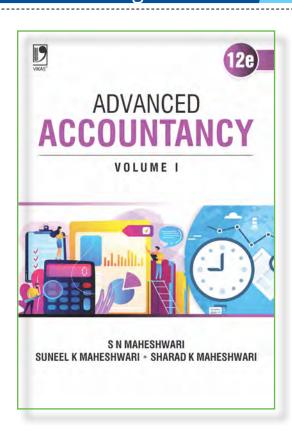


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### Advanced Accountancy Volume-I, 12e

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

#### **About the Book**

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

#### **Salient Features**

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

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

#### **Contents**

Section-1: Accounting Principles and Processes • Meaning And Scope of Accounting • Accounting Principles

• Journalising Transactions • Ledger Posting And Trial Balance • Sub-Division

Of Journal • Negotiable Instruments

- Bank Reconciliation Statement
- Matching Concept Capital And Revenue • Final Accounts • Rectification Of Errors • Accounting Concept Of Income • Depreciation, Provisions And Reserves • Advanced Final Accounts
- · Sectional And Self-Balancing Systems
- Accounts Of Non-Profit Making
   Organizations
   Single Entry System

Section 2: Special Business Accounting

- Consignment Accounts Joint Venture Accounts Account Current And
- Average Due Date Inventory Valuation
- Hire Purchase, Lease And Instalment Purchase Systems • Branch Accounts
- Departmental Accounts
- Royalty Accounts Insurance Claims
- Contract Accounts Insolvency

Accounts • Introduction To Government Accounting • Miscellaneous Accounts

#### Section 3: Partnership Accounts

- Fundamentals Reconstitution Of Partnership Firms I (Admission)
- Reconstitution Of Partnership Firms II

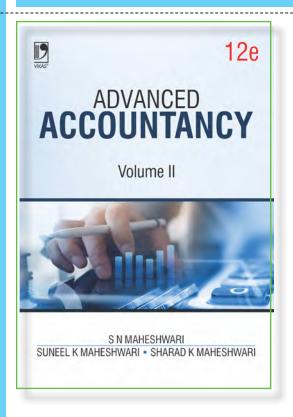
- (Retirement, Death And Amalgamation)
- Dissolution Of Partnership Firms

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- II: Present Value Of ₹1
- III: Periodic Deposit Which Will Amount To ₹1
- IV: Present Value Of ₹1 Received Annually For N Years
- V: Periodic Payment Required To Amortize ₹1 And Interest

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

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



# Advanced Accountancy Volume-II, 12e

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

#### **About the Book**

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

#### Salient Features

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

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

#### **Contents**

Section 1: Company Accounts

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

Section 2: Specific Companies Accounts
• Insurance Companies Accounts • Banking

Companies Accounts • Double Account System • Holding Companies • Hotel Companies

• Holding Companies • Hotel Companies

Accounts • Accounts of Government Companies

and Statutory Corporations •

Section 3: Management Accounting
• Management Accounting: Nature and
Scope • Financial Statements: Analysis and
Interpretation • Funds Flow Statement • Cash
Flow Statement • Accounting for Price Level
Changes • Valuation of Assets • Human
Resource Accounting • Social Cost Benefit
Analysis • Recent Developments in Accounting

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Appendix II: Present Value of 1 Received

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Appendix III: Periodic Deposit which will Amount

to '

Appendix IV: Periodic Payment Required to

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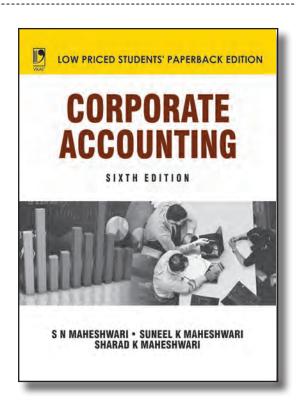
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of 1

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



### Corporate Accounting (LPSPE), 6e

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

#### **About the Book**

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

#### **Salient Features**

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

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

#### **Contents**

**Section 1: Company Accounts** 

- Introductory Shares and Share Capital
- Debentures Company Statutory

  Pecords Company Financial Statement

Records • Company Financial Statements • Valuation of Goodwill and Shares •

Acquisition of Business and Profit Prior to Incorporation • Internal Reconstruction • External Reconstruction, Amalgamation and Absorption • Company Liquidation Accounts • Financial Reporting for Financial Institutions • Accounting for Financial Instruments

#### **Section 2: Specific Companies Accounts**

• Insurance Companies Accounts • Banking

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

Section 3: Management Accounting

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

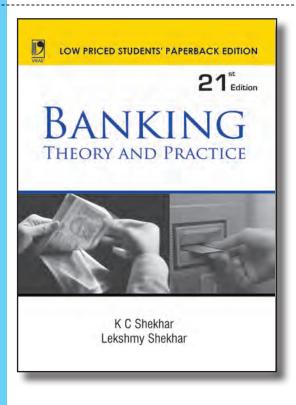
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- II: Present Value of ₹1 Received Annually for N Years
- III: Periodic Deposit Which Will Amount to ₹1
- IV: Periodic Payment Required to Amortize ₹1 and Interest
- V: The Compound Value of an Annuity of ₹1
- VI: Schedule II

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

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



# Banking Theory and Practice (LPSPE), 21e

K C Shekhar & Lekshmy Shekhar

#### **About the Book**

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

#### **Salient Features**

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







- Learning objectives at the beginning of each chapter
- Summary and review questions at the end of each chapter

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

#### **Contents**

- Evolution of Banking Institutions
- · Commercial Banking
- Central Banking
- The Indian Joint-Stock Banks
- Commercial Banks and Industrial Finance
- Commercial Banks and Priority Sectors
- Banking Legislations and Reforms I
- Banking Legislations and Reforms II

- · Micro-finance
- Changing Dimensions of Regulatory and Supervisory Framework
- Factoring Services
- Merchant Banking
- Changing Profile of Indian Banking
- The Foreign Banks
- The Indigenous Bankers and the Moneylenders
- Non-Banking Financial Institutions

