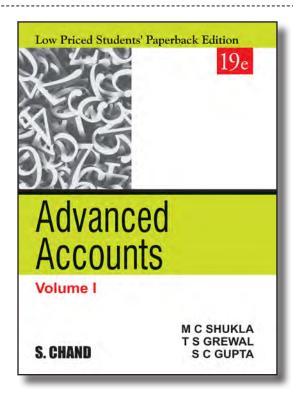
- 1. Fundamental Principles of Accounting
- 2. Final Accounts
- 3. Bills of Exchange and Promissory Notes
- 4. Consignments, Joint Ventures, Account Current, Average Due Date, etc.
- 5. Self-Balancing Ledgers
- 6. Depreciation, Reserves and Provisions
- 7. Receipts and Payments Account, Income and Expenditure Account and Balance Sheet
- 8. Single Entry or Accounts from Incomplete Records
- 9. Partnership Accounts (I)
- 10. Partnership Accounts (II) (Dissolution)

- 11. Branch and Departmental Accounts
- 12. Hire Purchase, Instalments and Lease
- 13. Insurance Claims
- 14. Insolvency Accounts
- 15. Royalties
- 16. Contract Accounts
- 17. Miscellaneous
- 18. Introduction—Shares, Debentures, etc.
- 19. Final Accounts
- Valuation of Intangible Assets, Goodwill and Shares; Reorganisation and Reconstruction of Share Capital
- 21. Business Combination and External Reconstruction

- 22. Holding Companies
- 23. Statement of Cash Flows, Funds Flow Statement, Cash Budget and Working Capital
- 24. Accounting Ratios
- 25. Insurance Companies
- 26. Bank
- 27. Liquidation
- 28. Computerised Accounting System
- 29. Inflation Accounting
- 30. Accounting for Human Resources of an Organisation and Social Responsibility
- Multiple Choice Questions (Chapter-wise)

M C Shukla, Professor, School of Correspondence Courses and Continuing Education, University of Delhi.

- T S Grewal, Formerly Director, Board of Studies, The Institute of Chartered Accountants of India, New Delhi.
- S C Gupta, Formerly Reader, Department of Commerce, Hans Raj College, University of Delhi.



Advanced Accounts - Volume I, 19e (LPSPE)

M C Shukla, T S Grewal & S C Gupta

About the Book

The nineteenth edition of this authoritative text continues the legacy of its earlier editions and provides a comprehensive coverage of many advanced accounting topics. Detailed fundamentals provide a natural grounding and help in gaining accounting skills and knowledge. The book could be used to great advantage by students of B.Com (Hons.) and accounting professionals.

Key Features

- Balanced theoretical and practical coverage to help accounting learners master the subject
- Structured presentation supported by over 300 illustrations
- More than 350 exercise questions supplemented by essay questions to reinforce learning
- Topic of 'Lease' revised as per latest Accounting Standard 17

ISBN: 9789355010766 | Price: ₹ 695 | Pages: 1,032 | Size: 6.75" X 9.5" (Paperback)

Contents

- 1. Fundamental Principles of Accounting
- 2. Final Accounts
- 3. Bills of Exchange and Promissory Notes
- 4. Consignments, Joint Ventures, Account Current, Average Due Date, etc.
- 5. Self-Balancing Ledgers
- 6. Depreciation, Reserves and Provisions
- 7. Receipts and Payments Account, Income and Expenditure Account and Balance Sheet
- 8. Single Entry or Accounts from Incomplete Records

- 9. Partnership Accounts (I)
- 10. Partnership Accounts (II) (Dissolution)
- 11. Branch and Departmental Accounts
- 12. Hire Purchase, Instalments and Lease
- 13. Insurance Claims
- 14. Insolvency Accounts
- 15. Royalties
- 16. Contract Accounts
- 17. Miscellaneous
- Multiple Choice Questions (Chapter-wise)

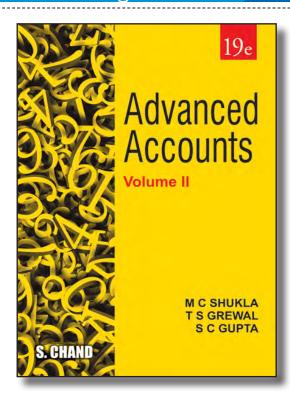
M C Shukla, Professor, School of Correspondence Courses and Continuing Education, University of Delhi.

T S Grewal, Formerly Director, Board of Studies, The Institute of Chartered Accountants of India, New Delhi.

S C Gupta, Formerly Reader, Department of Commerce, Hans Raj College, University of Delhi.

Accounting





Advanced Accounts - Volume II, 19e

M C Shukla, T S Grewal & S C Gupta

About the Book

Keeping in pace with the changing accounting practices, this nineteenth revised edition provides a contemporary and comprehensive presentation of accounting concepts and applications.

Building on past milestones, the book continues to grow stronger with its integrated coverage and clear presentation of the most recent accounting standards and statutory developments. Designed for advanced accounting course, the book has proven to be a premier teaching and learning solution.

Key Features

- Complete coverage of accountancy syllabus and up to date discussion of accounting standards
- · More than 200 illustrations to explain the concepts and techniques
- Multiple choice questions to reinforce understanding

ISBN: 9789352533138 | Price: ₹850 | Pages: 1,304 | Size: 6.75" X 9.5" (Paperback)

- 18. Introduction—Shares, Debentures, etc.
- 19. Final Accounts
- 20. Valuation of Intangible Assets, Goodwill and Shares; Reorganisation and Reconstruction of Share Capital
- 21. Business Combination and External Reconstruction
- 22. Holding Companies
- 23. Statement of Cash Flows, Funds Flow Statement, Cash Budget and Working Capital
- 24. Accounting Ratios

- 25. Insurance Companies
- 26. Bank
- 27. Liquidation
- 28. Computerised Accounting System
- 29. Inflation Accounting
- 30. Accounting for Human Resources of an Organisation and Social Responsibility
- Multiple Choice Questions (Chapter-wise)
- **M C Shukla**, Professor, School of Correspondence Courses and Continuing Education, University of Delhi.
- T S Grewal, Formerly Director, Board of Studies, The Institute of Chartered Accountants of India, New Delhi.
- **S C Gupta**, Formerly Reader, Department of Commerce, Hans Raj College, University of Delhi.





एडवांस्ड एकाउन्ट्स-खण्ड I, 11e

एम सी शुक्ला, टी एस ग्रेवाल, एम पी गुप्ता एवं बी एम अग्रवाल

पुस्तक के विषय में

अत्यन्त सरल एवं सुबोध भाषा में लिखी गयी इस पुस्तक में वित्तीय लेखांकन के विविध पहलुओं पर विस्तार से चर्चा की गयी है एवं वित्तीय लेखांकन के आधारभूत सिद्धान्तों की विस्तृत विवेचना की गयी है।

प्रमुख विशेषताएँ

- वित्तीय लेखांकन का विस्तृत एवं प्रामाणिक विवेचन दिया गया है।
- कॉर्पोरेट अधिनियम एवं लेखांकन प्रमापों में हुए संशोधनों के अनुरूप विषय-वस्तु में आवश्यक संशोधन किया गया है
- लीज फाइनेंस के प्रकरण को संशोधित किया गया है
- किराया-क्रय अधिनियम के प्रावधानों को स्पष्टय किया गया है
- विनियोग खातों में राइट के विक्रय में संशोधन किया गया है
- विभिन्न परीक्षाओं में पूछे गये महत्त्वपूर्ण प्रश्नों का समावेश किया गया है।
- 450 से अधिक उदाहरण, 122 व्याख्यात्मक एवं 340 क्रियात्मक प्रश्न दिये गये हैं। एकाउन्टैसी के विद्यार्थियों के अतिरिक्त, यह पुस्तक विभिन्न प्रोफेशनल कोर्सेज़ जैसे सीए, तथा सीएमए आदि के विद्यार्थियों के लिए भी उपयोगी है। साथ ही आईएएस, तथा अन्य प्रतियोगी परीक्षाओं के अभ्यर्थी भी इससे लाभान्वित होगें।

ISBN: 9789352836079 | Price: ₹850 | Pages: 1,200 | Size: 6.75" X 9.5" (Paperback)

विषय-सूची

- 1. लेखांकन के नियम
- 2. बिल सम्बन्धी व्यवहार
- बैंक सम्बन्धी लेन-देन तथा बैंक समाधान-विवरण
- 4. अशुद्धियों का संशोधन
- 5. लेखांकन अवधारणांए व प्रथाएं
- 6. पूँजीगत व आयगत व्यय
- 7. अन्तिम खाते
- 8. माध्य भुगतान तिथि तथा चालू खाता विवरण
- 9. प्रेषण खाते
- 10. संयुक्त उपक्रम खाते
- 11. इकहरी या एकांगी प्रविष्टि प्रणाली

- 12. गैर-व्यावसायिक संस्थाओं के खाते
- 13. जहाजी यात्रा खाते
- 14. पैकिंग सामान सम्बन्धी खाते
- 15. संचय, कोष तथा आयोजन
- 16. हास-लेखांकन
- साक्षेदारी खाते-I:
 (लाभ समायोजन एवं साझेदार का प्रवेश)
- साझेदारी खाते-II:
 (साझेदारी का अवकाश ग्रहण व मृत्यु)
- 19. साझेदारी खाते-III: (साझेदारी का समापन, कम्पनी को विक्रय तथा एकीकरण)
- 20. स्वकीय संतुलन एवं वर्गीय संतुलन प्रणलियां

- 21. अधिकार शुल्क खाते
- 22. विभागीय खाते
- 23. शाखा खाते
- 24. किराया-क्रय, किश्त भुगतान तथा लीज पद्धतियाँ
- 25. दिवालिया सम्बन्धी लेखे
- 26. विनियोग-खाते
- 27. बीमा दाव
- 28. अनुमोदन अथवा 'विक्रय या वापसी' आधार पर बेचे गये माल का लेखांकन

एम.सी. शुक्ला, बी.ए., बी.कॉम. (बर्मिघम), बैरिस्टर-एट-लॉ, भूतपूर्व प्राध्यापक, वाविज्य एवं निदेशक, पत्राचार पाठ्यक्रम, दिल्ली विश्वविद्यालय,

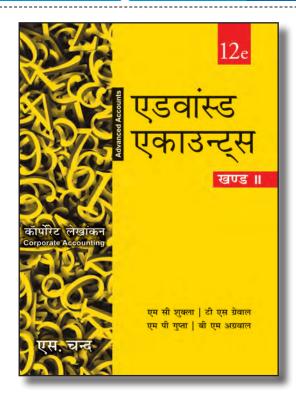
टी.एस. ग्रेवाल, भूतपूर्व निदेशक, शिक्षा बोर्ड, द इंस्टीट्यूट ऑफ चार्टर्ड एकाउन्टैन्ट्स ऑफ इण्डिया, नई दिल्ली

एम.पी. गुप्ता, एम.कॉम., पी-एच.डी., निदेशक जागरण कॉलेज, कानपुर, भूतपूर्व अध्यक्ष, वाणिज्य विभाग, वी.एस.एस.डी कॉलेज, कानपुर

बी.एम. अग्रवाल, एम.कॉम., पी-एच.डी., कॉलेज, कानपुर, भूतपूर्व अध्यक्ष, वाणिज्य विभाग, डी.ए.वी. कॉलेज, कानपुर

Accounting





एडवांस्ड एकाउन्ट्स-खण्ड ॥, 12e

एम सी शुक्ला, टी एस ग्रेवाल, एम पी गुप्ता एवं बी एम अग्रवाल

पुस्तक के विषय में

अत्यन्त सरल एवं सुबोध भाषा में लिखी गयी इस पुस्तक में वित्तीय लेखांकन के विविध पहलुओं पर विस्तार से चर्चा की गयी है एवं वित्तीय लेखांकन के आधारभूत सिद्धान्तों की विस्तृत विवेचना की गयी है।

प्रमुख विशेषताएँ

- कॉर्पोरेट लेखांकन का विस्तृत एवं प्रामाणिक विवेचन दिया गया है।
- कॉर्पोरेट अधिनियम एवं लेखांकन प्रमापों में हुए संशोधनों के अनुरूप विषय-वस्तु में आवश्यक संशोधन किया गया है
- सेवी, इन्श्योरेंस रेगुलेटरी अथॉरिटी तथा रिज़र्ब बैंक के नये दिशा-निर्देश दिये गये हैं।
- कम्पनी के अन्तिम खातों के नये प्रारूप को सम्मिलित किया गया हैं।
- कोष प्रवाह तथा रोकड् प्रवाह का विवरण दिया गया है
- लेखांकन प्रमापों (ए एस-1 से ए एस-29) की पूर्ण व्याख्या की गयी है।
- विभिन्न परीक्षाओं में पूछे गये महत्त्वपूर्ण प्रश्नों का समावेश किया गया है।
- अभ्यास के लिए व्याख्यात्मक एवं क्रियात्मक प्रश्न दिये गये हैं।

एकाउन्टैसी के विद्यार्थियों के अतिरिक्त, यह पुस्तक विभिन्न प्रोफेशनल कोर्सेज़ जैसे सीए. तथा सीएमए आदि के विद्यार्थियों के लिए भी उपयोगी है। साथ ही आईएएस, तथा अन्य प्रतियोगी परीक्षाओं के अभ्यर्थी भी इससे लाभान्वित होगें।

ISBN: 9789352836086 | Price: ₹ 850 | Pages: 960 | Size: 6.75" X 9.5" (Paperback)

विषय-सूची

- 1. कम्पनी खाते-1: अंशों का निर्मगन तथा अभिगोपन
- 2. कम्पनी खाते-2: पूर्वाधिकार अंशों का शोधन एवं स्वयं के अंशों का क्रय
- 3. कम्पनी खाते-3: ऋणपत्र-निर्गमन तथा शोधन
- 4. कम्पनी खाते-4: व्यवसाय का क्रय तथा समामेलन के पूर्व-पश्चात् का लाभ
- 5. कम्पनी खाते-5: अन्तिम खात
- 6. बैंकिंग कम्पनीयों के खाते
- 7. बीमा कम्पनियों के लेखे
- 8. होटल कम्पनियों के खाते
- 9. ख्याति का मूल्यांकन

- 10. अशों का मूल्यांकन
- 11. अनुपात- विश्लेषण
- 12. सूत्रधारी कम्पनियों के खाते
- 13. कम्पनी खाते-13 कम्पनियों का एकीकरण, संविलयन एंव बाह्य पुनर्निर्माण
- 14. कम्पनी खाते-14 अंश पूंजी में परिवर्तन तथा आन्तरिक पुनर्निर्माण
- 15. कम्पनी खाते-15 कम्पनी के समापन लेखे
- 16. कम्पनी खाते-16 कोष प्रवाह तथा रोकड प्रवाह विवरण
- 17. भारतीय लेखांकन प्रमाप या मानक

एम.सी. शुक्ला, बी.ए., बी.कॉम. (बर्मिघम), बैरिस्टर-एट-लॉ, भूतपूर्व प्राध्यापक, वाविज्य एवं निदेशक, पत्राचार पाठ्यक्रम, दिल्ली विश्वविद्यालय,

टी.एस. ग्रेवाल, भूतपूर्व निदेशक, शिक्षा बोर्ड, द इंस्टीट्यूट ऑफ चार्टर्ड एकाउन्टैन्ट्स ऑफ इण्डिया, नई दिल्ली

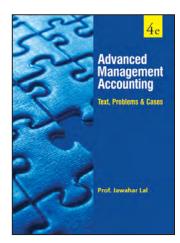
एम.पी. गुप्ता, एम.कॉम., पी-एच.डी., निदेशक जागरण कॉलेज, कानपुर, भूतपूर्व अध्यक्ष, वाणिज्य विभाग, वी.एस.एस.डी कॉलेज, कानपुर

बी.एम. अग्रवाल, एम.कॉम., पी-एच.डी., कॉलेज, कानपुर, भूतपूर्व अध्यक्ष, वाणिज्य विभाग, डी.ए.वी. कॉलेज, कानपुर



Accounting

Commerce & Management



Advanced Management Accounting, 4e

Jawahar Lal



About the Book

The revised edition provides a comprehensive and updated coverage of important topics, current trends, latest ideas and researches in management accounting. Expanding on its theoretical base, the book provides practical exposition to help students strengthen conceptual understanding and develop problem-solving skills to succeed in the classroom and beyond. Pedagogically enriched with new features and an impressive layout, this new edition is an essential text for students of M.Com, MBA, CA, ICWA, CS, CFA and other professional courses.

Key Features

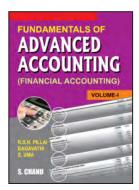
- Numerical problems and cases to enhance the application of theory to real-world scenarios
- Over 300 illustrations to aid understanding of concepts
- More than 400 multiple choice questions as well as 600+ discussion questions to reinforce learning

ISBN: 9789352533084 | Price: ₹ 995 | Pages: 1,400 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-One: Introduction: 1. Management Accounting: Nature and Scope, 2. Cost Concepts and Classifications, Part-Two: Cost Accumulation Systems and Product Costing: 3. Cost Allocation and Overhead Absorption, 4. Activity-Based Costing (ABC), 5. Absorption Versus Variable Costing, Part-Three: Managerial Decision Making: 6. Cost–Volume–Profit (CVP) Analysis, 7. Relevant Information and Decision Making, 8. Pricing Decisions, Part-Four: Planning, Control and Performance Measurement: 9. Budgeting, 10. Standard Costing and Variance Analysis, 11. Performance Measurement in Divisionalised Companies, 12. Transfer Pricing, 13. Performance Measurement — Balanced Scorecard, 14. Strategic Management Accounting, 15. Management Control Systems (MCS), Part-Five: Managerial Uses of Financial Statements: 16. Cash Flow Statement, 17. Financial Statement Analysis • Selected Bibliography • Index

Jawahar Lal, Formerly Professor, Department of Commerce, Delhi School of Economics, University of Delhi



Fundamentals of Advanced Accounting Volume I, 5e

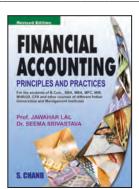
R.S.N. Pillai, Bagavathi & S. Uma

ISBN: 9788121926621 Code: 1007B00416

Price: ₹ 1050 | Pages: 1,280 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Recording of Financial Data, 3. Trial Balance, 4. Bills of Exchange, 5. Bank Reconciliation Statement, 6. Final Accounts, 7. Final Accounts with Adjustments, 8. Errors and Their Rectification, 9. Inventory Valuation, 10. Capital and Revenue Accounts, 11. Depreciation and Reserve, 12. Single Entry System, 13. Account Current and Average Due Date, 14. Self Balancing Ledgers, 15. Consignment Account, 16. Joint Venture Accounts, 17. Fire Insurance Claim Account, 18. Hire Purchase and Instalment System, 19. Royalty Accounts, 20. Insolvency Accounts, 21. Voyage Account Investment Account, 22. Departmental Accounts, 23. Branch Accounts, 24. Accounts for Non Profit Organisations, 25. Contract Accounts, 26. Farm Accounts, 27. Government Accounting, 28. Sale or Return Transactions, 29. Partnership Accounts, 30. Partnership Accounts Admission, 31. Partnership Accounts-Retirement or Death, 32. Partnership Accounts Amalgamation And Sale, 33. Dissolution of Partnership Firm



Financial Accounting, 2e Principles and Practices

Jawahar Lal & Seema Srivastava

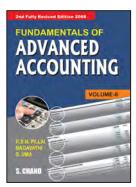
ISBN: 9788121923064 Code: 1007B00380 Price: ₹ 775 | Pages: 774 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Fundamentals: 1. Financial Accounting: An Overview, 2. Basic Accounting, Concepts and Principles, Part-II: Accounting Records and Systems: 3. Accounting Equation and Transaction Analysis, 4. Accounting Mechanics-I: Journals, 5. Cash Book and Subsidiary Books, 6. Accounting Mechanics-II: Ledger Posting and Trial Balance, 7. Bank Reconciliation Statement, 8. Errors and Their Rectifications, 9. Preparation of Financial Statements: Profit and Loss Account and Balance Sheet, 10. Depreciation Accounting, 11. Inventory Valuation, Part-III: Company Accounts, 12. Accounting for Shares, 13. Accounting for Debentures, 14. Company Final Accounts, 15. Accounting for Amalgamation, 16. Valuation of Goodwill, Part-IV: Financial Analysis: 17. Statement of Changes in Financial Position, 18. Cash Flow Statement, 19. Financial Statement Analysis, Part-V: Specialised Topics: 20. Corporate Financial Reporting, 21. Computerised Accounting (How to use Tally) • Glossary

Accounting





Fundamentals of Advanced Accounting Volume II, 3e

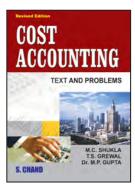
R.S.N. Pillai, Bagavathi & S.Uma

ISBN: 9788121926638 Code: 1007A00417

Price: ₹ 895 | Pages: 1,246 Size: 6.75" X 9.5" (Paperback)

Contents

 Company Accounts: Legal Provisions, 2. Issue of Shares, 3. Redemption of Preference Shares, 4. Debentures (Issue and Redemption), 5. Underwriting, Profit Prior to Incorporation and Acquisition of Business, 6. Company Final Accounts,
 Amalgamation, Absorption and Reconstruction, 8. Alteration of Share Capital and Internal Reconstruction, 9. Valuation of Goodwill and Shares, 10. Liquidation of Companies, 11. Holding Companies, 12. Accounts of Insurance Companies,
 Accounts of Banking Companies, 14. Double Account System, 15. Analysis and Interpretation of Financial Statements, 16. Ratio Analysis, 17. Fund Flow Statement,
 Cash Flow Statement, 19. Price Level Accounting, 20. Human Resource Accounting



Cost Accounting

M.C Shukla, T.S. Grewal & M.P. Gupta

ISBN: 9788121919630 Code: 1007C00323 Price: ₹ 895 | Pages: 968

Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction and Elements of Cost, 2. Materials, 3. Employees Cost Labour, 4. Direct Expenses or Chargeable Expenses, 5. Overheads, 6. Single or Output or Unit Costing, 7. Unit Costing-2: Calculation of Tender Price, 8. Job, Batch and Contract Costing, 9. Process Costing, 10. Joint Product and By - Product Costing, 11. Activity Based Costing, 12. Operating Costing, 13. Cost Control Accounting, 14. Integrated or Integral Accounts, 15. Reconciliation of Cost and Financial Accounting, 16. Cost Audit and Cost Accounting (Record) Rules, 17. Uniform Costing and Interfirm Comparison, 18. Cost Control, Cost Reduction, Control System, 19. Marginal Costing, Cost-Volume Profit Analysis, 20. Standard Costing and Variance Analysis, 21. Budgetary Control

PRACTICAL COSTING B.S. KHANIVA IM. PANOEY G.K. AHUJA S.C.L. BATRA S. CHAND

Practical Costing, 5e

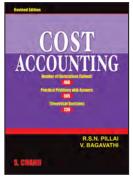
B.S. Khanna, I.M. Pandey, G.K. Ahuja & S.C.L. Batra

ISBN: 9788121909174 Code: 1007000031

Price: ₹ 550 | Pages: 736 Size: 6.75" X 9.5" (Paperback)

Contents

1. Material Cost, 2. Labour Cost, 3. Overheads, 4. Contract, Job and Batch Costing, 5. Process Costing, 6. Unit or Output Costing (Cost Sheet), 7. Operating Costing, 8. Cost Control Accounts, 9. Reconciliation of Cost and Financial Accounts, 10. Cost-Volume-Profit Analysis, Marginal Costing and its Application in Decision Making, 11. Standard Costing, 12. Budgetary Control • Appendix • Problems for Revision



Cost Accounting, 6e

R.S.N. Pillai & V. Bagavathi

ISBN: 9788121904933 Code: 1007A00132 Price: ₹ 650 | Pages: 864 Size: 6.75" X 9.5" (Paperback)

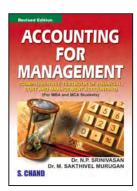
Contents

1. Introduction, 2. Cost – Methods, Types, Classification, 3. Material – Purchase Control, 4. Material Inventory Control, 5. Material Issue Control, 6. Material Losses, 7. Labour Cost, 8. Labour Cost – Cost Accounting, 9. Direct Expenses, 10. Overhead Analysis, Classification and Accounting, 11. Overhead Rates, 12. Overhead – Administration, Selling and Distribution, 13. Miscellaneous, 14. Cost Control Account, 15. Reconciliations of Cost and Financial Accounts, 16. Integral Accounting, 17. Unit or Output Costing, 18. Job, Batch and Contract Costing, 19. Process Costing, 20. Operating or Service Costing, 21. Marginal Costing, 22. Budgetary Control, 23. Standard Costing – I, 24. Standard Costing – II, 25. Uniform Costing, 26. Auditing of Cost Accounts, 27.Cost Control and Cost Reduction, 28. Mechanised Accounting • Appendix-I: Terminology of Cost Accountancy



Accounting

Commerce & Management



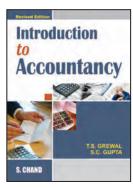
Accounting for Management

N.P. Srinivasan & M.Sakthivel Murugan

ISBN: 9788121923446 Code: 1007A00387 Price: ₹ 595 | Pages: 816 Size: 6.75" X 9.5" (Paperback)

Contents

1. Management Accounting – Meaning and Purpose, 2. Financial Accounting – Principles, 3. Books of Accounts, 4. Subsidiary Books, 5. Preparation of Final Accounts, 6. Depreciation and Reserves, 7. Financial Statement Analysis, 8. Ratio Analysis, 9. Funds Flow Analysis, 10. Cash Flow Analysis, 11. Capital Expenditure Evaluation, 12. Budgeting and Budgetary Control, 13. Cost Accounting-Elements of Cost, 14. Product Costing Methods, 15. Standard Costing and Variance Analysis, 16. Marginal Costing and Break Even Analysis, 17. Reporting to Management, 18. Inflation Accounting Learning Objectives, 19. Human Resource Accounting (HRA), 20. Responsibility Accounting, 21. Activity Based Costing, 22. Target Costing, 23. Company Accounts, 24. Accounting in Computerized Environment, 25. Miscellaneous Topics • Appendix • University Question Papers



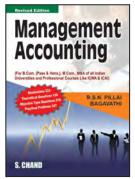
Introduction to Accountancy

T.S. Grewal & S.C. Gupta

ISBN: 9788121905695 Code: 1007E00007 Price: ₹ 650 | Pages: 864 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Record of Transactions - Journal, 3. The Ledger, 4. The Practical System (I): The Cash Book and Banking Transactions, 5. The Practical System (II): Sale and Purchase of Goods, 6. Trial Balance and Erros, 7. Bill of Exchange or Hundies, 8. Final Accounts, 9. Consignment Accounts, 10. Joint Ventures, 11. Depreciation, 12. Partnership Account, 13. Joint Stock Companies, 14. Branch and Departmental Accounts, 15. Self-Balancing Ledgers, 16. Hire-Purchase, Instalments and Royalties, 17. Accounts from Incomplete Records, 18. Accounts of Non-Profit Organisations, 19. Amalgamation and Reconstruction of Joint-Stock Companies, 20. Insolvency Accounts, 21. Bank Accounts, 22. Accounts of Insurance Companies, 23. Double Account System, 24. Cash and Funds Flow Statements, 25. Analysis of Financial Statements or Ratio Analysis • Multiple Choice Questions (Chapter-wise)



Management Accounting, 4e

R.S.N. Pillai & Bagavathi

ISBN: 9788121910620 Code: 1007B00264 Price: ₹ 550 | Pages: 672 Size: 6.75" X 9.5" (Paperback)

Contents

Introduction: 1. Management Accounting, Managerial Uses of Financial Statements: 2. Analysis and Interpretation of Financial Statements, 3. Ratio Analysis, 4. Fund Flow Statements, 5. Cash Flow Statements, Planning and Control: 6. Working Capital Management, 7. Marginal Costing, 8. Standard Costing-I, 9. Standard Costing-II, 10. Budget and Budgetary Control, 11. Capital Budgeting, 12. MIS and Reporting, 13. Responsibility Accounting, 14. Management Audit, 15. Price Level Accounting



Fundamentals of Commerce Course 1

As per the new syllabus prescribed by APSCHE

K. Jayaprakash | V. Mohan Nayak | E. Nagaraju | Suneel Kumar Duvvuri

ISBN: 9789358700213 Price: ₹ 225 | Pages: 264 Size: 6.5" X 9.25" (Paperback)

About the Book

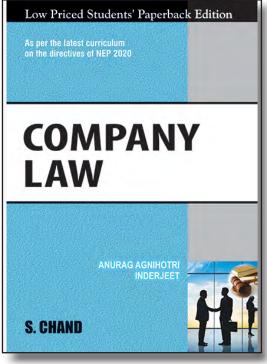
This book has been primarily designed to meet the needs of B.Com. first semester students for the Andhra Pradesh State Council of Higher Education (APSCHE). It comprehensively covers the major course, namely, Fundamentals of Commerce. This book has been divided into five units, comprising of 21 chapters. The book acquaints the students to acquire conceptual knowledge of the Commerce, Economy and Role of Commerce in Economic Development. The students will develop the knowledge on Accounting and Taxation and learn the skills on web design and digital marketing . Topics like Introduction and Role of Commerce; Economic Theory; Accounting Principles; Taxation and Computer Essentials have been aptly discussed in a lucid manner.

Kev Features

- Boxed items throughout the text providing information on intricate terms and topics
- Numerous illustrations have been provided for a better understanding of the text
- Engaging chapter-end exercises have been provided for practice

Contents

Unit I: Introduction: 1. Understanding Commerce, 2. International Trade, 3. Balance of Payments, 4. Economic and Societal Impact of Commerce. Unit II: Economic Theory: 1. Introduction to Macro Economics, 2. Concepts of National Income, 3. Micro Economics-Demand and Supply, 4. Elasticity of Demand and Supply, 5. Classification of Markets-Perfect Competition. Unit III: Accounting Principles: 1. Introduction to Accounting, 2. Branches of Accounting, 3. Concepts and Conventions of Accounting. Unit IV: Taxation: 1. An Introduction to Taxation, 2. Types of Taxes and their Characteristics, 3. Key Taxes in India 4. The Role of Tax Authorities in India. Unit V: Computer Essentials: 1. Basics of Web Design, 2. Digital Marketing and Its Components, 3. Leveraging Digital Marketing for Business Growth, 4. Introduction to Data Analytics.



Company Law: For NEP 2020

Finance, Banking & Law

Anurag Agnihotri & Inderjeet

About the Book

This book has been primarily designed to meet the needs of B.Com. students under the recommended National Education Policy 2020 (NEP 2020) for the subject Company Law. The book acquaints the students to develop and comprehend business and its processes in accordance with the provisions of the Companies Act, 2013. Important topics like types of companies, formation of company, doctrine of constructive notice, ultra vires and indoor management have been aptly discussed in a lucid manner. Further, it discusses share capital, framework of dividend distribution and develop understanding of the winding up process including insolvency resolution.

Key Features

- The book provides conceptual understanding of essential characteristics and types of Companies
- Engaging chapter-end exercises have been provided for
- Flow charts and graphs have been provided at relevant places for better understanding of the concepts

ISBN: 9789355017260 | Price: ₹ 250 | Pages: 280 | Size: 6.75" X 9.5" (Paperback)

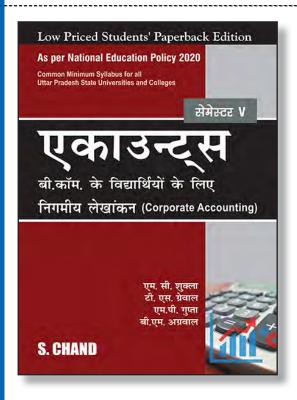
Contents

- 1. Introduction
- 2. Administration of Company Law
- 3. Formation of Company
- 4. Documents
- 5. Prospectus
- 6. Share Capital and Debentures

- 7. Meetings
- 8. Appointment and Remuneration of Key Managerial Personnel
- 9. Distribution of Profits-Dividend
- 10. Role of Audit and Auditors
- 11. Voluntary Winding Up
- 12. Depository Act, 1996

Anurag Agnihotri Assistant Professor, CVS, University of Delhi, New Delhi Inderjeet CMA, Principal, CVS, University of Delhi, New Delhi





एकाउन्ट्स बी.कॉम. के विद्यार्थियों के लिए

सेमेस्टर-V (As per National Education Policy 2020 –Common Minimum Syllabus for all Uttar Pradesh State Universities and Colleges) Nigamiaya Lekhankan (Corporate Accounting)

M.C. Shukla | T.S. Grewal | M.P. Gupta | B.M. Agarwal

पुस्तक के विषय में

यह पुस्तक, नई शिक्षा नीति 2020 द्वारा अनुशांसित उत्तर प्रदेश के सभी राज्य विश्वविद्यालयों और महाविद्यालयों के लिए समान न्यूनतम पाठयक्रम (Common Minimum Syllabus) के आधार पर अत्यंत सरल एवं सुबोध भाषा में लेखांकन के छात्रों के लिए लिखी गई है। यह पुस्तक बी.कॉम लेखांकन के विद्यार्थियों के साथ-साथ विभिन्न प्रोफेशनल कोर्स जैसे सीए, सीएस, तथा सीएमए के अभ्यार्थियों के लिए भी उपयोगी है।

प्रमुख विशेषताएँ:

- ''निगमीय लेखांकन'' का विस्तृत एवं प्रामाणिक विवेचन दिया गया है।
- विभिन्न परीक्षाओं में पूछे गये कुछ महत्वपूर्ण प्रश्नों का समावेश किया गया है।
- अभ्यास के लिए व्याख्यात्मक और क्रियात्मक प्रश्न दिये गये हैं।

ISBN: 9789355018540 | Price: ₹ 475 | Pages: 512 | Size: 6.5" X 9.25" (Paperback)

विषय-सुची

- कम्पनी खाते-1 (Company Accounts-1) अंशों का निर्गमन तथा अभिगोपन बोनस अंश (Issue and Underwriting of Shares and Bonus Shares)
- कम्पनी खाते-2 (Company Accounts-2) पूर्वाधिकार अंशों का शोधन एवं स्वयं के अंशों का क्रय (Redemption of Preference Shares & Buy-back of Shares)
- 3. कम्पनी खाते-3 (Company Accounts-3) ऋणपत्र-निर्गमन एवं शोधन (Debentures: Issue and Redemption)
- 4. कम्पनी खाते-4 (Company Accounts-4) व्यवसाय का क्रय तथा समामेलन के पूर्व-पश्चात् का लाभ (Business Purchase & Profits before and after Incorporation)

- 5. कम्पनी के लेखे-5 (Company Accounts-5) अन्तिम खाते (Final Accounts)
- 6. ख्याति का मूल्यांकन (Valuation of Goodwill)
- 7. अंशों का मुल्यांकन (Valuation of Shares)
- कम्पनियों का एकीकरण, संविलयन एवं बाह्य पुनर्निर्माण (Amalgamation, Absorption and External Reconstruction of Companies)
- 9. अंश पूंजी में परिवर्तन तथा आन्तरिक पुनर्निर्माण (Alteration of Share Capital and Internal Reconstruction)

M.C. Shukla BA, B.Com. (Birmingham), Bar-at-Law, Retd. Professor of Commerce and Director of Correspondence Courses, University of Delhi, Delhi

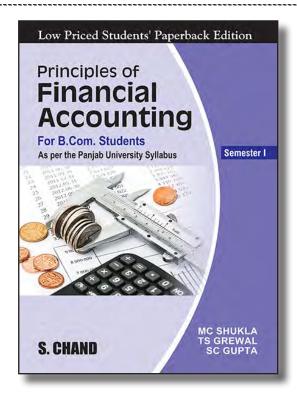
T.S. Grewal Former Director of Studies, Coaching Board, Institute of Chartered Accountants of India, New Delhi

M.P. Gupta M.Com., PhD, Director Jagran College of Art, Science and Commerce, Kanpur; Former Head of Commerce Department, VSSD (PG) College, Kanpur; Former Dean, Faculty of Commerce, Kanpur University, Kanpur; Visiting Faculty Member, Central India Regional, Council of Institute of Chartered Accountants of India, Kanpur and Kanpur Chapter of the Institute of Company Secretaries of India

B.M. Agarwal M.Com., PhD, ACS, Former Head of Commerce Department, DAV College, Kanpur; Visiting Faculty Member, Central India, Regional Council of Institute of Chartered Accountants of India, Kanpur and Kanpur Chapter of the Institute of Company Secretaries of India

Finance, Banking & Law





Principles of Financial Accounting Semester I (For B.Com. Students) As per the Panjab University Syllabus

MC Shukla | TS Grewal | SC Gupta

About the Book

This book has been primarily designed to meet the needs of B.Com. first semester students for the Panjab University, Chandigarh. It comprehensively covers the major course, namely, Principles of Financial Accounting. The book acquaints the students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions. Topics like Financial Accounting Standards, Financial Statements, Branch Accounting, Departmental Accounts, Consignment Accounts, Joint Venture Accounts, Partnership Accounts and Royalty Accounts have been aptly discussed in a lucid manner.

Key Features

- Numerous illustrations along with solutions have been provided for better understanding of important theoretical concepts
- Diagrammatic representations of accounting concepts/procedures have been provided in relevant chapters
- Previous year question papers have been provided at the end of the book for student's practice

ISBN: 9789355018786 | Price: ₹ 450 | Pages: 472 | Size: 6.5" X 9.25" (Paperback)

Contents

UNIT I

- 1. Introduction to Financial Accounting and GAAP
- 2. Financial Accounting Standards
- 3. Financial Statements (Including Treatment of GST)
- 4. Branch Accounting
- 5. Departmental Accounts

UNIT II

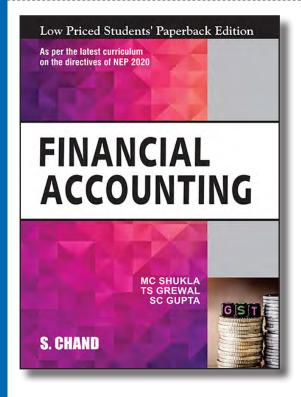
- 6. Consignment Accounts
- 7. Joint Venture Accounts
- 8. Partnership Accounts
- 9. Royalty Accounts
- 10. Previous Years Question Papers

MC Shukla BA, BCom (Birmingham), Bar-at-Law, Retd. Professor of Commerce and Director of Correspondence Courses, University of Delhi, New Delhi

TS Grewal MA (Com) Former Director of Studies, Coaching Board, Institute of Chartered, Accountants of India, New Delhi

SC Gupta Former Reader in Commerce, Hans Raj College, University of Delhi, New Delhi





Financial Accounting

(As per the latest curriculum on the directives of NEP 2020)

MC Shukla | TS Grewal | SC Gupta

About the Book

This textbook has been primarily designed to meet the needs of B.Com. First Semester students under the recommended National Education Policy 2020. It comprehensively covers the major paper, namely, Financial Accounting. This book has been divided into five units, comprising of 13 chapters. The book acquaints the students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions. The students will understand the accounting treatment of depreciation, accounting for hire purchase and instalment purchase system along with the branch accounting. Topics like Accounting Theory and Philosophy, Financial Accounting Standards, Business Income and Revenue Recognition, Financial Statements of Non-corporate Entities, Financial Statements of Not for Profit Organisations (NPO), Hire Purchase, Instalment and Lease, Branch Accounting, Introduction to Computerised Accounting and Introduction to Tally.ERP 9 have been aptly discussed in a lucid manner.

Key Features

- Numerous illustrations along with solution have been provided for better understanding of important theoretical concepts
- Engaging chapter-end exercises have been provided for practice
- Diagrammatic representations of accounting concepts/procedures in every chapter

ISBN: 9789358700107 | Price: ₹ 475 | Pages: 496 | Size: 6.5" X 9.25" (Paperback)

Contents

UNIT I: THEORETICAL FRAMEWORK

- 1. Accounting Theory and Philosophy
- 2. Introduction to Financial Accounting and GAAP
- 3. Financial Accounting Standards

UNIT II: MEASUREMENT OF BUSINESS INCOME

- 4. Business Income and Revenue Recognition
- 5. Capital and Revenue Expenditure
- 6. Depreciation, Reserves and Provisions
- 7. Valuation of Inventories
- 8. Preparation of Financial Statements of Non-corporate Entities

UNIT III: FINAL ACCOUNTS

Financial Statements of Not for Profit Organisations (NPO)

UNIT IV: HIRE PURCHASE, INSTALMENT SYSTEMS AND BRANCHES

- 10. Hire Purchase, Instalment and Lease
- 11. Branch Accounting

UNIT V: COMPUTERISED ACCOUNTING SYSTEM

- 12. Introduction to Computerised Accounting
- 13. Introduction to Tally.ERP 9

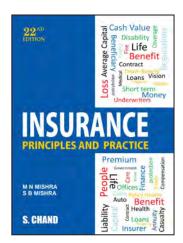
MC Shukla BA, BCom (Birmingham), Bar-at-Law, Retd. Professor of Commerce and Director of Correspondence Courses, University of Delhi, New Delhi

TS Grewal MA (Com) Former Director of Studies, Coaching Board, Institute of Chartered, Accountants of India, New Delhi

SC Gupta Former Reader in Commerce, Hans Raj College, University of Delhi, New Delhi

Finance, Banking & Law





Insurance, Principles and Practice 22e

M.N. Mishra & S.B. Mishra

About the Book

The new edition has been revised and updated to include a spectrum of innovative insurance products. The book retains the comprehensiveness of its earlier editions and reflects upon the changing landscape of insurance industry. This logically sequenced book is focused at making the text more relevant for students of undergraduate programmes and also addresses the need of aspiring candidates preparing for professional/licentiate examinations.