- Cooperative Banking
- The State Bank of India
- The Reserve Bank of India
- The Money Market
- Financial Stability
- . The English Banking System
- The American Banking System
- Principles of Foreign Exchange
- The International Monetary Fund and the International Bank for Reconstruction and

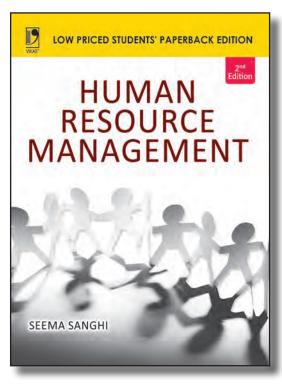
#### Development

Instructor's Resource available

- · Banker and Customer
- Accounts of Customers
- Cheques
- Promissory Notes
- · The Paying Banker
- The Collecting Banker
- Customer's Pass Book
- Loans and Advances I Loans and Advances II

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

**Lekshmy Shekhar** is Manager, Global Enterprise Systems Support – SAP Finance, Discovery Communications Inc., Washington, DC, USA. **Sharad K Maheshwari** is currently practising as a Chartered Accountant at Gurugram, Haryana.



### Human Resource Management (LPSPE), 2e

Seema Sanghi

#### **About the Book**

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

#### **Key Features**

- The book is equipped with specialized, value-adding features that serve as quick and focused learning tools, such as:
- Opening Vignette introduces the HR topic, simulating the reference in context, generating interest and curiosity
- Did You Know? has illuminations, events, and historical facts relating to the roots and evolution of HR.
- Comparative Analysis cites examples from national and multinational companies on all aspects of HRM, enabling the readers to compare the problems and solutions.
- Recent Advances includes changing conditions, advances in the field and emerging trends that may open up new areas or give leads for project work, studies, surveys and research.
- · Legal Corner gives insight into national and international legal issues, framework and challenges faced by the corporates on a day-to-day basis
- Courtroom are short knowledge capsules on rights and wrongs based on past court rulings.
- Skill-Building Activities are designed to tap readers' curiosity and interest, motivate and increase their eagerness to learn, provide an opportunity to expand their current range of knowledge, and test their skills with respect to the real-world issues.
- HRM in Action are short boxed items interspersed logically throughout the book, serve as mini case studies.
- HRM in News provides the news of substance related to HRM.
- Case Studies are full length real situations, where conceptual knowledge has to be applied to deal with various corporate challenges.

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

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

#### **Contents**

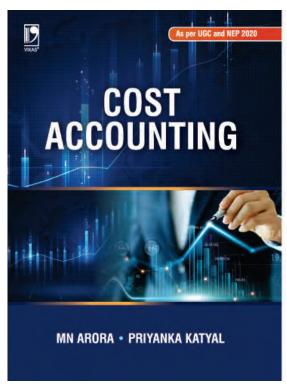
- 1. Human Resource Management
- 2. Strategic Human Resource Management
- 3. Human Resource Planning
- 4. Job Analysis and Job Design
- 5. Recruitment and Selection
- 6. Training and Development
- 7. Career and Succession Planning
- 8. Performance Management

- 9. Employee Separation
- 10. Job Evaluation
- 11. Employee Compensation and Benefits
- 12. Union Management Relationship
- 13. Establishment and Terms of Service
- 14. Social, Safety & Health
- 15. Sexual Harassment at Workplace
- 16. Competency-Based HRM

- 17. Assessment Centres
- 18. Human Resource Accounting and Auditing
- 19. Well Being and Work Life Balance
- 20. HR Analytics—HRM in the 21st Century
- · Case Studies

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

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



### **Cost Accounting**

MN Arora, Priyanka Katyal

#### **About the Book**

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

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

#### **Key Features**

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

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

#### **Contents**

- 1. INTRODUCTION
- 2. MATERIAL COST
- LABOUR COST (Employee Cost)
- 4. OVERHEAD COST
- Cost Sheet (Output or Unit Costing)
- 6. JOB COSTING
- CONTRACT COSTING
- 8. PROCESS COSTING
- 9. SERVICE COSTING (Operating Costing)
- 10. INTEGRAL AND NON-INTEGRAL SYSTEMS
- 11. RECONCILIATION OF COST

AND FINANCIAL ACCOUNTS APPENDIX:

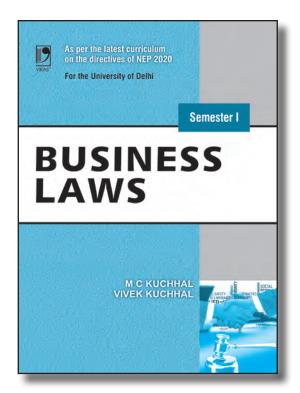
Past Question Papers

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

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

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

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



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

M C Kuchhal & Vivek Kuchhal

#### **About the Book**

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

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

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

#### **Key Features**

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

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

#### **Contents**

Introduction

#### PART ONE: LAW OF CONTRACT

- 1. Nature and Kinds of Contracts
- 2. Offer and Acceptance
- 3. Consideration
- 4. Capacity of Parties
- 5. Free Consent
- 6. Legality of Object and Consideration

- 7. Void Agreements
- 8. Quasi-Contracts
- 9. Discharge of Contract
- Remedies for Breach of Contract
- 11. Indemnity and Guarantee
- 12. Bailment and Pledge
- 13. Agency

PART TWO: LAW OF SALE OF

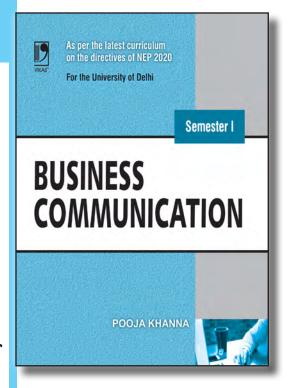
#### GOODS

- 14. Contract of Sale of Goods
- 15. Conditions and Warranties
- 16. Transfer of Property
- 17. Performance of Contract of Sale
- 18. Rights of Unpaid Seller

PART THREE: LAW OF LIMITED LIABILITY PARTNERSHIP

- 19. Limited Liability Partnership (LLP)
- 20. Nature and Incorporation of LLP
- 21. Partners and Their Relations: LLP
- 22. Accounts, Audit and Taxation
- 23. Conversion to Limited Liability Partnership

M C Kuchhal served for about four decades as the faculty member of Shri Ram College of Commerce, University of Delhi, Delhi. He authored many best-selling books such as Business Law, Mercantile Law and Business Legislation for Management, all published by Vikas Vivek Kuchhal is an Associate Professor at Maharaja Agrasen Institute of Technology, Delhi. He is an alumnus of Shri Ram College of Commerce and Faculty of Management Studies, University of Delhi, Delhi. He has had a brilliant academic record throughout, securing second position in order of merit in B.Com. (Hons.) and in MBA in the University. He is also a Chartered Accountant and a Cost Accountant. He secured 13th all-India rank in CA (Inter) Examination.



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

### Pooja Khanna

#### **About the Book**

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

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

#### **Key Features**

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

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

#### Contents

Unit 1: Introduction to the Essentials of Business Communication

- 1: Introduction to the Essentials of Business Communication
- 2: Channels/Media/Types of Communication
- 3: Levels/Directions of Communication
- 4: Effective Communication: Barriers,

Solutions, Techniques and Alternatives

**Unit 2: Effective Writing** 

- 5: Guidelines for Clear Writing
- 6: References, Bibliography and

Research Tools

- Unit 3: Report Writing
  - 7: Report Writing
  - 8: Minutes of a Meeting

Unit 4: Business Correspondence and

E-Correspondence

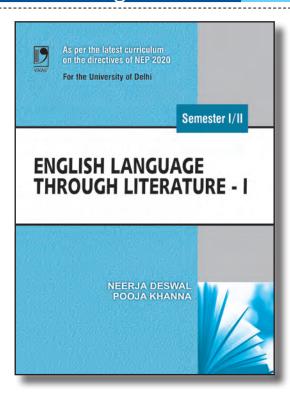
9: Business Letters

10: Memorandums

11: Circulars and Notices

12: Office Order

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



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

Neerja Deswal & Pooja Khanna

#### **About the Book**

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

#### **Key Features**

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

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

#### **Contents**

#### SECTION A

#### **Unit-1 Read Mindfully**

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

#### **Unit-2 Creative Writing**

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

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

#### **Unit-3 Test Your Learning**

· Comprehension Passages and

Writing Skills

 Frequently used Literary Devices and Terms

#### **Unit-4 Speaking Confidently**

Presentations

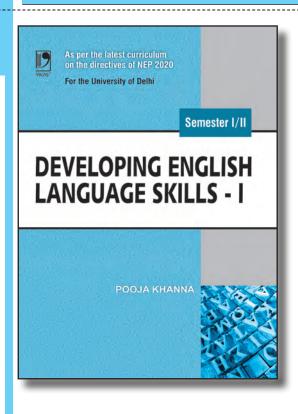
#### SECTION B

Supplementary Testing Material

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

Pooja Khanna is Professor in the Department of English, Aditi Mahavidyalaya, University of Delhi. She has been teaching English Language and Communication skills for over twenty-four years. She has authored several books on Communication Skills for over twenty-four years.

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

### Pooja Khanna

#### **About the Book**

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

#### **Key Features**

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

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

#### **Contents**

#### Unit-I READING AND VACABULORY

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

#### Unit-II GRAMMAR AND WRITING -

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

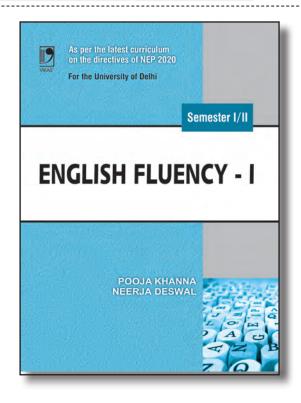
- · Section B : Writing Skills -
- Writing Creatively
- The Writing Plan
- · Summary and Paraphrasing
- Summarizing
- · More on Writing Skills
- · Write the Introduction

### Unit-3 LISTENING WELL AND CONVERSING BETTER -

- Listen Attentively to Speak Better
- Recite a Poem (Both Free Verse and Rhyming)
- · Speak with Stresses and Pauses

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

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



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

Pooja Khanna & Neerja Deswal

#### **About the Book**

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

#### **Key Features**

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

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

#### **Contents**

#### UNIT I: IN THE DOMESTIC SPHERE

- 1: Reading Strategies to Aid omprehension
- 2: Writing Skills
- · Paragraph Writing
- Essay Writing
- Report Writing
- Letter Writing
- Expanding an idea (Story writing/ Rewriting a story)
- 3: Diary Writing and Blog Post

- 4: Grammar for You
- Modifiers
- Prepositions
- Conjunction

#### UNIT II: IN THE UNIVERSITY

- 5: Note Making
- 6: More on Grammar
- (A) Nouns
- (B) Verb
- (C) Articles

- 7: All about introductions
- 8: Group Discussions

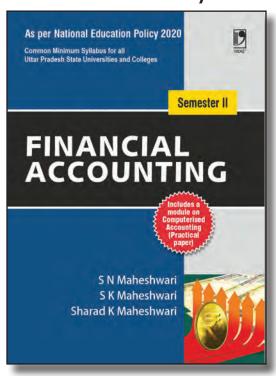
#### **UNIT III: IN PUBLIC PLACES**

- 9: CV/Job Applications/Writing the CV of a Fictional Character
- 10: Tenses/Concord Tenses
- Concord (Subject Verb Agreement)
- Sample Papers

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

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

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



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

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

#### **About the Book**

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

#### Salient Features

- Comprehensive coverage of the course curriculum requirement of B.Com examination in the paper Financial Accounting as per NEP 2020 across all universities in Uttar Pradesh.
- Concise chapters-each chapter covering a specific topic for better grasp over the subject.
- Presents the subject matter in such a manner so that students have total conceptual clarity.
- Development of remembering, understanding, application, thinking and evaluation skills of students through a variety of questions and problems as per B.Com curriculum requirements.
- A separate section on "Computerised Accounting" which will enable the students to understand the relevant concepts and their application in the
  process of computerised accounting.