Key Features

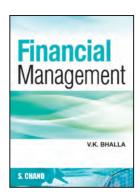
- Comprehensive coverage of all types of innovative insurance products such as long-term care insurance, commercial insurance, catastrophe insurance, liability insurance to name few
- Details on developments in international insurance with latest data
- Appendices to support the information provided in chapters All clauses and words of marine insurance are given in appendix

ISBN: 9789385676079 | Code: 1007G00023 | Price: ₹ 675 | Pages: 1,024 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-One: Introduction: 1. Definition and Nature of Insurance, 2. Evolution of Insurance, 3. Role and Importance of Insurance, 4. Insurance Contract, Part-Two: Life Insurance: 5. Nature of Life Insurance Contract, 6. Classification of Policies, 7. Annuities, 8. Selection of Risk, 9. Measurement of Risk and Mortality Table, 10. Calculation of Premium, 11. Treatment of Sub-Standard Risks, 12. The Reserve, 13. Investment of Funds, 14. Surrender Value, 15. Valuation and Surplus, 16. Policy Condition, 17. Life Insurance for the Under Privileged (i. Industrial Life Insurance, ii. Group Life Insurance, iii. Disability Benefit Policies, iv. Social Security Schemes and Pension Plans, v. Micro Life Insurance), 18. Progress of Life Business of LIC, Part-Three: Marine Insurance: 19. Nature of Marine Insurance Contract, 20. Marine Insurance Policies, 21. Policy Conditions, 22. Premium Calculation, 23. Marine Losses, 24. Payment of Claims, 25. Progress of Marine Insurance Business in India • Appendix, Part-Four: Fire – Insurance: 26. Nature and Use of Fire Insurance, 27. Fire Insurance Contract, 28. Kinds of Policies, 29. Policy Conditions, 30. Rate Fixation in Fire Insurance, 31. Payment of Claim, 32. Progress of Fire Insurance, Part-Five: Miscellaneous Insurance: 33. Transport Insurance and Motor Insurance • Appendix, 34. Miscellaneous Forms of Insurance Including Social Insurance, 35. Rural Insurance and Prospects of Agriculture Insurance in India, 36. Urban Traditional and Non-Traditional Insurance, 40. Privatisation of Insurance Industry, 41. Insurance Innovation and Long Term Care Insurance, 42. Risk Management and Commercial Insurance, 43. Health Insurance, 44. Catastrophe Insurance, 45. Liability Insurance, 46. Micro Insurance and Credit Insurance, 47. Reinsurance, 48. Corporate Governance and Corporate Social Responsibilities, 49. Bancassurance, 50. International Insurance Act, 1938, ii. Life Insurance Act, 1956, iii. Marine Insurance Act, 1963, iv. General Insurance Act, 1972, v. Insurance Regulatory and Developmen

M N Mishra, Professor, Corporate Studies, Faculty of Commerce, Banaras Hindu University, Varanasi.



Financial Management

V K Bhalla

ISBN: 9788121943215 Code: 1007000568

Price: ₹ 1050 | Pages: 1,088 Size: 6.75" X 9.5" (Paperback)

Contents

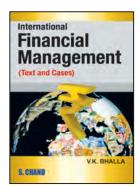
Part-I: Foundations of Finance: 1. Financial Management and Policy: An Overview, 2. Financial Statement, 3. Financial Analysis and Planning, 4. Financial Modelling, 5. Profit Planning and Control, Part-II: Valuation Part: 6. The Time Value of Money, 7. Risk and Return, 8. Securities and Their Valuation, Part-III: Capital Budgeting Decisions: 9. Capital Budgeting Decisions and Cash Flow Principles, 10. Capital Budgeting Decisions Under Conditions of Certainty, 11. Capital Budgeting Decisions

Under Conditions of Capital Rationing, 12. Capital Budgeting Decisions Under Conditions of Uncertainty-I, 13. Capital Budgeting, Part-IV: Long-Term Financing and Required Rate of Return: 14. Cost of Capital, 15. Leverage, 16. Theory of Capital Structure, 17. Basic Tools of Capital Structure Management, 18. Dividend Theories, 19. Dividend Policy, 20. Leasing, Part-V: The Management of Working Capital: 21. Working Capital Management, 22. Management of Cash and Marketable Securities, 23. Forecasting Cash Flow, 24. Receivable Management, 25. Inventory Management, 26. Short-term Financing, Part-VI: Selected Topics In Contemporary Finance: 27. Mergers and Acquisitions, 28. Business Failure and Reorganisation, 29. Creating Wealth: Corporate Financial Strategy and Decision Making, 30. The World of Financial Derivatives, 31. International Financial Management, 32. Global Financial Crisis, 33. Financial Sector Reforms: Accomplishments • Appendices: Table-1: Future Value of ₹1.00, Table-2: Present Value of an Annuity of ₹1.00, Table-5: Areas Under the Normal Curve • Index



Finance, Banking & Law

Commerce & Management



International Financial Management

V K Bhalla

ISBN: 9788121942911 Code: 1007000565

Price: ₹ 1050 | Pages: 1,092 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: 1. International Business: An Overview, 2. The International Monetary System, 3. European Monetary System, 4. The Global Liquidity, 5. International Financial System, 6. Financial Globalisation and The Crisis, 7. The Financial Accounting Among Countries and International Economic Linkages, Part-II: 8. Foreign Exchange Markets, 9. Managing Foreign Exchange Reserves, 10. Exchange Rate Theories, 11. Currency Futures, 12. Currency Options, 13. The International Swap Market, 14. Role of Swaps in Managing External Debt, 15. Financial Derivatives Market: A Global Perspective, Part-III: 16. Foreign Exchange Risk Exposure, 17. The Exposure Information System, 18. Strategies for Exposure Management and Techniques for Foreign Exchange Rate Projections. 19. Exposure Management, 20. Organisation of The Exposure Management Function, Part-IV: 21. Financing of International Trade, 22. Instruments of The International Money Market, 23. Working Capital Management, 24. Eurocurrency Market, 25. The Globalisation of Monetary Policy, 26. International Banking, 27. Reforming the International Banking, Part-V: 28. Globalisation and Foreign Investment, 29. Foreign Investment and International Investment Agreements, 30. Foreign Capital Flows and India, 31. Multinational Corporations, 32. Multinational Capital Budgeting, 33. International Mergers, Acquisitions and Divestures, 34. Foreign Portfolio Investment, 35. Sovereign Wealth Funds and Capital Flows, Part-VI: 36. International Long-Term Financing, 37. Cost of Capital and Capital Structure of The Multinational Firm, 38. Changing Patterns in The Global Corporate Financing, 39. Changing International Financial Reporting Standards and Financial Risk Management, 40. Country Risk Analysis, 41. International Taxation • Glossary • Selected Bibliography • Index



Financial Management, 5e

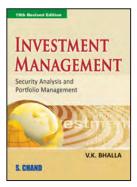
P C Tulsian & Bharat Tulsian

ISBN: 9789352531349 Code: 1007D00484

Price: ₹ 1250 | Pages: 1,252 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction to Financial Management, 2. Time Value of Money, 3. Capital Budgeting, 4. Risk Analysis in Capital Budgeting, 5. Lease Financing, 6. Cost of Capital, 7. Leverage, 8. Capital Structure Theories, 9. Dividend Decision, 10. Working Capital Management – Estimation and Financing, 11. Working Capital Management – Receivables Management, 12. Working Capital Management – Inventory Management, 13. Working Capital Management – Cash Management, 14. Sources of Finance, 15. Ratio Analysis, 16. Cash Flow Statement, 17. Funds Flow Statement • Appendices: 1. Important Formulae, 2. Important Theoretical Questions for Revision, 3. True or False Questions



Investment Management, 19e

V K Bhalla

ISBN: 9788121912488 Code: 1007G00223

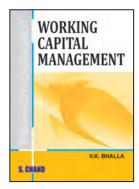
Price: ₹ 1095 | Pages: 1,440 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: The Investment Environment: 1. Investment: Objectives and Risks, 2. The Stock Markets in India, 3. New Issue Market, 4. Listing of Securities, 5. The Brokerage Business, 6. Investment Companies, 7. Market Indexes, 8. Security Credit Ratings, 9. Capital Market Reforms, Part-II: Alternative Investment Outlets for Funds: 10. Bond Valuation and Analysis, 11. Preference Share Valuation and Analysis, 12. Equity Shares, 13. Equity Valuation and Analysis, 14. Private Equity and Venture Capital, 15. Government Securities, 16. Sovereign Wealth Funds, 17. Non-Security Forms of Investment, 18. Real Estate Investments, 19. Money Market, Part-III: Security Analysis: 20. Fundamental Security Analysis, 21. Technical Analysis, 22. Efficient Market Theory, Part-IV: Portfolio Analysis and Management: 23. Portfolio Analysis: Risk and Return, 24. Portfolio Investment Process, 25. Portfolio Choice: Utility Theory and Indifference Curves, 26. Markowitz: Portfolio Selection Model, 27. Sharpe: The Single Index Model, 28. Capital Market Theory and the Capital Asset Pricing Model, 29. Factor Models and Arbitrage Pricing Theory, 30. Bond Portfolio Management Strategies, 31. Investment Timing and Performance Measurement, 32. Performance Evaluation, Part-V: Derivatives: Risk Management: 33. Financial Derivative Markets: A Global Perspective, 34. Options, 35. Convertible Securities, 36. Warrants, 37. Futures, 38. Swaps, 39. Hedging, 40. Derivatives: Carry Trades and Speculative Dynamics, 41. Financial Derivatives Market in India, 42. Derivatives and Commodity Exchange Part-VI: International Financial Flows: 43. World Financial Markets, 44. International Portfolio Investment, 45. Modern Portfolio Theory-oriented Approach to Assess the Riskiness of Foreign Claims and Techniques of Portfolio Investment, 46. Issues Posed by Foreign Portfolio Investment, 47. Foreign Portfolio Investment in India: Emerging Trends and Policy Developments, 48. Manias, Panics and Crashes: Switching Policies in Financial Crises, 49. Success in Investment • Index

Finance, Banking & Law





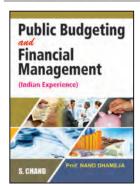
Working Capital Management

V K Bhalla

ISBN: 9788121943024 Code: 1007000567 Price: ₹ 895 | Pages: 920 Size: 6.75" X 9.5" (Paperback)

Contents

1. Working Capital Management: An Overview, 2. A Valuation Framework, 3. Working Capital Policies, 4. Cash Management Systems: Collection Systems, 5. Cash Management Systems: Cash Concentration Systems, 6. Cash Management Systems: Disbursement Systems, 7. Forecasting Cash Flows, 8. Corporate Liquidity and Financial Flexibility, 9. Cash Management Optimisation Models, 10. Receivables Management: Trade Credit, 11. Receivables Management: Credit Granting Decisions, 12. Monitoring Accounts Receivables, 13. Payables Management and Instruments of Short-Term Financing, 14. Inventory Management, 15. Programming Working Capital Management, 16. Integrating Working Capital and Capital Investment Processes, 17. Monetary System, 18. Money Market in India, 19. Banking System in India, 20. Working Capital Control and Banking Policy, 21. Electronic Trading: Payment and Settlement Systems in Banking, 22. Assessing Global Liquidity, 23. Instruments of the International Money Market, 24. Foreign Exchange Market, 25. International Banking, 26. Short-term Investment Portfolio Strategy: Assessing the Riskiness of Bank's Foreign Claims, 27. Managing Short-Term International Financial Transactions * Appendices * Index



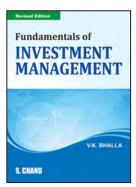
Public Budgeting and Financial Management

Nand Dhameja

ISBN: 9788192830094 Code: 1007000574 Price: ₹ 210 | Pages: 188 Size: 6.75" X 9.5" (Paperback)

Contents

1. Budgeting in India: Developments and Perspectives, 2. Planning and Budgetary Process; Budget-Meaning, Principles, Classifications; Mechanism Budgeting in A Commercial Organisation, 3. Budgeting in Government: Conventional Budget and Other Formats of Budget, 4. Performance Budgeting: Meaning, Need & Mechanism, 5. Zero-Base Budgeting: Meaning, Characteristics, Benefits, ZBB Process – Decision Units and Decision Packages, 6. ZBB: Implementation in India – A Case Study of Research and Development Organisation, 7. Outcome Budgeting, 8. Gender Budgeting, 9. Fiscal Responsibility and Budget Management: A Step Towards Financial Discipline, 10. Accrual Accounting in Government: Concept and Roadmap • Appendix-I: Government of Maharashtra: Instructions for ZBB • Appendix-II: Government of Maharashtra: Circular for introduction of ZBB • Appendix-III: Budget Terms • Index



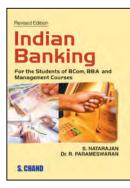
Fundamentals of Investment Management

V K Bhalla

ISBN: 9788121927024 Code: 1007C00418 Price: ₹ 699 | Pages: 688 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Investment: An Overview: 1. The Concept of Investing, 2. The Time Value of Money, Part-II: Market Place: 3. New Issue Market, 4. The Stock Markets in India, 5. Listing of Securities, 6. The Brokerage Business, 7. Clearing and Settlement System, 8. Investment Companies, 9. Market Indexes, 10. Security Credit Ratings, 11. Capital Market Reforms, Part-III: The Investment Alternatives, 12. Bond, 13. Government Securities Market, 14. Development Debt Markets, 15. Preference Share, 16. Equity Share, 17. Dividend Policies and Decisions, 18. Private Equity and Venture Capital, 19. Non-Security Forms of Investment, 20. Real Estate Investment, 21. Money Market, Part-IV: Security Analysis: 22. Fundamental Security Analysis, 23. Technical Analysis, 24. Efficient Market Theory, Part-V: Portfolio Analysis and Management: 25. Portfolio Investment Process, 26. Modern Portfolio Theory, 27. Capital Asset Pricing Model, 28. Arbitrage Pricing Theory, 29. Bond Portfolio Management Strategies, 30. Investment Timing and Portfolio Performance Evaluation, Part-VI: Derivative Securities: 31. Financial Derivatives Market, 32. Options, 33. Convertible Securities, 34. Warrants, 35. Futures, 36. Swaps, Part-VII: Managing Financial Turmoil: 37. Manias, Panics, and Crashes: Switching, 38. Success in Investment • Index



Indian Banking

S. Natarajan & R. Parameswaran

ISBN: 9788121920377 Code: 1007B00330 Price: ₹ 350 | Pages: 352 Size: 6.75" X 9.5" (Paperback)

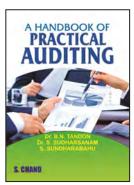
Contents

1. Introduction, 2. Nationalisation & Privatisation of Banks, 3. Money Market, 4. Commercial Banks, 5. Credit Creation, 6. Commercial Banks and Rural Financing, 7. Co-Operative Banks and Development Banks, 8. Central Banking, 9. Central Banking & Credit Control, 10. Reserve Bank of India, 11. Reserve Bank of India and Credit Control, 12. RBI-Agricultural and Industrial Finance,13. State Bank of India, 14. Credit Card, 15. Merchant Banking, 16. Factoring Service, 17. Mutual Funds, 18. Accounts of Non-Residents, 19. Customer Service and Ombudsman scheme in Banking Sector, 20. Recent Trends in Indian Banking, 21. Banking & Technology *Annexure *Model Question Papers



Finance, Banking & Law

Commerce & Management



A Handbook of Practical Auditing

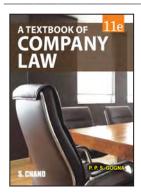
B.N. Tandon, S. Sudharsanam &

S. Sundharabahu

ISBN: 9788121920414 Code: 1007B00034 Price: ₹ 550 | Pages: 672 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. An Overview of Auditing, 3. The Auditor, 4. Audit Planning and Audit Control, 5. Audit Objectives and Scope of Audit of Financial Statements, 6. The Auditor's Responsibility to Consider Fraud and Error in Audit of Financial Statements, 7. Gaining Knowledge about the Business of the Client, 8. Consideration of Laws and Regulations in an Audit of Financial Statements, 9. Audit Engagement, 10. Audit Evidence and Audit Procedures, 11. Coordinating the Work of Others, 12. Documentation, 13. Audit Report, 14. Internal Control, 15. Auditing in an EDP Environment, 16. Substantial Procedures-Vouching of Cash Transactions, 17. Substantial Procedures-Vouching of Trading Transactions, 18. The Audit of Impersonal Ledger, 19. Verification and Valuation of Assets and Liabilities, 20. Depreciation, 21. Reserves, 22. Audit of Limited Companies - Company Auditor, 23. Audit of Limited Companies - Audit of Financial Statements, 24. Audit of Limited Companies - Audit Report, 25. Audit of Banking Companies, 26. The Audit of Co-Operative Banks and Institutions, 27. The Audit of General Insurance Business Companies, 28. Audit of Partnership Accounts, 29. Audit of Government Accounts, 30. Cost Audit, 31. Management Audit, 32. Tax Audit, 33. Divisible Profits, 34. Investigation, 35. Typical Audit Programmes, 36. Liabilities of an Auditor, 37. Professional Conduct and Ethics • Appendix: Questions and Model Answers



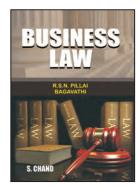
A Textbook of Company Law, 11e

P.P.S. Gogna

ISBN: 9789352531202 Code: 1007D00328 Price: ₹ 550 | Pages: 576 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction and New Concepts, 2. Nature and Kinds of Companies, 3. Formation of a Company, 4. Memorandum of Association, 5. Articles of Association, 6. Prospectus of a Company, 7. Shares of a Company, 8. Share Capital, 9. Membership in a Company, 10. Borrowing Powers and Charge on Assets, 11. Debentures of a Company, 12. Directors of a Company, 13. Managerial Personnel and Key Managerial Personnel, 14. Company Secretary, 15. Meetings and Resolutions, 16. Dividends, Accounts, Audit and Investigation,17. Supremacy of Majority and Protection of Minority, 18. Prevention of Oppression and Mismanagement, 19. Organizational Changes in a Company, 20. Winding up of a Company, 21. Conduct of Winding Up, 22. National Company Law Tribunal and National Company Law, 23. Revival and Rehabilitation of Sick Companies, 24. Producer Companies * Appendices: 1. The Depositories Act, 1996, II. Key Highlights of the Companies Act, 2013 * Bibliography * Index



Business Law

R.S.N. Pillai & Bagavathi

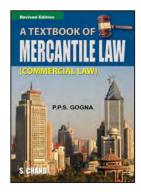
ISBN: 9788121919272 Code: 1007C00316 Price: ₹ 575 | Pages: 584 Size: 6.75" X 9.5" (Paperback)

Contents

The Indian Contract Act, 1872: 1. Introduction, 2. Nature and Kinds of Contracts (Sections 1 — 2), 3. Offer and Acceptance (Sections 3—9), 4. Consideration (Sections 2 (d), 10, 23—25), 5. Contractual Capacity (Sections 10—12), 6. Free Consent (Sections 10, 13—22), 7. Legality of Object and Consideration (Sections 23—24), 8. Void Agreements (Sections 26-30), 9. Contingent Contract (Sections 31-36), 10. Performance of Contract (Sections 37-67), 11. Quasi Contract (Sections 68-72), 12. Discharge of Contrcts, 13. Remedies for Breach of Contract (Sections 73—75), Special Contract: 14. Contract of Indemnity and Guarantee (Sections 124—147), 15. Contract of Bailment and Pledge (Sections 148—181), 16. Contract of Agency (Sections 182—238), The Sale of Goods Act, 1930: 17. Contract of Sale of Goods (Sections 1-10), 18. Conditions and Warranties (Sections 11-17), 19. Transfer of Property in Goods (Sections 18-30), 20. Performance of Contract of Sale (Sections 31-44), 21. Remedial Measures (Sections 45—61), The Indian Partnership Act, 1932: 22. Nature of Partnership, 23. Relation of Partners, 24. Dissolution of a Firm, The Negotiable Instrument Act, 1881: 25. Nature of Negotiable Instruments, 26. Parties to Negotiable Instrument, 27. Dishonour and Discharge of Negotiable Instrument, The Carriage of Goods Act: 28. Carriage of Goods by Land, 29. Carriage by Sea, 30. Carriage by Air, The Insolvency Act: 31. Law of Insolvency, 32. Property and Debts of Insolvent, 33. Discharge of Insolvent, The Arbitration Act: 34. General Provision of Arbitration Act 1940, 35. Mode of Arbitration, Law of Insurance: 36. Nature and Principles of Insurance, 37. Life Insurance, 38. Fire Insurance, 39. Marine Insurance • Appendix-I: The Indian Contract Act (Act No. IX at 1872) • Appendix-II: The Indian Partnership Act, 1932 (as Amended Up-to-Date) · Appendix-III: The Sale of Goods Act, 1930 · Index

Finance, Banking & Law





A Textbook of Mercantile Law

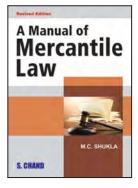
P.P.S. Gogna

ISBN: 9788121903776 Code: 1007C00175

Price: ₹ 850 | Pages: 1,018 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, SECTION-A, Part-I: Law of Contracts: 2. Nature and Kinds of Contracts, 3. Offer and Acceptance, 4. Consideration, 5. Capacity to Contract, 6. Free Consent, 7. Consent by Fraud and Misrepresentation, 8. Consent by Mistake, 9. Legality of Object and Consideration, 10. Void Agreements, 11. Illegal Agreements, 12. Contingent Contracts, 13. Quasi Contracts, 14. Performance of Contracts, 15. Discharge of Contracts, 16. Remedies for Breach of Contract, 17. Damages for Breach of Contract, 18. Indemnity and Guarantee, 19. Bailment and Pledge, 20. Nature and Kinds of Agency, 21. Relations of Principal with His Agent, 22. Relations of Principal with Third Parties, 23. Termination of Agency, Part-II: Law of Sale of Goods: 24. Nature of Contract of Sale, 25. Conditions and Warranties, 26. Transfer of Ownership (Passing of Property), 27. Performance of Contract of Sale, 28. Rights of an Unpaid Seller, 29. Remedies for Breach of Contract of Sale, 30. Auction Sale, Part-III: Law of Partnership: 31. Nature of Partnership, 32. Registration of Firms, 33. Relations of Partners with One Another (Mutual Relations of Partners), 34. Relations of Partners with Third Parties, 35. Reconstruction of Firms, 36. Dissolution of Firms, Part-IV: Law of Negotiable Instruments: 37. Nature of Negotiable Instruments, 38. Promissory Notes, Bills of Exchange and Cheques, 39. Parties to a Negotiable Instrument and their Capacity, 40. Holder and Holder in Due Course, 41. Negotiation and Liability of Parties, 42. Presentment of Negotiable Instruments, 43. Dishonour of Negotiable Instruments, 44. Discharge from Liability, 45. Crossing of Cheques, 46. Miscellaneous Provisions, 47. Banker and Customer, 48. Hundis, Part-V: Law of Arbitration: 49. Nature of Arbitration Proceedings, 50. Arbitral Tribunal and Procedure in Arbitration, 51. Arbitral Award (Arbitration Award), 52. Conciliation, Part-VI: Law of Insolvency, 53. Nature of Insolvency Proceedings, 54. Procedure of Insolvency Proceedings, 55. Debts and Property of Insolvent, 56. Discharge of an Insolvent from the State of Insolvency, Part-VII: Law of Carriage of Goods: 57. Nature and Kinds of Carries, 58. Carriage of Goods by Land, 59. Carriage of Goods by Sea, 60. Carriage of Goods by Air, Part-VIII: Law of Insurance: 61. Nature and Kinds of Insurance, 62. Life Insurance, 63. Fire Insurance, 64. Marine Insurance, 65. Warranties and Voyage in Marine Insurance, 66. Losses and Indemnity in Marine Insurance, 67. Miscellaneous Insurance, Part-IX: Law of Consumer Protection Act, 1986, 68. Introduction and Definitions, 69. Consumer Disputes Redressal Agencies, 70. Complaint and Procedure of Redressal, 71. Consumer Protection Councils and Miscellaneous Provisions, SECTION-B, Part-I: The Industrial Dispute Act, 1947: 1. Introduction and Definitions, 2. Notice of Change and Reference of Disputes, 3. Authorities under the Act, 4. Settlements and Awards, 5. Strikes and Lockouts, 6. Layoff and Retrenchment, 7. Unfair Labour Practices and Miscellaneous Provisions, Part-II: The Factories Act, 1948: 8. Introduction and Definitions, 9. Occupier and Inspecting Staff, 10. Health, Safety and Welfare, 11. Working Hours of Adult Workers and Employment of Young Persons, 12. Annual Leave with Wages and Miscellaneous • Appendix: The Right to Information Act, 2005 • Index (Section A)



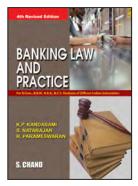
A Manual of Mercantile Law

M.C. Shukla

ISBN: 9788121902410 Code: 1007A00022 Price: ₹ 625 | Pages: 696 Size: 6.75" X 9.5" (Paperback)

Contents

• Introduction, 1. Nature and Kinds of Contracts, 2. Contracts of Indemnity and Guarantee, 3. Bailment and Pledge, 4. Principal and Agent, 5. Law of Partnership, 6. The Sale of Goods, 7. Insurance, 8. Marine Insurance, 9. Fire Insurance, 10. Life Insurance, 11. The Law of Negotiable Instruments, 12. The Law of Insolvency, 13. Arbitration, 14. Carriers and Carriage of Goods, 15. Securities, 16. Company Law, 17. The Factories Act, 1948, 18. The Workmen's Compensation Act, 1923, 19. The Trade Unions Act, 1926, 20. The Payment of Wages Act, 1936, 21. The Industrial Disputes Act, 1947, 22. The Minimum Wages Act, 1948 • Appendix-I: The Indian Contract Act, 1872 • Appendix-II: The Indian Partnership Act, 1932 • Appendix-III: The Sale of Goods Act, 1930 • Appendix-IV: Text Questions • Index



Banking Law and Practice, 4e

K.P. Kandasami, S. Natarajan & Parameswaran

ISBN: 9788121922357 Code: 1007B00308 Price: ₹ 325 | Pages: 288 Size: 6.75" X 9.5" (Paperback)

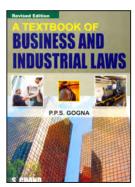
Contents

 Introduction, 2. Laws of Banking in India, 3. Relations Between Banker and Customer,
 Different Types of Accounts, 5. Special Type of Banker's Customers, 6. Negotiable Instruments, 7. Cheques, 8. Collection of Cheques, 9. Payment of Cheques, 10. Loans and Advances, 11. Secured Advances—Types of Securities, 12. Letters of Credit and Guarantees,
 Purchase and Discounting of Bills • Model Question Papers (8 sets)



Finance, Banking & Law

Commerce & Management



A Textbook of Business and Industrial Laws, 2e

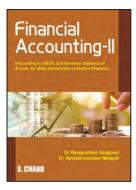
P.P.S. Gogna

ISBN: 9788121928304 Code: 1007A00431 Price: ₹ 495 | Pages: 720 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: The Indian Contract Act, 1872: 1. Nature and Kinds of Contracts, 2. Offer and Acceptance, 3. Consideration, 4. Capacity of Contract, 5. Free Consent, 6. Legality of Object and Consideration, 7. Void Agreements, 8. Illegal Agreements, 9. Contingent Contracts, 10. Quasi Contracts, 11. Performance of Contracts, 12. Discharge of Contracts, 13. Damages for Breach of Contract, 14. Indemnity and Guarantee, 15. Bailment and Pledge, 16. Nature and Kinds of Agency, 17. Relations of Principal with his Agent, 18. Relations of Principal with Third Parties, 19. Termination of Agency, Part-II: The Sale of Goods Act, 1930: 20. Nature of Contract of Sale, 21. Conditions and Warranties, 22. Transfer of Ownership (Passing of Property), 23. Performance of Contract of Sale, 24. Rights of an Unpaid Seller, 25. Auction Sale, Part-III: The Indian Partnership Act, 1932: 26. Nature of Partnership, 27. Registration of Firms, 28. Relations of Partners with one another, 29. Relations of Partners with Third Parties, 30. Reconstitution of Firms, 31. Dissolution of Firms, Part-IV: The Negotiable Instruments Act, 1881: 32. Nature of Negotiable Instruments, 33. Promissory Notes, Bills of Exchange and Cheques, 34. Parties to a Negotiable Instruments and their Capacity, 35. Holder and Holder in Due Course, 36. Negotiation and Liability of Parties, 37. Presentment of Negotiable Instruments, 38. Dishonour of Negotiable Instruments, 39. Discharge from Liability, 40. Crossing of Cheques, 41. Miscellaneous Provision, 42. Banker and Customer, 43. Hundis, Part-V: The Payment of Bonus Act, 1965: 44. Introduction and Application of the Act, 45. Legal Provision's Relating to Payment of Bonus, 46. Miscellaneous Provisions and Schedules, Part-VI: The Payment of Wages Act, 1936: 47. Introduction and Application of the Act, 48. Payment of Wages, 49. Deductions from Wages, 50. Miscellaneous Provision and Penalties, Part-VII: The Payment of Gratuity Act, 1972: 51. Introduction and Application of the Act, 52. Payment, Forfeiture and Recovery of Gratuity, 53. Miscellaneous Provisions and Penalties, Part-VIII: The Information Technology Act, 2000: 54. Introduction and Electronic Governance, 55. Digital Signature and Digital Signature Certificate, 56. Authorities Under the Act, 57. Penalties, Adjudication and Offences

Books for Andhra Pradesh



Financial Accounting-II

Dr.Ranganatham Gangineni Dr. Venkataramanaiah Malepati

ISBN: 9789352836314 Code: 9789352836314 Price: ₹ 205 | Pages: 256 Size: 6.75" X 9.5" (Paperback)

About the Book

This Book is prepared and designed to meet the requirements of Second semester of Commerce graduates keeping the common core syllabus of Andhra Pradesh Council of Higher Education as per CBCS. This book will be useful to the students of 2nd semester of B.Com. For all the State Universities of Andhra Pradesh that have Accounting as a Subject.

Key Features

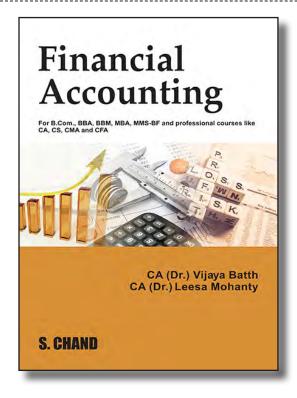
- Easy and simple language, that students understand easily the accounting subject.
- Each chapter has been precisely discussed to meet the requirements of student community who pursue Accounting as a subject at the graduation.
- Several problems have taken and solved from the latest examination papers.
- Sufficient number of objective questions, short answer questions, essay type questions and practical problems are also given at the end of each chapter keeping the examination point of view and also for the benefit of the students at possible extent.

Contents

1. Depreciation, 2. Provisions and Reserves, 3. Bills of Exchange, 4. Consignment Accounts, 5. Joint Venture Accounts

Finance, Banking & Law





Financial Accounting

CA (Dr.) Vijaya Batth | CA (Dr.) Leesa Mohanty

About the Book

This book is exclusively prepared for beginners and students pursuing commerce and management education after their schooling. It will also be useful for students aspiring to pursue professional courses like CA, CS, CMA, etc.

Key Features

- Learning objectives at the commencement of each chapter
- Easy to understand acronyms like ALICE, 2Ps, and 2Rs
- Financial Statements as per Schedule III of the Companies Act, 2013
- · Relevant case studies for clarity on various topics
- MCQs, Fill in the Blanks and True/False have been provided in each chapter for students practice
- Diagrammatic representations of accounting concepts/procedures in every chapter
- Numerous practice problems and theory questions have been included for better understanding of theoretical concepts

ISBN: 9789355018533 | Price: ₹ 650 | Pages: 424 | Size: 6.5" X 9.25" (Paperback)

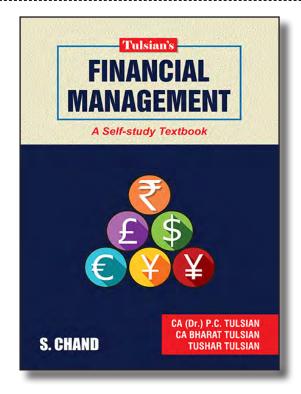
Contents

- 1. The Accounting Framework—An Introduction
- 2. Basic Concepts, Conventions and Principles
- 3. ALICE in Financial Accounting World
- 4. Accounting Standards
- 5. Recording and Reporting
- 6. Recording—Journal
- 7. Recording—Ledger
- 8. Subsidiary Books
- 9. Cash Book
- 10. Trial Balance
- 11. Rectification of Errors

- 12. Depreciation Accounting
- 13. Final Accounts
- 14. Bank Reconciliation Statement
- 15. Accounts of Non-profit Organisations
- 16. Branch and Departmental Accounts
- 17. Hire Purchase and Instalment Systems
- 18. Joint Venture and Consignment Accounts
- 19. Introduction to Company Accounts
- 20. Financial Statements of a Company
- 21. Case Studies
 - Answer Key

CA (Dr.) Vijaya Batth Assistant Professor of Accounting, School of Commerce, XIM University, Bhubaneswar, India CA (Dr.) Leesa Mohanty Assistant Professor of Accounting, School of Commerce, XIM University, Bhubaneswar, India





Tulsian's Financial Management

CA & Dr. P.C. Tulsian, Tushar Tulsian & CA Bharat Tulsian

About the Book

This book has been primarily designed to meet the needs of B.Com. students under the recommended National Education Policy 2020 (NEP 2020) for the subject Financial Management. It serves as a self-study text and provides essential guidance for understanding of Introduction to Financial Management, Time Value of Money, Cost of Capital, Capital Structure Theories, Leverage, Capital Investment Decisions, Dividend Decisions and Working Capital Management. The book has been written in simple and lucid manner covering all the important equations, formulae and practical steps in a systematic manner to aid students learning. Based on the author's proven approach "teach yourself" style, the book is replete with numerous illustrations, exhibits and solved problems.

Key Features

- Over 350 illustrations have been provided for a better understanding of the text
- More than 350 solved problems along with necessary working notes and alternative solution have been provided throughout the text
- Over 120 exhibits to acquaint students with various treatments and formats

ISBN: 9789355018816 | Price: ₹ 999 | Pages: 896 | Size: 6.5" X 9.25" (Paperback)

Contents

- 1. Introduction to Financial Management
- 2. Time Value of Money
- 3. Cost of Capital
- 4. Capital Structure Decisions
- 5. Leverages
- 6. Capital Investment Decisions
- 7. Risk Analysis in Capital Budgeting
- 8. Dividend Decisions

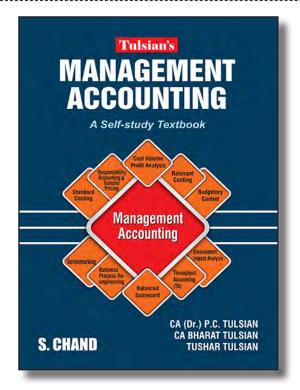
- 9. Working Capital Management—Estimation and Financing
- 10. Working Capital Management—Receivables Management
- 11. Working Capital Management—Inventory Management
- 12. Working Capital Management—Cash Management

Appendix 1: Important Formulae for Revision

Appendix 2: Important Theoretical Questions for Revision

Appendix 3: Tulsian's Assignments





Tulsian's Management Accounting:

CA & Dr. P.C. Tulsian, Tushar Tulsian & CA Bharat Tulsian

About the Book

This book has been primarily designed to meet the needs of B.Com. students under the recommended National Education Policy 2020 (NEP 2020) for the subject Management Accounting. It serves as a self-study text and provides essential guidance for understanding of an Introduction to Management Accounting; Marginal Costing; Budgeting and Budgetary Control; Standard Costing, Responsibility Accounting and Transfer Pricing. The book has been written in simple and lucid manner covering all the important equations, formulae and practical steps in a systematic manner to aid students learning. Based on the author's proven approach "teach yourself" style, the book is replete with numerous illustrations, exhibits and solved problems.

Key Features

- Over 250 illustrations have been provided for a better understanding of the text
- More than 150 solved problems along with necessary working notes and alternative solution have been provided throughout the text
- Over 50 exhibits to acquaint students with various treatments and formats

ISBN: 9789355018793 | Price: ₹ 699 | Pages: 648 | Size: 6.5" X 9.25" (Paperback)

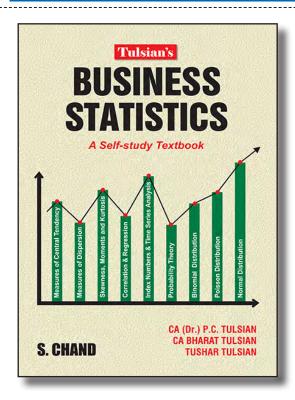
Contents

- 1. Chapter 1: An Introduction to Management Accounting
- 2. Marginal Costing
- 3. Marginal Costing—Decision Making
- 4. Budgeting and Budgetary Control
- 5. Standard Costing—Material Cost Variances
- 6. Standard Costing—Labour Cost Variances
- 7. Standard Costing—Overhead Variances

- 8. Standard Costing—Sales Variances
- 9. Standard Costing—Miscellaneous Variances
- 10. Responsibility Accounting and Transfer Pricing
- Appendix 1: Important Formulae for Revision
- Appendix 2: Important Theory Questions with Answers
- Appendix 3: Tulsian's Assignments for Practice

National Education Policy 2020





Tulsian's Business Statistics:

CA & Dr. P.C. Tulsian, Tushar Tulsian & CA Bharat Tulsian

About the Book

This book has been primarily designed to meet the needs of B.Com. students under the recommended National Education Policy 2020 (NEP 2020) for the subject Business Statistics. It serves as a self-study text and provides essential guidance for various topics including understanding of Statistics; Diagrammatic and Graphical Presentation; Measures of Central Tendency; Correlation and Regression Analysis; Analysis of Time Series; Index Numbers; Probability Theory and Theoretical Distributions. The book has been written in simple and lucid manner covering all the important equations, formulae and practical steps in a systematic manner to aid students learning. Based on the author's proven approach "teach yourself" style, the book is replete with numerous illustrations, exhibits and solved problems.

Key Features

- Over 350 illustrations have been provided for a better understanding of the text
- More than 300 solved problems along with necessary working notes and alternative solution have been provided throughout the text
- Over 50 exhibits to acquaint students with various formulae
- Over 200 important points to remember have been provided throughout the text

ISBN: 9789355018809 | Price: ₹ 899 | Pages: 864 | Size: 6.5" X 9.25" (Paperback)

Contents

- 1. Statistics—An Introduction
- 2. Classification and Tabulation
- 3. Diagrammatic and Graphical Presentation
- 4. Measure of Central Tendency
- 5. Measures of Dispersion
- 6. Skewness, Moments and Kurtosis
- 7. Correlation
- 8. Regression Analysis
- 9. Analysis of Time Series
- 10. Index Numbers

- 11. Probability Theory
- 12. Theoretical Distributions—Binomial Distribution
- 13. Theoretical Distributions—Poisson Distribution
- 14. Theoretical Distributions—Normal Distribution

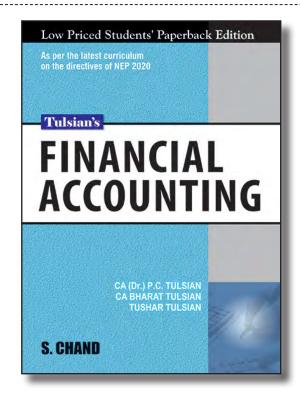
Appendix I: Important Points to Remember

Appendix II: Analytical Questions with Reasoning

Appendix III: Analytical Questions with Comments

Appendix IV: "Tulsian's Assignments" for Practice

Appendix V: Statistical Tables



Tulsian's Financial Accounting:

CA & Dr. P.C. Tulsian, Tushar Tulsian & CA Bharat Tulsian

About the Book

This book has been primarily designed to meet the needs of B.Com students under the recommended National Education Policy 2020 (NEP 2020) for the subject Financial Accounting.

The book acquaints the students with basic concepts of accounting, accounting processes, accounting income, accounting principles & policies. Topics like revenue recognition as per AS 9, accounting for property, plant and equipment as per AS 10, accounting for intangible assets as per AS 26, valuation of inventory as per AS 2, accounting for leases as per AS 19. Accounting for branches and departments, preparation of financial statements have been discussed in detail in the simplest language "meant to serve beginners".

This book has been written in simple and lucid manner covering all the important equations, formulae, figures and practical steps in a systematic manner to aid students' learning. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits and easy retention of concepts

Key Features

- Over 300 Illustrations have been provided for a better understanding of the text
- Numerous questions along with answers have been provided for better understanding of important theoretical concepts
- More than 300 solved problems along with necessary working notes and alternative solution have been provided throughout the text

ISBN: 9789355016034 | Price: ₹ 699 | Pages: 792 | Size: 6.75" X 9.5" (Paperback)

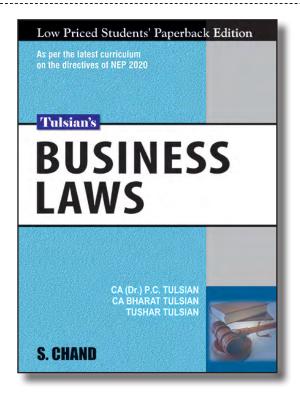
- 1: Basics of Accounting-I
- 2: Basics of Accounting-II
- 3: Accounting Principles and Policies
- 4: Accounting Standards
- 5: Accounting Process
- 5A: Accounting Income
- 6: AS 9 Revenue Recognition
- 7: Accounting for PPE as per AS 10
- 8: Accounting for Intangible Assets as per AS 26

- 9: Valuation of Inventory as per AS 2
- 10A: Financial Statements (Without Adjustments)
- 10B: Financial Statements (With Adjustments)
- 11: Financial Statements of Not-for-Profit Organisations
- 12: Accounting for Branches
- 13: Accounting for Departments
- 14: Accounting for Leases as per AS 19



Tulsian's Commerce Series

Commerce & Management



Tulsian's Business Laws: NEP-2020



CA & Dr. P.C. Tulsian, Tushar Tulsian & CA Bharat Tulsian

About the Book

This book has been primarily designed to meet the needs of B.Com. students under the recommended National Education Policy 2020 (NEP 2020) for the subject Business Laws.