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

#### **Contents**

#### UNIT I

- 1. Meaning and Scope of Accounting
- 2. Accounting Principles
- 3. Journalizing Transactions
- 4. Ledger Posting and Trial Balance
- 5. Final Accounts

#### UNIT II

6. Accounting Concept of Income

- 7. Royalty Accounts
- 8. Hire Purchase and Instalment Purchase Systems

#### UNIT III

- 9. Departmental Accounts
- 10. Branch Accounts

#### **UNIT IV**

11. Insolvency Accounts

12. Voyage Accounts

APPENDIX: COMPUTERISED ACCOUNTING

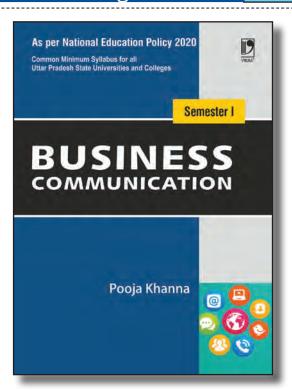
- 13. Computers and Accounting: An Introduction
- 14. Accounting in a Computerised Environment
- 15. Accounting and Database System

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

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

# Commerce & Management

### **NEW ARRIVAL**



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

#### POOJA KHANNA

#### **About the Book**

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

#### **Key Features**

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

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

#### Contents

Preface

Syllabus

Unit I

- 1: Process of Communication
- 2: Types of Communication
- 3: Different Forms and Directions of Communication
- 4: Barriers to Communication
- 5: E-Correspondence

Unit II

6: Non-verbal Communication

- 7: Interview Skills
- 8: Résumé Writing

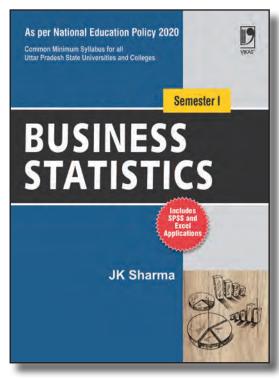
Unit III

- 9: Importance of Business Language
- 10: Oral Presentation Importance, Characteristics/Powerpoint Presentation
- 11: Writing Skills
- 12: Office Correspondence

Unit IV

13: Report Writing

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



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

J K Sharma

#### **About the Book**

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

#### **Key Features**

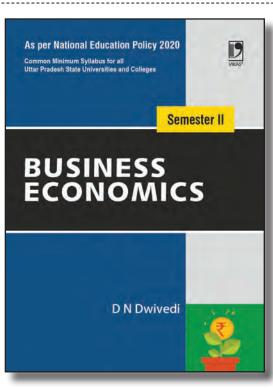
- Explains Indian Statistics and provides information about Father of Indian Statistics (Prof. Prasanta Chandra Mahalanobis).
- Each chapter contains several exercises that are solved using MS Excel and SPSS to demonstrate the use of software.
- Each chapter contains Learning Objectives, Concept Quizzes,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

ISBN: 9789354534157 | Price: ₹ 425 Pages: 392 | Size: 6.5" X 9.25"

#### **Contents**

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

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



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

#### D N Dwivedi

#### **About the Book**

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

#### **Kev Features**

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

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

#### Contents

· Famous Economists of India

Part - I: Introduction

- 1. Economics and Business Economics
- 2. Laws of Demand and Supply and Market Equilibrium

Part - II: Theory Of Consumer Demand

- 3. Analysis of Individual Demand
- 4. Elasticity of Demand

Part - III: Production and Cost Analysis

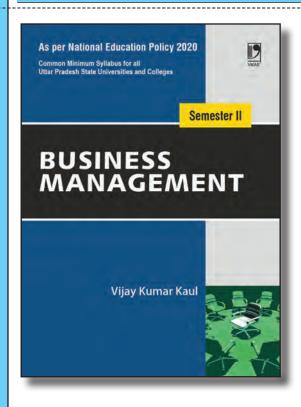
5. Theory of Production

- 6. Theory of Cost
- Part IV: Pricing Theory and Practices
- 7. Price and output Determination Under Perfect Competition
- 8. Pricing Decisions Under Monopoly
- 9. Pricing Decision Under Monopolistic Competition
- 10. Pricing Decisions Under Oligopoly
- Part V: Growth and Business Cycle
- 12. Business Cycles: Causes and Control

- Part VI: Factor Market and Factor Pricing
- 13. Factor Market: Factor Demand and Supply
- 14. Theory of Wage Determination
- 15. Theory of Rent, Quasi-rent and Economic Rent
- 16. Theories of Interest
- 17. Theories of Profit

#### D N Dwivedi

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



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

### Vijay Kumar Kaul

#### **About the Book**

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

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

#### **Key Features**

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

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

#### **Contents**

#### PART I AN OVERVIEW OF MANAGEMENT

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

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

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

#### PART III DIRECTION, LEADING AND CONTROLLING

6. Motivating and Satisfying Employees

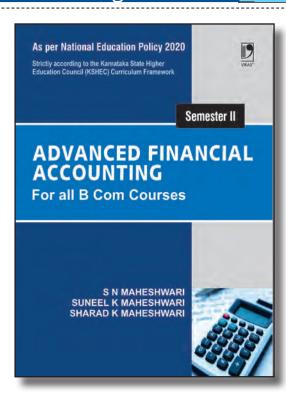
- 7. Leadership: Developing Vision to Transforming Organizations
- 8. Communicating in the Age of Internet
- 9. Managerial Control and Techniques

#### PART IV CONTEMPORARY ISSUES IN MANAGEMENT

- 10. Contemporary Management Thinking
- 11. Strategic Change: Managing Change and Renewal
- 12. Knowledge Management and Learning Organizations
- 13. Managing Diversity

#### Vijay Kumar Kaul

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



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

S N Maheshwari, Suneel K Maheshwari & Sharad K Maheshwari

#### **About the Book**

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

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

#### **Salient Features**

- Covers the course curriculum requirements of Advanced Financial Accounting for B.Com. students as per NEP 2020.
- Includes concise chapters each chapter covering a specific topic for better grasp of the subject.
- Presents the subject matter in such a manner that students have total conceptual clarity.
- Develops remembering, understanding, thinking, analysing and evaluating skills of students through a variety of questions and problems as per B.Com. curriculum requirements.

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

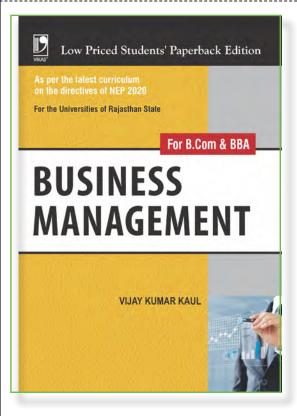
#### **Contents**

- 1: Insurance Claims for Loss of Stock and Loss of Profit, Loss of Stock, Loss of Profits or Consequential Loss, Key Terms,
  - Test Questions, Practical Problems
- 2: Hire Purchase and Instalment Purchase Accounting, • Concept of Hire Purchase, • Formation of the Purchase Agreement, •
  - Instalment Purchase System, Difference between Hire Purchase, System and Instalments Purchase System, Key Terms,
  - Test Questions,
     Practical Problems
- 3: Departmental Accounts, Utility of

- Departmental Accounts, Maintenance of Columnar Subsidiary, Books, Departmentalisation of Expenses, Types of Problems, Key Terms, Test Questions,
- · Practical Problems,
- 4: Accounting for Branches, Types of Branches, • Dependent Branches, • Independent Branches, • Foreign Branch, • Accounting Standard 11 (Revised 2003), • Indian Accounting Standard (Ind AS), • 21— Effects of Changes in Foreign, • Exchange Rates, • Use of a Presentation Currency
- other than the Functional Currency, Difference between AS 11 and Ind AS 21,
- Key Terms, Test Questions, Practical Problems
- 5: Single Entry System
- · Meaning, · Salient Features,
- · Difference between Single Entry and
- Double Entry Systems, Computation of Profit
- Key Terms, Test Questions, Practical Problems

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

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



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

Vijay Kumar Kaul

#### **About the Book**

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

#### Salient Features

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

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

#### Contents

#### PART I AN OVERVIEW OF MANAGEMENT

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

PART II PLANNING, DECISION MAKING AND ORGANIZING

- 3. Planning
- 4. Decision-Making Process and Creative Problem-Solving

 Organizational Structure and Design: Creating Flexible Organization

### PART III DIRECTION, LEADING AND CONTROLLING

- 6. Motivating and Satisfying Employees
- 7. Leadership: Developing Vision to Transforming Organizations
- 8. Communicating in the Age of Internet
- 9. Managerial Control and Techniques

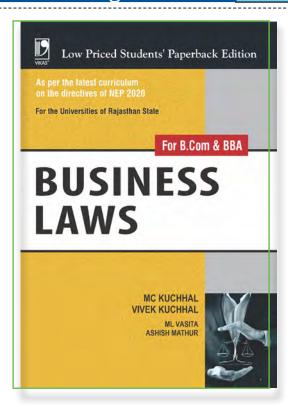
#### PART IV Contemporary Issues in Management

- 10. Contemporary Management Thinking
- Strategic Change: Managing Change and Renewal
- 12. Knowledge Management and Learning Organizations
- 13. Managing Diversity

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

# Commerce & Management

### **NEW ARRIVAL**



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

#### M C Kuchhal

#### Vivek Kuchhal

#### **About the Book**

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

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

#### **Salient Features**

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

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

#### Contents

#### Introduction

Part ONE: Law of Contract

- 1. Nature and Kinds of Contracts
- 2. Offer and Acceptance
- 3. Consideration
- 4. Capacity of Parties
- 5. Free Consent
- 6. Legality of Object and Consideration
- 7. Void Agreements
- 8. Quasi-Contracts
- 9. Discharge of Contract

- 10. Remedies for Breach of Contract
- 11. Indemnity and Guarantee
- 12. Bailment and Pledge
- 13. Agency

Part TWO: Law of Sale of Goods

- 14. Contract of Sale of Goods
- 15. Conditions and Warranties
- 16. Transfer of Property
- 17. Performance of Contract of Sale
- 18. Rights of Unpaid Seller

#### Part THREE: Law of Limited Liability Partnership

- 19. Limited Liability Partnership (LLP)
- 20. Nature and Incorporation of LLP
- 21. Partners and Their Relations: LLP
- 22. Accounts. Audit and Taxation
- 23. Conversion to Limited Liability Partnership

Part FOUR: Law of Consumer Protection

24. Consumer Protection Act, 1986

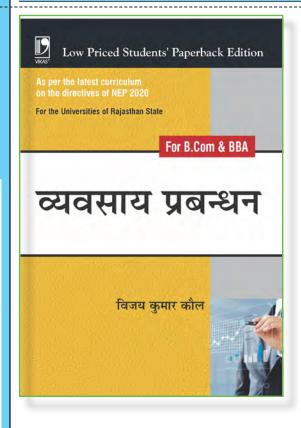
University Question Papers

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

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

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

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



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

**Hindi Edition** 

### विजय कुमार कौल पुस्तक के बारे में

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

#### मुख्य विशेषताएँ

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

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

#### **Contents**

#### भाग I: प्रबंधन का अवलोकन

- प्रबंधन प्रक्रिया को समझना
- प्रबंधन की सोच का विकास

#### भाग II: योजना, निर्णय लेना और आयोजन करना

- योजना
- निर्णय लेने की प्रक्रिया और रननातमक समस्या-समाधान

• संगठनात्मक संरचना और डिजाइन: लचीला संगठन बनाना

#### भाग III: दिशा, अग्रणी और नियंत्रण

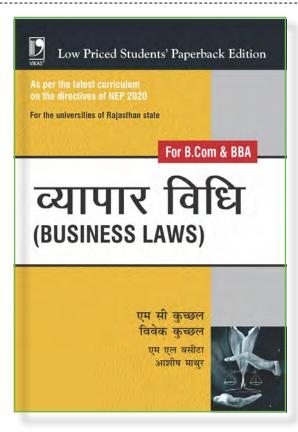
- कर्मचारियों को प्रेरित करना और संतुष्ट करना
- नेतृत्व: बदलते संगठनों के लिए विकासशील दृष्टिकोण
- इंटरनेट के युग में संवाद