The book acquaints the students with basics of The Indian Contact Act, 1872; The Sale of Goods Act, 1930; and The Limited Liability Partnership Act, 2008. This book has been written in simple and lucid manner covering all the important equations, formulae, figures and practical steps in a systematic manner to aid students' learning. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits and easy retention of concepts.

Key Features

- Numerous questions along with answers have been provided for better understanding of important theoretical concepts
- Over 550 illustrations have been provided for a better understanding of the text.
- Over 60 distinctions and more than 550 solved problems have been provided for a better comparative study

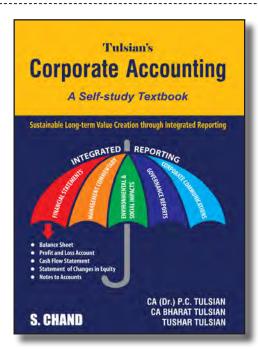
ISBN: 9789355016126 | Price: ₹ 450 | Pages: 400 | Size: 6.75" X 9.5" (Paperback)

- 1: Meaning and Essentials of Contract
- 2: Offer and Acceptance
- 3: Capacity of Parties
- 4: Consideration
- 5: Free Consent
- 6: Legality of Object and Consideration, and Agreements Opposed to Public Policy
- 7: Void Agreement and Contingent Contracts
- 8: Performance of a Contract
- 9: Discharge of a Contract
- 10: Remedies for Breach of Contract

- 11: Quasi-Contracts
- 12: Contracts of Indemnity and Guarantee
- 13: Contracts of Bailment and Pledge
- 14: Contract of Agency
- 15: The Sale of Goods Act, 1930
- 16: The Limited Liability Partnership Act, 2008
- Appendices (Model Test Papers)

Tulsian's Commerce Series





Tulsian's Corporate Accounting



CA & Dr. P.C. Tulsian, Tushar Tulsian & CA Bharat Tulsian

About the Book

Tulsian's Corporate Accounting has been written to meet the requirements of B.Com. students. Also, it is as per the recommended National Education Policy 2020 (NEP 2020). The book acquaints the students to acquire conceptual knowledge of financial accounting, to impart skills for recording various kinds of business transactions andto prepare financial statements. Topics like Financial Statements of Companies, Valuation of Intangible Assets and Shares, Amalgamation of Companies & Internal Reconstruction and Corporate Financial Reporting have been aptly discussed in a lucid manner. All important equations, formulae, figures and practical steps have been presented in screen format to catch the reader's eye. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits for easy retention of concepts.

Key Features

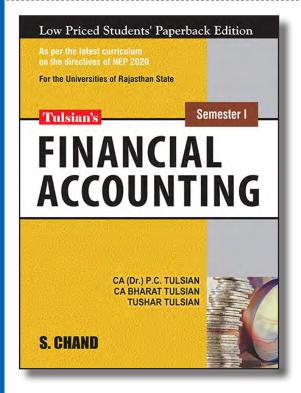
- Numerous question along with answers have been provided for better understanding of important theoretical concepts
- Over 300 illusrations have been provided for a better understanding of the next
- More than 300 solved problems along with necessary working notes and alternative solution have been provided throughout the text
- Over 60 distinctions have been provided for a better comparative study

ISBN: 9789355017567 | Price: ₹ 999 | Pages: 1104 | Size: 6.75" X 9.5" (Paperback)

- 1: Accounting for Share Capital
- 2: Accounting for Bonus Issue
- 3: Redemption of Redeemable Preference Shares
- 4: Accounting for Buy-Back of Shares
- 5A: Issue of Debentures
- 5B: Redemption of Debentures
- 6: Underwriting of Shares and Debentures
- 7: Accounting for Employee Stock Option Plan
- 8: Financial Statements of a Company
- 9: AS 20 Earnings Per Share
- 10: AS 18 Related Party Disclosures

- 11: Cash Flow Statement
- 12: Valuation of Goodwill
- 13: Valuation of Brand
- 14: Valuation of Shares
- 15: Value Added Statement [Including Economic Value Added, Market Value Added & Shareholders' Value Added]
- 16: Amalgamation of Companies
- 17: Internal Reconstruction
- 18: Corporate Financial Reporting
- 19: AS 17-Segment Reporting





Tulsian's Financial Accounting: Semester I

(As per the latest curriculum on the directives of NEP 2020–For the Universities of Rajasthan State)

CA & Dr. P.C. Tulsian, Tushar Tulsian & CA Bharat Tulsian

About the Book

This book has been primarily designed to meet the needs of B.Com. first semester students for the Universities of Rajasthan State under the recommended National Education Policy 2020 (NEP 2020). It comprehensively covers the major paper, namely, Financial Accounting. The book acquaints the students to provide Basic Knowledge of Accounting; Accounting Principles and Policies; Accounting Process and Financial Statements. It includes detailed discussion on Departmental Accounting; Branch Accounting; Insurance Claims; Accounting from Incomplete Records; Accounting for Hire Purchase, Instalment Purchase and Accounting for Lease as per AS 19. The book has been written in simple and lucid manner covering all the important equations, formulae and practical steps in a systematic manner to aid students learning. Based on the author's proven approach 'teach yourself ' style, the book is replete with numerous illustrations, exhibits and solved problems.

Key Features

- Over 300 illustrations have been provided for a better understanding of the text
- More than 300 solved problems along with necessary working notes and alternative solution have been provided throughout the text
- Over 50 exhibits to acquaint students with various formulae

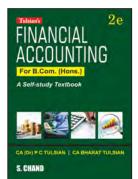
ISBN: 9789355019561 | Price: ₹ 650 | Pages: 592 | Size: 6.5" X 9.25" (Paperback)

- 1. Basics of Accounting
- 2. Accounting Principles and Policies
- 3. Accounting Process
- 4A. Financial Statements (Without Adjustments)
- 4B. Financial Statements (With Adjustments)
- 5. Accounting for Departments
- 6. Accounting for Branches

- 7. Insurance Claims
- 8. Accounts from Incomplete Records (or Single Entry System)
- 9. Accounting for Investments
- 10. Accounting for Hire Purchase
- 11. Accounting for Instalment Purchase
- 12. Accounting for Leases as Per AS 19

Tulsian's Commerce Series





Financial Accounting For B.Com. (Hons.), 2e

P.C. Tulsian & Bharat Tulsian

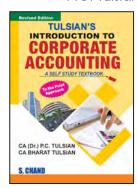
ISBN: 9789352533336 Code: 9789352533336 Price: ₹ 895 | Pages: 960 Size: 6.75" X 9.5" (Paperback)

Contents

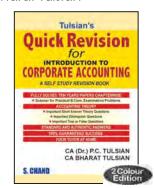
1. Introduction to Accounting, 2. Basic Accounting Terms, 3. Basis of Accounting, 4. Accounting Principles, 5. Accounting Standards, 6. AS 1 – Disclosure of Accounting Policies, 7. AS 9 – Revenue Recognition, 8. Accounting Equation, 9. Journalising, Posting and Balancing, 10. Subsidiary Books—I (Cash Book), 11. Subsidiary Books—II (Books other than Cash Book), 12. Trial Balance, 13. Depreciation, Provisions and Reserves, 14. Valuation of Inventory, 15. Classification of Capital and Revenue Expenditure and Receipts, 16. Financial Statements (Without Adjustments), 17. Financial Statements (With Adjustments), 18. Financial Statements of Not-for-Profit Organisations, 19. Accounts from Incomplete Records[orSingleEntrySystem], 20. AccountingforHirePurchase and Instalment Purchase, 21. Accounting for Branches, 22. Dissolution of a Firm, 23. Partnership — Insolvency, Piecemeal Distribution and Sale

Corporate Accounting With Quick Revision

P.C. Tulsian & Bharat Tulsian



ISBN: 9788121924009 Code: 1007B00454 Price: ₹ 450 | Pages: 640 Size: 6.75" X 9.5" (PB)



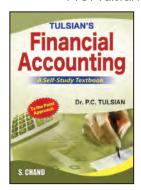
ISBN: 9788121940603 Code: 1007000548 Price: ₹ 250 | Pages: 288 Size: 6.75" X 9.5" (PB)

Contents

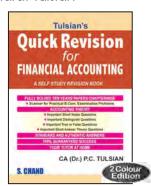
1. Accounting for Share Capital, 2. Redemption of Redeemable Preference Shares, 3. Accounting for Buy Back of Shares, 4. Issue of Debentures, 5. Redemption of Debentures, 6. Final Accounts of A Company, 7. Amalgamation of Companies, 8. Internal Reconstruction, 9. Cash Flow Statement, 10. Financial State Analysis, 11. Ratio Analysis, Quick Revision: 1. Accounting Theory, 2. Accounting for Share Capital, 3. Redemption of Preference Shares, 4. Buy Back of equity Shares, 5. Issue of Debentures, 6. Redemption of Debentures, 7. Financial Statements of A Company, 8. Amalgamation of Companies, 9. Internal Reconstruction, 10. Cash Flow Statement, 11. Ratio Analysis

Financial Accounting With Quick Revision

P.C. Tulsian & Bharat Tulsian



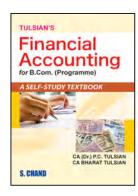
ISBN: 9788121936088 Code: 1007A000520 Price: ₹ 340 | Pages: 840 Size: 6.75" X 9.5" (PB)



ISBN: 9788121940269 Code: 1007000544 Price: ₹ 195 | Pages: 240 Size: 6.75" X 9.5" (PB)

Contents

Financial Accounting: 1. Introduction to Accounting, 2. Accounting Principles and Accounting Standards, 3. Accounting Equation, 4. Journalising, Posting and Balancing, 5. Subsidiary Books–I (Cash Book), 6. Subsidiary Books–II (Other Book), 7. Final Accounts of Sole-trader, 8. Accounting for Not-for-Profit Organisations, 9. Accounts from Incomplete Records [or Single Entry System], 10. Depreciations, Reserves and Provisions, 11. Accounting for Consignment, 12. Accounting for Joint Venture, 13. Accounting for Hire Purchase, 14. Accounting for Branches, 15. Accounting for Partnership–Dissolutionofa Firm, 16. Accounting for Partnership –Insolvency of a Partner and Firm • Appendix I-III, Quick Revision: 1. Accounting Theory, 2. Final Accounts of Not-For-Profit Organisations, 3. Consignment Accounts, 4. Joint Venture Accounts, 5. Depreciation Accounting, 6. Accounting for Hire Purchase Transactions, 7. Inland Branches, 8. Dissolution of Partnership Firm, 9. Insolvency of a Partner and Firm



Financial Accounting For B.Com. (Programme)

P.C. Tulsian & Bharat Tulsian

ISBN: 9789384319403 Code: 1007000594 Price: ₹ 475 | Pages: 824 Size: 6.75" X 9.5" (Paperback)

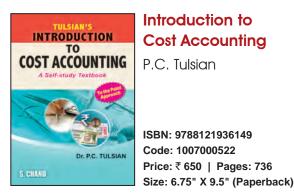
Contents

Unit-I: 1. Introduction to Accounting, 2. Basic Accounting Terms, 3. Basis of Accounting, 4. Accounting Principles, 5. Accounting Standards, 6. Accounting Equation, 7. Journalising, Posting and Balancing, 8. Subsidiary Books-I (Cash Book), 9. Subsidiary Books-II (Books other than Cash Book), 10. Financial Statements (Without Adjustments) 11. Financial Statements (with Adjustments), 12. Financial Statements of Not-for-Profit Organisation, Unit-II: 13. Accounting for Consignment, 14. Accounting for Joint Venture, Unit-III: 15. Depreciation, Provisions and Reserves, 16. Accounting for Hire Purchase and Instalment Purchase, Unit-IV: 17. Accounting for Branches, Unit-V: 18. Dissolution of a Partnership Firm, 19. Partnership-Insolvency



Tulsian's Commerce Series

Commerce & Management



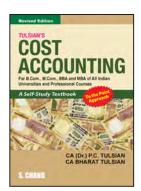
Introduction to **Cost Accounting**

P.C. Tulsian

ISBN: 9788121936149 Code: 1007000522 Price: ₹ 650 | Pages: 736

Contents

1. Introduction, 2. Accounting for Material Cost, 3. Accounting for Labour Cost, 4. Accounting for Overheads, 5. Unit Costing, 6. Job, Batch and Contract Costing, 7. Process Costing, 8. Operating Costing (Service Costing), 9. Reconciliation of Cost and Financial Accounts, 10. Marginal Costing, 11. Marginal Costing - Decision Making, 12. Budgeting and Budgetary Control • Appendix: Revision one day before Examination



Cost Accounting

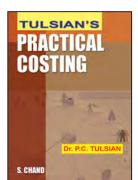
P.C. Tulsian & Bharat Tulsian

ISBN: 9788121929417 Code: 1007C00455

Price: ₹ 575 | Pages: 1,088 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Accounting for Material Cost, 3. Accounting for Labour Cost, 4. Accounting for Overheads, 5. Unit Costing, 6. Job, Batch and Contract Costing, 7. Process Costing I, 8. Process Costing II -Work-In-Progress, 9. Joint Products and By-Products, 10. Operating Costing (Service Costing), 11. Integral and Non-Integral Systems, 12. Reconciliation of Cost and Financial Accounts, 13. Activity based Costing, 14. Marginal Costing, 15. Marginal Costing – Decision Making, 16. Budgeting and Budgetary Control, 17. Standard Costing - Material Cost Variances, 18. Standard Costing - Labour Cost Variances, 19. Standard Costing - Overhead Variances, 20. Standard Costing - Sales Variances, 21. Standard Costing - Miscellaneous, 22. Cost Control and Cost Reduction, 23. Uniform Costing, 24. Inter Firm Comparison, 25. Cost Audit, 26. Cost Accounting (Records) Rules



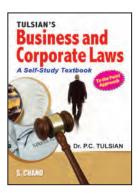
Practical Costing

P.C. Tulsian

ISBN: 9788121923996 Code: 1007000453 Price: ₹ 350 | Pages: 964 Size: 6.75" X 9.5" (Paperback)

Contents

1. Cost Sheet, 2. Materials, 3. Labour, 4. Overheads, 5. Unit Costing, Job Costing, Batch Costing and Contract Accounting, 6. Operating Costing, 7. Process Costing, 8. By-Product and Joint Product, 9. Independent and Integrated Accounting, 10. Reconciliation of Cost and Financial Accounts, 11. Marginal Costing, 12. Marginal Costing - Decision Making, 13. Budgetary Control, 14. Standard Costing-Material Cost Variances, 15. Standard Costing-Labour Cost Variances, 16. Standard Costing-Overhead Variances, 17. Standard Costing-Sales Variances, 18. Standard Costing-Miscellaneous Variances



Business and Corporate Laws

P.C. Tulsian

ISBN: 9788121936415 Code: 1007000523 Price: ₹ 375 | Pages: 972 Size: 6.75" X 9.5" (Paperback)

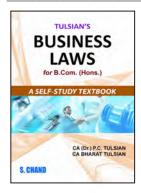
Contents

Section-A: Business Law: Part-1: The Indian Contract Act, 1872: 1. Meaning and Essentials of Contract, 2. Offer and Acceptance, 3. Capacity of Parties, 4. Consideration, 5. Free Consent, 6. Legality of Object and Consideration, and Agreements Opposed to Public Policy, 7. Void Agreement and Contingent Contracts, 8. Performance of a Contract, 9. Discharge of a Contract, 10. Remedies for Breach of Contract, 11. Quasi-Contracts, 12. Indemnity and Guarantee, 13. Bailment and Pledge, 14. Contract of Agency, Part-2: The Sale of Goods Act, 1930: 15. The Sale of Goods Act, 1930, Part-3: The Indian Partnership Act, 1932: 16. The Indian Partnership Act, 1932, Part-4: The Negotiable Instruments Act, 1881: 17. The Negotiable Instruments Act, 1881 (Part-I), 18. The Negotiable

Tulsian's Commerce Series



Instruments Act, 1881(Part-II), Part-5: The Information Technology Act, 2000 [As Amended by the Information Technology (Amendment) Act, 2008, w.e.f. 27.10.2009]: 19. The Information Technology Act, 2000, *Section-B: Industrial Law:* 20. The Payment of Bonus Act, 1965, 21. The Payment of Gratuity Act, 1972, 22. The Employees Provident Funds and Miscellaneous Provision Act, 1952, Section-C: The Companies Act, 1956: 1. Definition and Nature of Company, 2. Types of Companies, 3. Formation of a Company, 4. Memorandum of Association, 5. Articles of Association, 6. Prospectus, 7. Allotment of Shares, 8. Shares and Share Capital, 9. Transfer and Transmission of Shares, 10. Membership, 11. Borrowing Powers and Debentures, 12. Fixed and Floating Charges, 13. Meetings and Procedures, 14. Registers, Returns, Service and Authentication of Documents, 15. Company Law in a Computerized Environment • Appendices



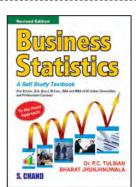
Business Laws For B.Com. (Hons.)

P.C. Tulsian & Bharat Tulsian

ISBN: 9789384319410 Code: 1007000595 Price: ₹ 299 | Pages: 456 Size: 6.75" X 9.5" (Paperback)

Contents

The Indian Contract Act, 1872: 1. Meaning and Essentials of Contract, 2. Offer and Acceptance, 3. Capacity of Parties, 4. Consideration, 5. Free Consent, 6. Legality of Object and Consideration, and Agreements Opposed to Public Policy, 7. Void Agreement and Contingent Contracts, 8. Performance of a Contract, 9. Discharge of a Contract, 10. Remedies for Breach of Contract, 11. Quasi-Contracts, 12. Indemnity and Guarantee, 13. Bailment and Pledge, 14. Contract of Agency, The Sale of Goods Act, 1930: 15. The Sale of Goods Act, 1930, The Limited Liability Partnership Act, 2008: 16. The Limited Liability Partnership Act, 2008, The Information Technology Act, 2000: 17. The Information Technology Act, 2000



Business Statistics

P.C. Tulsian & Bharat Jhunjhnuwala

> 2Colour Edition

ISBN: 9788121929486 Code: 1007C00458

Price: ₹895 | Pages: 1,072 Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

Contents

1. Statistics - An Introduction, 2. Classification and Tabulation, 3. Diagrammatic and Graphical Presentation, 4. Measure of Central Tendency, 5. Measures of Dispersion, 6. Skewness, Moments & Kurtosis, 7. Correlation, 8. Regression Analysis, 9. Analysis of TimeSeries, 10. Index Numbers, 11. Probability Theory, 12. Theoretical Distribution-Binomial Distribution, 13. Theoretical Distribution-Poisson Distribution, 14. Theoretical Distribution-Normal Distribution, 15. Sampling—Theory of Estimation, 16. Sampling—Theory of Test of Hypothesis, 17. Sampling – Students *t*-Distribution, 18. Sampling – Chi-Square (x²) Test, 19. Sampling–Analysis of Variance *F*-Test, 20. Statistical Decision Theory, 21. Decision Tree, 22. Non-Parametric Tests, 23. Multiple Regression and Correlation • Appendices





Datt & Sundharam's

INDIAN ECONOMY, 73e

Gaurav Datt | Biswajit Nag

About the Book



This edition represents a fresh attempt to study the evolving journey of the increasingly complex Indian economy from a contemporary vantage point while retaining a longer-term historical perspective. Divided into five parts, the book begins with an overview of the Evolving Structure of the Indian Economy, which introduces India as a developing economy, and discusses its economic growth, demographic trends, human development, infrastructure and the environment. The second part delves into India's Planning System and Evolution of Economics Sectors. As areas of national concern, the topics of Poverty, Inequality, Employment and Social Security are taken up in the third part. The fourth part on the Fiscalmonetary system and India's Financial Sector discusses key aspects of India's fiscal, monetary and financial sector policy, including a detailed review of the Union Budget 2023-24. The final part focuses on Trade, Technology and Globalisation discussing issues related to trade policy, foreign direct investment, India's interface with the World Trade Organisation, participation in global value chains, and the state of technology in the context of India's emergence on the global economic stage.

With the marshalling of large amounts of data in an array of tables, graphs, charts, and boxes explaining key concepts and special topics, the book is informative, engaging, visually appealing and facilitates better understanding of the evolving complexities of the Indian economy along with the potential and limits of economic policy in the country. The revision has been developed according to the curriculum of the National Education Policy 2020 and caters to the academic requirements of undergraduate Economics students. The findings from contemporary literature/research covered in the book will help the Post graduate students and researchers from economics, commerce and finance streams. It will also be a useful resource for the aspirants appearing for various competitive examinations.

Key Features

- Latest updates and analysis of Union Budget 2023-24
- Detailed review and assessment of a wide range of topics including
 - the state of India's environment
 - the country's demographic transition and challenges
 - the chequered experience of economic growth, poverty and inequality
 - the evolution of the agricultural, industrial and services sectors
 - education, healthcare and food security
 - fiscal, monetary and trade policy
 - the state of India's technology
- Powered with TestCoachTM, providing continuous updates on developments and trends in the Indian economy. Key highlights of the Union Budget 2023-24 also presented to serve as a ready reckoner
- Series of enriching Author-videos on important topics discussed in the book

ISBN: 9789358704815 | Price: ₹ 799 | Pages: 760 | Size: 6.5" X 9.25" (Paperback)

Economics



Contents

Part I: Evolving Structure of the Indian Economy

- 1. India as a Developing Economy
- 2. National Income and Economic Growth in India
- 3. Population and Demographic Trends
- 4. Human Development in India
- 5. India's Infrastructure: An Overview
- The State of India's Environment
 Part II: India's Planning System and Evolution of Economic Sectors
- 7. Planning in India
- 8. India's Agricultural Sector
- 9. Pattern of Industrial Development
- 10. Growth of the Service Sector

Part III: Poverty, Inequality, Employment and Social Security

- 11. Poverty and Inequality in India
- 12. Nutrition, Child Development and Direct Social Transfers
- 13. Healthcare in India
- 14. Education
- 15. Indian Labour Market: Employment and Unemployment Scenario
- Food Security and the Public Distribution System
- 17. India and the Sustainable Development Goals (SDG) 2030

Part IV: The Fiscal-Monetary System and India's Financial Sector

- 18. Fiscal Policy and the Union Budget
- 19. Fiscal Federalism and Finance Commission
- 20. Inflation and Monetary Policy in India
- 21. Financial Sector in India

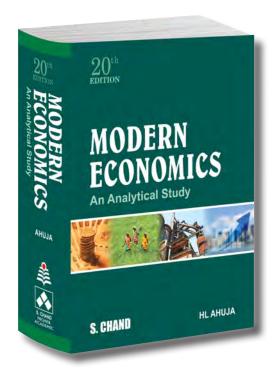
Part V: Trade, Technology and Globalisation

- 22. India's Foreign Trade and Trade Policy
- 23. Foreign Direct Investment
- 24. Changing Landscape of Global Value Chains (GVCs)
- 25. The World Trade Organisation and India
- 26. The State of India's Technology

Gaurav Datt, Associate Professor, Centre for Development Economics and Sustainability, Department of Economics, Monash University, Melbourne (Australia).

Biswajit Nag, Professor of Economics, Indian Institute of Foreign Trade (IIFT), New Delhi (India)





Modern Economics, 20e

H L Ahuja

About the Book



In its 20th edition, this trusted definitive text is a comprehensive treatise on modern economics. It discusses in detail microeconomics, macroeconomics, monetary theory and policy, international economics, public finance and fiscal policy and above all economics of growth and development. The book has been exhaustively revised to provide students an in-depth understanding of the fundamental concepts and is streamlined to focus on current topics and developments in the field.

Key Features

- Scientific Nature of Economic Models, Concept of Opportunity Cost, Social Choice, etc.
- Intertemporal Choice between Present and Future Consumption
- · Impact of Real Balance Effect on Employment
- Issue of Choice by an Individual under Conditions of Risk and Uncertainty
- Nature of Unemployment in Developing Countries
- Amartya Sen's Capabilities Approach to Development
- Role of Human Resources (Education and Health) in Economic Development
- Income Inequalities and Economic Growth A Critical Study
- · Employment Strategies and Economic Growth
- Detailed Study of Environment and Economic Development

ISBN: 9789355011886 | Price: ₹ 1695 | Pages: 1,776 | Size: 6.75" X 9.5" (Paperback)

Contents

VOLUME-1: MICROECONOMICS: THEORY AND APPLICATIONS,

Part-I: Scope and Methodology of Economics: 1. What Economics is About, 2. Micro and Macro- Economics, 3. Methodology of Economics, 4. Economic Statics and Dynamics, 5. Central Problems of an Economy, 6. Market Economy and Role of Price Mechanism,

Part-II: Theory of Demand: 7. Demand and Law of Demand, 8. Demand: Marshall's Cardinal Utility Analysis, 9. Indifference Curve Analysis of Demand, 10. Marshall's Cardinal Utility Analysis vs. Indifference Curve Analysis, 11. Applications and Uses of Indifference Curves, 12. Revealed Preference Theory of Demand, 13. Elasticity of Demand, 14. Consumer's Surplus, 14A. Choice under Risk and Uncertainty,

Part-III: Theory of Production and Cost:
15. Factors of Production, 16. The
Theory of Production: Returns to a
Factor, 17. Production Function with Two
Variable Factors, 18. Optimum Factor
Combination, 19. Cost of Production
and Cost Curves, 20. Supply and its
Elasticity,

Part-IV: Theory of Firm and Pricing in
Different Market Structures: 21. Main
Market Forms and Concepts of Revenue,

22. Objectives and Equilibrium of the Firm: A General Analysis, 23. Equilibrium of the Firm and Industry under Perfect Competition, 24. Price Determination Under Perfect Competition, 24A. Stability of Equilibrium and Cobweb Model, 25. Applications of Demand and Supply Analysis, 26. Price and Output under Monopoly, 27. Price Discrimination, 28. Price Under Monopolistic Competition, 29. Price and Output Under Oligopoly, 30. Sales Maximisation Model of Oligopoly, 31. Theory of Games and Competitive Strategy,

Economics



Part-V: Factor Pricing and Income
Distribution: 2. Factor Pricing and
Income Distribution: A General View,
33. Wage Determination in Competitive
and Imperfectly Competitive Markets,
34. The Theory of Rent, 35. Alternative
Theories of Interest, 36. The Theory of
Profits,

Part-VI: General Equilibrium Analysis and Welfare Economics: 37.
General Equilibrium Analysis, 38.
Welfare Economics: An Introduction, 39. Economic Efficiency and Pareto Optimality, 40. Market Failures, Externalities and Public Goods, 41. New Welfare Economics: Compensation Principle, 42. Social Welfare Function,

Part-VII: Theory of International Trade: 43. International Trade: Comparative Cost Theory, 44. Heckscher- Ohlin Theory of International Trade, 45. Terms of Trade,

VOLUME-2: MACROECONOMICS AND ECONOMICS OF GROWTH AND DEVELOPMENT,

Part-VIII: Macroeconomics: Theory of Income and Employment: 1. Nature and Scope of Macroeconomics, 2. Circular Flow of Income and National Income Accounting, 3. Classical Theory of Income and Employment, 4. Keynes's Theory of Employment and Unemployment, 5. Determination of National Income: Keynesian Basic Two-Sector Model, 5A. Determination of National Income in an Open Economy with Government and Foreign Trade: Three Sector and Four Sector Models. 6. Consumption Function, 7. Post-Keynesian Theories of Consumption, 8. Investment Demand, 9. Theory of Multiplier, 10. Aggregate Demand -

Aggregate Supply Model (With Price Flexibility), 11. Unemployment and Full Employment and Price-wage Flexibility, 12. Unemployment in Developing Countries with Special Reference to India,

Part-IX: Monetary Demand and Supply:
13. Money: Nature, Functions and Role,
14. Credit and Commercial Banking,
15. Central Banking, 16. Objective and
Instruments of Monetary Policy, 16A.
Role of Monetary Policy in Economic
Growth, 17. Supply of Money and Its
Determinants, 18. Demand for Money
and Keynes' Liquidity Preference Theory
of Interest,
19. Post Keynesian Theories of Demand
for Money,

Part-X: Money, Prices and Inflation:

20. Money and Prices: Quantity Theory of Money, 21. Keynes's Monetary Theory: Money, Income and Prices, 22. Monetarism and Friedman's Modern Quantity Theory of Money, 23. Inflation and Hyperinflation: Causes, Social Costs, Effects and Cure,

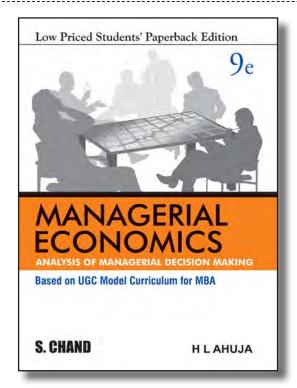
Part XI: Is-LM Curves Model: Phillips Curve Concept and Business Cycles,
24. The IS-LM Curve Model, 25. Inflation & Unemployment: Phillips Curve and Rational Expectations Theory, 26.
Stagflation and Supply-Side Economics,
27. Business Cycles, 27A. Friedman's Monetarist and New Classical (Rational Expectations) Theories of Business Cycles, 28. Economic Stabilisation: Fiscal Policy, 29. Economic Stabilisation: Monetary Policy,

Part-XII: Government and The Macro Economy: Public Finance and Fiscal Policy: 30. Public Finance: Public Expenditure, 31. Public Revenue: Taxation and Budget, 32. Incidence of Taxation, 33. Fiscal Policy and Economic Growth in a Developing Country,

Part-XIII: Open Economy
Macroeconomics: 34. Balance of
Payments, 35. Foreign Exchange Rate,
36. Free Trade Versus Protection,
37. Foreign Investment and Role
of Multinational Corporations, 37A.
Globalisation, Commercial Policy and
WTO.

Part-XIV: Economics of Growth and Development: 38. Economic Growth and Development, 39. Underdevelopment and Common Characteristics of Developing Countries, 40. Obstacles to Economic Development, 41. Capital Formation: Determinants and Acceleration, 42. Technological Progress and Economic Development, 43. Human Resource Development: Education and Health, 44. Population Growth and Economic Development, 45. Harrod-Domar Model of Growth, 46. Neoclassical Theory of Growth, 47. New Theory of Economic Growth (Endogenous Growth Model), 48. Mahalanobis Growth Model and Heavy-industry Strategy of Development, 49. Wage -good Model and Strategy of Development, 50. Strategies of Balanced and Unbalanced Growth, 51. Lewis Model of Development with Unlimited Supply of Labour, 52. Choice of Techniques in Developing Counties, 53. Employment and Economic Growth in Developing Countries, 54. Poverty and Economic Growth, 55. Income Inequalities and Economic Growth, 56. Economics Reforms, Structural Adjustment and Growth, 57. Environment and Economic Development, 58. Sustainable Development and Climate Change





Managerial Economics, 9e (LPSPE)

H L Ahuja

About the Book

Widely acknowledged, this popular and detailed text is a comprehensive treatise on Managerial Economics - both micro and macro-economic aspects. This text ensures a thorough understanding of core concepts before advancing to provide an expanded treatment of topics. It explains the economic environment and the impact on managerial decisions regarding price & output determination in different market structures followed by an account of the behaviour of individuals under conditions of uncertainty.

Key Features

- · Recent data of Balance of Payments
- Up-to-date explanation of the changes in GDS and GDCF and valued added method to measure national income in India by CSO
- Contemporary discussion on the role of Government borrowing for financing economic development and the concept of fiscal deficit

ISBN: 9789355010674 | Price: ₹ 799 | Pages: 1,160

Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Managerial Economics: Nature, Scope and Optimisation Techniques • The Nature and Scope of Managerial Economics • Basic Model of the Firm and Role of Profits • Optimisation: Concepts and Techniques • Marginal and Incremental Analysis Part-II: Demand Analysis and Theory of Consumer's Choice • Demand and Demand Function • Elasticity of Demand • Consumer's Behaviour: Cardinal Utility Analysis • Indifference Curve Analysis of Demand • Revealed Preference Theory of Demand • Demand Estimation • Demand Forecasting Part-III: Theory of Production and Cost Analysis • The Theory of Production: Returns to a Variable Factor • Production Function with Two Variable Inputs • Optimum Input Combination • Cost Analysis • Break-Even Analysis (Cost-Volume Profit Analysis) • Linear Programming • Supply and its Elasticity Part-IV: Pricing and Output Decisions in Various Market Structures · Market Structures and Price and Output Determination Under Perfect Competition · Pricing and Output Decisions under Monopoly · Pricing and Output Decisions under Monopolistic Competition • Price and Output Determination under Oligopoly • Non-Price Competition: Advertising Expenditure • Government Policies Towards Monopoly and Competition Part-V: Pricing Practices and Strategies, Managerial and Behavioural Models of The Firm • Cost-Plus (or Mark-up) Pricing • Price Discrimination • Pricing of Multiple Products • Transfer Pricing • Pricing in Non-Profit Enterprises, Ramsey Pricing and Peak-Load Pricing • Sales Maximisation Model of Oligopoly Firm • Managerial Theories of the Firm: Marris and Williamson's Models • Behavioural Model of the Firm (Satisficing Theory of the Firm) • Theory of Games and Strategic Behaviour Part-VI: Capital Budgeting and Decision Making Under Risk and Uncertainty · Capital Budgeting: Long-term Investment Analysis · Cost of Capital · Decision Making Under Risk and Uncertainty · Decision Making Under Risk and Uncertainty (Continued) Part-VII: Macroeconomics for Management • Macroeconomics: Issues and Concepts • Macroeconomic Aggregates: Aggregate Consumption, Gross Domestic Saving and Capital Formation • National Income Aggregates (GDP & GNP) and their Measurement • Determination of National Income: Keynes's Two Sector Basic Model • Determination of National Income with Government and Foreign Trade: Three Sector and Four Sector Models · Consumption and Investment Demand · Money Supply, Money Demand and Money Market Equilibrium · The IS-LM Curve Model (Synthesis of Monetary and Real Factors) · Aggregate Demand and Aggregate Supply: Flexible Price Model · International Economic Linkages and Mundell-Fleming Model • Inflation: Nature and Causes • Analysis of Business Cycles • Economic Stabilisation: Fiscal Policy • Economic Stabilisation: Monetary Policy • Monetary Policy and Economic Growth with Special Reference to India • Role of Fiscal Policy in Economic Development: Taxation • Role of Fiscal Policy: Government Borrowing for Financing Development

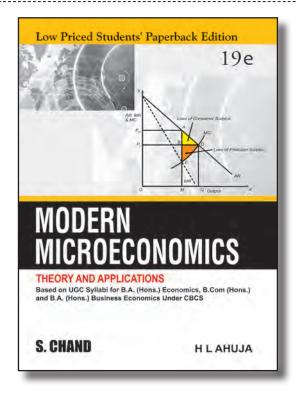
H L Ahuja A distinguished academician, is a distinction holder in MA Economics. He was the recipient of McConnel Levin prize from Punjab University for his paper "Investment Criteria in Development Planning". He continued his academic pursuit and received his doctorate from Delhi University in 1982 for his thesis ';Development Strategy for a Labour Surplus Economy'. An eminent professor, Dr Ahuja has taught Advanced Economic Theory (Micro and Macro), Development Economics and Problems of Indian Economy to postgraduate students at the Kurukshetra University. He subsequently taught at Zakir Husain Delhi College, Delhi University, where he taught Micro and Macro Economic Theories, Development Policy and Indian Economy. He was a member of the Academic Council of Delhi University for a period of five years (1987-92). A prolific writer, Dr Ahuja has more than a dozen books to his credit.

EDITION

PAPERBACK

STUDENTS'

LOW PRICED



Modern Microeconomics, 19e (LPSPE)

H L Ahuja

About the Book

This book is designed as the updated syllabus of B.A.(Hons.) Economics and B.Com. (Hons.) of the universities. Also added various topics of UGC new syllabi of B.A. (Hons.) Economics, B.Com. (Hons.) and B.A. (Hons.) Business Economics under the '; Choice Based Credit System' (CBCS) which is to be adopted by all India Universities. It explains the use of graphs in economics, various types of curves and measurement of their slopes, the concept of function, both linear and power functions, the concept of derivatives and the use of differential calculus as optimising technique for solving the problems of maximisation and minimisation in economics. This book will help the students to understand various economic theories better as economics in recent years has become increasingly mathematical.

This book will also be of immense use for professional courses such as Business Economics, BBA, CA, ICWA and for the candidates preparing for all India and State level competitive examinations such as IAS, IES and allied services.

Key Features

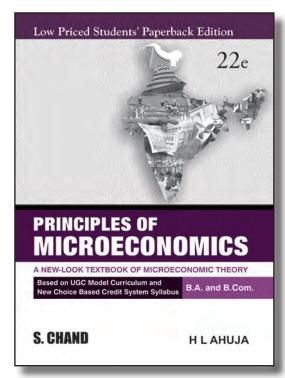
- Important additions and elaborations in the new edition phenomenon of 'poverty amidst plenty', compensating variation in income and equivalent variation in income, Hicksian analysis of wage-determination under collective bargaining in terms of employer's concession curve and labour union's resistance, tragedy of commons
- Inclusion of a new chapter on Consumer Surplus, Producer Surplus and Competitive Market and Taxation (Chapter 7B) which explains assumed economic efficiency of perfectly competitive market economy
- Exclusive chapter on 'The Use of Mathematical Concepts, Graphs and Other Techniques in Economics' which enables better understanding among students as economics has increasingly become mathematical in recent years

ISBN: 9789355011015 | Price: ₹ 699 | Pages: 976 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Scope and Methodology of Economics: 1. The Economic Problem: Scarcity and Choice, 2. Production Possibility Curve, Choice and Opportunity Cost, 3. The Scope of Economics, 4. The Science of Economics and its Methodology, 5. Basic Competitive Model and the Role of Price Mechanism, 6. Alternative Economic Systems and Market-Friendly New Economic Reforms, Part-II: The Theory of Demand: 7. Demand, Supply and Market Equilibrium, 7A. Applications of Demand and Supply Analysis, 7B. Consumer Surplus, Producer Surplus and Competitive Market and Taxation, 8. Consumer's Behaviour: Cardinal Utility Analysis, 9. Indifference Curve Analysis of Consumer's Demand, Appendix-A to Chapter 9: Indifference Curves of Goods and Bads, Appendix-Bto Chapter 9: Slutsky Substitution Effect, 10. Cardinal Utility Analysis vs. Indifference Curve Analysis, 11. Some Important Applications of Indifference Curves, 11A. Labour Supply and Saving Decisions, 12. Revealed Preference Theory of Demand, 13. Elasticity of Demand, Appendix to Chapter 13: Applications of Elasticity of Demand, 14. Consumer Surplus, Part-III: The Theory of Production and Cost: 15. Factors of Production, 16. The Theory of Production: Returns to a Factor, 17. Production Function with Two Variable Factors, 18. Optimum Factor Combination, 19. Cost of Production and Cost Curves, 20. Elasticity of Supply, Part-IV: The Theory of Firm and Pricing in Various Market Structures: 21. Main Market Forms and Concepts of Revenue, Appendix to Chapter 21: Mathematical Treatment of AR and MR Curves, 22. Objectives of the Firm and its Equilibrium – A General Analysis, 23. Equilibrium of the Firm and Industry under Perfect Competition, Appendix to Chapter 23: Firm's Equilibrium under Perfect Competition under Differential Cost Conditions, 24. Price Determination under Perfect Competition, 25. Stability of Equilibrium and Cobweb Model, 26. Price and Output under Monopoly, 26A. Government Policies towards Monopoly and Competition, 27. Price Discrimination, Appendix to Chapter 27: Peak-Load Pricing and Two-Part Tariff Pricing, 28. Price and Output under Monopolistic Competition, 29. Price and Output under Oligopoly, Appendix to Chapter 29: Cournot's and Chamberlin's Models of Oligopoly, 30. Sales Maximisation Model of Oligopoly, 31. Theory of Games and Competitive Strategy, Part-V: The Theory of Distribution: 32. The Theory of Distribution: A General View, 33. Wage Determination in Competitive and Imperfectly Competitive Markets, Appendix to Chapter 33: An Application of the Theory of Wages, 34. The Theory of Rent, 35. Alternative Theories of Interest, 36. The Theory of Profits, Part-VI: General Equilibrium Analysis Welfare Economics and Markets with a Symmetric Information: 37. General Equilibrium Analysis, 38. Welfare Economics: An Introduction, 39. Economic Efficiency and Pareto Optimality, 40. Market Failures, Externalities and Public Goods, 41. New Welfare Economics: Compensation Principle, 42. Social Welfare Function, 43. Markets with Asymmetric Information, 44. Choice Under Risk and Uncertainty





Principles of Microeconomics, 22e (LPSPE)

H L Ahuja

Instructor's Resource available

About the Book

The book makes a comprehensive and analytical study of theories of demand, production/cost and determination of price and output of products in different market structures. It also discusses theory of factor pricing and income distribution as wages, rent, interest and profits. Above all, it critically analyses the conditions of economic efficiency and maximum social welfare and causes of market failures. It takes a further lead with this revision by aligning its contents with the prescribed UGC model curriculum and new Choice Based Credit System (CBCS) syllabus.

Key Features

- Syllabi Relevant: Updated and revised topics as per UGC model curriculum and new Choice Based Credit System (CBCS) syllabus
- New Chapters: Production Process and Profit-Maximising Behaviour of firms; Economic Efficiency of Perfect Competition; Remedies of Monopoly; Market Failures and its Sources; Externalities and Market Failure; Public Goods and Market Failure; Problem of Imperfect Information and Market for Lemons and Social Choice and Role of Government
- Student Friendly Features: Clear and comprehensive presentation and extensive use of graphs to understandably illustrate the economic principles

ISBN: 9789352837311 | Price: ₹ 595 | Pages: 872 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Introduction: 1. The Economic Problem: Scarcity and Choice, 2. The Scope of Economics, 3. The Methodology of Economics, 4. Free Market Economy and other Economic Systems, Part-II: Demand, Supply and Market Equilibrium: 5. Demand, Supply and Competitive Market Equilibrium, 6. Applications of Demand and Supply Analysis, 7. Elasticities of Demand and Supply, 8. Applications of Elasticities of Demand and Supply, Part-III: Theory of Consumer's Behaviour: 9. Consumer's Behaviour: Marshall's Cardinal Utility Analysis, 10. Consumer Surplus, 11. Indifference Curve Analysis of Demand, 12. Cardinal Utility Analysis vs Indifference Curve Analysis, 13. Applications and Uses of Indifference Curves, 14. Labour Supply and Saving Decisions, Part-IV: Theory of Production and Cost: 15. Production Process and Profit-Maximising Behaviour of Firms, 16. Factors of Production, 17. The Theory of Production: Returns to a Variable Factor, 18. Production Function with two Variable Factors, 19. Least Cost Factor Combination: Technological Choice, 20. Cost of Production and Cost Curves: Short Run and Long Run, Part-V: Theory of Firm and Pricing in Perfect Competition: 21. Market Structures and Concepts of Revenue, 22. Objectives of the Firm - A General Analysis, 23. Equilibrium of the Firm under Perfect Competition, 24. Equilibrium of the Industry and Long-Run Supply Curve under Perfect Competition, 25. Economic Efficiency of Perfect Competition, Part-VI: Price and Output under Monopoly and Imperfect Competition: 26. Price and Output under Monopoly, 27. Price Discrimination, 28. Drawbacks and Remedies for Monopoly, 29. Price and Output under Monopolistic Competition, 30. Price and Output under Oligopoly, 31. Classical Models of Oligopoly: Cournot and Bertrand's Models, 32. Theory of Games and Strategic Behaviour, 33. Full-Cost or Mark-Up Pricing and Sales Maximisation Models, 34. Market Failures and its Sources, 35. Externalities and Market Failure, 36. Public Goods and Market Failure, 37. Imperfect Information Problem, 38. Social Choice, Role of Government and its Inefficiency, Part-VII: Theory of Distribution: 39. Pricing of Factors (Inputs) and Distribution of Income: A General View, 40. Labour Market: Determination of Wages, 41. Land Market and the Theory of Rent, 42. Alternative Theories of Interest, 43. Theory of Profits, Part-VIII: International Trade: 44. International Trade: Absolute Advantage Theory and Comparative Cost Theory, 45. Heckscher-Ohlin Theory of International Trade and Terms of Trade, 46. Trade Barriers and Free Trade Versus Protection, Part-IX: Welfare Economics and Economic Efficiency: 47. Welfare Economics and Role of Value Judgements, 48. Pareto Criterion and Economic Efficiency: General Equilibrium Approach, 49. Kaldors Hicks' Welfare Criterion: Compensation Principle, 50. Social Welfare Function

H L Ahuja, Formerly Associate Professor, Department of Economics, Zakir Husain Delhi College, University of Delhi.

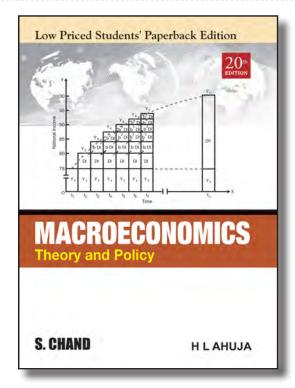
EDITION

PAPERBACK

STUDENTS'

PRICED

LOW



Macroeconomics, 20e (LPSPE)

H L Ahuja

About the Book

Macroeconomics - Theory and Policy provides a comprehensive coverage of all the important theories and policies of macroeconomics. The book is an exhaustive text for understanding all the relevant concepts and current developments in the subject. It traces the relevance of Keynesian theories to the developing economies and has critically examined the post-Keynesian developments.

Key Features

- Incorporates the latest trends and tendencies in macroeconomic analysis and policy
- Wide coverage of theories of economic growth and the relevance of these theories in the context of developing economies
- Extensive graphical illustration for easy understanding of topics

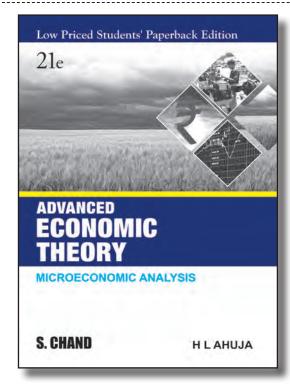
H L Ahuja, Formerly Associate Professor, Department of Economics, Zakir Husain Delhi College, University of Delhi.

ISBN: 9789352837328 | Price: ₹ 625 | Pages: 952 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Macroeconomics: 1. Nature and Scope of Macroeconomics, 2. Circular Flow of Income and National Income Accounting, 3. The Classical Full-Employment Model, 4. Keynes's Theory of Employment: An Outline, 5. Determination of National Income: Keynes's Simple Two-Sector Model, 5A. Determination of National Income with Government: Three-Sector Models, 5A. Concepts of Inflationary and Deflationary Gaps, 6. Consumption Function, 7. Post-Keynesian Theories of Consumption, 8. Investment Demand, 9. Theory of Multiplier, 10. Aggregate Demand - Aggregate Supply Model (With Price Flexibility), 11. Unemployment, Full Employment and Wage-Price Flexibility, Part-II: Post-Keynesian Developments in Macroeconomics: 12. IS-LM Curves Model, 13. Inflation-Unemployment Trade-off: Phillips Curve and Rational Expectations Theory, 14. Stagflation and Supply-Side Economics, 15. The New Classical Economics: Rational Expectations Model, 16. The New Keynesian Economics, Part-III: Monetary Demand and Supply: 17. Nature and Functions of Money, 18. Credit and Commercial Banking, 19. Central Banking, 19A. Objectives and Instruments of Monetary Policy, 20. Supply of Money and Its Determinants, 21. Demand for Money and Keynes's Liquidity Preference Theory of Interest, 22. Post-Keynesian Theories of Demand for Money, Part-IV: Money, Prices and Inflation: 23. Money and Prices: Quantity Theory of Money, 24. Keynes's Monetary Theory: Money, Income and Prices, 25. Monetarism: Friedman's Modern Quantity Theory of Money, 25A. Monetarism and Keynesianism Compared, 26. Inflation and Hyper-Inflation: Nature, Causes, Social Costs and Effects, Part-V: Business Cycles and Macroeconomic Policy: 27. Analysis of Business Cycles, 27A. Kaldor and Goodwin's Models of Business Cycles, 27B. Monetarist and New Classical (Rational Expectations) Theories of Business Cycles, 27C. Real Business Cycle Theory, 28. Economic Stabilisation: Fiscal Policy, 29. Economic Stabilisation: Monetary Policy, Part-VI: Government and the Macroeconomy: Government's Budget Constraint and Fiscal Policy: 30. Public Finance: Public Expenditure, 31. Financing of Government Expenditure: Taxation, 32. Role of Fiscal Policy and Taxation in Resource Mobilisation for Economic Growth, 33. Government Borrowing or Debt-Financing of Budget Deficit, 33A. Government Budget Constraint: Money Financing of Budget Deficit, Part-VII: Open Economy Macroeconomics: 34. Balance of Payments, 34A. The Monetary Approach to the Balance of Payments, 35. Foreign Exchange Rate, 36. Determination of National Income in an Open Economy and Foreign Trade Multiplier, 37. Free Trade Versus Protection, 38. International Linkages and Mundell-Fleming Model, 38A. Globalisation, Commercial Policy and WTO, Part-VIII: Theories of Economic Growth: 39. Economic Growth and its Determinants, 40. Harrod-Domar Model of Growth, 41. Neoclassical Theory of Growth, 42. New Theory of Growth (Endogenous Growth Model), 43. Theory of Development with Surplus Labour: Lewis Model, 44. Limitations and Relevance of Keynesian Economics to Developing Countries, 45. Nature of Unemployment in Labour Surplus Developing Countries, 46. Development Strategies for Labour-Surplus Developing Countries, 47. Sen vs Bhagwati: Debate on Growth, Poverty and Distribution





Advanced Economic Theory, 21e (LPSPE)

H L Ahuja

About the Book

This authoritative and comprehensive text is an advanced treatise on microeconomics. Featuring simplified mathematical treatment, the book covers a wide spectrum of theories and concepts aimed at effective understanding of advanced economic theory. This revised edition explores further the concept of economic efficiency and the concept of utility and its critique by Prof. Amartya Sen. It further includes an incisive analysis of Hicksian and Slutsky substitution effect. The revision also includes important distinctions and critical analysis of several functions expositing the latest developments in the field.

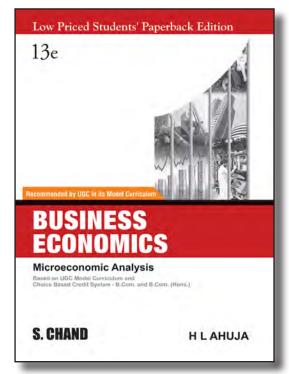
Key Features

- New Topical Coverage: A critical analysis of economic efficiency under perfect competition and its market failures
- Advanced Treatment of Topics: Discussion on the choice of a risk averter and risk lover under conditions of risk and uncertainty
- Abundant Graphs and Figures: Facilitate understanding and recapitulation of concepts discussed

ISBN: 9789352837335 | Price: ₹ 775 | Pages: 1368 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Scope and Methodology of Economics: 1. Nature and Scope of Economic Theory, 2. Micro and Macro Economics, 3. Methodology of Economics, 4. Methodology of Economics: Economic Statics and Dynamics, 5. Basic Mathematical Concepts and Optimisation Techniques, Part-II: Demand Analysis and Theory of Consumer's Choice: 6. Demand and Demand Function, 7. Consumer's Behaviour: Cardinal Utility Analysis, 8. Indifference Curve Analysis of Demand, 9. Demand for Complementary and Substitute Goods, 10. Marshallian Cardinal Utility Analysis Vs Indifference Curve Analysis, 11. Application and Uses of Indifference Curve, 12. Revealed Preference Theory of Demand, 13. Hicks' Logical Ordering Theory of Demand, 14. Elasticity of Demand, 15. Consumer Surplus, 16. Attribute Approach to Consumer's Behaviour, 17. Individual Choice under Risk and Uncertainty, Part-III: Theory of Production and Cost Analysis: 18. Theory of Production: Returns to a Variable Factor, 19. Production Function with two Variable Inputs, 20. Optimum Factor Combination, 21. Cost Analysis, 22. Linear Programming, 23. Supply and its Elasticity, Part-IV: Price and Output Determination in Various Market Structures: 24. Market Structures and Concepts of Revenue for a Firm, 25. Firm: A General Analysis of its Nature, Objectives and Equilibrium, 26. Pricing in Competitive Markets: Demand Supply Analysis, 27. Applications of Demand and Supply Analysis, 28. Equilibrium of the Firm and Industry under Perfect Competition, 29. Comparative Static Analysis of Equilibrium and Long-Run Supply Curve of the Competitive Industry, 30. Existence and Stability of Equilibrium under Perfect Competition, 31. Kaldor and Sraffa on Incompatibility of Equilibrium with Perfect Competition, 32. Price and Output Determination under Monopoly, 33. Price Discrimination, 34. Measurement of the Degree of Monopoly Power, 35. Price and Output under Bilateral Monopoly, 36. Price and Output Determination under Monopolistic Competition, 37. A Critique of Chamberlin's Theory of Monopolistic Competition, 38. A Critical Evaluation of Excess Capacity of Doctrine Monopolistic Competition Theory, 39. Chamberlin's Monopolistic Competition Vs Joan Robinson's Imperfect Competition Theories, 40. Price and Output Determination under Oligopoly, 41. Classical Models of Oligopoly, 42. Non-Price Competition: Selling Cost and Advertising, 43. Cost-Plus (or Mark-Up) Pricing Theory, 44. Theory of Games and Strategic Behaviour, 45. Sales Maximisation Model of Oligopoly Firm, 46. Managerial Theories of the Firm: Marris and Williamson's Models, 47. Behavioural Theory of the Firm: Satisficing Model, 48. Theory of Limit Pricing, 49. Government Policies Towards Monopoly and Competition, Part-V: Theory of Distribution (Pricing of Factors): 50. Theory of Distribution: A General View, 51. Neo-Classical Macro Theory of Relative Distributive Shares, 52. Pricing of factors in Competitive Markets, 53. Pricing of factors in Imperfectly Competitive Markets, 54. Trade Unions, Collective Bargaining and Wages, 55. Theory of Rent, 56. Theories of Interest, 57. Theory of Profits, 58. Alternative Macro Theories of Distribution, Part-VI: General Equilibrium Analysis and Welfare Economics: 59. General Equilibrium Analysis, 60. Welfare Economics: An Introduction, 61. Concept and Conditions of Pareto Optimality, 62. New Welfare Economics: Compensation Principle, 63. Grand Utility Possibility Frontier and Welfare Maximization, 64. Market Failures, Externalities and Public Goods, 65. Social Welfare Function and Theory of Social Choice, Part-VII: Intertemporal Choice and Markets with Asymmetric Information: 66. Interest, Saving and Investment: Intertemporal Choice, 67. Information Problem and Markets with Asymmetric Information



Business Economics, 13e (LPSPE)

H L Ahuja

About the Book

The book provides conceptual understanding of essential concepts in business life. It details the foundations of business economics with special emphasis on demand analysis and consumer behaviour. It also discusses analysis of production and cost of the firm, market structures and pricing of products, factor pricing and income distribution and concludes with the discussion of capital budgeting. Based on the author's extensive teaching experience, the book champions a collaborative approach to delivering an appropriate textbook that is curriculum relevant.

Key Features

- Syllabi Relevant: Caters to UGC's new CBCS syllabus and also to its earlier Model Curriculum
- New Topics: Study of destination between private and social costs, rule of thumb, for pricing followed under monopoly and imperfect competition, mark up pricing, marginal cost pricing, Ramsey's multiproduct pricing, causes of market failure and role of Government intervention to correct market failure. The book also includes a critical analysis of Economic Efficiency under perfect competition.
- Diagrams and Graphs: They clearly illustrate theoretical concepts and enhance understanding of their practical application.

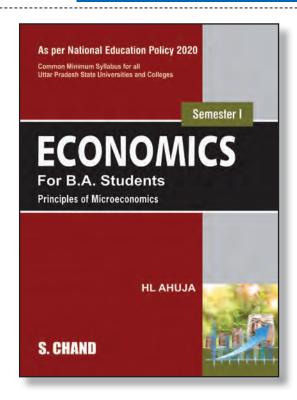
ISBN: 9789352837366 | Price: ₹ 625 | Pages: 712 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Nature and Scope of Business Economics: 1. Business Economics: Introduction, 2. Basic Problems of an Economy and Role of Price Mechanism, Appendix to Chapter 2: The Use of Mathematical Concepts, Graphs and Optimisation Techniques, Part-II: Demand Analysis and Consumer Behaviour: 3. Demand and Law of Demand, 4. Consumer's Behaviour: Cardinal Utility Theory, 5. Indifference Curve Analysis of Demand, 6. Revealed Preference Theory of Demand, 7. Consumer Surplus, 8. Elasticity of Demand, 9. Demand Forecasting, Part-III: Analysis of Production and Cost: 10. Production Analysis: Factors of Production, 11. Theory of Production: Returns to a Variable Factor, 12. Production Function with Two Variable Inputs, 13. Optimum Factor Combination, 14. Cost Analysis, 15. Break-Even Analysis, 16. Supply and its Elasticity, Part-IV: Market Structures and Pricing of Products: 17. Market Structures and Concepts of Revenue, 18. Objectives of Business Firms and their Equilibrium: A General Analysis, 19. Equilibrium of the Firm and Industry Under Perfect Competition, 20. Pricing in a Perfectly Competitive Market, 21. Consumer Surplus, Producer Surplus and Economic Efficiency of Perfect Competition, 22. Price and Output Under Monopoly, Appendix to Chapter 22: Measurement of Monopoly Power and Rule of Thumb for Pricing, 23. Price Discrimination, 24. Monopolistic Competition, 25. Price and Output Under Duopoly and Oligopoly, Appendix to Chapter 25: Classical Models of Oligopoly, 26. Pricing Practices: Full-cost (Mark-up) Pricing, Multi-product Pricing and Marginal Cost Pricing, Part-V: Market Failures and Government Intervention: 27. Market Failures and its Causes, 28. Externalities, Public Goods and Market Failure, 29. Asymmetric Information and Market Failure, 30. Government Intervention and Economic Efficiency, Part-VI: Capital Budgeting: Long-Term Investment Analysis: 31. Capital Budgeting: Analysis of Investment Projects, Appendix to Chapter 31, 32. Cost of Capital of Business Firms, 33. Cost-benefit Analysis, Part-VII: Factor Pricing and Income Distribution: 34. Factor Pricing and Theory of Income Distribution, 35. Determination of Wages, 36. Theory of Rent, 37. Theories of Interest, 38. Theories of Profits

H L Ahuja, Formerly Associate Professor, Department of Economics, Zakir Husain Delhi College, University of Delhi.





Economics for B.A. Students (Semester-I) (NEP-2020-Uttar Pradesh)

H.L. Ahuja

About the Book

This textbook has been conceptualized to meet the need of B.A. First Semester students of Economics as per Common Minimum Syllabus prescribed for all Uttar Pradesh State Universities and Colleges under the recommended National Education Policy 2020. Maintaining the traditional approach to the subject, this textbook comprehensively covers first semester paper Principles of Microeconomics. This textbook acquaints the students with the important concepts of microeconomics such as demand, supply & market equilibrium, theory of consumer's behaviour, theory of production & cost, theory of firm & pricing in perfect competition, price & output under monopoly & imperfect competition, theory of distribution and lastly welfare economics & economic efficiency

Key Features

Syllabi Relevant: As per Common Minimum Syllabus prescribed for all Uttar Pradesh State Universities and Colleges under the recommended National Education Policy 2020

Coverage on Important Topics: Indifference curve analysis of demand with an exclusive coverage on Slutsky substitution effect, cardinal utility analysis vs. indifference curves, production process and profit-maximising behaviour of firms, economic efficiency of perfect competition, drawbacks and remedies for monopoly, externalities and market failures, problem of imperfect information, and much more

Abundant Graphs and Figures: Facilitates understanding and recapitulation of concepts discussed

ISBN: 9789355012210 | Price: ₹ 450 | Pages: 752 | Size: 6.75" X 9.5" (Paperback)

Contents

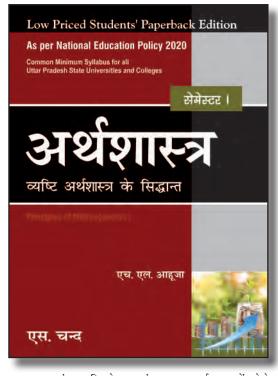
- 1: The Economic Problem: Scarcity and Choice
- 2: The Scope of Economics
- 3: Free Market Economy and Other Economic Systems
- 4: Demand, Supply and Competitive Market Equilibrium
- 5: Applications of Demand and Supply Analysis
- 6: Elasticities of Demand and Supply
- 7: Applications of Elasticities of Demand and Supply
- 8: Consumer Surplus, Producer Surplus and Welfare
- 9: Consumer's Behaviour: Marshall's Cardinal Utility Analysis
- 10: Consumer Surplus
- 11: Indifference Curve Analysis of Demand
- 12: Cardinal Utility Analysis Vs. Indifference Curve Analysis

- 13: Applications and Uses of Indifference Curves
- 14: Revealed Preference Theory of Demand
- 15: Production Process and Profit-Maximising Behaviour of Firms
- 16: The Theory of Production: Returns to a Variable Factor
- 17: Production Function with Two Variable Factors
- 18: Least-Cost Factor Combination: Technological Choice
- 19: Cost of Production and Cost Curves: Short Run and Long Run
- 20: Market Structures and Concepts of Revenue
- 21: Objectives of the Firm: A General Analysis
- 22: Equilibrium of the Firm under Perfect Competition
- 23: Equilibrium of the Industry and Long-Run Supply Curve Under Perfect Competition

- 24: Economic Efficiency of Perfect Competition
- 25: Price and Output under Monopolistic Competition
- 26: Price and Output under Oligopoly
- 27: Classical Models of Oligopoly: Cournot and Bertrand's Models
- 28: Theory of Games and Strategic Behaviour
- 29: Full-Cost or Mark-up Pricing and Sales Maximisation Models
- 30: Price and Output under Monopoly
- 31: Price Discrimination
- 32: Drawbacks and Remedies for Monopoly
- 33: Market Failures and Its Sources
- 34: Externalities and Market Failure
- 35: Public Goods and Market Failure

- 36: Imperfect Information Problem
- 37: Social Choice, Role of Government and Its Inefficiency
- 38: Pricing of Factors (Inputs) and Distribution of Income: A General View
- 39: Labour Market: Determination of Wages
- 40: Land Market and the Theory of Rent
- 41: Alternative Theories of Interest
- 42: Theory of Profits
- 43: Welfare Economics and Role of Value Judgements
- 44: Pareto Criterion and Economic Efficiency: General Equilibrium Approach
- 45: Kaldors Hicks' Welfare Criterion: Compensation Principle
- 46: Social Welfare Function

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



अर्थशास्त्र: व्यष्टि अर्थशास्त्र के सिद्धान्त सेमेस्टर । (NEP-2020-Uttar Pradesh)

एच.एल. आहुजा

पुस्तक के विषय में

यह पुस्तक, नई शिक्षा नीति 2020 द्वारा अनुशंसित उत्तर प्रदेश के सभी राज्य विश्वविद्यालयों तथा महाविद्यालयों के लिए समान न्यूनतम पाठ्यक्रम (Common minimum Syllabus) के आधार पर विकसित की गई है। इस पुस्तक मे नई शिक्षा नीति के अंतर्गत निर्देशित पाठ्यक्रम का पूर्ण रूप से समावेश है।

प्रमुख विशेषताएँ:

- माँग के सिद्धान्त में मार्शल के गणनावाचक तुष्टिगुण और अनिधमान वक्रों के क्रमवाचक तुष्टिगुण के सिद्धान्तों की विस्तृत व्याख्या एवं उनकी तुलना।
- माँग के नवीन सिद्धान्त एवं उद्घाटित अधिमान सिद्धान्त की आलोचनात्मक
- पूर्ण प्रतियोगिता के मॉडल की कैल्डर तथा स्नाफा द्वारा आलोचना की सरल ढंग
- कीमत-निर्धारण के एकाधिकार, एकाधिकारिक प्रतियोगिता तथा अल्पाधिकार के अनेक मॉडलों की विस्तार से विवेचना।
- सामान्य संतुलन विश्लेषण एवं कल्याण अर्थशास्त्र में परेटो मानदण्ड तथा पेरेटो अनुकूलतम का विस्तृत अध्ययन।
- सामाजिक कल्याण फलन का आलोचनात्मक विश्लेषण।

ISBN: 9789355014900 | Price: ₹ 395 | Pages: 584 | Size: 6.75" X 9.5" (Paperback)

विषय-सची

भाग-1 आर्थिक सिद्धान्त का स्वरूप एवं भाग-3 उत्पादन तथा लागत सिद्धान्त

- 1. आर्थिक सिद्धान्त तथा दुर्लभता की समस्या
- 2. अर्थव्यवस्था की केन्द्रीय समस्याएँ तथा उत्पादन संभावना वक्र

भाग-2 माँग का विश्लेषण

- गणनावाचक तुष्टिगुण विश्लेषण
- माँग का अनधिमान वक्र विश्लेषण
- अनिधमान वक्र विश्लेषण: कीमत, आय एवं प्रतिस्थापन प्रभाव
- माँग की लोच
- पूर्ति एवं पूर्ति की लोच
- उपभोक्ता की बचत (अतिरेक)
- 8A. उत्पादक बचत
- 9. माँग का उद्घाटित अधिमान सिद्धान्त

- 10. उत्पादन का सिद्धान्त: परिवर्तनशील साधन के प्रतिफल
- 11. दो साधनों का उत्पादन फलन
- 12. अनुकूलतम साधन संयोग तथा पदार्थों का चयन
- 13. लागत वक्र

भाग-4 मार्केट ढाँचा तथा कीमत-निर्धारण

- 14. बाजार-ढाँचे तथा फर्म की आय की धारणाएँ
- 15. फर्म : इसके उद्देश्यों तथा संतुलन का सामान्य विश्लेषण
- 16. पूर्ण प्रतियोगिता के अन्तर्गत कीमत-निर्धारण : माँग-पूर्ति विश्लेषण
- का संतुलन
- 18. एकाधिकार में कीमत-निर्धारण

- 19. कीमत-विभेदीकरण
- 20. एकाधिकारिक प्रतियोगिता मे कीमत-निर्धारण
- 21. अल्पाधिकार
- 22. खेल सिद्धान्त, कैदियों की द्विविधा तथा

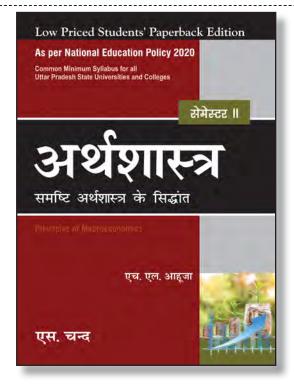
भाग-5 असममित सुचना प्रतिकृल चयन और नैतिक जोखिम की समस्या

- 23. बाजार असफलताएँ, बाह्यताएँ एवं सार्वजनिक वस्तुएँ
- 23A. असममित सूचना, प्रतिकूल चयन और नैतिक जोखिम

भाग-6 कल्याणकारी अर्थशास्त्र

- 24. कल्याणकारी अर्थशास्त्र तथा परेटो अनुकूलतम
- 17. पूर्ण प्रतियोगिता के अन्तर्गत फर्म एवं उद्योग 25. क्षितिपूर्ति सिद्धांत तथा अन्य कल्याणकारी मापदण्ड
 - 26. सामाजिक कल्याण फलन तथा सामाजिक चयन का सिद्धान्त





अर्थशास्त्र समष्टि अर्थशास्त्र के सिद्धांत सेमेस्टर-II (NEP-2020-Uttar Pradesh)

एच. एल आहूजा

पुस्तक के विषय में

यह पुस्तक, नई शिक्षा नीति 2020 द्वारा अनुशंसित उत्तर प्रदेश के सभी राज्य विश्वविद्यालयों और महाविद्यालयों के लिए समान न्यूनतम पाठ्यक्रम (Common minimum Syllabus) के आधार पर, अत्यंत ही सरल और सुबोध भाषा में लिखी गई है। यह पुस्तक सिविल सेवा के अभ्यार्थियों के लिए भी उपयोगी है।

प्रमुख विशेषताएँ:

- राष्ट्रीय आय संबंधी जटिल अवधारणाओं का अत्यंत सरल और रोचक भाषा में विवेचन।
- क्लॉसिकल और कीन्स के समष्टिपरक सिद्धांतों का स्तरीय आलोचनात्मक विवेचन।
- उपभोग (Consumption) और निवेश (Investment) संबंधी समष्टिपरक सिद्धांतों का विस्तारित विश्लेषण।
- मुद्रास्फीति की अवधारणा और संबंधी सिद्धांतों का गहन विश्लेषण।
- मुद्रास्फीति और बेरोजगारी के अन्तर्संबंध पर आधारित फिलिप्स वक्र का तार्किक विवेचन।
- IS-LM मॉडल का अवधारणात्मक विवेचन।

ISBN: 9789355013217 | Price: ₹ 395 | Pages: 368 | Size: 6.75" X 9.5" (Paperback)

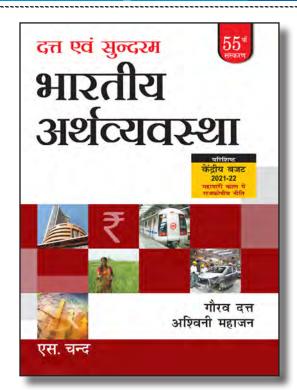
विषय-सूची

- 1. समष्टि-अर्थशास्त्र: विषय-क्षेत्र एवं इसकी विभिन्न विचारधाराएं
- 2. राष्ट्रीय आय: अर्थ व धारणाएँ
- 3. आय तथा रोज्गार का प्रतिष्ठित सिद्धान्त: पूर्ण रोज्गार मॉडल
- 4. मजदूरी-कीमती परिवर्तनशीलता तथा रोजगार
- 5. केन्ज का रोजगार सिद्धान्त
- 6. राज्ट्रीय आय का निर्धारण: केन्ज का दो क्षेत्रीय मौलिक मॉडल
- 7. सरकारी व्यय समेत राष्ट्रीय आय का निर्धारण: चार-क्षेत्रीय मॉडल
- 8. खुली अर्थव्यवस्था में राष्ट्रीय आय का निर्धारण: चार-क्षेत्रीय मॉडल
- 9. स्फीतिकारी तथा अवस्फीतिकारी अन्तर
- 10. उपभोग फलन

- 11. उपभोग के सिद्धात
- 12. निवेश
- 13. गुणक का सिद्धान्त
- 14. व्याज: प्रतिज्ञित तथा ऋण-योग्य राशियों के सिद्धान्त
- 15. केन्ज के मुद्रा-माँग तथा ब्याज दर सिद्धान्त
- 16. IS-LM वक्र मॉडल
- पितवर्तनशील कीमत सिहत समस्त पूर्ति तथा समस्त मांग सिद्धान्त
- 18. मुद्रा-स्फीति के सिद्धान्त
- 19. मुद्रास्फीति के प्रभाव तथा उसका नियन्त्रण
- मुद्रास्फीति तथा बेरोज्गारी: फिलिप्स वक्र तथा विवेकपूर्ण प्रत्याशायें

Economics





भारतीय अर्थव्यवस्था, 55वाँ संस्करण



गौरव दत्त एवं अश्विनी महाजन

पुस्तक के विषय में



इस पुस्तक में भारतीय अर्थव्यवस्था को एक व्यापक सर्वेक्षण प्रस्तुत किया गया है। इसमें र्थव्यवस्था के विभिन्न क्षेत्रों जैसे कृषि, उद्योग और सेवा क्षेत्र के साथ-साथ सकल देशीय उत्पाद, उसकी वृद्धि दर, बचत विनियोग इत्यादि का विश्लेषण भी किया गया है। हमारा सदैव यह प्रयास रहता है कि नए अध्याय जोड़ते हुए वर्तमान अध्यायों यथायोग्य संशोधन करें तािक भारतीय अर्थव्यवस्था की उभरती समस्याओं और अवसरों की बेहतर समझ विकसित हो सके। मख्य आकर्षण

- केंद्रीय बजट 2021-22: महामारी काल में राजकोषीय नीति
- नीति आयोग
- थोक मूल्य सूचकांक के औचित्य पर बहस
- नई श्रृंखला पर आधारित राष्ट्रीय आय के अनुमान

गौरव दत्त, एसोसियेट प्रोफ़ेसर, अर्थशास्त्र विभाग, मोनाश विश्वविद्यालय, क्लेटन, ऑस्ट्रेलिया अश्विनी महाजन, एसोसियेट प्रोफ़ेसर, अर्थशास्त्र विभाग, पी.जी.डी.ए.वी. कॉलेज, दिल्ली विश्वविद्यालय, दिल्ली

ISBN: 9789385676444 | Code: 1008N00013 | Price: ₹ 790 | Pages: 1,104 | Size: 6.75" X 9.5" (Paperback)

विषय-सूची

भाग-1: भारत में विकास एवं आयोजन की मूल धारणाएँ

- 1. भारत-एक विकासशील अर्थव्यवस्था
- 2. भारत की राष्ट्रीय आय
- 3. जनसंख्या और आर्थिक विकास
- 4. भारत में मानव विकास
- व्यवसायिक ढाँचा और आर्थिक विकास
- 6. भारतीय अर्थव्यवस्था में आधारसंरचना
- 7. सामाजिक क्षेत्र और सामाजिक आधारसंरचना
- 8. भारत में आर्थिक आयोजन
- मिश्रित अर्थव्यवस्था में आयोजन की प्रक्रिया
- भारतीय आयोजन में विकास की रणनीति
- 11. औद्योगिक नीति
- 12. सरकारी क्षेत्र और भारतीय आयोजन
- 13. सार्वजनिक उद्यमों का विनिवेश
- राज्य के कार्यभाग की पुन: परिभाजा करना

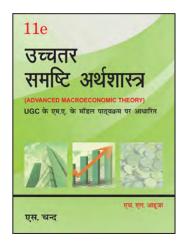
- 15. निजीकरण और आर्थिक सुधार
- 16. वैश्वीकरण और इसका भारत पर प्रभाव
- भारत में आयोजन: उपलब्धियों की समीक्षा
- 18. वित्तीय साधन और योजनाएँ
- 19. दसवीं पंचवर्षीय योजना (2002-2007)
- 20. ग्यारहवीं पंचवर्षीय योजना और समावेशी विकास
- 21. बारहवीं पंचवर्षीय योजना (2012-2017) का दृष्टिकोण
- 22. भारत में पूँजी-निर्माण की समस्या
- 23. विदेशी सहायता और भारत का आर्थिक विकास
- 24. गरीबी और भारत में आयोजन प्रक्रिया
- 25. भारत में बेरोज़गारी
- 26. भारत में आर्थिक शक्ति में असमानता
- 27. मूल्य, मूल्य-नीति और आर्थिक विकास
- 28. संतुलित क्षेत्रीय विकास

भाग-2: भारतीय अर्थव्यवस्था के क्षेत्रीय पहलू

- 29. कृषि, उत्पादिता प्रवृत्तियां और फसल प्रतिरूप
- 30. भारत में खाद्य सुरक्षा
- 31. हरी क्रान्ति
- 32. कृषि आदान और विधियाँ
- 33. भू-सुधार
- 34. जोत का आकार और उत्पादिता
- 35. भारत में ग्राम-ऋण की व्यवस्था
- 36. कृषि विपणन तथा भंडारण
- 37. सहकारिता और कृषि विकास
- 38. औद्योगिक ढाँचा और योजनाएँ
- 39. कुछ बड़े पैमाने के उद्योग
- 40. सूचना तकनालाजी उद्योग
- 41. लघु उद्यम
- 42. असंगठित क्षेत्र और भारतीय अर्थव्यवस्था का अनौपचारिकरण
- 43. भारत का विदेशी व्यापार
- 44. भारत का भुगतान-शेष
- 45. विशेष आर्थिक क्षेत्र

- 46. गैट, विश्व व्यापार संगठन और भारत का विदेशी व्यापार
- 47. औद्योगिक श्रम और इसका संगठन
- 48. श्रम समस्याएँ और श्रम-नीति
- 49. कृषि श्रम
- 50. भारतीय मौद्रिक प्रणाली
- 51. भारतीय वित्तीय प्रणाली: वाणिज्य बैंक-व्यवस्था
- 52. भारत में वित्तीय प्रणाली का सुधार
- 53. भारतीय वित्तीय प्रणाली: विकास बैंकिंग एवं वित्त संस्थान
- 54. रिजर्व बैंक ऑफ इण्डिया
- 55. केन्द्र और राज्यों के बीच वित्तीय सम्बन्ध
- 56. तेरहवां वित्त आयोग (2010-15)
- 57. चौदहवां वित्त आयोग (2015-20)
- 58. केन्द्र एवं राज्य सरकारों की बजटीय प्रवृत्तियाँ
- 59. विमुद्रीकरण के मद्देनज़र राजकोषीय नीति: 2018-2019 के केंद्रीय बजट का मुल्यांकन
- 60. भारत में सरकारी अर्थसाहाय्य





उच्चतर समष्टि अर्थशास्त्र, 11e

एच एल आहुजा

पुस्तक के विषय में

भारतीय विश्वविद्यालयों के एम.ए. (अर्थशास्त्र) एवं एम. कॉम. के विद्यार्थियों के लिए अत्यंत सरल एवं सुबोध भाषा में लिखी गया। यह पुस्तक सिविल सेवा के अभ्यर्थियों के लिए भी उपयोगी है।

प्रमख विशेषताएं:

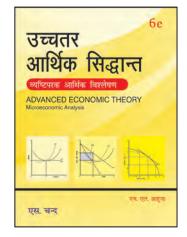
- 'अर्थिक विकास का नवीन सिद्धान्त: अन्तर्जात विकास मॉडल' नामक एक नया अध्याय दिया गया है।
- केन्ज के समष्टिपरक सिद्धान्तों की विवेचना के साथ केन्ज उपरान्त विभिन्न समष्टिपरक सिद्धान्तों की आलोचनात्मक व्याख्या
- विकासशील देशों में विकास के लिए राजकोषीय नीति तथा कराधान की विवेचना

एच एल आहूजा, पूर्व वरिष्ठ रीडर, अर्थशास्त्र विभाग, जािकर हुसैन दिल्ली कॉलेज, दिल्ली यूनिवर्सिटी।

ISBN: 9789352534364 | Code: 9789352534364 | Price: ₹ 550 | Pages: 712 | Size: 6.75" X 9.5" (Paperback)

Contents

भाग-1: आय तथा रोज़गार: 1. समिष्ट-अर्थशास्त्र: विषय-क्षेत्र एवं इसकी विभिन्न विचारधाराएं, 2. राष्ट्रीय आय: अर्थ व धारणाएँ, 3. आय तथा रोज़गार का प्रतिष्ठित सिद्धान्त: पूर्ण राज़गार माँडल, 4. केन्ज़ का रोज़गार सिद्धान्त, 5. राष्ट्रीय आय का निर्धारण: केन्ज़ का दो क्षेत्रीय माँलिक माँउल (पाँचवें अध्याय का परिशिष्ट: केन्ज़ियन तथा प्रतिष्ठित आर्थिक सिद्धान्त: एक तुलनात्मक अध्ययन), 5A. सरकारी व्यय समेत राष्ट्रीय आय का निर्धारण: तीन क्षेत्रीय माँडल, 5B. खुली अर्थव्यवस्था में राष्ट्रीय आय निर्धारण: चार क्षेत्रीय माँडल, 6. स्फीतिकारी तथा अवस्फीतिकारी अन्तर, 7. उपयोग फलन, 8. उपयोग के सिद्धान्त, 9. विनेश, 10. गुणक का सिद्धान्त, 11. IS-LM वक्र माँडल, 12. परिवर्तनशील कीमत सिहत समस्त पूर्ति तथा मांग सिद्धात, 13. विकासशील देशों के लिए केन्ज़ के सिद्धात की प्रासंगिमता अथवा सार्थकता, 14. मजदूरी-कीमत परिवर्तनशीलता तथा रोज़गार, 15. बेरोजगारी तथा पूर्ण रोजगार नीति, भाग-2: मुद्रा, व्याज तथा कीमतें: 16. व्याज: प्रतिष्ठित तथा ऋण-योग्य राशियों के सिद्धान्त, 17. केन्ज़ के मुद्रा-माँग तथा व्याज दर सिद्धान्त, 18. मुद्रा की माँग के केन्ज़ोत्तर सिद्धान्त, 19. मुद्रा का परिमाण सिद्धान्त: शिशर का दृष्टिकोण (अध्याय 19 का परिशिष्ट: मूल्य सूचकाँक तथा मुद्रास्फीति की माप), 20. फ्रीडमैन का मुद्रा का आधुनिक परिणाम सिद्धान्त, 21. कैन्ज़ का मुद्रा कीमतों को सिद्धान्त; 21A. मुद्राबाद तथा किन्ज़िय समिष्ट अर्थशास्त्र: तुलनात्मक अध्ययन, 22. मुद्र-स्फीति की साद्धान्त, 23. मुद्रास्फीति के प्रभाव तथा उसका नियन्त्रण, 24. मुद्रास्फीति तथा बेरोजगारी: फिलिप्स वक्र तथा विवेकपूर्ण प्रत्याशायों, 25. स्थैतिक-स्फीति की समस्या, 26. पूर्ति-पक्ष अर्थशास्त्र, 26A. नव-क्लासिकल अर्थशास्त्र: विवेकशील प्रत्याशाओं का माँडल, 26B. नव-कैन्ज्यन अर्थशास्त्र, भाग-3: व्यापारिक चक्र तथा स्थिरकरण, अर्थास्त्र, 25. स्थैतिकरण, भाग-4: मुद्रा तथा स्थिरकरण, किल्प सार्यक्र निति: उद्देश्य, भुमिका तथा उपकरण, भाग-4: मुद्रा तथा बैकिग: 30. मुद्रा का स्वरूप कार्य, 31. वाणिज्य बैकिंग, 32. केन्द्रीय सम्पर्क तथा मुण्डल-फ्लीमंग माँडल, भाग-6: आर्थिक विकास (वृद्धा) के सिद्धान्त: 37. आर्थिक विकास का मार्यक विकास मार्डल, 41. विकासभील देशों में विकास के लिए राजकोषीय नीति तथा कराधान, 42. राजकोषीय नीति: सार



उच्चतर आर्थिक सिद्धान्त, 6e

एच एल आहूजा

पुस्तक के विषय में

भारतीय विश्वविद्यालयों के एम.ए. (अर्थशास्त्र) तथा एम.कॉम. के विद्यार्थियों के लिए अत्यंत सरल एवं सुबोध भाषा में लिखी गयी इस पुस्तक में आर्थिक सिद्धान्तों की नवीनतम तथा आधुनिक प्रवृत्तियों एवं दृष्टिकोणों की व्यष्टिपरक विश्लेषणात्मक व्याख्या की गयी है। इसमें न केवल माँग, उत्पादन, लागत तथा वितरण के सिद्धान्तों की बल्कि विभिन्न मार्केट ढाँचों में कीमत-निर्धारण एवं सामान्य संतुलन विश्लेषण तथा कल्याणकारी अर्थशास्त्र की आलोचनात्मक समीक्षा की गयी है। यह पुस्तक आई.ए.एस. एवं पी.सी.एस. के अभ्यर्थियों के लिए भी उपयोगी सिद्ध होगी।

प्रमुख विशेषताएं

- अर्थव्यवस्था की केन्द्रीय समस्याओं तथा उत्पादन संभावना वक्र के उपयोग की विस्तार से व्याख्या।
- मुक्त मार्केट अर्थव्यस्था तथा उसके संचालन में कीमत प्रणाली की भूमिका का स्पष्टीकरण।
- रेखीय प्रायोजन के अन्तर्गत द्वैत समस्या तथा आहार समस्या का संशोधित विवरण।
- कीमत-निर्धारण के एकाधिकार, एकाधिकारिक प्रतियोगिता तथा अल्पाधिकार के अनेक मॉडलों की विस्तार से विवेचना।
- सामान्य संतुलन विश्लेषण एवं कल्याण अर्थशास्त्र में परेटो मानदण्ड तथा पेरेटो अनुकूलतम का विस्तृत अध्ययन।

ISBN: 9789352531875 | Code: 1008B00192 | Price: ₹ 750 | Pages: 1,064 | Size: 6.75" X 9.5" (Paperback)

Economics

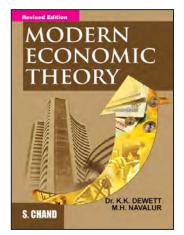


Multicolour

Edition

Contents

भाग-1 आर्थिक सिद्धान्त का स्वरूप एवं विषय-क्षेत्र (Nature and Scope of Economic Theory), भाग-2 माँग का सिद्धान्त (Theory of Demand), भाग-3 उत्पादन तथा लागत सिद्धान्त (Theory of Production and Cost), भाग-4 मार्केट ढाँचा तथा कीमत-निर्धारण (Market Structure and Price Determination), भाग-5 वितरण का सिद्धान्त (Theory of Distribution), भाग-6 सामान्य संतुलन विश्लेषण तथा कल्याणकारी अर्थशास्त्र (General Equilibrium Analysis and Welfare Economics)



Modern Economic Theory, 23e

K K Dewett & M H Navalur

About the Book

Modern Economic Theory is a critique on how monetary revolution across the globe is changing the course of world economies, financial systems and markets. Beginning with discussion on price theory and microeconomics, this classic textbook progresses to describe comprehensively, theory of income and employability or macroeconomics, money and banking, international economies and public finance. Economic systems, economics of development and planning and economies of welfare provide a clear idea about recent developments in and criticism of compensation principle, market structures and social welfare. It adequately meets the requirements of the BA and B.Com courses (Pass and Honours). In addition, postgraduate students of Arts and Commerce and aspirants of various competitive examinations will also find the book very useful and informative.