• प्रंबधकीय नियंत्रण और तकनीक

#### भाग IV: प्रंबधन में समकालीन मुद्दे

- समकालीन प्रंबधन सोच
- रणनीतिक परिवर्तन: प्रंबधन परिवर्तन और नवीकरण
- ज्ञान प्रंबधन और शिक्षण संगठन
- विविधता का प्रंबधन

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



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

**Hindi Edition** 

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

### पुस्तक के बारे में

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

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

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

### मुख्य विशेषताएँ

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

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

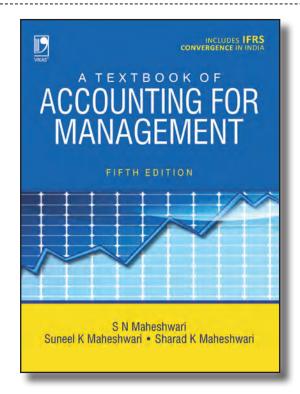
#### **Contents**

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

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

- डॉ. विवेक कुच्छल सह प्राध्यापक महाराजा अग्रसेन इंस्टीट्यूट ऑफ टेक्नोलॉजी, दिल्ली
- डॉ. एम. एल. वसीता सह प्राध्यापक व्यापार प्रबंधन विभाग राजस्थान विश्वविद्यालय, जयपुर
- **डॉ. आशीष माथुर** सहायक प्राध्यापक वाणिज्य एवं प्रबंधन स्टडीज प्रभाग जय नारायण व्यास विश्वविद्यालय, जयपुर





### A Textbook of Accounting for Management, 5e

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

#### **About the Book**

Instructor's Resource available



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

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

#### **New in this Edition**

- Updated position regarding IFRSs and steps for their convergence in India.
- Two new topics, 'Companies Act & Financial Statements' and 'Depreciation & Company Accounts' have been incorporated in the relevant chapters of the book.
- Updated Schedule III regarding presentation of financial statements as per the Companies Act, 2013, along with actual financial statements of a company, has been incorporated as an Appendix to the book.
- Financial statements have been presented as per Schedule III to the Companies Act, 2013.

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

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

#### **Contents**

Section - I: Accounting Fundamentals

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

Section - II: Cost And Management Accounting, 1. Management Accounting:

Nature and Scope, 2. Cost Accounting: Meaning and Scope, 3. Basic Cost Concepts, 4. Human Resource Accounting, 5. Innovative Concepts, 6. Activity Based Costing,

Section - III: Financial Analysis

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

Section - IV: Planning and Control,

1. Budgetary Control, 2. Innovative Budgeting Techniques, 3. Standard Costing, 4. Variance Analysis, 5. Marginal Costing and Profit Planning, 6. Decisions Involvingalternative Choices 7. Pricing Decisions

Section - V: Case Problems

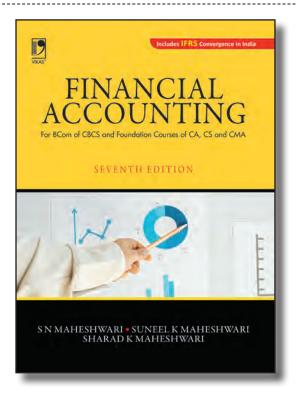
- · Appendix: Presentation of Financial Statements
- Index

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

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

### Accounting





### Financial Accounting, 7e

S N Maheshwari, et al.



#### **About the Book**

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

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

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

#### **New in this Edition**

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

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

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

#### **Contents**

Section-I: Accounting Principles and Processes

- Meaning and Scope of Accounting
- 2. Accounting Principles
- 3. Basic Accounting Terms
- 4. Journalising Transactions
- 5. Ledger Posting and Trial Balance
- 6. Sub-Division of Journal
- 7. Negotiable Instruments
- 8. Bank Reconciliation Statement
- 9. Matching Concept
- 10. Capital and Revenue
- 11. Final Accounts

- 12. Rectification of Errors
- Depreciation, Provisions & Reserves
- 14. Accounting Concept of Income
- Sectional & Self-Balancing Systems
- 16. Accounts of Non-Profit Making Organizations
- 17. Single Entry System
- 18. Computers & Accounting: An Introduction
- 19. Accounting in a Computerized Environment
- 20. Accounting and Database System

Section-II: Special Accounting

#### **Problems**

- 1. Consignment Accounts
- 2. Joint Venture Accounts
- 3. Account Current and Average Due Date
- 4. Inventory Valuation
- 5. Hire Purchase, Lease and Instalment Purchase Systems
- 6. Branch Accounts
- 7. Departmental Accounts
- 8. Accounting for Price Level Changes
- 9. Insurance Claims
- 10. Royalty Accounts

Section-III: Partnership Accounts

- 1. Fundamentals
- 2. Reconstitution of Partnership Firms (Admission)
- Reconstitution of Partnership Firms-II (Retirement, Death and Amalgamation)
- 4. Dissolution of Partnership Firms

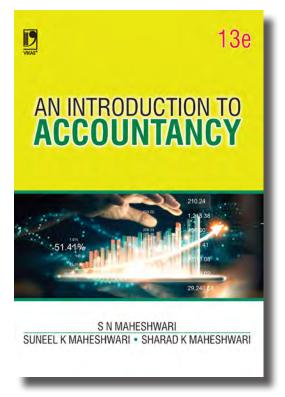
#### Appendices:

- I. Present Value of ₹ 1
- II. Periodic Deposit Which Will Amount to ₹ 1
- III. Present Value of ₹1 Received Annually for N Years
- IV. Periodic Payment to Amortize ₹ 1 and Interest

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

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





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

### An Introduction to Accountancy, 13e

S N Maheshwari, et al.