Key Features

- Two new chapters added in the revised edition- Financial system and Financial Reforms & Money Market, Capital Market, Stock Exchange and SEBI
- Addition of important topics such as Promotional Elasticity of Demand; Division of Labour as Means of Exploitation (Marx);
 Chamberlain's alternative approach and new strategy in monopolistic competition; Rigid prices (Oligopoly market); and Two sector model and the concept of measurement of national income
- · Rich pedagogy comprising strong chapter end features- over 650 questions and key terms

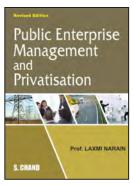
ISBN: 9788121924634 | Code: 1008C00227 | Price: ₹ 950 | Pages: 1,024 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Price Theory or Micro Economics: 1. Nature and Methodology of Economics, 2. Theory of Demand, 3. Theory of Production, 4. Product Pricing, 5. Factor Pricing, Part-II: Theory of Income and Employment or Macro-Economics: 1. Social Accounting, 2. Theory of Income Determination, 3. Economic Fluctuations, Part-III: Money and Banking: 1. Monetary Standards and Theory of Money and Prices, 2. Banking, Part-IV: International Economics: 1. International Trade Theory, 2. Balance of Payments and International Monetary System, Part-V: Public Finance, Part-VII: Economic Systems, Part-VIII: Economics of Development and Planning: 1. Economics of Development, 2. Development Planning, Part-VIII: Economics of Welfare • Index

K K Dewett, Formerly Head of Department - Economics, Chandigarh.

M H Navalur, Professor, Department of Economics, Maharashtra College of Science and Commerce, Mumbai.



Public Enterprise Management and Privatisation

Laxmi Narain

ISBN: 9788121904926 Code: 1007A00050 Price: ₹ 415 | Pages: 448 Size: 6.75" X 9.5" (Paperback)

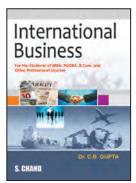
Contents

Part-A: Management: 1. Place and Extent in Indian Economy, 2. Rationale, Objectives, and Nationalisation Policy - A Historical Perspective, 3. Organisational Patterns at Micro and Macro Levels, 4. The Board of Directors and Corporate Governance, 5. Measurement of Efficiency, 6. Profitability, Performance and Corporate Social Responsibility, 7. Public Accountability, 8. Relationship with the Government, 9. Public Relations and the Consumer, 10. Financial Management, 11. Pricing Policies and Practices, 12. Personnel Management, 13. Industrial Relations and Workers' Participation, 14. Materials and Production Management, 15. Marketing Management, 16. Project Appraisal and Management, Part-B: Privatisation: 17. Privatisation, Liberalisation and Globalisation, 18. Privatisation Policy and Practices in India, 19. Privatisation Abroad * Appendix - I * Appendix - II * Appendix - III * Appendix - IV * Appendix - V *



Economics/ Business Environment

Commerce & Management



International Business

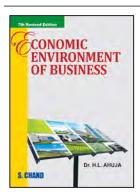
C B Gupta

ISBN: 9789383746842 Code: 1007000587 Price: ₹ 375 | Pages: 320

Size: 6.75" X 9.5" (Paperback)

Contents

Unit-I: 1. Introduction to International Business, 2. Globalisation, 3. International Business Environment, 4. Global Trading Environment, Unit-II: 5. Theories of International Trade, 6. Commercial Policy Instruments-Tariff and Non-Tariff Measures, 7. Balance of Payment Account, 8. International Organisations and Agreements, Unit-III: 9. Regional Economic Cooperation, 10. International Financial System, 11. Foreign Exchange Markets and ExchangeRiskManagement, 12. ForeignInvestments, Unit-IV:13. Organisational Structure for International Business, 14. International Production Management, 15. International Marketing Management, 16. International Financial Management, 17. International Human Resource Management, 18. International Business Negotiations, Unit-V: 19. Strategic Alliances, Mergers and Acquisitions, 20. Foreign Trade Promotion, 21. Indian Joint Ventures Abroad, 22. Financing of Foreign Trade and Payment Terms, 23. Recent Developments and Issues in International Business



Economic Environment of Business, 7e

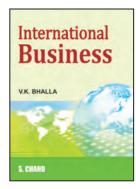
H L Ahuja

ISBN: 9788121924870 Code: 1008E00226 Price: ₹ 595 | Pages: 984 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Business Environment: An Introduction: 1. Business Environment: Concept and Scope, 2. Macroeconomic Environment: Major Issues, 3. Corporate Governance and Social Responsibility of Business, 3a. Alternative Economics Systems, 4. Growth Models in India Planning, 5. New Economic Policy: Liberalisation, Privatisation and Globalisation, Part-II: Analysis of National Income and Employment, 6. Circular Flow of Income and National Income Accounting, 7. Determination of National Income: Two Sector Keynesian Model, 8. Determination of National Income: Three Sector and Four Sector Models, 9. Consumption Function, 10. Keynes's Theory of Investment Multiplier, 11. Investment Demand and Accelerator Theory, 12. Analysis of Employment and Unemployment, Part-III: Business Cycles and Economic Stabilisation: 13. Analysis of Business Cycles, 14. Economic Stabilisation: Fiscal Policy, Part-IV: Analysis of Monetary Sector, 15. Demand for Money, 16. Supply of Money and its Determinants, 17. Money Market Equilibrium, 18. Monetary Policy for Economic Stabilisation, 19. Monetary Policy in a Developing Economy with Special Reference to India, Part-V: Integration of Commodity and Money Markets and Analysis of Inflation and Unemployment: 20. The IS-LM Curve Model, 21. Inflation and Unemployment:

Philips Curve and Rational Expectations Theory, 22. Aggregate Demand Aggregate Supply with Flexible Price Level (AD-AS Model) a. Inflation and Hyperinflation: Causes, Effects and Cure, Part-VI: International Business Environment: 23. International Trade: Comparative Cost and Heckscher Ohlim Theories, 24. National Income and Foreign Trade: Foreign Trade Multiplier, 25. International Linkages and Mundell-Fleming Model, 26. Trade Policy: Free Trace Vs. Protection, 26a. Foreign Trade Policy: Import Substitution Vs. Export Orientation, 27. India's Foreign Trade, 28. Foreign Exchange Rate, 28a. Role of International Organisation: IMF and World Bank, 29. Balance of Payment and Performance of India's External Sector, 30. Foreign Capital and Multinational Corporations (MNC), 31. Globalisation and its Impact on the Indian Economy, 32. India and World Trade Organisation (WTO) and Bilateral and Regional Trade Cooperation, Part-VII: Some Aspects of India's Business Environment: 33. Role of Fiscal Policy and Taxation in Economic Development, 34a. Government Budget Constraint: Money Financing of Budget Deficit, 34b. Fiscal Deficit, Inflation and Economic Growth, 35. Financial Sector Reforms, 36. New Industrial Policy, 1991 in India, 37. Public Sector and Privatisation, 38. Industrial Sickness in India, 39. Consumer Protection: Consumer Rights and Redressal Mechanism, 40. Capital Market in India. 41. Planning in India: 1951 - 1991, 42. Economic Crisis 1991 and Planning in Post-Reforms Period, 43. Global Financial Crisis and Eurozone Crisis: Its Impact on the Indian Economy, 44. Environment, Climate Change and Sustainable Development



International Business

V K Bhalla

ISBN: 9788121942805 Code: 1007000562

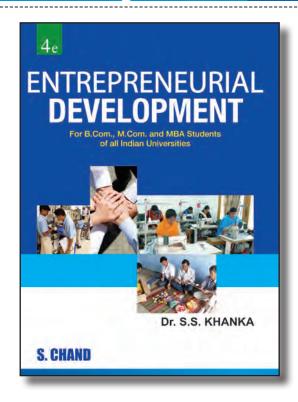
Price: ₹ 950 | Pages: 1,136 Size: 6.75" X 9.5" (Paperback)

Contents

Unit-I: 1. International Business: An Overview, 2. International Business Theories, Unit-II: 3. Tariffs and Other Barriers to Trade, 4. 'Fair' Trade: Contingency Measures, 5. Trade and Public Policies, 6. World Trade Organisation, 7. Regional Blocks, Trade Liberalisation and Foreign Investment, 8. The Global Services Economy, 9. Globalisation in Services: India's Opportunities and Constraints, Unit-III: 10. Strategic Issues in International Management, 11. International of Service Firms, 12. International Production, 13. Operation Management in International Companies, 14. Enhancing Global Competitiveness, 15. Internationalisation of Technological Innovation, 16. Global E-Business, Unit-IV: 17. Designing Global Organisational Structure and Control, 18. Global Knowledge Management, 19. Cross-Cultural Management, 20. Corporate Governance, 21. International Business Ethics, 22. Social Responsibility of An International Firm, 23. Sustainable Development, Unit-V: 24. Globalisation and Human Resource Development, 25. Globalisation, Markets for Workers and Labour, 26. Global Manager, Unit-VI: 27. International Marketing, 28. Export Management, 29. Non-Equity Modes (NEMs) of International Production: Franchising and Licensing, 30. Joint Ventures, 31. Managing the Multinational Corporations, Unit-VII: 32. International Financial Management, 33. Foreign Investment 34. International Mergers, Acquisitions and Divestitures, 35. Country Risk Analysis, 36. Balance of Payments, 37. Managing Exchange Rate and Forex Reserves, 38. India's Foreign Trade, 39. India's Foreign Trade Policy, 40. Financing of International Trade, Unit-VIII: 41. The International Monetary System, 42. European Monetary System, 43. International Banking, 44. Reviving the World Economy • Index

General Management





Entrepreneurial Development, 4e



S.S. Khanka



About the Book

The revised edition of *Entrepreneurial Development* explains, analyses and assesses various aspects and dynamics of entrepreneur, enterprise and entrepreneurship. The book presents various aspects of entrepreneurship and what a prospective entrepreneur should know before embarking on a business venture. The intents, content and nature of entrepreneurial studies and entrepreneurial development have undergone extensive changes over the years. Thus, the author has provided a systematic and comprehensive study of how entrepreneurial development and management have become instrumental in overall economic development and social welfare. Lucid and self-learning style of writing helps students understand the most difficult concepts in simple and easy-to-follow manner. It is developed for undergraduate students of commerce and business management, primarily.

Key Features

- Chapter-end real life cases of entrepreneur reflecting theme of the chapter to provide optimum amalgamation of theoretical and practical aspects
- Rich pedagogy comprising 'Key Terms and Concepts', anecdotes, boxed items, caselets and couplets throughout the book to illustrate topics in authentic and convincing manner
- Wide range of questions to help students evaluate their knowledge- Self Assessment Questions, Discussion Questions and Class Assignments

ISBN: 9788121918015 | Code: 1007C00307 | Price: ₹ 725 | Pages: 816 | Size: 6.75" X 9.5" (Paperback) Contents

Part-I: Perspective

- 1. Entrepreneur
- 2. Entrepreneurship
- 3. Women Entrepreneurship
- 4. Rural Entrepreneurship
- 5. Tourism Entrepreneurship
- 6. Agri-Preneurship
- 7. Social Entrepreneurship
- 8. Family Business
- 9. Factors Affecting Entrepreneurship Growth
- 10. Entrepreneurial Motivation
- 11. Entrepreneurial Competencies
- 12. Entrepreneurship Development Programmes

Part-II: Start-Up

- 13. Micro and Small Enterprises
- 14. Opportunity Identification and Selection
- 15. Formulation of Business Plans
- 16. Project Appraisal
- 17. Financing of Enterprise
- 18. Forms of Business Ownership

Part-III: Support

- 19. Institutional Finance to Entrepreneurs
- 20. Lease Financing and Hire Purchase
- 21. Institutional Support to Entrepreneurs
- 22. Taxation Benefits to Small-Scale Enterprises

23. Government Policy for Small-Scale Enterprises

Part-IV: Management

- 24. Fundamentals of Management
- 25. Working Capital Management
- 26. Inventory Management
- 27. Production Management
- 28. Marketing Management
- 29. Human Resource Management
- Total Quality Management for Small-Scale Enterprises

Part-V: Development

31. Intellectual Property Rights (IPR) and Micro, Small and Medium Enterprises (MSMEs)

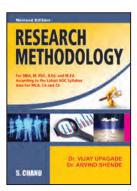
- 32. Accounting for Small Enterprises
- 33. Growth Strategies in Small-Scale Enterprises
- 34. Sickness in Small Enterprises
- 35. Export Documents and Procedure for Small Enterprises
- 36. Electronic Commerce and Small Enterprises
- 37. Franchising
- 38. Social Responsibility of Business (SRB)
- Glossary of Key Terms
- Abbreviations

S S Khanka, Professor (HR), University School of Management & Entrepreneurship, Delhi Technological University, Delhi.



General Management

Commerce & Management



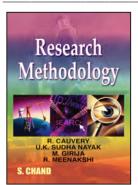
Research Methodology

Vijay Upagade & Arvind Shende

ISBN: 9788121932226 Code: 1008C00240 Price: ₹ 350 | Pages: 312 Size: 6.75" X 9.5" (Paperback)

Contents

Introduction to Research Methodology, 2. Research Design, 3. Sample Design,
 Methods of Data Collection, 5. Levels of Measurement and Scaling, 6. Processing of Data, 7. Hypotheses,
 Analysis of Variance,
 Chi-Square Test,
 Research Report and Presentation,
 Computer Application in Research



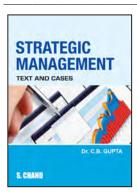
Research Methodology

R Cauvery, U K Sudha Nayak, M Girija & R Meenakshi

ISBN: 9788121922203 Code: 1008B00215 Price: ₹ 295 | Pages: 240 Size: 6.75" X 9.5" (Paperback)

Contents

1. Nature and Significance of Social Research, 2. Concepts of Social Science Research, 3. Stages in Research Process, 4. Hypothesis, 5. Theory and Facts of Social Science, 6. The Design of Research, 7. Methods of Data Collection-I, 8. Methods of Data Collection-II, 9. Sampling, 10. The Case Study Methods, 11. Survey Method, 12. Technique of Interviewing, 13. Questionnaire, 14. Schedule, 15. Data Processing, 16. Analysis and Interpretation of Data, 17. Scaling Techniques, 18. The Research Report, 19. Value Judgements



Strategic Management

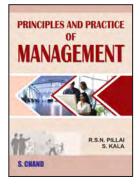
C B Gupta

ISBN: 9789384319342 Code: 1007000592 Price: ₹ 495 | Pages: 424 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Conceptual Framework: 1. Nature and Evolution of Strategic Management, 2. Strategic Management Process, Part-II: Strategic Intent: 3. Hierarchy of Strategic

Intent, Part-III: Strategy Formulation: 4. Environmental Analysis and Appraisal, 5. Organisational Analysis and Appraisal, 6. Corporate Level Strategies, 7. Business Level Strategies, 8. Strategic Analysis and Choice of Strategy, Part-IV: Strategy Implementation: 9. Key Issues in Strategy Implementation, 10. Structural Issues in Implementation, 11. Behavioural Issues in Strategy Implementation, 12. Functional Issues in Strategy Implementation, Part-V: Strategy Evaluation and Control: 13. Evaluation and Control of Strategy, Part-VI: Strategic Management in Specified Areas, 14. Strategic Management in International Business, 15. Strategic Issues in E-Business of Digitalisation, 16. Strategic Management of Technology and Innovation, 17. Strategic Issues in Organisational Change, 18. Strategic Management in Small Business Family Business and Non-Profit Organisation • Summary • Test Questions • Case Study



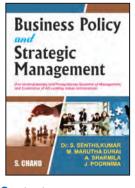
Principles and Practice of Management

R S N Pillai & S Kala

ISBN: 9788121941495 Code: 1007A00554 Price: ₹ 450 | Pages: 424 Size: 6.75" X 9.5" (Paperback)

Contents

Concept and Mature of Management, 2. Evolution of Management Thought,
 Management Process, 4. Social Responsibility of Business, 5. Coordination,
 Nature and Process of Planning, 7. Method and Types of Plans, 8. Forecasting
 Decision-Making, 9. Management Information System, 10. Organizing Functions,
 Departmentation and Organization Structure, 12. Authority and Responsibility,
 Delegation and Decentralisation, 14. Organisation Chart and Manual, 15. Nature
 Scope of Staffing, 16. Training and Development, 17. Performance Appraisal and
 Promotion, 18. Direction and Supervision, 19. Motivation and Morale, 20. Leadership,
 Communication, 22. Process of Control, 23. Techniques of Managerial Control,
 Organisational Conflicts and Grievances, 25. Organisational Change, 26. Management
 Departmentation of Management
 Objectives and Work Stress, 27. Total Quality Management, 28. Case Study Method



Business Policy and Strategic Management

S Senthilkumar, M Marutha Durai, A Sharmila & J Poornima

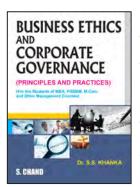
ISBN: 9788121943345 Code: 1007000571 Price: ₹ 375 | Pages: 416 Size: 6.75" X 9.5" (Paperback)

Contents

 Business Policy, 2. Strategy and Strategic Management, 3. Competitive Advantage and Strategies, 4. Business Environment, 5. Strategic Planning, 6. The Strategy Hierarchy or Level of Strategy, 7. Stakeholder, Corporate Governance and CSR, Leader, 8. Strategic Change, Decision Making and Formulation, 9. Strategic Control and Evaluation, 10. Strategy Implementation

General Management





Business Ethics and Corporate Governance

S S Khanka

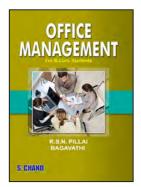
ISBN: 9788121942867 Code: 1007000564

Price: ₹ 595 | Pages: 580 Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

Contents

Part-I: Perspective: 1. Introduction to Ethics, 2. Business Ethics, 3. Theories of Business Ethics, 4. Human Value and Professional Ethics, 5. Ethics Dilemmas in Business, 6. Ethical Decision-Making, 7. Code of Ethics, 8. Spirituality at Workplace, Part-II: The Ethical Practice: 9. Ethics in Finance, 10. Ethics in Human Resource Management (HRM), 11. Ethics in Marketing, 12. Ethics in Information Technology (IT), 13. Ethics in Environment, 14. Ethics in Global Business, Part-III: Corporate Governance: 15. Corporate Social Responsibility (CSR), 16. Corporate Citizenship (CC), 17. Corporate Governance, 18. Whistle-Blowing: Listening to The Inner Voice, 19. Value-Based Management (VBM), 20. Vedic Management • Abbreviations



Office Management

R S N Pillai & Bagavathi

ISBN: 9788121922524 Code: 1007C00370 Price: ₹ 325 | Pages: 296 Size: 6.75" X 9.5" (Paperback)

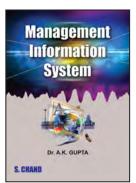
Contents

1. Modern Office, 2. Office Management, 3. Office Organisation, 4. Office Accommodation and Layout, 5. Office Environment, 6. Furniture, 7. Correspondence and Mail, 8. Record Administration, 9. Office Stationary and Forms, 10. Office Appliances, 11. Office Communication, 12. Personnel Management, 13. Office Services, 14. Office Supervision, 15. Collection of Data, 16. Presentation of Data, 17. Work Measurement and Standards, 18. Office Reports and Precis Writing, 19. Office Cost Reduction and Cost Savings, 20. Modern Technology, 21. Common Abbreviations



General Management

Commerce & Management



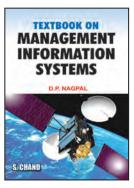
Management Information System

A K Gupta

ISBN: 9788121919937 Code: 1020C00052 Price: ₹ 450 | Pages: 376 Size: 6.75" X 9.5" (Paperback)

Contents

1. Management Information Systems: An Overview, 2. Information Systems for Decision Making, 3. Computer Hardware for Information Systems, 4. Computer Software for Information Systems, 5. Data Communications System, 6. Database Management Technology, 7. Client-Server Computing, 8. Decision Support System, 9. Artificial Intelligence, 10. Office Information Systems, 11. Information Systems in Business, 12. Systems Analysis and Design, 13. Strategic Management Information System, 14. Information Resources Management, 15. Enterprise Resource Planning, 16. Supply Chain Management, 17. Application of Information Technology in Business, 18. E-Enterprises, 19. Information Security, Ethics and Society *Appendices: A: Structured Analysis and Its Tools, B: Design of Commercial Applications of Computers in MIS, C: Control in Information Systems/Organisations, D: Data Warehousing and Data Mining *Glossary * Selected References * Index



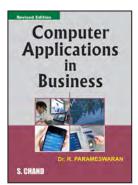
Textbook on Management Information Systems

D P Nagpal

ISBN: 9788121938815 Code: 1020000137 Price: ₹ 550 | Pages: 488 Size: 6.75" X 9.5" (Paperback)

Contents

Unit-1: Information Systems Concepts: 1. Fundamentals of Information Systems, Unit-2: Information Systems Technology: 2. The Computer System, 3. Computer Peripherals: Input, Output and Storage, 4. System Software: Computer System Management, 5. Telecommunications and Networks, 6. Database Design and Management, 7. E-Commerce: Doing Business on the Internet, Unit-3: Information Systems in Business and Management: 8. Information Systems for Business Operation & Management Decision Making, Unit-4: Information Systems Development: 9. Analysis & Planning Information Systems, 10. Systems Development, Unit-5: Management of Information Systems: 11. Controlling Information Systems, 12. Managing End User Computing, 13. Managing Information Resources, 14. Planning Information Systems * Appendix-A: Question Bank * Appendix-B: Glossary * Index



Computer Applications in Business

R Parameswaran

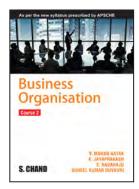
ISBN: 9788121912006 Code: 1020B00027 Price: ₹ 325 | Pages: 318 Size: 6.75" X 9.5" (Paperback)

Contents

 Computer – Introductory Concepts, 2. Basic Principles of Operation of Digital Computer, 3. Computer System, 4. Operating Systems and Programming Languages,
 Computer Programming and Language, 6. System Analysis and Design, 7. Data Processing, 8. Data Structure, File Organisation and Maintenance, 9. Database,
 Computer Networks, Internet and E-commerce, 12. Computer based Information Systems, 13. Functional Management Information Systems, 14. Business Process Outsourcing • Appendix: Model Question Paper 1 & 2

Business Communication





Business Organisation

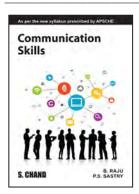
Course 2 (As per the new syllabus prescribed by APSCHE)

V. Mohan Nayak | K. Jayaprakash | E. Nagaraju | Suneel Kumar Duvvuri

ISBN: 9789358700206 Price: ₹ 225 | Pages: 248 Size: 6.5" X 9.25" (Paperback)

Contents

Unit I: Business: 1. Introduction to Business, 2. Classification and Characteristics of Business Activities, 3. Industry, Commerce, and Modern Business. Unit II: Promotion of Business: 1. Starting a New Business, 2. Forms of Business Organisation. Unit III: Plant Location and Layout: 1. Plant Location, 2. Plant Layout, 3. Size of Business Unit. Unit IV: Business Combination: 1. Business Combination, 2. Rationalisation. Unit V: Computer Essentials: 1. Milestones of Computer Evolution, 2. Internet Basics, 3. Ethical and Social Implications, 4. Cryptography, Malware and Data Protection.



Communication Skills

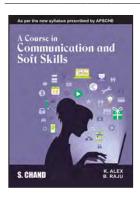
(As per the new syllabus prescribed by APSCHE)

B. Raju | P.S Sastry

ISBN: 9789358700756 Price: ₹ 110 | Pages: 112 Size: 6.5" X 9.25" (Paperback)

Contents

1. Basics of Communication, 2. Presentation Skills, 3. Interviews and Group Discussions



A Course in Communication and Soft Skills

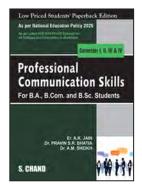
(As per the new syllabus prescribed by APSCHE)

K. Alex | B. Raju

ISBN: 9789358700749 Price: ₹ 110 | Pages: 128 Size: 6.5" X 9.25" (Paperback)

Contents

1. Listening Skills, 2. Phonetics, 3. Grammar, 4. Speaking Skills, 5. Soft Skills



Professional Communication Skills For B.A., B.Com. and B.Sc. Students

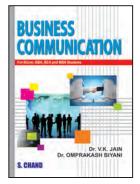
Semester I, II, III & IV (As per Latest NEP 2020 FYUGP Syllabus for All Colleges and Universities in Jharkhand)

Er. A.K. Jain | Dr. Pravin S.R. Bhatia | Dr. A.M. Sheikh

ISBN: 9789358700695 Price: ₹ 425 | Pages: 440 Size: 6.5" X 9.25" (Paperback)

Contents

Language as Skill of Communication, 2. Phonetics, 3. Articles, 4. The Preposition,
 Tenses, 6. Subject-Verb Accord, 7. The Infinitive, 8. The Participle, 9. Clauses,
 Degrees of Comparison, 11. Transformation of Sentences, 12. Direct and Indirect Speech, 13. Modifiers, 14. Sentence Connectives, 15. The Gerund, 16. Punctuation and Capitalisation, 17. Vocabulary, 18. Use of Abbreviations, 19. Correct Usage,
 Eponym, 21. Concord, 22. Homophones, 23. Letter Writing, 24. Paragraph Writing,
 Proposal Writing, 26. Verbal Communication, 27. Oral Presentation, 28. Technical Written Communication (including E-mail Communication), 29. Forms of Technical Writing, 30. Report Writing, 31. Advertising, 32. Precis Writing, 33. Collection of Short Stories, 35. Interview Skills and Group Discussion,
 Communication. Process & Elements, 37. Reading Comprehension, 38. Principles of Public Speaking, 39. How to Create a PowerPoint Presentation, 40. Speaking Skills,
 Listening Skills, Appendices



Business Communication, 2e

V K Jain & Omprakash Biyani

ISBN: 9788121928700 Code: 1011C01011 Price: ₹ 325 | Pages: 296 Size: 6.75" X 9.5" (Paperback)

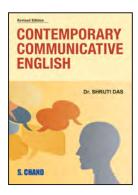
Contents

Basic Ideas in The Study of Communication, 2. Forms of Communication, 3. Listening as a Tool of Communication, 4. Group Communication, 5. Business Letter Writing,
 Enquiries, Quotations and Tender Notices, 7. Placing Orders and Their Fulfilment,
 Complaints (Claims) and Adjustments, 9. Circular and Sales Letter, 10. Collection Letters, 11. Status Enquiries and Credit Letters, 12. Export-Import Correspondence,
 Correspondence with Banks, 14. Correspondence with Insurance Companies,
 Job-Related Letters, Group Discussion, and Interviews, 16. Correspondence with Public Authorities, 17. Internal Communication, 18. Precis and Summarising, 19. Report and Proposal Writing, 20. Corporate Communication, 21. Presentation Skills and Public Speaking • Question Bank



Business Communication

Commerce & Management



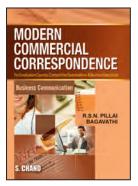
Contemporary Communicative English

Shruti Das

ISBN: 9788121931694 Code: 1011B01081 Price: ₹ 210 | Pages: 200 Size: 6.75" X 9.5" (Paperback)

Contents

The Importance of English in the Present Day, Part-I: Chapter-1: Concepts of Communication, Part-II: Chapter-2: HowWe Speak English, Part-III: Chapter-3: Grammar: Aid to Communication • Further Reading • Learner Diary



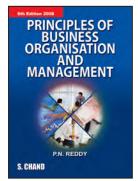
Modern Commercial Correspondence

R S N Pillai & Bagavathi

ISBN: 9788121905190 Code: 1007C00121 Price: ₹ 350 | Pages: 368 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Basics of Communication: 1. Communication in Business, 2. Avoid Commercial Jargon, 3. Grammar, 4. Punctuation, 5. Creating Goodwill in Correspondence, Part-II: Business Correspondence: 6. A Good Business Letter, 7. Commercial Correspondence, 8. Format of Business Letters, 9. Circular Letters, 10. Sales Letters, 11. Follow up Letters, 12. Trade Enquiries, 13. Offers and Quotations, 14. Trade Order, 15. Status Enquiry, 16. Confirmation of Orders, 17. Complaints and their Adjustments, 18. Collection Letters, 19. Making Payments, Part-III: Job Hunting: 20. Application for Situation, 21. Correspondence with the Government, 22. Agenda and Minutes, 23. Drafting of Reports, 24. Secretarial Correspondence, Part-IV: Banking and Insurance Correspondence: 25. Banking Letters, 26. Insurance Correspondence, Part-V: Miscellaneous Correspondence: 27. Agency Correspondence, 28. Import Trade Correspondence, 29. Export Trade Correspondence, 30. Letters to Editors and Complaints of Personnel, 31. The Speech of the Chairman of a Company, 32. Advertisement, 33. Public Relations Letters, 34. Modern Technology, 35. Precis, 36. Speeches, 37. Proof Reading



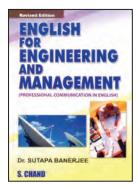
Principles of Business Organisation and Management

P N Reddy

ISBN: 9788121903240 Code: 9788121903240 Price: ₹ 450 | Pages: 492 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Nature of Business Organisation and Business System Part-II: Business Ownership and Size Part-III: Horizons of Business Part-IV: Management Process Part-V: Production Management Part-VII: Personnel Management Part-VIII: Marketing Management Part-VIII: Financial Management



English for Engineering and Management, 2e

Sutapa Banerjee

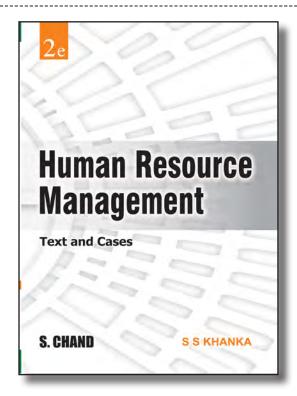
ISBN: 9788121926034 Code: 1010000311 Price: ₹ 150 | Pages: 144 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Written Communication, 3. Comprehension, 4. Oral Communication, 5. Group Discussion, 6. Conclusion • *Question Papers*

HRM/HRD/OB





Human Resource Management, 2e

S S Khanka



About the Book

The second edition continues to familiarize the students with the basic principles and techniques of human resource management. Comprehensively, this textbook highlights the importance of effective management of human resources which results not only in organisational effectiveness but also sustainable competitive advantage. With the coverage of contemporary topics such as HR Scorecard, Gen-Y Employees and Work-life Balance, it keeps the students abreast with the current human resource practices of the real world. This textbook caters to the requirements of management students and is also a useful resource for HR professionals.

Key Features

- Six new chapters Competency-based HRM, HR Scorecard, Generation-Y Employees, Talent Management, Work-life Balance and Ethics in HRM — exclusively throwing light on the changing nuances of HRM practices and challenges in practical deployment of HRM in the contemporary scenario
- Enriched content with more than 75 opening/closing cases and other engaging features such as HR tale, HR buzz, industry examples and anecdotes providing insights to the industry paradigm and bringing practices to life
- Engaging chapter-end exercises to assess comprehension and encourage students to develop practical understanding & problemsolving skills

ISBN: 9789352534357 | Price: ₹ 795 | Pages: 800 | Size: 6.75" X 9.5" (Paperback)

Contents

Section I: Environment and Strategies

- 1: Introduction to Human Resource Management (HRM)
- 2: Evolution and Development of Hrm
- 3: Environment of HRM
- 4: Strategic Human Resource Management (SHRM)

Section II: Acquisition

- 5: Human Resource Planning (HRP)
- 6: Job Analysis and Design
- 7: Recruitment
- 8: Selection
- 9: Placement, Induction and Socialization

Section III: Development

- 10: Career Planning and Development
- 11: Employee Training
- 12: Executive Development
- 13:Organization Development (OD)
- 14: Internal Mobility and Separation

Section IV: Maintenance and Retention

- 15: Job Evaluation
- 16: Wage and Salary Administration
- 17: Incentives and Benefits
- 18: Motivation: Concepts and Application
- 19: Employee Empowerment
- 20: Workers' Participation in Management (WPM)
- 21: Employee Health and Safety
- 22: Social Security
- 23: Employee Discipline
- 24: Employee Grievance
- 25: Industrial Relations
- 26: Industrial Disputes
- 27: Trade Unions
- 28: Collective Bargaining
- 29: Performance and Potential Appraisal

Section V: Control

- 30: Human Resources (HR) Research and Audit
- 31: Human Resource Accounting
- 32: Human Resource Information System (HRIS)

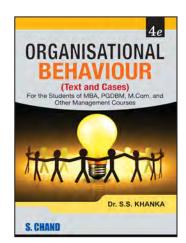
Section VI: Recent Trends In HRM

- 33: International Human Resource Management
- 34: Competency-Based Human Resource Management
- 35: Work-Life Balance
- 36: Human Resource (HR) Scorecard
- 37: Managing Generation-Y Employees
- 38: Talent Management
- 39: Ethics in HRM



HRM/HRD/OB

Commerce & Management



Organisational Behaviour, 4e

S S Khanka

About the Book



Organisational Behaviour presents concepts and themes related to behaviour and performance of people and explains how they influence organisational effectiveness. Study of human behaviour in an organisation has garnered increased interest and concern in recent times as more and more organisations are trying to unleash the optimal potential of their most important resource, manpower. This book highlights the basic principles of human behaviour, including ethical and moral issues, in Indian context in a simple and lucid style. Post Graduate students of management and commerce courses will find the book extremely useful.

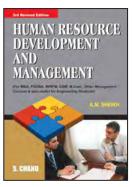
Key Features

- Six new chapters in the revised edition
- Discussion on new topics such as attitude change, developing values, determinants, theories
 of job satisfaction, organisational commitment, attitudes, values and Job satisfaction,
 negotiations, and organisational conflicts
- Strong pedagogy comprising more than 100 figures and tables to illustrate the concepts and nearly 300 chapter end review questions to test the understanding of students

ISBN: 9788121920148 | Code: 1007D00329 | Price: ₹ 650 | Pages: 576 | Size: 6.75" X 9.5" (Paperback)

Contents

Part One: Foundation For Organisational Behaviour (OB), 1. Introduction to Organisational Behaviour, 2. Organisational Behaviour in Historical Persepective, 3. Research in Organisational Behaviour, Part Two: Individual Perspective, 4. Foundation of Individual Behaviour, 5. Personality, 6. Perception, 7. Attitudes, Values and Job Satisfaction, 8. Learning, 9. Organizational Citizenship Behaviour (OCB), 10. Emotions and Moods, 11. Transactional Analysis (TA),12. Motivation: Concepts, 13. Motivation: Application, 14. Morale, Part Three: Group Dynamics, 15. Foundation of Group Behaviour, 16. Team Building, 17. Organisational Conflicts And Negotiations, 18. Job Frustration, 19. Job Stress, 20. Communication, 21. Leadership, 22. Power and Politics, PART FOUR: DYNAMICS OF ORGANISATION, 23. Introduction to Organisation, 24. Organisational Structure, 25. Organisational Theory, 26. Organisational Climate (OC), 27. Origanisational Culture, 28. Organisational Change and Development (OD), 29. Organisational Effectiveness (OE),30. Quality of Working Life (QWL), 31. International Organisational Behaviour



Human Resource Development and Management, 3e

A M Sheikh

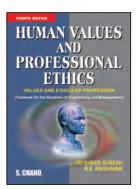
ISBN: 9788121918053 Code: 1007B00309 Price: ₹ 475 | Pages: 384 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Human Resource Planning, 3. Job Analysis, 4. Acquisition of Human Resources, 5. Training and Development, 6. Human Resource Accounting, 7. Human Resource Development, 8. Human Resource Records, Audit and Research, 9. Development of Human Capacity, 10. Learning Organisation, 11. Human Resource Motivation, 12. Organisation Development and Change, 13. Group Behaviour, 14. Working Life and Its Quality, 15. Communication, 16. Leadership, 17. Workers' Participation In Management, 18. Promotion, Transfer and Career, 19. Counselling in Human Resource Management, 20. Job Evaluation, 21. Performance Appraisal, 22. Managing Stress & Conflict at Work Place, 23. Industrial Disputes, 24. Time Management, 25. Computer Applications in HRM, 26. HRM Scenario in 21st Century, 27. Manpower Statistics in India, 28. Transactional Analysis, 29. Equal Employment Opportunity, 30. Compensation Management, 31. Employees Benefits and Incentives, 32. Employee Welfare and Social Security • Bibliography • Index

HRM/HRD/OB





Human Values and Professional Ethics, 4e

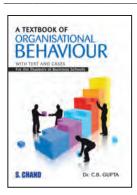
Jayshree Suresh & B S Raghavan

ISBN: 9788121924528 Code: 1010C00299

Price: ₹ 295 | Pages: 248 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Human Values, 3. Engineering Ethics, 4. Engineering as Social Experimentation, 5. Safety, Responsibilities and Rights, 6. Global Issues, 7. Professional Ethics • Appendices: I: Framework to build 'customer delight' into work culture, II: Corporate Social Behaviour – Checklist of Indicators for Appraisal, III: Corporate Social Responsibility, IV: Code of Ethics for Project Mangers



A Textbook of Organisational Behaviour

C B Gupta

ISBN: 9788121943017 Code: 1007000566

Price: ₹ 295 | Pages: 344 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Individual Behaviour: 1. Fundamentals of Human Behaviour, 2. Personality, 3. Perception, 4. Learning & Behaviour Modification, 5. Attitudes and Values, 6. Motivation, Part-II: Group Behaviour: 7. Interpersonal Behaviour and Transactional Analysis, 8. Group Dynamics, 9. Power, Politics and Status, 10. Leadership and Influence, 11. Control, 12. Morale and Job Satisfaction, Part-III: Overall Behaviour: 13. Nature and Types of Organisations, 14. Organisation and Environment, 15. Nature and Scope of Organisational Behaviour, 16. Organisational Goals, 17. Organisational Change, 18. Organisation Development, 19. Organisational Climate and Culture, 20. Organisational Conflict, 21. Organisational Effectiveness • Text Questions • Case Study



Business Organisation and Management

(As per the latest curriculum on the directives of NEP 2020)

Dr. Tilak Ch. Das

ISBN: 9789358706826 Price: ₹ 299 | Pages: 288 Size: 6.5" X 9.25" (Paperback)

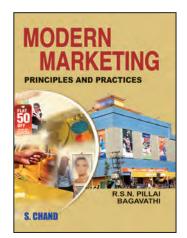
Contents

- 1. Introduction, 2. Business Environment, 3. Strategic Planning and Organising,
- 4. Directing and Controlling, 5. Contemporary Issues in Management



Marketing Management

Commerce & Management



Modern Marketing

RSN Pillai & Bagavathi

About the Book

The book emphasizes on the fact that marketing is an important functional aspect of business. It presents the basic concepts of marketing principles by integrating theory and practice. It has been written in a lucid and simple language with abundance of exercises, diagrams and tables to ease understanding of the subject. Both undergraduate and post graduate students of commerce stream will find the book very useful. It also caters to the requirement of management curriculum of Indian universities.

Key Features

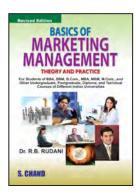
- · Nine new chapters in the revised edition
- Over 400 university chapter end questions and nearly 50 case studies on relevant topics to give an insight into practical application of theory
- An appendix on "Online Advertising"

ISBN: 9788121916974 | Code: 1007C00301 | Price: ₹ 650 | Pages: 608 | Size: 6.75" X 9.5" (Paperback)

Contents

1. Marketing Analyse and Warketing Concept, 3. Marketing System, Marketing Mix, Marketing Function, 4. Buying, Assembling and Selling, 5. Transportation, 6. Storage and Warehouses, 7. Standardisation and Grading, 8. Marketing Finance, 9. Marketing Risk, 10. Marketing Information and Research, 11. Marketing Management, 12. Marketing Strategy and Planning, 13. Marketing Environment, 14. Market Segmentation, 15. Market Targeting and Positioning, 16. Product Planning, 17. Managing the Product Development, 18. Price Strategy, 19. Product Related Strategy, 20. Consumer Behaviour, 21. The Indian Consumers, 22. Consumerism, 23. Law Relating to Sale of Goods, 24. The Promotional Programme, 25. Sales Promotion, 26. Advertising, 27. Personal Selling, 28. Sales Organisation, 29. Sales Force Management, 30. Control of Sales Force, 31. Sales Forecast, 32. Remuneration to Salesmen, 33. Channels of Distribution – I, 34. Channels of Distribution – II, 35. Marketing of Consumer Goods, 36. Marketing of Industrial Goods, 37. Marketing of Securities, 38. Marketing of Agricultural Goods, 39. The Marketing of Services, 40. Regulated Markets, 41. Organized Markets, 42. Co-Operative Marketing, 43. Marketing Control, 44. International Marketing, 45. Rural Marketing, 46. Marketing and Society, 47. E-Business, 48. Total Quality Management, 49. Recent Trend in Marketing *Appendix*

R S N Pillai, Formerly, Professor and Head, Department of Commerce, Arignar Anna College, Aramboly, Kanyakumari. Bagayathi, M Com, Kanyakumari.



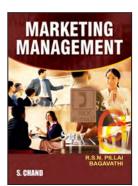
Basics of Marketing Management

R B Rudani

ISBN: 9788121931687 Code: 1007C00479 Price: ₹ 425 | Pages: 488 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction to Marketing, 2. Emerging Issues in Marketing, 3. Marketing Environment and Demand Forecasting, 4. Consumer Behaviour and Market Segmentation, 5. Product Decisions, 5a. Product-Related Strategies, 6. Pricing Decisions, 7. Market Promotion Mix, 7a. Advertising, 7b. Personal Selling and Sales Force Management, 7c. Sales Promotion, 7d. Publicity and Public Relations, 8. Physical Distribution and Channel of Distribution, 9. Marketing Information System and Marketing Research, 10. Rural Marketing, 11. Marketing of Services, 12. Elements of Retailing,13. International Marketing, 14. Marketing Control, 15. Analysing Competition, 16. Case Study – Marketing Cases and Analysis, 17. Project Report in Marketing – Practical Study • Bibliography



Marketing Management

R S N Pillai & Bagavathi

ISBN: 9788121932448 Code: 1007A00492 Price: ₹ 525 | Pages: 560 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Fundamentals of Marketing: 1. Fundamentals of Marketing, 2. Marketing Environment, 3. Marketing Management, Part-II: Developing Marketing Strategy: 4. Marketing Strategy and Planning, 5. Marketing Segmentation, 6. Market Targeting and Positioning, 7. Marketing Information System, 8. Marketing Research, Part-III: Understanding Consumer Behaviours: 9. Consumer Behaviour, 10. The Indian Consumers, 11. Consumerism, Part-IV: Managing Products: 12. Managing the Product, 13. Managing the Product Development, 14. Pricing Strategy, 15. Product Related Strategy, Part-V: Communications Decisions: 16. The Promotional Programme, 17. Sales Promotion, 18. Advertising Management, 19. Marketing Control, 20. Public Relations, Part-VI: Managing Sales Forces: 21. Personal Selling, 22. Sales Organisation,

Marketing Management



23. Sales Force Management, 24. Control of Sales Force, 25. Sales Forecast, 26. Remuneration to Salesmen, Part-VII: Management of Physical Distribution: 27. Channels of Distribution, 28. Management of Retail, 29. Marketing of Consumer Goods, 30. Marketing of Industrial Goods, 31. Direct Marketing, Part-VIII: Managing Marketing of Services: 32. The Marketing of Services, Part-IX: Recent Trends in Marketing: 33. International Marketing, 34. Marketing and Society, 35. Total Quality Management, 36. E-Business, 37. Rural Marketing, 38. New Trends in Marketing, 39. The Case Study Method *Appendix: Online Adverting

RETAIL
MANAGEMENT

A GLOBAL PERSPECTIVE
TEXT AND CASES

Retail Management

Harjit Singh

ISBN: 9788121932073 Code: 1007B00486 Price: ₹ 650 | Pages: 904 Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available



Contents

Section-I: Retailing Introduction: 1. Introduction to Retailing, 2. Retailing Formats, 3. Consumer Behaviour, Section-II: Retailing Strategy: 4. Store Location, 5. Retail Marketing Segmentation, 6. Strategic Planning in Retail, 7. Financial Strategy, 8. Inventory Management, Section-III: Managing Merchandise: 9. Planning Merchandise Assortments, 10. Merchandise Buying Systems, 11. Managing and Retail Brand, 12. Presenting Merchandise, 13. Merchandise Pricing, Section-IV: Store Management: 14. Retail Store Operations, 15. Retail Loss Prevention, 16. Supply Chain Management, Section-V: Retail Communication: 17. Distribution Management, 18. HRM in Retail Sales, 19. Managing Store Employees, Section-VI: Future of Retailing: 20. Customer Service Strategies, 21. Retail Sales Promotion, 22. Retail Communication Mix, 23. Building Customer Relationships and Competitive Advantage, Section-VII: Mall Management: 24. Retailing Through Internet, 25. Career Opportunities in Retail, 26. The Road Ahead in India, 27. Mail Introduction, 28. Mall Management * Cases * Glossary * Subject Index * Name Index



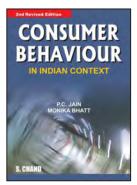
Services Marketing and Management

B Balaji

ISBN: 9788121921619 Code: 1007A00351 Price: ₹ 465 | Pages: 448 Size: 6.75" X 9.5" (Paperback)

Contents

 Concept of Service, 2. Service Characteristics, 3. Service Expectations, 4. The Service Product, 5. Service Location, 6. Pricing for Services, 7. Promotion Services, 8. The Service Process, 9. Physical Evidence, 10. People and Services, 11. Internal Versus External Marketing, 12. Service Design, 13. Service Demand and Supply, 14. The Service Delivery, 15. Service Quality, 16. Service Performance and Measurement, 17. Services Mix Scenario (7Ps), 18. Service Employees and Internal Marketing, 19. Customer Management and Service Guarantees, 20. Customer Retention and Relationship Marketing, 21. Service Leadership, 22. Service Profitability and Productivity, 23. International Marketing of Services, 24. Case Studies • Appendix-1 • Appendix-II



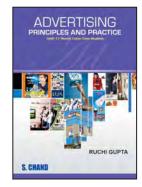
Consumer Behaviour, 2e

P C Jain & Monika Bhatt

ISBN: 9788121922142 Code: 1007B00344 Price: ₹ 345 | Pages: 274 Size: 6.75" X 9.5" (Paperback)

Contents

1. Introduction, 2. Scope and Application, 3. Consumer Needs and Motivation, 4. Consumer as a Perceiver and Learner, 5. Influence of Personality and Attitudes on Buying Behaviour, 6. Consumer Psychographics, 7. Influence of Group Dynamics and Consumer Reference Groups, 8. Influence of Social and Economic Classes, 9. Influence of Family in Decision Making, 10. Diffusion of Innovations, 11. Cultural Aspects of Indian Consumer Markets, 12. Organisational Buying Behaviour, 13. Role of Consumer Behaviour in Advertisement, 14. Consumer Involvement and Decision Making, 15. Information Search and Processing, 16. Alternative Evaluatio, 17. Purchase and its Results, 18. Consumer Protection in India, 19. Market Segmentation, 20. E-Commerce and Consumer Behaviour, 21. Factors Affecting Behaviour of Indian Customers



Advertising Principles and Practice

Ruchi Gupta

ISBN: 9788121940016 Code: 1007A00543 Price: ₹ 495 | Pages: 416 Size: 6.75" X 9.5" (Paperback)

Contents

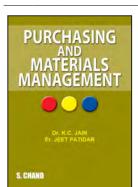
Unit-I: Basics of Advertising: 1. Introduction to Advertising, 2. Role of Advertising in Marketing Mix, 3. Advertising as A Communication Tool, 4. Types of Advertising, 5. Advertising Campaign, Unit-II: Advertising Management: 6. Advertising Objectives, 7. Advertising Budget, 8. Advertising Message Decisions, 9. Creative Side of Advertising, 10. Advertising Appeals, 11. Celebrity Endorsements, 12. Mascots, 13. Media Decisions, 14. Types of Media, 15. Online Advertising, 16. Measuring Advertising Effectiveness, 17. Advertising Agencies, Unit-III: Legal and Ethical Aspects of Advertising in India: 18. Legal Aspects of Advertising in India; 19. Ethical Issues in Advertising, 20. Advertising Standards Council of India, 21. Surrogate Advertising in India, 22. Comparative Advertising in India • Additional Case Studies: 1. Pepsi's "Youngistaan" Campaign,



Production/Operation Management

Commerce & Management

2. Launch of Microsoft's X-Box, 3. Tata Docomo "Keep it Simple, Silly", 4. "Atithi Devo Bhavah" Campaign, 5. Volkswagen Vento Launch Campaign, 6. Launch Campaign of Tata Sky Plus, 7. Coca Cola's "Open Happiness" Campaign • Advertising Glossary



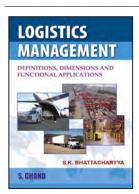
Purchasing and Materials Management

K C Jain & Jeet Patidar

ISBN: 9788121936484 Code: 1007000524 Price: ₹ 325 | Pages: 360 Size: 6.75" X 9.5" (Paperback)

Contents

Material Management, 2. Integrated Materials Management, 3. Computer Application and System Analysis for Material Management, 4. Standardization and Variety Reduction,
 Classification and Codification of Materials, 6. Materials Planning and Budgeting,
 Stores and Stores Management, 8. Automatic Storing and Warehousing, 9. Stores in Stock Yards, 10. Preservation of Materials, 11. Materials Handling, 12. Inventory Planning and Control, 13. Inventory Management Models, 14. Selective Inventory Control,
 Make or Buy Decisions, 16. Purchasing Principles, Procedure and Organization,
 Vendor Evaluation and Performance Rating, 18. Value Analysis (VA), 19. Just-in-Time Purchasing,
 Purchasing Negotiating Skills,
 Quality Control in Material Management,
 Stock Maintenance and Accounting,
 Legal Aspects in Purchasing,
 Cases and Review Questions



Logistics Management, 2e

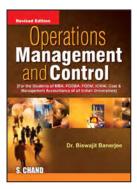
S K Bhattacharyya

ISBN: 9788121928854 Code: 1007000440 Price: ₹ 595 | Pages: 432 Size: 6.75" X 9.5" (Paperback)

Contents

1. Definition - Concepts, Compounds, Requirements, 2. Supply Chain Management, 3. Role of Transportation in Logistics and Supply Chain (LSCM), 4. Modes of Transportation, 5. Containerization and Multimodal Transport, 6. Warehousing, 7. Packaging, 8. Materials Handling, 9. Distribution and Retail Supply Chain, 10. Reverse Logistics a Competitive Strategy, 11. LSCM Alliances 3 PL + 4 PL =7 PL Principles, Advantages and Outsourcing, 12. Relationship Management, 13. Certain Legal Aspects for Carriage of Cargo-Customs Formalities, Documentation & EDI, 14. Organizing LSCM Functions, 15. Tenets of Costing in LSCM, 16. Integrating Strategic Planning for LSCM Functions: The Methods of Accomplishment, 17. Operation Research in LSCM Decision Making, 18. Measurements and Improvement of LSCM Service Quality and Performance, 19. The Place of LSCM - Past, Present and Future, 20. Supply Chain

Implementation on An Assumed Path - A Simulation Exercise • Glossary of LSCM Terms • Bibliography



Operations Management and Control, 3e

Biswajit Banerjee

ISBN: 9788121925938 Code: 1007B00411 Price: ₹ 495 | Pages: 576 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Production Planning Scheduling and Monitoring Systems: 1. Planning Problems, 2. Management Forecasting 3. The Role of Manufacturing, 4. Production Planning and Control, 5. Inventory Management, Part-II: Production Economics: 6. Plant Layout, 7. Quality Management, 8. Maintenance Management, 9. Machine Capacity Utilization and Machine Balancing, Part-III: Productivity: 10. The Philosophy of Productivity Science, 11. Work Study A Productivity Technique, 12. Incentive Schemes, 13. Job Evaluation, 14. Value Analysis/Engineering and Cost Reduction, 15. Learning Curve, Part-IV: Cost Implications: 16. Cost Information for Decision Making, Part-V: Technology of Production Techniques: 17. Implication of Technology and Other Concepts, Part-VI: Project Management and Control: 18. Project Identification, Formulation and Appraisal, 19. Project Financing and Cost Systems, 20. Project Administration and Evaluation, Part-VII: Exercise: 1. Planning Problems, 2. Management Forecasting, 3. The Role of Manufacturing, 4. Production Planning and Control, 5. Inventory Management, 6. Plant Layout, 7. Quality Management, 8. Maintenance Management, 9. Machine Capacity Utilization and Machine Balancing, 10. The Philosophy of Productivity Science, 11. Work Study A Productivity Technique, 12. Incentive Schemes, 13. Job Evaluation, 14. Value Analysis/Engineering and Cost Reduction, 15. Learning Curve, 16. Cost Information for Decision Making, 17. Implication of Technology and Other Concepts, 18. Project Identification, Formulation and Appraisal, 19. Project Financing and Cost Systems, 20. Project Administration and Evaluation · Subject Index





Operations Research



Operations Research, 7e

PK Gupta & DS Hira

About the Book

Comprehensively written in a manner that suites the students of Mechanical Engineering and Commerce & Management, "Operations Research" transmutes deftly into a resource or a reference text for the students of statistics and mathematics or aspirants of various entrance examinations including UPSC.

Coverage of popular topics such as Linear Programming, Probability Theory and Queuing Models are supplemented with numerous examples, tables and figures which are then followed by exercises thereby providing the assurance to fulfil every requirement of understanding of the student.

A book which has seen, foreseen and incorporated changes in the subject for more than 40 years, it continues to be one of the most sought after texts by the students.

Key Features

- 16 chapters succinctly cover every crucial concept of the subject.
- Close to 2300 examples, figures and tables aid to the concepts explained.
- 1800+ exercise questions enhance the practice quotient of the book.



ISBN: 9788121902816 | Code: 1010E00087 | Price: ₹ 995 | Pages: 1,512 | Size: 6.75" X 9.5" (Paperback)

Contents

- 1. Basics of Operations Research
- 2. Liner Programming
- 3. The Transportation Model
- 4. The Assignment Model
- 5. Sequencing Models and Related Problems
- 6. Advanced Topics In Liner Programming
- 7. Dynamic Programming
- 8. Probability Theory
- 9. Decision Theory, Game, Investment Analysis and Annuity
- 10. Queuing Models
- 11. Replacement Models
- 12. Inventory Models

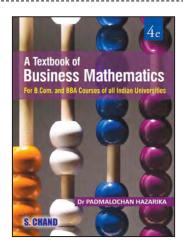
- 13. Simulation
- 14. Network Analysis In Project Planning (PERT And CPM)
- 15. Statistical Quality Control.
- 16. Non Liner Programming
- Appendices
 - A: Review of Vectors and matrices
 - B: Derivation of Poisson Distribution
- Table C-1: Random Numbers Table
- Table C-2: Proportion of total area under the normal curve from – ∞ to z
- Bibliography
- Index

P K Gupta is Former Assistant Professor, PEC Institute of Engineering and Technology, Chandigarh.

D S Hira, Director General, Swami Vivekanand Group of Institute, Patiala.



Commerce & Management



A Textbook of Business Mathematics, 4e

Padmalochan Hazarika



About the Book

The new edition of *A Textbook of Business Mathematics* inches on its earlier editions and continues to provide a comprehensive coverage of important topics and concepts in business mathematics. The book is carefully written and structured to simplify business maths and equips students with the knowledge and practice they need to fully learn each concept. Abundant solved examples and exercises incorporated in the text help in effective learning process and examination preparation for students.

Key Features

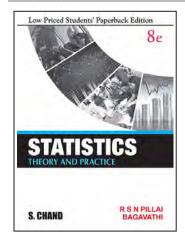
- Incorporation of important techniques of Operations Research such as transportation and assignment problem
- More than 750 solved examples and exercises with solutions for extensive practice
- Objective-type questions to test learning a distinctive new feature of this edition

ISBN: 9789352533121 | Code: 9789352533121 | Price: ₹ 675 | Pages: 736 | Size: 6.75" X 9.5" (Paperback)

Contents

Unit-I: Algebra: 1. Revision of Basic Algebra and Commercial Arithmetic, 2. Indices and Logarithms, 3. Simultaneous Linear Equations and Quadratic Equations, 4. Arithmetic Progression (A.P.), Geometric Progression (G.P.) and Harmonic Progression (H.P.), 5. Permutation and Combination, 6. Binomial Theorem, 7. Set Theory, 8. Determinants, 9. Vectors and Matrices, Unit-II: Mathematics of Finance: 10. Simple Interest and Compound Interest, 11. Annuity, Unit-III: Coordinate Geometry of Two Dimensions: 12. Rectangular Cartesian Coordinates in a Plane, 13. Equations of Straight Lines, 14. Equations of Non-Linear Curves: Circle and Parabola, Unit-IV: Calculus: 15. Functions, Limits and Continuity of Functions, 16. Derivative or Differential Coefficient, 17. Application of Derivative in Economics and Commerce, 18. Maxima and Minima, 19. Partial Derivatives and Homogeneous Functions, 20. Integration as Antiderivative, 21. Definite Integral and Application of Integration in Business and Economics, Unit-V: Certain Techniques of Operations Research: 22. Introduction to Operations Research (OR), 23. Linear Programming, 24. Basic Concepts of Transportation Problem and Assignment Problem, 25. Theory of Games * Appendix-A: Tables * Appendix-B: Bibliography

Padmalochan Hazarika, Professor, Department of Commerce, Gauhati University, Gauhati



Statistics, 8e

R S N Pillai & Bagavathi

About the Book

A comprehensive and easy to understand text, this book discusses fundamental theoretical concepts with emphasis on practical applicability. The book begins with the explanation of statistical fundamentals and progresses to discussion of representation and presentation techniques, measures of central tendency, dispersion, skewness, correlation, regression, and index numbers. It further initiates the study of index numbers and analysis of time series, interpolation and extrapolation, association of attributes, probability, theoretical distribution, sampling theory and chi square and concludes with logarithm and its uses. The book has ample illustrations with solutions to help students understand the topics discussed and gain a solid foundation in statistics. The book is an ideal choice for undergraduate and postgraduate students of statistics, and also caters to the needs of students of varied disciplines.

Key Features

- A perfect balance of theory and practice with abundant diagrams and tables to reinforce understanding
- Over 550 solved illustrations interspersed throughout the text
- More than 400 objective type questions with answers; 300 theoretical questions and 1000+ practical problems with detailed answers

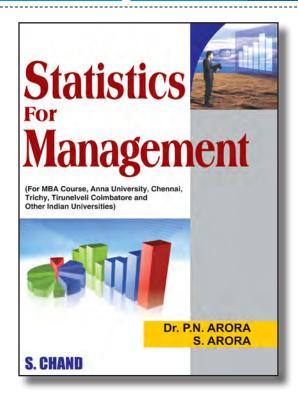
ISBN: 9789352837267 | Price: ₹ 595 | Pages: 896 | Size: 6.75" X 9.5" (e-book only available)

Contents

- 1. Introduction, 2. Importance, Functions and Limitations, 3. Statistical Survey, 4. Collection of Data, 5. Sampling Design, 6. Classification and Tabulation,
- 7. Diagrammatic Representation, 8. Graphic Presentation, 9. Measures of Central Tendency (Averages), 10. Dispersion, 11. Skewness, Kurtosis, Moments,
- 12. Correlation, 13. Regression, 14. Index Numbers, 15. Analysis of Time Series, 16. Interpolation and Extrapolation, 17. Association of Attributes, 18. Probability,
- 19. Theoretical Distribution, 20. Sampling Theory and Test of Significance, 21. CHI Square Test, 22. Logarithm and their Uses

R S N Pillai, Formerly Professor & Head of the Department (Commerce), Anna College, Aramboly (Kanyakumari).





Statistics and Management, 5e

P N Arora & S Arora

About the Book

For MBA Course, Anna University, Chennai, Trichy, Tirunelveli Coimbatore and Other Indian Universities.

Key Features

- 16 chapters succinctly cover every crucial concept of the subject.
- Close to 2300 examples, figures and tables aid to the concepts explained.
- 1800+ exercise questions enhance the practice quotient of the book.

ISBN: 9788121922852 | Price: ₹ 495 | Pages: 640 | Size: 6.75" X 9.5" (Paperback)

Contents

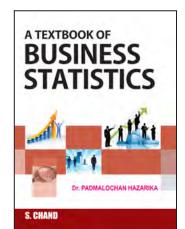
- 1. Probability And Bayes' Theorem
- 2. Theoretical Distributions
- 3. Sampling Distribution Concepts
- 4. Theory of Estimation
- 5. Tests of Significance
- 6. Chi-Square Test
- 7. F-Distribution and Anova
- 8. Correlation Analysis
- 9. Regression Analysis
- 10. Time Series Analysis

- 11. Non-Parametric Methods
- 12. Revision Techniques (Results and Formulae Chapter-Wise)
- 13. Appendices
- 14. Frequency Distributions
- 15. Measures of Central Tendency or Averages
- 16. Measures of Dispersion
- 17. Use of Logarithmic Tables
- 18. M.B.A. Examination Papers Anna University
- 19. Statistical Tables

P N Arora M.A., Ph.D. (DU) Former Professor of Mathematics Dayal Singh College University of Delhi, Delhi



Commerce & Management



A Textbook of Business Statistics, 4e

Padmalochan Hazarika

About the Book

The textbook continues to provide a comprehensive coverage of important topics and concepts in business statistics. Written in a lucid manner, it would equip the students with the knowledge and practice they need to learn each concept. Numerous examples and exercises have been provided for effective understanding. Students of BCom and BBA courses would find this book extremely useful.

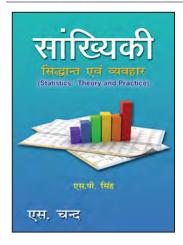
Key Features

- · Over 350 examples to aid understanding of the concepts
- · More than 400 chapter-end exercise questions to test understanding
- · Log tables at the end of the book for quick reference and use

Padamalochan Hazarika, Professor, Department of Commerce, Gauhati University, Gauhati.

ISBN: 9788121924566 | Code: 1007D00391 | Price: ₹ 499 | Pages: 552 | Size: 6.75" X 9.5" (Paperback) Contents

Unit-I: Introduction to Statistics and Analysis of Univariate Data: 1. Definitions, Functions, Scope and Limitations of Statistics, 2. Statistical Investigation: Collection of Data, Census Survey, Sample Survey and Types of Sampling, 3. Classification and Tabulation: Frequency Distributions, 4. Diagrammatic and Graphic Representation of Statistical Data, 5. Measures of Central Tendency or Averages, 6. Measures of Dispersion or Variation, 7. Moments, Skewness and Kurtosis, Unit-II: Analysis of Bivariate Data: Correlation and Regression Analysis, Association of Attributes, Interpolation and Extrapolation: 8. Correlation Analysis and Regression Analysis, 9. Association of Attributes, 10. Interpolation and Extrapolation, Unit-III: Index Numbers and Analysis of Time Series: 11. Index Numbers, 12. Analysis of Time Series, Unit-IV: Probability, Mathematical Expectation and Probability Distributions: 13. Probability and Mathematical Expectation, 14. Some Important Theoretical or Expected Probability Distributions, Unit-V: Statistical Quality Control: 15. Statistical Quality Control (SQC), Unit-VI: Sampling Distribution, Theory of Estimation, Concepts of Tests of Hypotheses and Significance, Business Forecasting: 16. Sampling Distribution, Theory of Estimation, Concepts of Tests of Hypotheses and Significance, Appendix • Bibliography • Index



सांख्यिकी: सिद्धान्त एवं व्यवहार

एस पी सिंह

पस्तक के विषय में

इस संस्करण में पूर्णतया नए लिखे गए अध्याय-सांख्यिकी माध्य बहुगुणी सहसम्बन्ध तथा प्रतीपगमन शामिल किये गए हैं। इस पुस्तक में सांख्यिकीय सूत्रों तथा विधियों के स्पष्टीकरण हेतु सरल तथा जटिल-दोनों प्रकार के उदाहरणों का समावेश किया गया है। अभ्यास हेतु वस्तुनिष्ठ-प्रश्न-बैंक नामक खण्ड में 620 प्रश्नों का समावेश किया गया है।

प्रमख विशेषताएँ

- लगभग 1180 हल किए गए उदाहरण
- अभ्यास-प्रश्न के रूप में 2550 प्रश्नों का विशाल संकलन
- प्रत्येक सूत्र तथा रीति का हल उदाहरण द्वारा स्पष्टीकरण

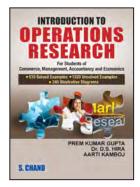
ISBN: 9788121900379 | Code: 1007D00093 | Price: ₹ 825 | Pages: 1,316 | Size: 5.5" X 8.5" (Paperback)

विषय-सूची

खण्ड (अ): सांख्यिकी का सैद्धान्तिक विवेचनः 1. सांख्यिकी की परिभाषा, क्षेत्र एवं प्रकृति, 2. सांख्यिकी के कार्य, महत्व एवं सीमाएँ, 3. सांख्यिकीय अनुसन्धान का आयोजन, 4. समंको का संकलन, 5. संगणना तथा प्रतिदर्श अनुसंधान, 6. समकों का सम्पादन, 7. वर्गीकरण एवं सारणीयन, 8. समंकों का चित्रमय प्रदर्शन, 9. समंकों का बिन्दुरेखीय प्रदर्शन, 10. केन्द्रीय प्रवृति के माप—सांख्यिकीय माध्य, 11. अपिकरण तथा विषमता, 12. परिघात एवं पृथुशीर्षत्व, 13. सहसम्बन्ध, 14. सूचकांक, 15. काल–श्रेणी का विश्लेषण, 16. सरल प्रतीपगमन, 17. बहुगुणी सहसम्बन्ध तथा बहुगुणी प्रतीपगमन, 18. व्यावसायिक पूर्वानुमान, 19. आन्तरगणन एवं बाह्यगणन, 20. गुण–सम्बन्ध या गुण–साहचर्य, 21. आसंग एवं काई–वर्ग परीक्षण, 22. प्रायिकता अथवा सम्भावना, 23. सैद्धान्तिक आवृति बंटन, 24. प्रतिचयन सिद्धान्त एवं सार्थकता—परीक्षण, 25. सार्थकता—परीक्षण—बड़े प्रतिदर्श, 26. गुण–समंको में सार्थिकता—परीक्षण, 27. सार्थकता—परीक्षण—छोटे प्रतिदर्श, 28. प्रसरण विश्लेषण, 29. सार्थिकवीय गुण–िनयन्त्रण, खण्ड (ब): भारतीय सांख्यिकी या समंक: 1. भारत में सांख्यिकीय व्यवस्था, 2. उत्तर प्रदेश में सांख्यिकीय व्यवस्था, 4. जनसंख्या समंक, 5. राष्ट्रीय आय समंक, 6. कृषि—समंक, 7. औद्योगिक समंक, 8. मूल्य समंक, 9. व्यापार समंक, 10. श्रम समंक, 11. भारतीय समंकों के सामान्य दोष • वस्तुनिष्ठ एवं बहुविकल्प प्रश्नमाला • सांख्यिकीय सारिणयाँ एस.पी. सिंह, भृतपूर्व विभागाध्यक्ष, अर्थशास्त्र विभाग, मेरठ कॉलेज, मेरठ

Mathematics & Statistics





Introduction to Operations Research

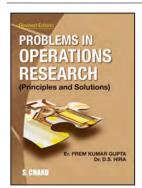
Prem Kumar Gupta, D S Hira & Aarti Kamboj

ISBN: 9788121941006 Code: 1010000544

Price: ₹ 750 | Pages: 1,198 Size: 6.75" X 9.5" (Paperback)

Contents

1. Basics of Operations Research, 2. Linear Programming, 3. The Transportation Model, 4. The Assignment Model, 5. Sequencing Models and Related Problems, 6. Advanced Topics in Linear Programming, 7. Dynamic Programming, 8. Probability Theory, 9. Decision Theory, 10. Theory of Games, 11. Queuing Models, 12. Replacement Models, 13. Inventory Models, 14. Network Analysis in Project Planning, 15. Statistical Quality Control, 16. Simulation, 17. Investment Analysis and Annuity



Problems in Operations Research

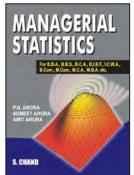
Prem Kumar Gupta & D S Hira

ISBN: 9788121909686 Code: 1010C00128

Price: ₹ 995 | Pages: 1,304 Size: 6.75" X 9.5" (Paperback)

Contents

1. Basics of Operations Research, 2. Linear Programming, 3. The Transportation Model, 4. The Assignment Model, 5. Sequencing Models and Related Problems, 6. Advanced Topics in Linear Programming, 7. Dynamic Programming, 8. Probability Theory, 9. Decision Theory, Games, Investment Analysis and Annuity, 10. Queuing Models, 11. Replacement Models, 12. Inventory Models, 13. Simulation, 14. Network Analysis in Project Planning (PERT and CPM), 15. Statistical Quality Control, 16. Non-Linear Programming



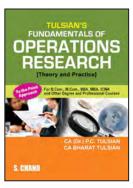
Managerial Statistics

P N Arora, Sumeet Arora & Amit Arora

ISBN: 9788121930727 Code: 1007000470 Price: ₹ 595 | Pages: 960 Size: 6.75" X 9.5" (Paperback)

Contents

1. Statistical Description of Data, 2. Measures of Central Tendency or Averages, 3. Measures of Dispersion or Variation, 4. Correlation Analysis, 5. Regression Analysis, 6. Probability and Bayes Theorem, 7. Random Variable and Mathematical Expectation, 8. Theoretical Distributions, 9. Sampling Distribution Concepts, 10. Theory of Estimation, 11. Statistical Inference-Tests of Significance, 12. Chi-Square Test, 13. F-Distribution and AnalysisofVariance, 14. Skewness, Moments and Kurtosis, 15. Time Series and Forecasting, 16. Index Numbers, 17. Partial and Multiple Correlation and Regression, 18. Statistical DecisionTheory, 19. Linear Programming—I (Graphical Method), 20. Linear Programming—II (Simple Method), 21. Revision Techniques (Results and Formulae Chapter-wise) * Statistical Tables



Fundamentals of Operations Research

P C Tulsian & Bharat Tulsian

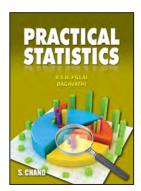
ISBN: 9788121940870 Code: 1007000552 Price: ₹ 350 | Pages: 344 Size: 6.75" X 9.5" (Paperback)

Contents

Linear Programming - Formulation, 2. Linear Programming - Graphical Method, 3. Linear Programming—Simplex Method, 4. Assignment Problems, 5. Transportation Problems, 6. Critical Path Method—Drawing Network, 7. PERT, 8. Crashing, Resource Allocation and Smoothing, 9. Simulation, 10. Learning Curve Theory • Appendix: Important Theoretical Questions



Commerce & Management



Practical Statistics

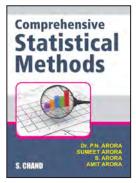
R S N Pillai & Bagavathi

ISBN: 9788121900447 Code: 1007A00182

Price: ₹ 595 | Pages: 840 Size: 6.75" X 9.5" (Paperback)

Contents

1. Classification and Tabulation, 2. Graphic and Diagrammatic Representation, 3. Measures of Central Tendency, 4. Measures of Dispersion, 5. Measures of Skewness, Moments and Kurtosis, 6. Correlation, 7. Regression, 8. Index Number, 9. Analysis of Time Series, 10. Interpolation and Extrapolation, 11. Association of Attributes, 12. Probability, 13. Theoretical Distributions, 14. Sampling Theory and Tests of Significance, 15. Chi-Square Tests, 16. Partial and Multiple Correlation, 17. Miscellaneous, 18. Logarithm and their Uses • Logarithmic Tables



Comprehensive Statistical Methods, 2e

P N Arora, Sumeet Arora, S Arora & Amit Arora

ISBN: 9788121927765 Code: 1007A00426

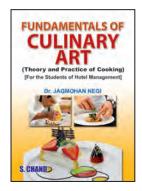
Price: ₹ 1395 | Pages: 1,696 Size: 6.75" X 9.5" (Paperback)

Contents

1. Statistics - Definition, Scope and Distrust, 2. Classification and Tabulation of Data, 3. Diagrammatic and Graphic Presentation of Data, 4. Measures of Central Tendency or Averages, 5. Measures of Dispersion, 6. Skewness, Moments and Kurtosis, 7. Correlation Analysis, 8. Regression Analysis, 9. Time Series and Forecasting, 10. Index Numbers, 11. Probability and Bayes' Theorem, 12. Random Variable and Mathematical Expectation, 13. Theoretical Distributions, 14. Statistical Decision Theory, 15. Sampling, 16. Theory of Estimation, 17. Statistical Inference – Tests of Significance, 18. Chi-Square Test and Goodness of Fit, 19. F-Distribution and Analysis of Variance, 20. Association of Attributes, 21. Interpolation and Extrapolation, 22. Partial and Multiple Correlation and Regression, 23. Statistical Quality Control, 24. Non-Parametric Methods, 25. Special Theoretical Distributions, 26. Factorial Analysis, 27. Revision Techniques [Results and Formulae – Chapter-wise] * Statistical Tables

Hospitality/Hotel Management





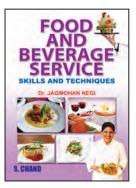
Fundamentals of Culinary Art

Jagmohan Negi

ISBN: 9788121940290 Code: 1007000547 Price: ₹ 540 | Pages: 458 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Introduction: 1. Food and Beverage: An Introduction, 2. The Art and Science of Cooking, 3. Manual Skills and Modern Technology, 4. Sanitation and Safety, Part-II: Food Preparation: 1. Vegetables and Fruits, 2. Eggs and Dairy Produce, 3. Breeding and Coating, 4. Meat and Poultry, 5. Sea Food: Fish and Shellfish, Part-III: Techniques of Cooking Food: 1. Methods of Cooking, 2. The Extraction of Flavour, 3. Baking Roasting and Boiling: Dry Heat Methods, 4. Moist Heat Method, 5. Cooking in Fat or Frying, 6. Caramelizing and Tenderizing Combination Method, 7. Salads, Fruit Salad, Salad Dressing and Sandwiches, 8. Cooking of Vegetables, 9. Starches: Potatoes and Pastas, 10. Eggs Preparation, 11. Stocks Sauces Soups and Gravies, Part-IV: Food Production: 1. Frying, 2. Roasting, 3. Broiling or Grilling, 4. Sauteing: Griddle Frying, 5. Boiling Meat and Fish, 6. Pot-Roasting, 7. Braising Portion-Cut out Meats, 8. Stewing: Meat Sea Food and Vegetables, 9. Fricassees, Blanquettes and Casseroles • Appendix-A: Escoffier: The King of Chef's • Appendix-B: Culinary Terminology • Index • References



Food and Beverage Service

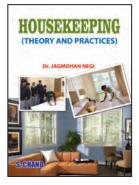
Jagmohan Negi

Multicolour Edition

ISBN: 9788121997607 Code: 1007000557 Price: ₹ 420 | Pages: 370 Size: 6.75" X 9.5" (Paperback)

Contents

Section-I: Basic Skills and Techniques: 1. Serving the Customer, 2. Equipment Identification Equipment Handling, 3. Napkin Folding Techniques, 4. Menu and Service Style, 5. Service Techniques and Skills, 6. Beverage Service Techniques and Skills, 7. Non-alcoholic Beverage: Coffee and Tea Service, 8. Closing Hours of a Restaurant or Dining Area, Section-II: Demonstration: Application and Exhibition, 9. Demonstration: Practice-Services Skills and Techniques • Appendices: A. Technical Terms, B. Specimen Menus: Breakfast Menus, C. Specimen Menus: Lunch Menus, D. Special Dinner Menus, E. Special Menus: Table D'hote Menu, F. Special Menus: A La Carte Menu, G. Special Menus: A La Carte Menu • Reference



Housekeeping

Jagmohan Negi



ISBN: 9788121997737 Code: 1007000559 Price: ₹ 540 | Pages: 472 Size: 6.75" X 9.5" (Paperback)

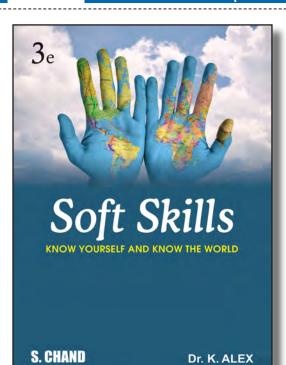
Contents

1. Introduction, 2. Organisational and Operation, 3. Cleaning Agents and Equipment's,4. Hotel Guest Rooms and Cleaning Procedure, 5. Bed Making and Principles of Cleaning, 6. Linen Management and Control, 7. Laundry Operation, 8. Room Keys and Key Control, 9. Pest and Pest Control, 10. Security and Safety • Appendices: A. Examination Questions, B. Housekeeping Terminology, C. Books and Publications



Self-Help & Professional Development Books

Commerce & Management



Soft Skills: Know Yourself and Know The World, 3e



K Alex

Instructor's Resource available



In this new age of communication and sociability, it is indispensable for budding professionals to possess essential soft skills. This book by Dr. K Alex acquaints the students with the requisite soft skills so that they not only become a part of but also lead today's dynamic workforce.

Key Features

About the Book

- Empowers the youth in acquiring the right soft skills, particularly in the corporate world
- Focuses on career planning, body language, team building & teamwork, etiquette & manners, time & stress management
- Interesting and engaging images as well as exercises make the book a must-read

Dr K Alex, Associate Professor, St. Joseph's College, Tiruchirapalli, TamilNadu

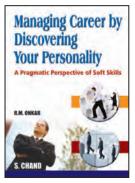
ISBN: 9788121931922 | Price: ₹ 550 | Pages: 264 | Size: 6.75" X 9.5" (Paperback)

Contents

- Soft Skills
- 2. Know Thyself/Self-Discovery
- 3. Developing Positive Attitude
- 4. Forming Values
- 5. Improving Perception
- 6. Career Planning
- 7. Art of Listening
- 8. Art of reading
- 9. Art of Speaking
- 10. Art of Writing
- 11. Art of Writing eMail
- 12. Body Language
- 13. Team Building and Teamwork
- 14. Group Discussion
- 15. Etiquette and Manners
- 16. Preparing CV/Résumé
- 17. Interview Skills
- 18. Time Management
- 19. Stress Management

Self-Help & Professional Development Books





Managing Career by Discovering Your Personality

R M Onkar

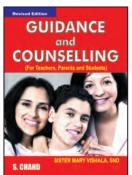
Multicolour Edition

ISBN: 9788121933346 Code: 1007000496 Price: ₹ 315 | Pages: 160 Size: 6.75" X 9.5" (Paperback)

Contents

1. Modality for Discovering Yourself for Self-Assessment and Self-Packaging:

1. Behaviour, Conduct and Values, 2. Personal Characteristics, 3. Intellectual Abilities, 4, Performance and Stability, 5. Work Motivation, 6. Interpersonal Skills, 7. Administrative Skills, 2. Self-Awakening Mission for Self-Projection and Self-Marketing: Annexures, 3. The Art of Enriching, Empowering and Enlightening Your Life • Epilogue



Guidance and Counselling

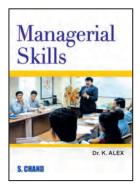
Sister Mary Vishala, SND

Multicolour Edition

ISBN: 9788121927475 Code: 1001B00214 Price: ₹ 399 | Pages: 232 Size: 6.75" X 9.5" (Paperback)

Contents

1. Guidance and Counselling, 2. Prenatal Period, 3. Infancy, 4. Early Childhood, 5. Later Childhood, 6. Adolescents, 7. Habit Formation in Children, 8. Mental Hygiene in Children, 9. Why Does one Forget, 10. Training in Memory, 11. Exceptional Children, 12. Character Formation in Children • *Bibliography*



Managerial Skills

K Alex

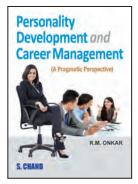
Multicolour Edition

ISBN: 9788121998697 Code: 1001000463 Price: ₹ 365 | Pages: 192 Size: 6.75" X 9.5" (Paperback)

Contents

Managing Self, 2. Managing Others/ Interpersonal Skills, 3. Managing Your Time,
 Strategic Thinking, 5. Lateral Thinking, 6. Boss-Subordinate Relationship, 7. Facing Changes,
 Facing Challenges,
 Staying Motivated,
 Effective Decision Making,
 Conflict Resolution,
 Team Building and Teamwork,
 Developing Human Network,
 Balancing Work and Life,
 Practising

Corporate Social Responsibility, 17. Professional Ethics, 18. Workplace/ Office Politics, 19. Planning for a Second Career



Personality Development and Career Management

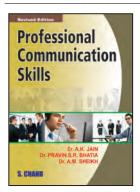
R M Onkar



ISBN: 9788121929035 Code: 1007C00445 Price: ₹ 525 | Pages: 232 Size: 6.75" X 9.5" (Paperback)

Contents

1. Five Pillars of your Personality Development and Career Advancement, 2. A New Outlook on Self Identification and Self-Assessment, 3. Setting Personal Mission and Preparing its Statement, 4. Brain-Mind-Body's Combined Relation With Attributes, 5. Intellect, Genius, Intelligence and Talent, 6. Selection of a Job to Match Your Potential, 7. Modality and Mechanics of Advising and Counselling, 8. Challenges of 21st Century for Managing Career, 9. Managing Success in Your Career Some Secrets and Some Guidelines, 10. The Personal Attribute Profiles of Our Successful Professional Leaders



Professional Communication Skills

A K Jain, Pravin S R Bhatia & A M Sheikh

ISBN: 9788121920926 Code: 1011C00793 Price: ₹ 425 | Pages: 440 Size: 6.75" X 9.5" (Paperback)

Contents

1. Language as Skill of Communication, 2. Phonetics, 3. Articles, 4. The Preposition, 5. Tenses, 6. Subject-Verb Accord, 7. The Infinitive, 8. The Participle, 9. Clauses, 10. Degrees of Comparison, 11. Transformation of Sentences, 12. Direct and Indirect Speech, 13. Modifiers, 14. Sentence Connectives, 15. The Gerund, 16. Punctuation and Capitalisation, 17. Vocabulary, 18. Use of Abbreviations, 19. Correct Usage, 20. Eponym, 21. Concord, 22. Homophones, 23. Letter Writing, 24. Paragraph Writing, 25. Proposal Writing, 26. Verbal Communication, 27. Oral Presentation, 28. Technical Written Communication, 29. Forms of Technical Writing, 30. Report Writing, 31. Advertising, 32. Precis Writing, 33. Collection of Short Essays, 34. Collection of Short Stories, 35. Interview Skills and Group Discussion, 36. Communication: Process & Elements, 37. Reading Comprehension, 38. Principles of Public Speaking, 39. How to Create a PowerPoint Presentation, 40. Speaking Skills, 41. Listening Skills • Appendices: (i) Question Bank, (ii) Model Question Paper



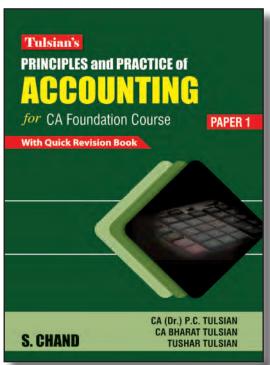
Books for CA/ICWA Courses

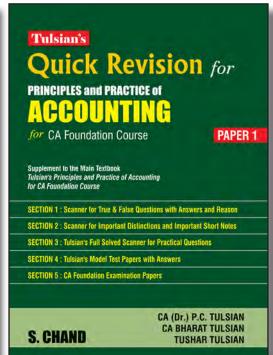
Commerce & Management

Combo Pack

Tulsian's Principles and Practice of Accounting for CA Foundation Course: With Quick Revision Book [Paper-1]

CA (Dr.) P C Tulsian, CA Bharat Tulsian & Tushar Tulsian





ISBN: 9789355015600 | Price: ₹ 1399 | Pages: 1544 | Size: 6.75" X 9.5" (Paperback)

About the Book

Tulsian's Principles and Practice of Accounting For CA Foundation Course (Paper I)

This book has been designed for the students of CA Foundation Course for the subject Principles and Practice of Accounting (Paper 1). It completely follows the syllabus issued by the Institute of Chartered Accountants of India.