#### **About the Book**

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

#### **New in this Edition**

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

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

#### Contents

### Section-1: Accounting Principles and Processes

- 1. Meaning and Scope of Accounting
- 2. Accounting Principles
- 3. Basic Accounting Terms
- 4. Journalising Transactions
- 5. Ledger Posting and Trial Balance
- 6. Sub-Division of Journal
- 7. Negotiable Instruments
- 8. Bank Reconciliation Statement
- 9. Matching Concept
- 10. Capital and Revenue
- 11. Final Accounts
- 12. Rectification of Errors
- 13. Depreciation, Provisions and Reserves
- 14. Accounts of Non-Profit Making Organizations
- 15. Single Entry System

#### Section-2: Special Accounting Problems

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

#### Section-3: Partnership Accounts

- 1. Fundamentals
- 2. Reconstitution of Partnership Firms (Admission)
- 3. Reconstitution of Partnership Firms-II (Retirement, Death and Amalgamation)
- 4. Dissolution of Partnership Firms

#### Section-4: Company Accounts

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

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

### Section-5: Cost and Management

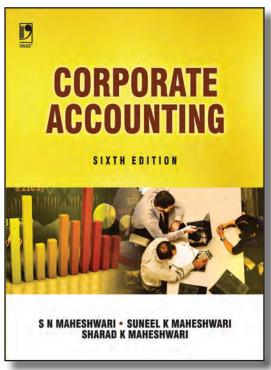
#### Accounting

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



### Accounting





### Corporate Accounting, 6e

S N Maheshwari, et al.

#### **About the Book**

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

#### **Key Features**

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

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

#### **New in this Edition**

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

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

#### **Contents**

#### Section-1: Company Accounts

- 1. Introductory
- 2. Shares and Share Capital
- 3. Debentures
- 4. Company Statutory Records
- 5. Company Financial Statements
- 6. Valuation of Goodwill and Shares
- 7. Acquisition of Business and Profit Prior to Incorporation
- 8. Internal Reconstruction
- 9. External Reconstruction, Amalgamation and Absorption
- 10. Company Liquidation Accounts
- 11. Financial Reporting for Financial Institutions
- 12. Accounting for Financial Instruments

#### Section-2: Specific Companies Accounts

- 1. Insurance Companies Accounts
- 2. Banking Companies Accounts
- 3. Double Account System (Including Accounts of Electricity Companies)
- 4. Holding Companies
- 5. Hotel Companies Accounts
- Accounts of Government Companies and Statutory Corporations

#### Section-3: Management Accounting

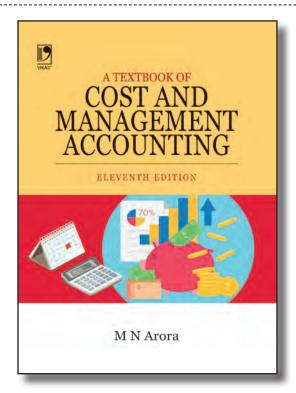
- 1. Management Accounting: Nature and Scope
- Financial Statements: Analysis and Interpretation
- 3. Funds Flow Statement
- 4. Cash Flow Statement
- 5. Accounting for Price Level Changes

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

#### Appendices:

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





# A Textbook of Cost and Management Accounting, 11e

### M N Arora About the Book



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

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

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

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

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

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

#### **New In This Edition**

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

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

#### **Contents**

#### SECTION I: COST ACCOUNTING

- 1. Overview of Cost Accounting
- 2. Material Cost
- 3. Employee Cost (Labour Cost)
- 4. Overhead Cost
- 5. Activity Based Costing
- 6. Output or Unit Costing (Cost Sheet)
- 7. Job and Batch Costing
- 8. Contract Costing
- 9. Process Costing

- 10. Joint Products and by-Products
- 11. Operating Costing (Service Costing)
- 12. Non-integrated and Integrated Accounts
- 13. Reconciliation of Cost and Financial Accounts

#### SECTION II: MANAGEMENT ACCOUNTING

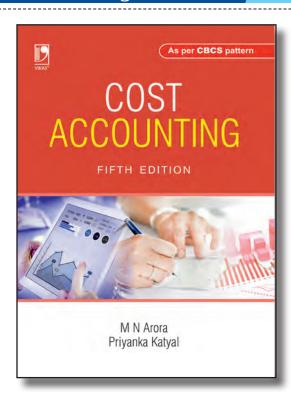
- 14. Management Accounting—Nature and Scope
- 15. Financial Statement Analysis
- 16. Funds Flow Statement

- 17. Cash Flow Statement
- 18. Marginal (Variable) Costing and Cost-Volume-Profit Analysis
- 19. Budgeting and Budgetary Control
- 20. Standard Costing and Variance Analysis
- 21. Tactical Decision Making
- 22. Responsibility Accounting and Transfer Pricing
- 23. Advanced Cost Management Techniques
- Subject Index

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

### Accounting





### Cost Accounting, 5e





#### **About the Book**

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

#### **Salient Features**

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

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

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

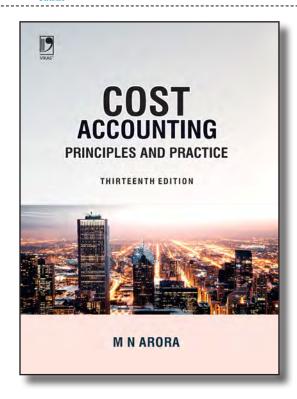
#### **Contents**

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

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

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





# Cost Accounting: Principles & Practice, 13e

M N Arora

#### **About the Book**

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

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

#### **New in this Edition**

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

#### Salient Features

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

Primary Market: BCom, BBA, BBM and BBS

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

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

#### **Contents**

- 1 Overview
- 2. Material Cost
- 3. Labour Cost (Employee Cost)
- 4. Overhead Cost
- 5. Activity Based Costing