This book serves as a self-study text and provides an overview of basics of accounting along with accounting principles and policies. Further, it discusses accounting standards, special transactions including bills of exchange, sale of goods on approval or return basis, consignments, average due date and accounting for share capital.

All important, formulae, figures and practical steps have been presented in screen format to catch the eye. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits and easy retention of concepts.

Tulsian's Quick Revision For Principles and Practice of Accounting - CA Foundation Course (Paper I)

This book is a companion to Tulsian's Principles and Practice of Accounting for CA Foundation Course. It provides a quick revision of the concepts discussed in the main textbook and helps students to test their knowledge. The book helps in making the revision process easy by providing candidates with fully solved scanner, model test papers with solutions and CA Foundation examination papers for practice. The content is examoriented, highly relevant and focuses on the important topics appearing in the exam.

Key Features

- Numerous questions along with answers have been provided for better understanding of important theoretical concepts
- Over 500 illustrations have been provided for a better understanding of the text
- Four Model Test Papers with Answers have been provided for students' practice

Books for CA/ICWA Courses



Contents

Tulsian's Principles and Practice of Accounting for CA Foundation Course (Paper I)

- 1: Basics of Accounting
- 2: Accounting Principles and Policies
- 3: Accounting Standards
- 4: Capital and Revenue Expenditure and Receipts
- 5: Accounting as a Measurement Discipline
- 6: Accounting Process
- 7: Errors and Their Rectification
- 8: Bank Reconciliation Statement
- 9: Valuation of Inventory
- 10: Accounting for Depreciation
- 11: Accounting for Bills of Exchange
- 12: Goods Sent on Approval or on Sale or Return Basis
- 13: Accounting for Consignment
- 14: Average Due Date
- 15: Account Current
- 16A: Financial Statements (Without Adjustments)
- 16B: Financial Statements (With Adjustments)
- 17: Accounting for Partnership Firms Fundamentals
- Reconstitution of Partnership Change in Profit Sharing Ratio
- 19: Reconstitution of Partnership Admission of a Partner
- 20: Reconstitution of Partnership-Retirement/Death of a Partner
- 21: Limited Liability Partnership [LLP]
- 22: Financial Statements of Not-for-Profit Organisations
- 23: Accounting for Share Capital
- 24: Issue of Debentures

Tulsian's Quick Revision for Principles and Practice of Accounting - CA Foundation Course (Paper I)

Section A: True & False Questions

True & False Questions

Section B: Important Distinctions and Important Short Notes

Important Distinctions
Important Short Notes

Section C: Tulsian's Fully Solved Scanner for Practical Questions

- 1. Errors and Their Rectification
- 2. Bank Reconciliation Statement
- 3. Valuation of Inventory
- 4. Accounting for Depreciation
- 5. Accounting for Bills of Exchange
- 6. Goods Sent on Approval or on Sale or Return Basis
- 7. Accounting for Consignment
- 8. Average Due Date
- 9. Account Current
- 10. Financial Statements
- 11. Accounting for Partnership Firms Fundamentals
- 12. Reconstitution of Partnership Change in Profit Sharing Ratio
- 13. Reconstitution of Partnership Admission of a Partner
- 14. Reconstitution of Partnership-Retirement/Death of a Partner
- 15. Financial Statements of Not-for-Profit Organisations
- 16. Accounting for Share Capital
- 17. Issue of Debentures

Section D: Tulsian's Model Test Papers With Answers

Tulsian's Model Test Paper 1

Tulsian's Model Test Paper 2

Tulsian's Model Test Paper 3

Tulsian's Model Test Paper 4

Section E: CA Foundation Examination Papers

CA Foundation Examination Papers

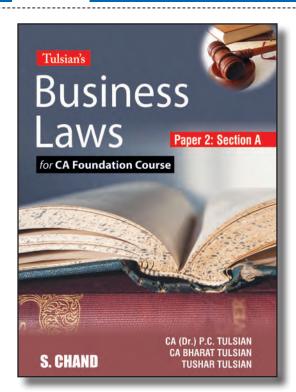
P C Tulsian, Additional Director (Former) Board of Studies, The Institute of Chartered Accountants of India, New Delhi and Principal Ramjas College University of Delhi.

Bharat Tulsian, Chartered Accountant, Alumnus of Sri Ram College of Commerce (SRCC), University of Delhi. **Tushar Tulsian**, MBA (Finance), Indian School of Business (ISB) Investment Banker (Former) J.P. Morgan



Books for CA/ICWA Courses

Commerce & Management



Tulsian's Business Laws: For CA Foundation Course [Paper 2: Section A]

CA (Dr.) P C Tulsian, CA Bharat Tulsian & Tushar Tulsian



About the Book

The book has been primarily designed for the students of CA foundation course paper 2 (section A) for the subject Business Laws. It completely follows the new syllabus issued by the Institute of Chartered Accountants of India. This book serves as a self-study text and provides essential guidance for understanding of The Indian Contract Act, 1872; The Sale of Goods Act, 1930; and The Companies Act, 2013. The book also acquires the ability to address basic application-oriented issues. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits and solved problems.

Key Features

- Numerous exhibits to acquaint students with various accounting treatment and formats
- Over 550 illustrations have been provided for a better understanding of the text
- Over 60 distinctions and more than 550 solved problems have been provided for a better comparative study

ISBN: 9789355015204 | Price: ₹ 699 | Pages: 640 | Size: 6.75" X 9.5" (Paperback)

Contents

- 1: Meaning and Essentials of Contract
- 2: Offer and Acceptance
- 3: Capacity of Parties
- 4: Consideration
- 5: Free Consent
- 6: Legality of Object and Consideration, and Agreements Opposed to Public Policy
- 7: Void Agreement and Contingent Contracts
- 8: Performance of a Contract
- 9: Discharge of a Contract
- 10: Remedies for Breach of Contract
- 11: Quasi-Contracts
- 12: The Sale of Goods Act, 1930

- 13: The Indian Partnership Act, 1932
- 14: The Limited Liability Partnership Act, 2008
- 15: Meaning, Nature and Types of Company
- 16: Incorporation of a Company
- 17: Memorandum and Articles of Association
- 18: Shares and Share Capital

Appendices

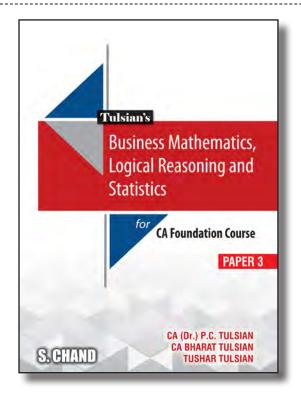
- 1. Tulsian's Revision One Day Before Examination
- 2. Tulsian's Correct Incorrect Questions
- 3. Tulsian's Practical Problems
- 4. Tulsian's Model Test Papers
- 5. CA Foundation Examination Problems

P C Tulsian, Additional Director (Former) Board of Studies, The Institute of Chartered Accountants of India, New Delhi and Principal Ramjas College University of Delhi.

Bharat Tulsian, Chartered Accountant, Alumnus of Sri Ram College of Commerce (SRCC), University of Delhi. **Tushar Tulsian**, MBA (Finance), Indian School of Business (ISB) Investment Banker (Former) J.P. Morgan

Books for CA/ICWA Courses





Tulsian's Business Mathematics, Logical Reasoning and Statistics: For CA Foundation Course [PAPER-3]

CA (Dr.) P C Tulsian, CA Bharat Tulsian & Tushar Tulsian

About the Book

This book has been designed for the students of CA Foundation Course for the subject Business Mathematics, Logical Reasoning and Statistics (Paper 3). It completely follows the new syllabus issued by the Institute of Chartered Accountants of India. This book serves as a self-study text and provides an overview of business mathematics including ratio & proportion, indices, logarithms, sequence, series and sets. Text includes logical reasoning and statistics questions and approaches, presented in simple and lucid manner for better understanding of the students.

All important, formulae, figures and practical steps have been presented in screen format to catch the eye. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits and easy retention of concepts.

Key Features

- Over 1000 Important Points to Remember have been provided throughout the text
- More than 2000 multiple choice questions along with answers have been provided
- Eight Model Test Papers with Answers have been provided for students' practice

ISBN: 9789355015587 | Price: ₹ 799 | Pages: 736 | Size: 6.75" X 9.5" (Paperback)

Contents

PART-A: Business Mathematics

- 1: Ratio and Proportion, Indices and Logarithms
- 2: Equations
- 3: Graph of Linear Inequalities
- 4A: Simple and Compound Interest
- 4B: Time Value of Money
- 5: Permutations and Combinations
- 6: Sequence and Series
- 7A: Sets
- 7B: Relations and Functions
- 8: Basic Applications of

- Differential Calculus
- 9: Basic Applications of Integral Calculus

PART-B: Logical Reasoning

- Number Series, Coding & Decoding and Odd Man Out
- 2: Direction Tests
- 3: Seating Arrangements
- 4: Blood Relations

PART-C: Statistics

- 1: Statistics—An Introduction
- 2: Classification and Tabulation
- 3: Diagrammatic and Graphical

Presentation

- 4: Measures of Central Tendency
- 5: Measures of Dispersion
- 6: Correlation
- 7: Regression Analysis
- 8: Index Numbers
- 9: Probability Theory
- 10: Theoretical Distributions— Binomial Distribution
- Theoretical Distributions— Poisson Distribution
- 12: Theoretical Distributions— Normal Distribution

PART-D: Tulsian's Test Papers with Answers

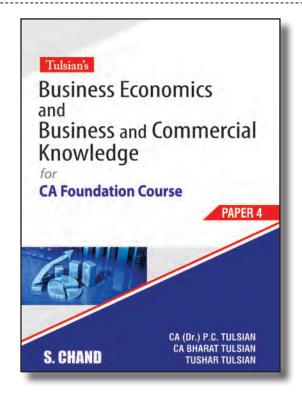
- Tulsian's Revision Test Paper 1
- Tulsian's Revision Test Paper 2
- Tulsian's Revision Test Paper 3 Tulsian's Model Test Paper 4
- Tulsian's Model Test Paper 5
- Tulsian's Model Test Paper 6
- Tulsian's Model Test Paper 7
- Tulsian's Model Test Paper 8

P C Tulsian, Additional Director (Former) Board of Studies, The Institute of Chartered Accountants of India, New Delhi and Principal Ramjas College University of Delhi.

Bharat Tulsian, Chartered Accountant, Alumnus of Sri Ram College of Commerce (SRCC), University of Delhi. **Tushar Tulsian**, MBA (Finance), Indian School of Business (ISB) Investment Banker (Former) J.P. Morgan



Commerce & Management



Tulsian's Business Economics and Business and Commercial Knowledge: For CA Foundation Course [Paper 4]

CA (Dr.) P C Tulsian, CA Bharat Tulsian & Tushar Tulsian

About the Book

The book adopts a fresh and novel approach to the study of Business Economics and Business and Commercial Knowledge. It completely follows the new syllabus issued by the Institute of Chartered Accountants of India for the students of CA foundation course (paper 4).

This book is written in simple language "meant to serve the beginners". It provides essential guidance for understanding the theories in business economics along with the common business & commercial concepts. Based on the author's proven approach teach yourself style, the text is interspersed with exhibits to acquaint students with various formulae.

Key Features

- · Numerous exhibits to acquaint students with various accounting treatment and formats
- Over 550 illustrations have been provided for a better understanding of the text
- Over 60 distinctions and more than 550 solved problems have been provided for a better comparative study ISBN: 9789355015259 | Price: ₹ 575 | Pages: 520 | Size: 6.75" X 9.5" (Paperback)

Contents

PART A: Business Economics

- 1: Introduction to Business Economics
- 2: Theory of Demand and Supply
- 3: Theory of Production and Cost
- 4: Price Determination in Different Markets
- 5: Business Cycles

PART B: Business And Commercial Knowledge

- 1: Business and Commercial knowledge-An Introduction
- 2: Business Environment

- 3: Business Organizations
- 4: Government Policies for Business Growth
- 5: Organizations Facilitating Business
- 6: Common Business Terminologies

Tulsian's Model Test Papers with Answers

Tulsian's Model Test Paper 1

Tulsian's Model Test Paper 2

Tulsian's Model Test Paper 3

Tulsian's Model Test Paper 4

Tulsian's Model Test Paper 5

Tuisian's Model Test Laper

Tulsian's Revision Test Paper 1

Tulsian's Model Test Paper 6

Answers

Tulsian's Revision Test Paper 2

Tulsian's Revision One Day Before Examination

Tulsian's Revision Test Papers with

P C Tulsian, Additional Director (Former) Board of Studies, The Institute of Chartered Accountants of India, New Delhi and Principal Ramjas College University of Delhi.

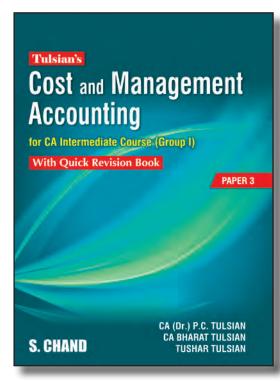
Bharat Tulsian, Chartered Accountant, Alumnus of Sri Ram College of Commerce (SRCC), University of Delhi. **Tushar Tulsian**, MBA (Finance), Indian School of Business (ISB) Investment Banker (Former) J.P. Morgan

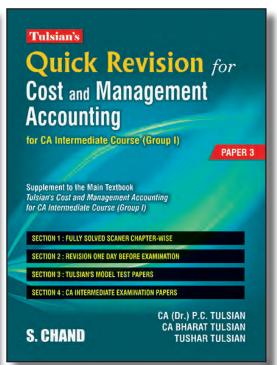


Tulsian's Cost & Management Accounting for CA Intermediate Course (Group I): With Quick Revision Book [Paper 3] Combo Pack CA (Dr.) B. C. Tulsian, CA Pharat Tulsian, & Tushar Tulsian

CA (Dr.) P C Tulsian, CA Bharat Tulsian & Tushar Tulsian







ISBN: 9789355016409 | Price: ₹ 1299 | Pages: 1560 | Size: 6.75" X 9.5" (Paperback)

About the Book

Tulsian's Cost & Management Accounting For CA Intermediate Course (Group I)

The book has been designed for the students of CA Intermediate course (Group I) for the subject Cost and Management Accounting (Paper 3) as per the syllabus issued by the Institute of Chartered Accountants of India.

It serves as a self-study text and provides an overview and essential guidance for understanding complex accounting principles and practices. It includes detail discussion on cost and management accounting, cost ascertainment, methods of costing and cost control analysis including standard costing, marginal costing and budget with budgetary control. The book has been written in simple and lucid manner covering all important equations, formulae, figures and practical steps in a systematic manner to aid students learning. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits and easy retention of concepts.

Quick Revision For Cost & Management Accounting - CA Intermediate Course (Group I)

This book is a companion to Tulsian's Cost and Management Accounting for CA Intermediate Course (Group I). It provides a quick revision of the concepts discussed in the main textbook and helps students to test their knowledge. The book helps in making the revision process easy by providing candidates with fully solved scanner, model test papers with solutions and CA Intermediate examination papers for practice. The content is exam-oriented, highly relevant and focuses on the important topics appearing in the exam.

Key Features

- Numerous questions along with answers have been provided for better understanding of important theoretical concepts
- Over 550 illustrations have been provided for a better understanding of the text
- Over 140 exhibits and more than 350 solved problems have been provided for a better comparative study
- Four Model Test Papers with Answers have been provided for students' practice



Commerce & Management

Contents

TULSIAN'S COST & MANAGEMENT ACCOUNTING FOR CA INTERMEDIATE COURSE (GROUP I)

- 1: Introduction to Cost Accounting
- 1A: Introduction to Management Accounting
- 2: Accounting for Material Cost
- 3: Accounting for Labour Cost
- 4: Accounting for Overheads
- 5: Activity Based Costing
- 6: Unit Costing
- 7: Integral and Non-Integral Systems
- 8: Reconciliation of Cost and Financial Accounts
- 9: Job, Batch and Contract Costing
- 10A: Process Costing I
- 10B: Process Costing II Work-in-progress
- 10C: Joint Products and By-Products
- 11: Operating Costing (Service Costing)
- 12: Marginal Costing
- 13: Budgeting and Budgetary Control
- 14A: Standard Costing— Material Cost Variances
- 14B: Standard Costing— Labour Cost Variances
- 14C: Standard Costing— Overhead Variances

TULSIAN'S QUICK REVISION FOR COST & MANAGEMENT ACCOUNTING FOR CA INTERMEDIATE COURSE (GROUP I)

Section 1: Tulsian's Fully Solved Scanner Chapter-wise

- 1: Accounting for Material Cost
- 2: Accounting for Labour Cost
- 3: Accounting for Overheads
- 4: Activity Based Costing
- 5: Unit Costing

- 6: Integral and Non-integral Systems
- 7: Reconciliation of Cost and Financial Accounts
- 8: Job, Batch and Contract Costing
- 9A: Process Costing I
- 9B: Process Costing II Work-in-progress
- 9C: Joint Products and By products
- 10: Costing of Service Sectors
- 11: Marginal Costing
- 12: Budgeting and Budgetary Control
- 13A: Standard Costing Material Cost Variances
- 13B: Standard Costing Labour Cost Variances
- 13C: Standard Costing Overhead Variances

Section 2: Revision One Day Before Examination

- 1: Accounting for Bonus Issue
- 2: Important Methods
- 3: Important Accounting Treatments
- 4: Important Distinctions
- 5: Important Short Answer Questions

Section 3: Tulsian's Model Test Papers With Answers

- 1. Tulsian's Model Test Paper-1
- 2. Tulsian's Model Test Paper-2
- 3. Tulsian's Model Test Paper-3
- 4. Tulsian's Model Test Paper-4
- 5. Tulsian's Model Test Paper-5
- 6. Tulsian's Model Test Paper-6

Section 4: CA Intermediate Examination Papers

CA Intermediate Examination Papers

P C Tulsian, Additional Director (Former) Board of Studies, The Institute of Chartered Accountants of India, New Delhi and Principal Ramjas College University of Delhi.

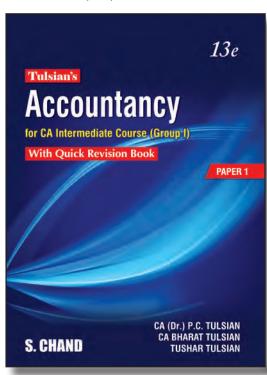
Bharat Tulsian, Chartered Accountant, Alumnus of Sri Ram College of Commerce (SRCC), University of Delhi. **Tushar Tulsian**, MBA (Finance), Indian School of Business (ISB) Investment Banker (Former) J.P. Morgan

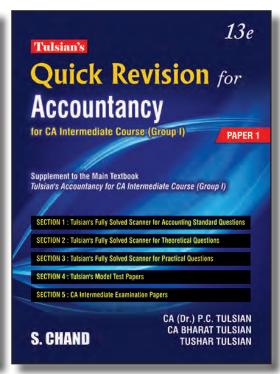


Tulsian's Accountancy for CA Intermediate Course (Group I): With Quick Revision Book (13th Edition) [PAPER 1] Combo Pack CA (Dr.) B. C. Tulsian, CA Pharat Tulsian, & Tulsian

CA (Dr.) P C Tulsian, CA Bharat Tulsian & Tushar Tulsian







ISBN: 9789355016393 | Price: ₹ 1150 | Pages: 1280 | Size: 6.75" X 9.5" (Paperback)

About the Book

TULSIAN'S ACCOUNTANCY FOR CA INTERMEDIATE COURSE (GROUP I)

The book has been designed for the students of CA Intermediate course (Group I) for the subject Accounting (Paper 1) as per the syllabus issued by the Institute of Chartered Accountants of India.

It serves as a self-study text and provides an overview and essential guidance for understanding complex accounting principles and practices. The text includes detail discussion on accounting for bonus issue, cash flow statements, accounting for special transactions & accounting for departments, branches, and foreign branches. The second section of the book is presented in a simple and lucid manner elaborating the framework for preparation and presentation of financial statements and applications of Accounting Standards.

All important equations, formulae, figures and practical steps have been presented in screen format to catch the eye. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits and easy retention of concepts.

QUICK REVISION BOOK FOR ACCOUNTANCY - CA INTERMEDIATE COURSE (GROUP I)

This book is a companion to Tulsian's Accountancy for CA Intermediate Course (Group I). It provides a quick revision of the concepts discussed in the main textbook and helps students to test their knowledge. The book helps in making the revision process easy by providing candidates with fully solved scanner, model test papers with solutions and CA Intermediate examination papers for practice. The content is exam-oriented, highly relevant and focuses on the important topics appearing in the exam.

Key Features

- Numerous questions along with answers have been provided for better understanding of important theoretical concepts
- Over 600 illustrations have been provided for a better understanding of the text
- Over 100 exhibits to acquaint students with various accounting treatment and formats



Commerce & Management

Contents

TULSIAN'S AC	CCOUNTANCY FOR CA INTER	MEDIATE
COURSE ((GROUP I)	

Section A

- 1: Accounting for Bonus Issue
- 2: Redemption of Redeemable Preference Shares
- 3: Redemption of Debentures
- 4A: Managerial Remuneration
- 4B: Financial Statements of a Company
- 5: Cash Flow Statement
- 6: Profit Prior to Incorporation and Accounting for Business Acquisition
- 7: Accounting for Investments
- 8: Insurance Claims
- 9: Accounting for Hire Purchase and Instalment Purchase
- 10: Accounting for Departments
- 11A: Accounting for Branches
- 11B: Accounting for Foreign Branches
- 12: Accounts from Incomplete Records [or Single Entry System]

Section B: Accounting Standards

- 1: Preface to Accounting Standards
- 2: Framework for Preparation and Presentation of Financial Statements
- 3: AS 1 Disclosure of Accounting Policies
- 4: AS 2 Valuation of Inventories
- 5: AS 3 Cash Flow Statement
- 6: AS 10 Property, Plant and Equipment
- 7: AS 11 The Effects of Changes in Foreign Exchange Rates
- 8: AS 12 Accounting for Government Grants
- 9: AS 13 Accounting for Investments
- 10: AS 16 Borrowing Cost

TULSIAN'S QUICK REVISION FOR ACCOUNTANCY - CA INTERMEDIATE COURSE (GROUP I)

Section 1: Tulsian's Fully Solved Scanner for Accounting Standard Questions

1: Preface to Accounting Standards

- 2: Framework for Preparation and Presentation of Financial Statements
- 3: AS 1 Disclosure of Accounting Policies
- 4: AS 2 Valuation of Inventories
- 5: AS 3 Cash Flow Statement
- 6: AS 10 Property, Plant and Equipment
- 7: AS 11 The Effects of Changes in Foreign Exchange Rates
- 8: AS 12 Accounting for Government Grants
- 9: AS 13 Accounting for Investments
- 10: AS 16 Borrowing Cost

Section 2: Tulsian's Fully Solved Scanner `for Theoretical Questions

Important Theoretical Questions

Section 3: Tulsian's Fully Solved Scanner for Practical Questions

- 1: Accounting for Bonus Issue
- 2: Redemption of Preference Shares
- 3: Redemption of Debentures
- 4A: Managerial Remuneration
- 4B: Financial Statements of a Company
- 5: Cash Flow Statement
- 6: Profit Prior to Incorporation and Accounting for Business Acquisition
- 7: Accounting for Investments
- 8: Insurance Claims
- 9: Accounting for Hire Purchase and Instalment Purchase
- 10: Accounting for Departments
- 11A: Accounting for Branches
- 11B: Accounting for Foreign Branches
- 12: Accounts from Incomplete Records [or Single Entry System]

Section 4: Tulsian's Model Test Papers With Answers

Tulsian's Model Test Paper 1

Section 5: CA Intermediate Examination Papers

CA Intermediate Examination Papers - Accounting [Group I]

P C Tulsian, Additional Director (Former) Board of Studies, The Institute of Chartered Accountants of India, New Delhi and Principal Ramjas College University of Delhi.

Bharat Tulsian, Chartered Accountant, Alumnus of Sri Ram College of Commerce (SRCC), University of Delhi. **Tushar Tulsian**, MBA (Finance), Indian School of Business (ISB) Investment Banker (Former) J.P. Morgan

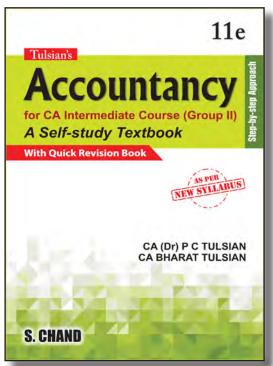


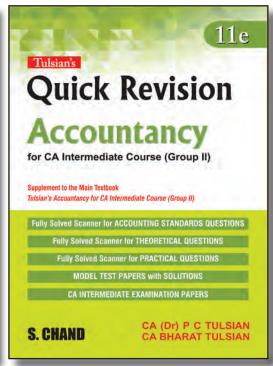
Accountancy For CA Intermediate Course (Group-II) with Quick Revision, 11e



P C Tulsian & Bharat Tulsian







ISBN: 9789352535224 | Price: ₹ 950 | Pages: 1384 | Size: 6.75" X 9.5" (Paperback)

About the Book

Accountancy for CA Intermediate Course (GROUP II)

This new edition has been primarily designed for the students of CA Intermediate (Group II) course for the subject Advanced Accounting. It has been revised and remodelled as per the new syllabus issued by the Institute of Chartered Accountants of India. This book serves as a self-study text and provides essential guidance for understanding complex accounting principles and practices. Based on the author's proven approach 6 teach yourself style, the book is replete with numerous illustrations, exhibits and solved problems.

Quick Revision - Accountancy for CA Intermediate Course (GROUP II)

This book is a companion to Tulsian's Accountancy for CA Intermediate Course (Group II). It provides a quick revision of the concepts discussed in the main textbook and helps students to test their knowledge. The book helps in making the revision process easy by providing candidates with fully-solved scanner, model test papers with solutions and CA Intermediate examination paper for practice. The content is exam-oriented, highly relevant and focuses on the important topics appearing in the exam.

Key Features

Accountancy for CA Intermediate Course (GROUP II)

- Numerous exhibits to acquaint students with various accounting treatment and formats
- Over 200 illustrations to aid understanding of the concepts
- Over 100 theoretical questions with answers and more than 350 solved problems along with working notes



Commerce & Management

Quick Revision - Accountancy for CA Intermediate Course (GROUP II)

- Fully Solved Scanner for Accounting Standards Questions
- Fully Solved Scanner for Theoretical Questions
- Fully Solved Scanner for Practical Questions
- · Model Test Papers with Solutions
- CA Intermediate Examination Papers

Contents

Section A - Textbook

- Accounting for Employee Stock Option Plan
- Accounting for Buy-Back of Shares
- Underwriting of Shares and Debentures
- 4. Amalgamation of Companies
- 5. Internal Reconstruction
- 6. Liquidation of Companies
- 7. Financial Statements of Life Insurance Companies
- 8. Financial Statements of General Insurance Companies
- 9. Financial Statements of Banking Companies
- 10. Non-Banking Financing Companies (NBFC)
- 11. Mutual Funds
- 12. Valuation of Goodwill
- 13. Consolidated Financial
 Statements [Holding Company
 Accounts]

Section B – Accounting Standards

- 1. AS 7 Construction Contracts
- 2. AS 9 Revenue Recognition
- AS 14 Accounting for Amalgamations

- AS 18 –Related Party Disclosures
- 5. AS 19 Leases
- 6. AS 20 Earnings Per Share
- 7. AS 24 Discontinuing Operations
- 8. AS 26 Intangible Assets
- 9. AS 29 Provisions, Contingent Liabilities and Contingent Assets
- 10. Application of Guidance Note

Quick Revision – Accountancy for CA Intermediate Course (GROUP II)

Section 1 – Tulsian's Fully-Solved Scanner For Accounting Standard Questions

AS 7 - Construction Contracts

AS 9 - Revenue Recognition

AS 14 – Accounting for Amalgamations

AS 18 -Related Party Disclosures

AS 19 - Leases

AS 20 - Earnings Per Share

AS 24 – Discontinuing Operations

AS 26 - Intangible As sets

AS 29 – Provisions, Contingent Liabilities and Contingent Assets

Section 2 - Tulsian's Fully Solved

Scanner For Theoretical Questions Important Theoretical Questions

Section 3 – Tulsian's Fully Solved Scanner For Practical Questions

- Accounting for Employee Stock Option Plan
- Accounting for Buy-Back of Shares
- Underwriting of Shares and Debentures
- 4. Amalgamation of Companies
- 5. Internal Reconstruction
- 6. Liquidation of Companies
- 7. Financial Statements of Life Insurance Companies
- 8. Financial Statements of General Insurance Companies
- 9. Financial Statements of Banking Companies

Section 4 – Tulsian's Model Test Papers With Solutions

Tulsian's Model Test Paper 1

Tulsian's Model Test Paper 1

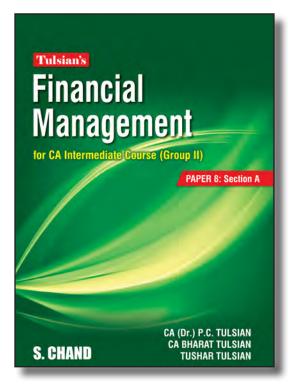
Section 5 – CA Intermediate Examination Papers

CA Intermediate Examination Papers- Advanced Accountancy (Group II)

P C Tulsian, Additional Director (Former) Board of Studies, The Institute of Chartered Accountants of India, New Delhi and Principal Ramjas College University of Delhi.

Bharat Tulsian, Chartered Accountant, Alumnus of Sri Ram College of Commerce (SRCC), University of Delhi.





Tulsian's Financial Management for CA Intermediate Course (Group II): [PAPER 8: Section A]



CA (Dr.) P C Tulsian, CA Bharat Tulsian & Tushar Tulsian

About the Book

This book meets the needs of the students of CA Intermediate (Group II) course for the subject Financial Management. It completely follows the syllabus issued by the Institute of Chartered Accountants of India. It serves as a self-study text and provides essential guidance for understanding of Financial Management and Financial Analysis; Financial Decisions; Capital Investment and Dividend Decisions; and Management of Working Capital. The book has been written in simple and lucid manner covering all the important equations, formulae, figures and practical steps in a systematic manner to aid students learning. Based on the author's proven approach teach yourself style, the book is replete with numerous illustrations, exhibits and solved problems.

Key Features

- Over 350 solved problems along with necessary working notes and alternative solution have been provided throughout the text
- Over 120 exhibits to acquaint students with various accounting treatment and formats
- Includes fully solved scanner chapter-wise (CA Intermediate Examination Problems with Solutions)

ISBN: 9789355016416 | Price: ₹ 995 | Pages: 1056 | Size: 6.75" X 9.5" (Paperback)

Contents

SECTION 1

- 1: Introduction to Financial Management
- 2: Ratio Analysis
- 3: Sources of Finance
- 4: Cost of Capital
- 5: Capital Structure Decisions
- 6: Leverages
- 7: Capital Investment Decisions
- 8: Risk Analysis in Capital Budgeting
- 9: Dividend Decisions
- 10: Working Capital Management—Estimation and Financing
- 11: Working Capital Management—Receivables Management

- 12: Working Capital Management—Inventory Management
- 13: Working Capital Management—Cash Management

SECTION 2: REVISION ONE DAY BEFORE EXAMINATION

- Appendix-1: Important Formulae for Revision
- Appendix-2: Important Theoretical Questions for Revision

SECTION 3: TULSIAN'S MODEL TEST PAPERS WITH ANSWERS

- Tulsian's Model Test Paper 1
- Tulsian's Model Test Paper 2
- Tulsian's Model Test Paper 3

SECTION 4: EXAMINATION PAPERS

· Examination Paper

P C Tulsian, Additional Director (Former) Board of Studies, The Institute of Chartered Accountants of India, New Delhi and Principal Ramjas College University of Delhi.

Bharat Tulsian, Chartered Accountant, Alumnus of Sri Ram College of Commerce (SRCC), University of Delhi.

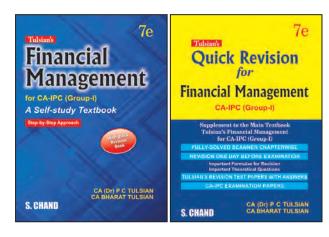


Commerce & Management

Pack

Combo

Pack



Financial Management with Quick Revision (For Group-I), 7e

P C Tulsian & Bharat Tulsian

About the Book

Understanding that value-based approach is critical for accounting students today, the 7th updated and revised edition of Tulsian's Financial Management for CA-IPC (Group I) strikes an effective balance between theory and application. This self-study text retains its focus on aiding students in conceptualising complex topics and is replete with illustrations and learning solutions to help them learn and understand what financial management is all about. Written in teach yourself style, this book serves as a tutor at home and is a trusted resource for financial management students of CA course.

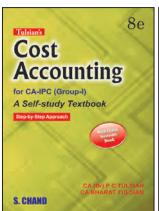
Key Features

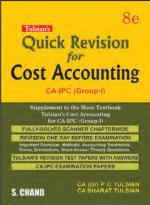
- Over 100 exhibits to acquaint students with various accounting treatment and formats
- More than 400 illustrations have been provided for better understanding of the text
- 350+ solved problems (including quick revision) along with necessary working notes and alternative solution

ISBN: 9789352531738 | Code: 1007E00491 | Price: ₹ 1295 | Pages: 1368 | Size: 6.75" X 9.5" (Paperback)

Contents

FINANCIAL MANAGEMENT (MAIN TEXTBOOK): 1. Introduction to Financial Management, 2. Time Value of Money, 3. Capital Budgeting, 4. Cost of Capital, 5. Leverage, 6. Capital Structure Theories, 7. Working Capital Management – Estimation and Financing, 8. Working Capital Management – Receivables Management, 9. Working Capital Management – Inventory Management, 10. Working Capital Management – Cash Management, 11. Sources of Finance, 12. Ratio Analysis, 13. Cash Flow Statement, 14. Funds Flow Statement, QUICK REVISION (SUPPLEMENT): Section-I: Fully-Solved Scanner Chapter-wise, Section-II: Scanner for CA Examination Problems, Section-III: Revision one day before Examination, Section-IV: Tulsian's Revision Test Papers with Answers, Section-V: CA-IPC Examination Papers

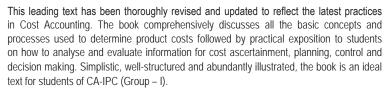




Cost Accounting with Quick Revision (For Group-I), 8e

P C Tulsian & Bharat Tulsian





Key Features

- Over 135 exhibits to familiarise with various accounting treatments and formats
- More than 400 illustrations for effective conceptual knowledge and understanding
- · Over 160 solved problems along with working notes and alternative solutions

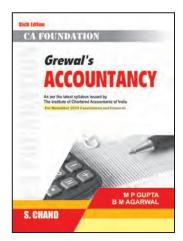
ISBN: 9789352533367 | Price: ₹ 1075 | Pages: 1574 | Size: 6.75" X 9.5" (Paperback)

Contents

COST ACCOUNTING (MAIN TEXTBOOK): 1. Introduction, 2. Accounting for Material Cost, 3. Accounting for Labour Cost, 4. Accounting for Overheads, 5. Unit Costing, 6. Job, Batch and Contract Costing, 7. Process Costing–I, 8. Process Costing–II (Work-in-progress), 9. Joint Products and By Products, 10. Operating Costing (Service Costing), 11. Integral and Non-Integral Systems, 12. Reconciliation of Cost and Financial Accounts, 13. Marginal Costing, 14. Budgeting and Budgetary Control, 15. Standard Costing – Material Cost Variances, 16. Standard Costing – Labour Cost Variances, 17. Standard Costing – Overhead Variances, 18. Standard Costing – Sales Variances, 19. Standard Costing – Miscellaneous Variances, QUICK REVISION (SUPPLEMENT): Section-1: Fully-Solved Scanner Chapter-wise, Section-2: Revision One Day Before Examination, Section-3: Tulsian's Revision Test Papers, Section-4: CA-IPC Examination Papers

Books for CA/ICWA Courses





Grewal's Accountancy (For CA Foundation), 6e

M P Gupta & B M Agarwal

About the Book

The book has been primarily designed for the students of C.A. Foundation course for the subject Principles and Practice of Accounting. It has been revised as per the new updates in the syllabus and is applicable for the students appearing for CA Foundation Examination November 2019 and onwards. The book provides conceptual knowledge and understanding of various principles and systems of accounting and their practical application in different sets of business transactions.

Key Features

- Provides over 250 illustrations throughout the text to aid understanding
- Includes 300+ numerical problems and review questions for practice
- Consists of 300+ multiple choice questions to test understanding of the concepts
- Contains more than 250 true and false statements along with answers and reasons as an appendix for deep-seated understanding of the concepts
- Provides updated chapter on 'Accounting Standards and Accounting Policies'
- Incorporates new format of Profit and Loss Account and Balance Sheet of the Companies (Schedule III to the Companies Act, 2013)

ISBN: 9789352837540 | Price: ₹ 725 | Pages: 688 | Size: 6.75" X 9.5" (Paperback)

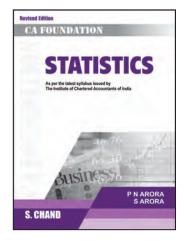
Contents

1. Accounting Theory and Philosophy, 2. Accounting Standards and Accounting Policies, 3. Capital and Revenue (Expenditure and Receipts), 4. Contingent Assets and Contingent Liabilities, 5. Rules of Accounting and the Journal, 6. Ledger, 7. Cash Book, 8. Subsidiary Books, 9. Trial Balance and Rectification of Errors, 10. Depreciation Accounting, 11. Inventory Valuation, 12. Final Accounts, 13. Accounting for Bills of Exchange, 14. Bank Reconciliation Statement, 15. Average Due Date and Account Current, 16. Sale of Goods on Approval or Return Basis, 17. Issue and Forfeiture of Shares, 18. Issue of Debentures, 19. Financial Statements of Not-for-Profit Organizations, 20. Accounting for Consignments, 21. Partnership—II: Fundamentals (Including LLPs), Valuation of Goodwill and Final Accounts, 22. Partnership—II: Admission of a Partner, 23. Partnership—III: Retirement and Death of a Partner

Appendix: True and False Statements (Answers with Reasons)

M P Gupta, MCom, PhD, is Director Jagran College of Art, Science and Commerce, Kanpur. Formerly he was Head of Department - Commerce, VSSD (PG) College, Kanpur as well as Dean, Faculty of Commerce, Kanpur University, Kanpur. He has also been a visiting faculty member at Central India Regional Council of Institute of Chartered Accountants of India, Kanpur and at Kanpur Chapter of the Institute of Company Secretaries of India.

B M Agarwal, MCom, PhD, ACS, was formerly Head of Department - Commerce, DAV College, Kanpur. He has also been a visiting faculty member at Central India Regional Council of Institute of Chartered Accountants of India, Kanpur and at Kanpur Chapter of the Institute of Company Secretaries of India.



Statistics (For CA Foundation), 6e

P N Arora & S Arora

About the Book

The book has been primarily designed for the students of C.A. Foundation course for the subject Statistics. Written in concise and self-explanatory style, this book lucidly explains each concept with the help of solved examples. Keeping in view the new syllabus, a new chapter on Time Series Analysis has been included. Further, Statistical Tables for student's ready reference have also been included towards the end of the book.

Key Features

- 300+ examples have been provided throughout the text to aid students in understanding of the concepts
- Multiple choice questions having more than 1700 questions (with answers) as well as hints/ solutions for select questions have been provided for practice
- Question bank having more than 950 questions has been provided at the end of each chapter to test understanding of the concepts

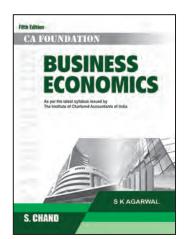
ISBN: 9789352833702 | Price: ₹ 599 | Pages: 560 | Size: 6.75" X 9.5" (Paperback)

Contents

- 1. Statistical Description of Data, 2. Measures of Central Tendency or Averages, 3. Measures of Dispersion, 4. Correlation Analysis, 5. Regression Analysis,
- 6. Time Series Analysis, 7. Probability, 8. Expected Value or Mathematical Expectation, 9. Theoretical Distributions, 10. Index Numbers Statistical Tables
- P N Arora, M.A., Ph.D. (DU), Former Professor of Mathematics Dayal Singh College University of Delhi, Delhi.



Commerce & Management



Business Economics (For CA Foundation), 5e

S K Agarwal

About the Book

The book has been primarily designed for the students of C.A. Foundation course for the subject Business Economics. It has been revised and remodelled according to the newly introduced C.A. Foundation course. Written in concise and self-explanatory style, this book contains detailed notes and Multiple Choice Questions-Answers with detailed reasoning on Business Economics.

Key Features

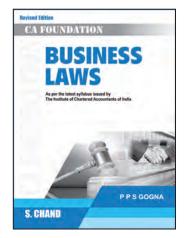
- Over 375 chapter-end and 650 book-end multiple choice questions-answers with detailed reasoning to test and strengthen understanding of the concepts
- · Specifically designed as per the new CA Foundation syllabus
- · New chapter on Business Cycles

ISBN: 9789352833559 | Price: ₹ 325 | Pages: 264 | Size: 6.75" X 9.5" (Paperback)

Contents

I. Introduction to Business Economics: 1. Nature and Scope of Business Economics, 2. Basic Problems of an Economy and Role of Price Mechanism, II: Theory of Demand and Supply: 1. Law of Demand and Elasticity of Demand, 2. Theory of Consumer Behaviour, 3. Law of Supply and Elasticity of Supply, III: Theory of Production and Cost: 1. Theory of Production, 2. Theory of Cost, IV: Price Determination in Different Markets: 1. Meaning and Types of Market, 2. Determination of Equilibrium Price, 3. Price – Output Determination under Different Market Forms, V: Business Cycles • Additional Questions and Answers with Detailed Reasoning

S K Agarwal, Faculty, The Institute of Chartered Accountants of India.



Business Laws (For CA Foundation), 6e

PPS Gogna

About the Book

The book has been primarily designed for the students of C.A. Foundation course for the subject Business Laws. Written in concise and self-explanatory style, this book provides conceptual knowledge and understanding of various acts, such as, The Indian Contract Act, 1872; The Sale of Goods Act, 1930; The Indian Partnership Act, 1932. Further, chapters on The Limited Liability Partnership Act, 2008 and The Companies Act, 2013, have also been incorporated in the book keeping in view the new syllabus.

Key Features

- Over 400 Practical Type Analytical Examples
- More than 300 Subjective Examples with detailed notes
- 1400+ Multiple Choice Questions Answers with detailed reasoning

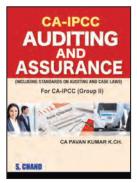
ISBN: 9789352833566 | Price: ₹ 750 | Pages: 696 | Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: The Indian Contract Act, 1872: 1. Nature and Kinds of Contracts, 2. Offer and Acceptance, 3. Consideration, 4. Capacity to Contract, 5. Free Consent, 6. Legality of Object and Consideration, 7. Void Agreements, 8. Contingent Contracts, 9. Quasi Contracts, 10. Performance of Contracts, 11. Discharge of Contracts, 12. Breach of Contract, Part-II: The Sale of Goods Act, 1930: 13. Nature and Formation of Contract of Sale, 14. Conditions and Warranties, 15. Transfer of Ownership and Delivery of Goods, 16. Unpaid Seller and His Rights, 17. Auction Sale, Part-III: The Indian Partnership Act, 1932: 18. General Nature of Partnership, 19. Registration of a Firm, 20. Rights and Duties of Partners (Mutual Relations of Partners), 21. Liabilities of the Firm and its Partners and Reconstitution of a Firm, 22. Dissolution of a Firm, Part-IV: The Limited Liability Act, 2008: 23. Nature and Scope of Limited Liability Partnerships, 24. Features, Characteristics and Business Operations, 25. Incorporation of LLP and Differences with Other Forms of Organizations, Part-V: The Companies Act, 2013: 6. Nature and Kinds of Companies, 27. Formation of a Company, 28. Memorandum of Association, 29. Articles of Association, 30. Shares of a Company, 31. Share Capital

Books for CA/ICWA Courses





Auditing and Assurance

Pavan Kumar K. Ch.

ISBN: 9788121998307 Code: 1007A00561 Price: ₹ 350 | Pages: 768 Size: 6.75" X 9.5" (Paperback)

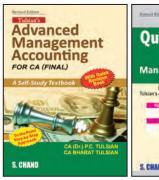
Contents

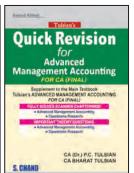
Nature of Auditing, 2. Basic Concepts in Auditing, 3. Preparation for and Audit,
 Internal Control, 5. Vouching, 6. Verification of Assets and Liabilities, 7. Company Auditor,
 Company Audit-II, 9. Special Audits, 10. Auditing Standards, Statements and Guidance
 Notes – An Overview, 11. Frequently Asked Questions, 12. Practical Questions,
 Previous Years Questions Papers, 14. Question Bank, 15. Important Case Laws

Advanced Management Accounting, For CA Final

P C Tulsian & Bharat Tulsian







ISBN: 9789384857639 Code: 1007C00549

Price: ₹ 1195 | Pages: 1,086 Size: 6.75" X 9.5" (Paperback)

Contents

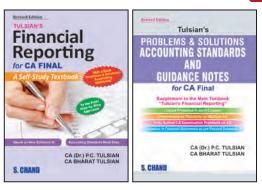
Section-A: Advanced Management Accounting: 1. Management Accounting - An Overview, 2. Marginal Costing, 3. Relevant Costing, 4. Marginal Costing—Decision Making, 5. Budgeting and Budgetary Control, 6. Standard Costing—Material Cost Variances, 7. Standard Costing—Labour Cost Variances, 8. Standard Costing—Overhead Variances, 9. Standard Costing—Sales Variances, 10. Standard Costing—Miscellaneous Variances, 11. Transfer Pricing, 12. Activity Based Costing, 13. Operating Costing (Service Costing), 14. Just-in-Time (JIT), 15. Target Costing, 16. Total Quality Management (TQM), 17. Throughput Accounting and Theory of Constraints, 18. Product Life Cycle Costing, 19. Balanced Score Card, 20. Value Chain Analysis, 21. Miscellaneous Advanced Issues in Costing, 22. Responsibility Accounting, 23. Cost Control and Cost Reduction, 24. Uniform Costing, Section-B: Operations Research: 1. Linear Programming Formulation, 2. Linear Programming-Graphical Method, 3. Linear Programming- Simplex Method, 4. Assignment Problems, 5. Transportation Problems, 6. Critical Path Method-Drawing Network, 7. PERT, 8. Crashing, Resource and

Something, 9. Simulation, 10. Learning Curve Theory, Section-C: Important Theory Question with Answers (Advanced Management Accounting), Section-D: Important Theory Question with Answers (Operations Research) Section-E: Question Papers (CA Final Examination Question Papers

Financial Reporting for CA Final

P C Tulsian & Bharat Tulsian





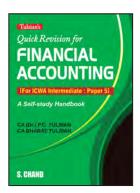
ISBN: 9788121941709 Code: 1007A00555

Price: ₹ 1399 | Pages: 1,478 Size: 6.75" X 9.5" (Paperback)

Contents

Unit-1: Introduction: 1. Financial Reporting – An Introduction, Unit-2: Valuation Unit: 2a. Valuation of Goodwill, 2b. Valuation of Shares, 2c. Valuation of Tangible Fixed Assets, 2d. Valuation of Brand, 2e. Valuation of Liabilities, 2f. Valuation of Business, Unit-3: Corporate Resructuring: 3a. Corporate Restructuring [Amalgamation-I], 3b. Corporate Restructuring [Amalgamation-II] (Inter Company Holdings), 3a. Corporate Restructuring [Demerger, Sale/Purchase of Division etc.], 3a. Corporate Restructuring [Buy Back of Shares and Internal Reconstruction], Unit-4: Consolidated Financial Statements: 4a. Consolidated Financial Statement [Holding Company Accounts-I], 4b. Consolidated Financial Statement [Holding Company Accounts-II], [Chain Holding, Inter Company Holdings etc.], 4c. Consolidated Financial Statement [Associates and Joint Ventures], Unit-5: Employee Share-Based Payments: 5. Employee Share Based Payments, Unit 6: Value Added Statement: 6. Value Added Statement [Including Economic Value Added, Market Value Added & Shareholder's Shareholders Value Added], Unit-7: Human Resource Reporting: 7. Human Resource Reporting, Unit 8: Accounting and Reporting of Financial Instruments: 8a. Accounting and Reporting of Financial Instruments [Introduction], 8b. Accounting and Reporting of Financial Instruments [Derivative Accounting], 8c. Accounting and Reporting of Financial Instruments [Hedge Accounting], Unit-9: Financial Reporting for Financial Institutions Appendix CA Final Examination Paper May 2012: 9a. Financial Reporting for Financial Institutions [Mutual Funds], 9b. Financial Reporting for Financial Institutions [Non-Banking Finance Companies (NBFC)], 9c. Financial Reporting for Financial Institutions [Merchant Bankers], 9d. Financial Reporting for Financial Institutions [Stock Brokers] · Appendix: CA Final Examination Papers





Quick Revision for Financial Accounting (Paper 5)

P C Tulsian & Bharat Tulsian

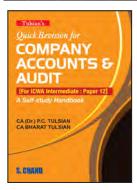


ISBN: 9789385676123 Code: 1007000611

Price: ₹ 1250 | Pages: 1,280 Size: 6.75" X 9.5" (Paperback)

Contents

Very Short Answer Questions with Answers, Section-A: Generally Accepted Accounting Principles & Accounting Systems, Section-B: Preparation of Accounts, Section-C: Control of Accounting Systems, Section-D: Accounting in Service Sector, Section-E: Accounting for Special Transactions, Section-F: Accounting for Banking, Insurance and Electricity Companies • Tulsian's Model Test Papers • Examination Papers



Quick Revision for Company Accounts & Audit (Paper 12)

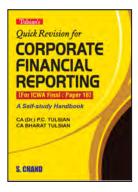
P C Tulsian & Bharat Tulsian

ISBN: 9789385401329 Code: 1007000609

Price: ₹ 525 | Pages: 1,428 Size: 6.75" X 9.5" (Paperback)

Contents

Part-I: Very Short Answers Questions: 1. Accounting Standards, 2. Company Accounts, 3. Auditing, Part-II: Generally Accepted Accounting Principles (GAAP): 1. Conceptual Framework for Preparation and Presentation of Financial Statements, 2. AS 11: The Effects of Changes in Foreign Exchange Rates (Revised 2003), 3. AS 12: Accounting for Government Grants, 4. AS 15: Employee Benefits, 5. AS 19: Leases, 6. AS 20: Earning Per Share, 7. AS 26: Intangible Assets, 8. AS 29: Provisions, Contingent Liabilities and Contingent Assets, Part-III: Company Accounts: 1. Accounting for Share Capital, 2. Accounting for Bonus Issue, 3. Buy-Back of Shares, 4. Redemption of Preference Shares, 5. Issue and Redemption of Debentures, 6. Employees Stock Option Plan, 7. Underwriting of Shares and Debentures, 8. Financial Statements of A Company, 9. Cash Flow Statement, 10. Segment Reporting, 11. Amalgamation of Companies, 12. Internal Reconstruction, 13. Profit Prior to Incorporation, 14. Liquidation of Companies, Part-IV: Auditing: 1. Auditing Concepts, 2. Preparation for An Audit, 3. Audit Evidence, 4. Audit Working Papers and Auditor's Right of Lien, 5. Internal Control, Internal Check and Internal Audit, 6. Vouching, 7. Verification of Assets, 8. Verification of Liabilities, 9. Company Auditor, Cost Auditor and Joint Auditor, 10. Company Audit, 11. Audit Report and Certificate, 12. Audit of Different Types of Organisations, 13. Government Audit, Part-V: Tulsian's Model Test Papers Part-VI: Examination Papers



Quick Revision for Corporate Financial Reporting (Paper 18)

P C Tulsian & Bharat Tulsian

ISBN: 9789352531141 Code: 1007000612

Price: ₹ 1095 | Pages: 1,040 Size: 6.75" X 9.5" (Paperback)

Contents

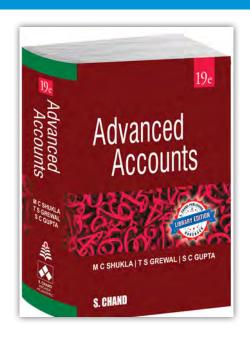
Section-A: Generally Accepted Accounting Principles (GAAP), Section-B: Business Combinations - Accounting & Reporting, Section-C: Group Financial Statements, Section-D: Developments in Financial Reporting, Section-E: Government Accounting in India • Tulsian's Model Test Papers • ICWA Final Examination Papers



Titles for LIBRARY EDITIONS



Accounts



Advanced Accounts

M C Shukla, S C Gupta &

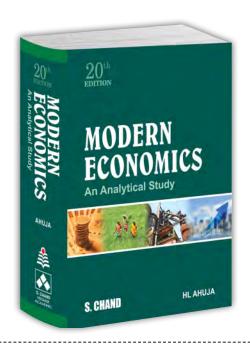
T S Grewal

ISBN: 9789352533145

Price: ₹ 1995

Pages: 2,332

Economics



Modern Economics

HL Ahuja

ISBN: 9789355011886

Price: ₹ 1695

Pages: 1776



CHECK LIST

Commerce & Management

ISBN	Code	Author	Title	INR
	LOV	N PRICED STUDENT	S' PAPERBACK EDITION	
9789355010766	9789355010766	M C Shukla	Advanced Accounts - Volume I (LPSPE), 19e	695
9789355010674	9789355010674	H L Ahuja	Managerial Economics (LPSPE), 9e	799
9789355011015	9789355011015	H L Ahuja	Modern Microeconomics (LPSPE), 19e	699
9789352837311	9789352837311	H L Ahuja	Principles of Microeconomics, 22e	595
9789352837335	9789352837335	H L Ahuja	Advanced Economic Theory, 21e	775
9789352837366	9789352837366	H L Ahuja	Business Economics, Microeconomic Analysis 13e	625
9789352837328	9789352837328	H L Ahuja	Macroeconomics, 20e	625
7707332037320	7707332037320	,	Uttar Pradesh	023
0700255012210	0700255012210	T	Economics for B.A. Students Semester-I	450
9789355012210	9789355012210	H L Ahuja		450
9789355014900	9789355014900	एच. एल आहूजा	अर्थशास्त्र: व्यष्टि अर्थशास्त्र के सिद्धान्त सेमेस्टर-	395
9789355013217	9789355013217	एच. एल आहूजा	अर्थशास्त्र समष्टि अर्थशास्त्र के सिद्धांत सेमेस्टर-॥	395
9789355018540	9789355018540	M.C. Shukla, T.S. Grewal, M.P. Gupta, B.M. Agarwal	Accounts B.Com. ke Vidyarthiyo ke Liye Semester V	475
		ACCOL	JNTING	
9788121905695	1007E00007	Grewal T.S. & Gupta S.C.	Introduction to Accountancy	650
9789352533084	9789352533084	Lal Jawahar	Advanced Management Accouting	995
9788121909174	1007000031	Khanna B.S./ Pandey I.M. & et al.	Practical Costing	550
9788121923064	1007B00380	Lal Jawahar & Seema Srivastava	Financial Accounting, 2e	775
9788121904933	1007A00132	Pillai R S.N. & Bagavathi V.	Cost Accounting, 6e	650
9788121926621	1007B00416	Pillai R.S.N, Bagavathi & Uma S.	Fundamentals of Advanced Accounting - Volume I (Financial Accounting)	1050
9788121926638	1007A00417	Pillai R.S.N, Bagavathi & Uma S.	Fundamentals of Advanced Accounting - Volume II (Company Accounts)	895
9788121910620	1007B00264	Pillai R.S.N. & Bagavathi	Management Accounting, 4th Edition	550
9788121919630	1007C00323	Shukla M.C./ Grewal T.S. & Gupta M.P.	Cost Accounting: Text and Problems	895
9789352533138		Shukla M.C./ Grewal T.S. & Gupta S.C.	Advanced Accounts - Volume II, 19e	850
9789352533145	9789352533145	Shukla M.C./ Grewal T.S. & Gupta S.C.	Advanced Accounts, 19e (Library Edition)	1,995
9789352836079	9789352836079	Shukla M.C./ Grewal T.S./ Gupta S.C. & Aggarwal B.M.	Advanced Accounts - Volume I (Hindi Edition), 11e	850
9789352836086	9789352836086	Shukla M.C./ Grewal T.S./ Gupta S.C. & Aggarwal B.M.	Advanced Accounts - Volume II (Hindi Edition), 12e	850
9788121923446	1007A00387	Srinivasan N.P. & et al.	Accounting for Management	595
9789358700213	9789358700213	K. Jayaprakash, V. Mohan Nayak, E. Nagaraju, & Suneel Kumar Duvvuri	Fundamentals of Commerce (Course 1)	225
		FINANCE, BA	NKING & LAW	
9789355017260		Anurag Agnihotri & Inderjeet	Company Law: For NEP 2020	250
9788121943215	1007000568	Bhalla V.K.	Financial Management	1050
9788121927024	1007C00418	Bhalla V.K.	Fundamentals of Investment Management	699

CHECK LIST



ISBN	Code	Author	Title	INR
9788121942911	1007000565	Bhalla V.K.	International Financial Management	1050
9788121912488	1007G00223	Bhalla V.K.	Investment Management (Security Analysis and Portfolio Management), 19th Ed.	1095
9788121943024	1007000567	Bhalla V.K.	Working Capital Management	895
9788192830094	1007000574	Dhameja Nand	Public Budgeting and Financial Management	210
9788121928304	1007A00431	Gogna P.P.S.	A Textbook of Business and Industrial Laws, 2e	495
9789352531202	1007D00328	Gogna P.P.S.	A Textbook of Company Law, 11th Edition	550
9788121903776	1007C00175	Gogna P.P.S.	A Textbook of Mercantile Law (Commercial Law)	850
9788121922357	1007B00308	Kandasami K.P./ Natarajan S. & Parameswaran	Banking Law and Practice, 4th Edition	325
9789385676079	1007G00023	Mishra M.N. & Mishra S.B.	Insurance Principles and Practice, 22nd Edition	675
9788121920377	1007B00330	Natarajan S. & Parameswaran R.	Indian Banking	350
9788121919272	1007C00316	Pillai R.S.N. & Bagavathi	Business Law	575
9788121902410	1007A00022	Shukla M.C.	A Manual of Mercantile Law	625
9788121920414	1007B00034	Tandon B.N./ Sudharsanam S. & Sundharabahu S.	A Handbook of Practical Auditing	550
9789352531349	1007D00484	Tulsian P.C. & Tulsian Bharat	Financial Management, 5th Edition	1250
9789355018786	9789355018786	MC Shukla, TS Grewal & SC Gupta	Principles of Financial Accounting Semester I (For B.Com. Students)	450
9789358700107	9789358700107	MC Shukla, TS Grewal, SC Gupta	Financial Accounting (As per the latest curriculum on the directives of NEP 2020)	475
9789355018533	9789355018533	CA (Dr.) Vijaya Batth & CA (Dr.) Leesa Mohanty	Financial Accounting	650
		BOOKS FOR REC	GIONALEDITIONS	
9789352836314	9789352836314	Dr. Ranganatham Gangineni Dr. Venkataramanaiah Malepati	Financial Accounting II	205
		TULSIAN's CON	MMERCE SERIES	
9789355016034		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Financial Accounting	699
9789355016126		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Business Laws	450
9789355017567		CA & Dr. P.C. Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Corporate Accounting	999
9789355015600		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Principles and Practice of Accounting for CA Foundation Course: With Quick Revision Book (Paper-1) combo pack	1399
9789355015204		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Business Laws: For CA Foundation Course [Paper 2: Section A]	699
9789355015587		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Business Mathematics, Logical Reasoning and Statistics: For CA Foundation Course [PAPER-3]	799
9789355015259		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Business Economics and Business and Commercial Knowledge: For CA Foundation Course [Paper 4]	575
9789355016409		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Cost & Management Accounting for CA Intermediate Course (Group I): With Quick Revision Book [Paper 3] (Combo Pack)	1299
9789355016393		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Accountancy for CA Intermediate Course (Group I): With Quick Revision Book (13th Edition) [PAPER 1] (Combo Pack)	1150
9789352535224	1	Tulsian P.C. & Tulsian Bharat	Accountancy with Quick Revision (For CA-IPC, Group -II), 11th Edition	950



CHECK LIST

Commerce & Management

ISBN	Code	Author	Title	INR
9789355016416		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Financial Management for CA Intermediate Course (Group II): [PAPER 8: Section A]	995
9788121936415	1007000523	Tulsian P.C.	Business and Corporate Laws	375
9788121923996	1007000453	Tulsian P.C.	Practical Costing	350
9789352531257	1007A00596	Tulsian P.C. & Tulsian Bharat	Corporate Accounting for B.Com. (Hons.), 2nd Edition	835
9788121929417	1007C00455	Tulsian P.C. & Tulsian Bharat	Cost Accounting	575
9789352533336	9789352533336	Tulsian P.C. & Tulsian Bharat	Financial Accounting For B.Com. (Hons.), 2nd Edition	895
9789384319403	1007000594	Tulsian P.C. & Tulsian Bharat	Financial Accounting for B.Com. (Programme)	475
9788121936088	1007000520	Tulsian P.C.	Financial Accounting (Combo with 9788121940269)	340
9788121924009	1007B00454	Tulsian P.C. & Tulsian Bharat	Introduction to Corporate Accounting with Quick Revision (Combo)	450
9788121936149	1007000522	Tulsian P.C.	Introduction to Cost Accounting	650
9788121940269	1007000544	Tulsian P.C.	Quick Revision (Combo with 9788121936088)	195
9788121940603	1007000548	Tulsian P.C. & Tulsian Bharat	Quick Revision for Introduction to Corporate Accounting (Combo) (9788121924009)	250
9789355018816	9789355018816	CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Financial Management	999
9789355018793	9789355018793	CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Management Accounting	699
9789355018809	9789355018809	CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Business Statistics	899
9789355019561	9789355019561	CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Financial Accounting Semester I (As per the latest curriculum on the directives of NEP 2020 – For the Universities of Rajasthan State)	650
		ECONOMICS/ BUSI	NESS ENVIRONMENT	
9789358704815	9789358704815	Gaurav Datt & Biswajit Nag	Indian Economy 73rd Edition	799
9789385676444	1008N00013	Datt Gaurav & Mahajan Ashwani	Bhartiya Arthvyavastha (Indian Economy), 55th Edition	790
9789352534364	9789352534364	Ahuja H.L.	Uchchatar Samashti Arthshastra, 11th Edition	550
9789352531875	1008B00192	Ahuja H.L.	Uchchatar Arthik Siddhanth, 6th Edition	750
9788121924634	1008C00227	Dewett K.K. & Navalur M.H.	Modern Economic Theory, 23e	950
9788121924870	1008E00226	Ahuja H.L.	Economic Environment of Business, 7th Edition	595
9789385401350	1008H00135	Ahuja H.L.	Macroeconomics: Theory and Policy, 20th Edition	650
9788121942805	1007000562	Bhalla V.K.	International Business	950
9789383746842	1007000587	Gupta C.B.	International Business	375
9788121904926	1007A00050	Narain Laxmi	Public Enterprise Management and Privatisation	415
		GENERAL M	ANAGEMENT	
9788121922203	1008B00215	Cauvery R./ Nayak, Sudha U.K./ Girija M. & Meenakshi R.	Research Methodology	295
9788121919937	1020C00052	Gupta A.K.	Management Information System	450
9789384319342	1007000592	Gupta C.B.	Strategic Management	495
9788121924580	1007B00395	Gupta R.N.	Principles of Management	250
9788121942867	1007000564	Khanka S.S.	Business Ethics and Corporate Governance	595
9788121918015	1007C00307	Khanka S.S.	Entrepreneurial Development, 4e	725
9788121938815	1020000137	Nagpal D.P.	Textbook on Management Information Systems	550
9788121912006	1020B00027	Parameswaran R.	Computer Application in Business	325

CHECK LIST



ISBN	Code	Author	Title	INR
9788121922524	1007C00370	Pillai R.S.N. & Bagavathi	Office Management	325
9788121941495	1007A00554	Pillai R.S.N. & Kala S.	Principles and Practice of Management	450
9788121943345	1007000571	Senthilkumar S./ Durai, Marutha M./ Sharmila A. & Poornima J.	Business Policy and Strategic Management	375
9788121932226	1008C00240	Upagade Vijay & Shende Arvind	Research Methodology	350
		BUSINESS CO	MMUNICATION	
9788121926034	1010000311	Banerjee Sutapa	English for Engineering and Management (Professional Communication in Eng.), 2e	150
9788121931694	1011B01081	Das Shruti	Contemporary Communicative English	210
9788121928700	1011C01011	Jain V.K. & Biyani Omprakash	Business Communication, 2nd Edition	325
9788121905190	1007C00121	Pillai R.S.N. & Bagavathi	Modern Commercial Correspondence	350
9788121903240	9788121903240	Reddy P.N.	Principles of Business Organisation and Management, 6/e	450
9789358700206	9789358700206	V. Mohan Nayak, K. Jayaprakash, E. Nagaraju & Suneel Kumar Duvvuri	Business Organisation Course 2 (As per the new syllabus prescribed by APSCHE)	225
9789358700756	9789358700756	B. Raju & P.S Sastry	Communication Skills (As per the new syllabus prescribed by APSCHE)	110
9789358700749	9789358700749	K. Alex & B. Raju	A Course in Communication and Soft Skills (As per the new syllabus prescribed by APSCHE)	110
9789358700695	9789358700695	Er. A.K. Jain, Dr. Pravin S.R. Bhatia & Dr. A.M. Sheikh	Professional Communication Skills For B.A., B.Com. and B.Sc. Students Semester I, II, III & IV (As per Latest NEP 2020 FYUGP Syllabus for All Colleges and Universities in Jharkhand)	425
9789358706826	9789358706826	Dr. Tilak Ch. Das	Business Organisation and Management (As per the latest curriculum on the directives of NEP 2020)	299
		HRM/I	HRD/OB	
9788121943017	1007000566	Gupta C.B.	A Textbook of Organisational Behaviour	295
9789352534357	9789352534357	Khanka S.S.	Human Resource Management, 2e	795
9788121920148	1007D00329	Khanka S.S.	Organisational Behaviour	650
9788121918053	1007B00309	Sheikh A.M.	Human Resource Development and Management, 3rd Edition	475
9789383746798	1007000589	Srivastava Sushila & Rani, Sudha K.	Textbook of Human Development – A Lifespan Development Approach	310
9788121924528	1010C00299	Suresh Jayshree & Raghavan B.S.	Human Values and Professional Ethics, 4th Edition	295
		MARKETING I	MANAGEMENT	
9788121921619	1007A00351	Balaji B.	Services Marketing and Management	465
9788121940016	1007A00543	Gupta Ruchi	Advertising Principles and Practice	495
9788121922142	1007B00344	Jain P.C. & Bhatt Monika	Consumer Behaviour in Indian Context, 2nd Edition	345
9788121932448	1007A00492	Pillai R.S.N. & Bagavathi	Marketing Management	525
9788121916974	1007C00301	Pillai R.S.N. & Bagavathi	Modern Marketing (Principles and Practices)	650
9788121931687	1007C00479	Rudani R.B.	Basics of Marketing Management (Theory & Practice)	425
9788121932073	1007B00486	Singh Harjit	Retail Management – A Global Perspective (Text and Cases)	650
	·		ATIONS MANAGEMENT	
9788121925938	1007B00411	Banerjee Biswajit	Operations Management and Control, 3e	495
9788121928854	1007000440	Bhattacharyya S.K.	Logistics Management (Definitions, Dimensions and Functional Applications), 2e	595
9788121936484	1007000524	Jain K.C. & Patidar Jeet	Purchasing and Materials Management	325



CHECK LIST

Commerce & Management

ISBN	Code	Author	Title	INR
		MATHEMATICS	S & STATISTICS	
9788121930727	1007000470	Arora P.N./ Arora Sumeet & Arora Amit	Managerial Statistics, 2e	595
9788121927765	1007A00426	Arora P.N./ Arora Sumeet/ Arora S. & Arora Amit	Comprehensive Statistical Methods	1395
9788121902816	1010E00087	Gupta, Prem Kumar & Hira D.S.	Operations Research, 7th Edition	995
9788121909686	1010C00128	Gupta, Prem Kumar & Hira D.S.	Problems in Operations Research	995
9788121941006	1010000544	Gupta, Prem Kumar/ Hira D.S. & Kamboj Aarti	Introduction to Operations Research	750
9789352533121	9789352533121	Hazarika Padmalochan	A Textbook of Business Mathematics, 4th Edition	675
9788121922852	9788121922852	P N Arora & S Arora	Statistics and Management, 5th Edition	495
9788121924566	1007D00391	Hazarika Padmalochan	A Textbook of Business Statistics, 4th Edition	499
9788121900447	1007A00182	Pillai R.S.N. & Bagavathi	Practical Statistics	595
9789352837267		Pillai R.S.N. & Bagavathi	Statistics, 8e	595
9788121926270	1010B00315	Satyadevi C.	Quantitative Techniques	375
9788121900379	1007D00093	Singh S.P.	Sankhyiki Sidhant Avam Vyavhar (Statistics: Theory and Practice), Hindi Edition	825
9788121940870	1007000552	Tulsian P.C. & Tulsian Bharat	Fundamentals of Operations Research	350
	1	HOSPITALITY & HO	TEL MANAGEMENT	
9788121997607	1007000557	Negi Jagmohan	Food and Beverage Service (Skills and Techniques)	420
9788121940290	1007000547	Negi Jagmohan	Fundamentals of Culinary Art (Theory and Practice of Cooking)	540
9788121997737	1007000559	Negi Jagmohan	Housekeeping (Theory and Practice)	540
		SELF-HELP & PROFESS	SIONAL DEVELOPMENT	
9788121998697	1001000463	Alex K.	Managerial Skills	365
9788121931922	1001D00221	Alex K.	Soft Skills, 3e	550
9788121920926	1011C00793	Jain A.K./ Bhatia, Pravin S.R. & Sheikh A.M.	Professional Communication Skills	425
9788121933346	1007000496	Onkar R.M.	Managing Career by Discovering Your Personality	315
9788121929035	1007C00445	Onkar R.M.	Personality Development and Career Management	525
9788121936569	1007000525	Rishipal	Training and Development Methods	315
9789383746798	1007000589	Srivastava Sushila & Rani, Sudha K.	Textbook of Human Development – A Lifespan Development Approach	310
9788121927475	1001B00214	Vishala Mary & SND	Guidance and Counselling (For Teachers, Parents and Students)	399
		BOOKS FOR FOU	NDATION COURSE	
9789355015600		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Principles and Practice of Accounting for CA Foundation Course: With Quick Revision Book (Paper-1) combo pack	1399
9789355015204		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Business Laws: For CA Foundation Course [Paper 2: Section A]	699
9789355015587		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Business Mathematics, Logical Reasoning and Statistics: For CA Foundation Course [PAPER-3]	799
9789355015259		CA & Dr. P C Tulsian, Tushar Tulsian & CA Bharat Tulsian	Tulsian's Business Economics and Business and Commercial Knowledge: For CA Foundation Course [Paper 4]	575
		1	1	+

CHECK LIST



ISBN	Code	Author	Title	INR
9789352833566	9789352833566	Gogna P.P.S.	Business Laws (For CA Foundation), 6e	750
9789352833559	9789352833559	S K Agarwal	Business Economics (For CA Foundation), 5e	325
9789352837540		Gupta M.P. & Agarwal B.M.	Grewal's Accountancy (For CA Foundation), 6e	725
		BOOKS FOR CA/IPC	COURSE (GROUP I & II)	
9788121998307	1007A00561	Ch. Pavan Kumar K.	Auditing and Assurance (For CA-IPCC, Group II)	350
9788121931373	1007000478	Gogna P.P.S.	Law for CA-PCC/IPCC (Business Law and Company Law)	250
9788121935227	1007A00510	Sheikh A.M. & Khandare S.S.	Information Technology and Strategic Management for CA-IPCC	175
9789352533367	9789352533367	Tulsian P.C. & Tulsian Bharat	Cost Accounting with Quick Revision (For CA-IPC, Group-I), 8th Edition	107!
9789352531738	1007E00491	Tulsian P.C. & Tulsian Bharat	Financial Management with Quick Revision (For CA-IPC, Group-I), 7th Edition	1295
9788121933490	1007000500	Tulsian P.C. & Tulsian Bharat	Law for CA-PCC/IPC	325
		BOOKS FOR CA	A-FINAL COURSE	
9788121942812	1007A00563	Gogna P.P.S.	Corporate and Allied Laws (For CA-Final)	750
9789384857639	1007C00549	Tulsian P.C. & Tulsian Bharat	Advanced Management Accounting With Quick Revision (For CA-Final) (Combo)	119
9788121941709	1007A00555	Tulsian P.C. & Tulsian Bharat	Financial Reporting With Problems & Solutions, Accounting Standards & Guidance Notes (For CA-Final) (Combo Pack)	139
		BOOKS FOR I	CWA COURSE	
9789385676123	1007000611	Tulsian P.C. & Tulsian Bharat	Quick Revision for Financial Accounting (For ICWA Intermediate: Paper 5)	125
9789385401329	1007000609	Tulsian P.C. & Tulsian Bharat	Quick Revision for Company Accounts & Audit (For ICWA Intermediate: Paper 12)	525
9789352531141	1007000612	Tulsian P.C. & Tulsian Bharat	Quick Revision for Corporate Financial Reporting (For ICWA Final: Paper 18)	109
		Library	Editions	
		Acc	counts	
9789352533145	9789352533145	M C Shukla, S C Gupta & T S Grewal	Advanced Accounts	199
		Ecor	nomics	
789355011886	9789355011886	H L Ahuja	Modern Economics - An Analytical Study, 20e	169
		Print on	Demand	
9789383746927		Prof. Nand Dhameja & S. Anjaneya Sastry	Finance And Accounting For Managerial Competitiveness	
789384319403		CA & Dr. P C Tulsian & CA Bharat Tulsian	Tulsian's Financial Accounting for B.Com. (Programme)	
9788121936095	1007A00521	Tulsian P.C.	Business and Industrial Laws	
9789384319410	1007000595	Tulsian P.C. & Tulsian Bharat	Business Laws for B.Com. (Hons.)	
9788121929486	1007C00458	Tulsian P.C. & Jhunjhunwala Bharat	Business Statistics	
9788121930581	1007A00465	Gupta M.P.	Cost Accounting (For CA - IPC - ATC)	
	1	1	I	



CHECK LIST

Commerce & Management

ISBN	Code	Author	Title	INR
9788121933414	1007A00498	Seth, Tejpal C.S.	S. Chand's Business Ethics and Communication (Question and Answers) (For CA-IPCC)	
9788121939812		Dr. Dheeraj Mehrotra	Implementing Six Sigma In Education	
9788121907484		Dr. B. N. Tondan & Maya Gupta	Ankeshan Siddhant Avam Vyvahar	
9788121915182	1007A00298	Negi Jagmohan	Professional Hotel Management	
9788121939928	1007000541	Negi Jagmohan	Hospitality Reception and Front Office (Procedures and Systems)	
9788121940924	1003000400	Goyal Shashi & Gupta Pooja	Food Nutrition and Health	
9789383746903	1001000476	Singh Jatinder & Mehta Ranjeet	Way To Success	
9789352835294		Dr. Ranganatham Gangineni Dr. Venkataramanaiah Malepati	Fundamentals of Accounting - Financial Accounting I	
9788121920995	1007000322	Vinayakam N. & Charumati B.	Financial Accounting	
9789385676093	1008000260	Bose D./ Ganesan S. & Marimuthu A.	An Introduction to Public Finance (Fiscal Economic)	
9788121924740	1007000546	Kumar Pardeep & Sachdeva Amanjot	Fundamentals of Management	
9788121938495	1007000529	Asthana B.N.	Sankhyiki Ke Saral Sidhant (Hindi Edition)	

Available on print on Demand, the MRP & Discount will be provided basis the quantity

S. CHAND PUBLISHING (SINCE 1939)

Customer Care (toll free) No.: 1800-103-1926

WhatsApp: +91-7291975264

e-mail: info@schandpublishing.com

FOR FURTHER INFORMATION, PLEASE CONTACT OUR NEAREST BRANCH OFFICE

NORTHERN REGION

DELHI NCR, WESTERN U.P.

NOIDA

Head Office: D-92, Sector-02, Noida 201301

Uttar Pradesh (India) Ph: +91-120-4682700

e-mail: info@schandpublishing.com

SAHIBABAD WAREHOUSE

Plot No. 40/2A Site-IV, Sahibabad Industrial Area,

Ghaziabad- 201010, Uttar Pradesh Ph: 0120-4176248 / 4261379

EASTERN U.P. & MADHYA PRADESH

LUCKNOW

Surajdeep Complex, A-Block, Second Floor 1, Jopling Road, Lucknow-226001, Uttar Pradesh

Ph: 0522-4003 633

e-mail: lucknow@schandpublishing.com

PUNJAB, HARYANA, HIMACHAL PRADESH, RAJASTHAN AND JAMMU & KASHMIR

JALANDHAR

112, 2nd Floor, Shree Kuber Complex, Ranjit Nagar Opp. Bus Stand Jalandhar-144001, Punjab Ph: 0181-4645 630

e-mail: jalandhar@schandpublishing.com

SOUTHERN REGION

TELANGANA & ANDHRA PRADESH

HYDERABAD

301, 301/A 3rd Floor, Legend Blue Hope Municipal No-4-1-875, 876, 877 and 877/1 Off. Abids, Tilak Road, Hyderabad-500001

Ph: 040-4018 6018

e-mail: hyderabad@schandpublishing.com

TAMIL NADU, KARNATAKA & KERALA

CHENNAI

No. 3, 2nd Floor, 13th Street, Jai Nagar, Arumbakkam (Opp. to CMBT Bus Stand and Behind Park) Chennai-600106, Tamil Nadu

Ph: 044-2363 2120

e-mail: chennai@schandpublishing.com

WESTERN REGION

MAHARASHTRA, GOA & GUJARAT

MUMBAI

Office No. 609, 6th Floor, B Wing, Damji Shamji Corporate Square Next to Canara Business Centre, Ghatkopar, Andheri Link Road, Pant Nagar, Ghatkopar East, Mumbai-400075, Maharashtra

Ph: 022-2500 0297

e-mail: mumbai@schandpublishing.com

EASTERN REGION

NORTH EAST, WEST BENGAL AND ORISHA

KOLKATA

Unit No. F01, CFB Building, 1st Floor, LB-1, Shilpangan, Sector-III, Salt Lake, Near Jadavpur University 2nd Campus, West Bengal-700098, Kolkata Ph: 033-2335 7458, 23353914

e-mail: kolkata@schandpublishing.com

ASSAM, MEGHALAYA, NAGALAND, MIZORAM ARUNACHAL PRADESH, MANIPUR & TRIPURA

GUWAHATI

4, Nirmali, Kanaklata Path, Lachit Nagar, Bharalupar, (Opp. EPFO Office) Guwahati, Assam–781007 Ph: 0361-4066 369 e-mail: guwahati@schandpublishing.com

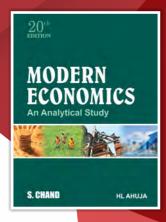
BIHAR & JHARKHAND

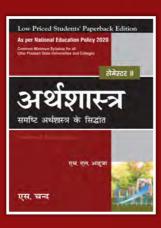
PATNA

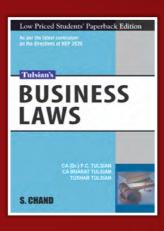
Satya Shree, Boring Patliputra Road, PS-Sri Krishnapuri Town Opp. CISF Office, Patna-800013, Bihar

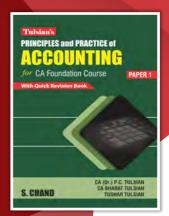
Ph: 061 2226 0011

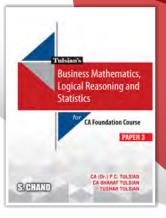
e-mail: patna@schandpublishing.com

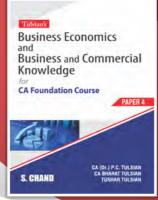


















S. CHAND PUBLISHING

(A Division of S Chand And Company Limited)
(ISO 9001 Certified Company)

Head Office: D-92, Sector-2, Noida 201301, U.P. (India)

Ph: +91-120-4682700

Customer Care (Toll Free) No.: 1800 103 1926



facebook.com/Schandpublishinghighereducation/



instagram.com/schandhighereducation/



+91-7291975264



linkedin.com/company/schand-higher/



twitter.com/SChandHigher/



info@schandpublishing.com