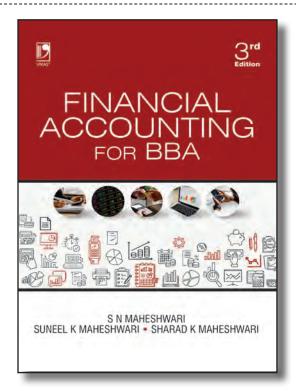
- 6. Output or Unit Costing (Cost Sheet)
- 7. Job and Batch Costing
- 8. Contract Costing
- 9. Process Costing
- 10. Joint Products and By-Products
- 11. Operating Costing (Service Costing)
- 12. Non-Integrated and Integrated Accounts
- 13. Reconciliation of Cost and Financial Accounts

Appendix: Model Test Papers

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

### Accounting





### Financial Accounting for BBA, 3e

Dr S N Maheshwari, CA Sharad K Maheshwari &





Dr Suneel K Maheshwari

#### **About the Book**



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

#### **New in this Edition**

- · Updated provisions regarding ASs, IFRSs and Ind ASs.
- Phased implementation of Ind ASs by the concerned authorities to bring at par Indian Financial Reporting System with Global Financial Reporting System.
- 'Schedule III' as per the Companies Act 2013, with all details in the chapter 'Company Financial Statements'.
- Appropriate revision and updation of the Text in view of the enactment of The Companies Act, 2013 as amended by The Companies (Amendment) Acts, 2015, 2017, 2019 and 2020.
- Introduction of Goods & Services Tax (GST) replacing several taxes imposed by different authorities.
- Incorporation of changes introduced by the Insolvency and Bankruptcy Code 2016.
- Incorporation of the basic features of Ind AS 1: Presentation of Financial Statements in Chapter 4: Company Financial Statements (Section II)
  of the book

#### **Salient Features**

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

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

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

#### **Contents**

Section-I: Accounting Principles and Processes:

- Meaning and Scope of Accounting,
- 2. Accounting Principles
- 3. Basic Accounting Terms
- 4. Journalizing Transactions
- 5. Ledger Posting and Trial Balance

- 6. Sub-Division of Journal
- 7. Bank Reconciliation Statement,
- 8. Capital and Revenue
- 9. Final Accounts
- 10. Rectification of Errors
- 11. Depreciation, Provisions and Reserves
- 12. Accounting Concept of Income
- 13. Computers & Accounting: An Introduction
- Accounting in a Computerized Environment
- 15. Accounting and Database System
- 16. Inventory Valuation,

Section-II: Company Accounts: 1. The Joint Stock Company

- 2. Shares and Share Capital
- 3. Debentures
- 4. Company Financial Statements
- 5. Contemporary Issues and Challenges







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

S K Bhattacharyya & John Dearden

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

#### **About the Book**

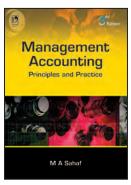
This book incorporates the refinements in the accounting concepts and practices and reflects on new issues and developments in the field of accounting at the international and national levels. The original structure of the book, i.e. to instruct managers rather than accountants, remains unchanged. The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

#### **Salient Features**

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

#### **Contents**

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



### Management Accounting: Principles and Practice, 3e

M A Sahaf

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

Instructor's Resource available

### About the Book

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

#### **New in this Edition**

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

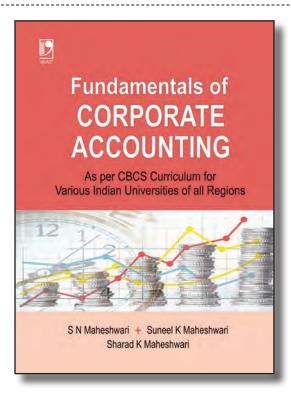
#### Contents

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

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

### Accounting





# Fundamentals of Corporate Accounting (As per CBCS)

S N Maheshwari, et al.

#### **About the Book**

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

#### **Key Features**

- Adopts a step-by-step approach beginning with an Introduction to Accounting Standards, both national and international, to the preparation of financial statements of a corporate enterprise.
- Presents the subject matter as per the requirements of the Companies Act 2013 and other statutory laws applicable to corporates, as amended to date.
- Explains lucidly specific provisions applicable to complex topics like amalgamation and merger of companies along with the specific requirements of the relevant Accounting Standard(s).
- Focuses on peculiar accounting provisions of specific laws applicable to banking, insurance and electricity companies.
- Makes one understand and learn accounting on computers in a simple and illustrative manner.

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

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

#### **Contents**

Introductory: Accounting Principles and Standards.

Section-1: General Company Accounts

- 1. The Joint Stock Company
- 2. Shares and Share Capital
- 3. Debentures
- 4. Company Financial Statements
- 5. Acquisition of Business and Profit Prior to Incorporation

- 6. Cash Flow Statement
- 7. Financial Statements: Analysis
- 8. Computers and Accounting

Section-2: Specific Corporate Accounting Problems

- 1. Valuation of Goodwill and Shares
- 2. Internal Reconstruction
- 3. External Reconstruction, Amalgamation and Absorption

- 4. Company Liquidation Accounts
- 5. Financial Reporting for Financial Institutions

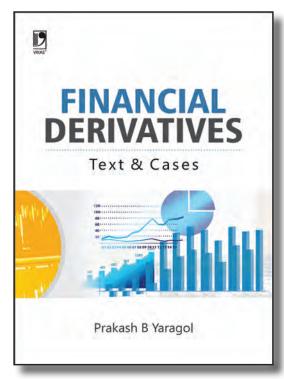
#### **Section-3: Specific Companies Accounts**

- 1. Holding Companies
- 2. Banking Companies Accounts
- 3. Insurance Companies Accounts
- 4. Accounts of Electricity Companies

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

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





#### **Financial Derivatives: Text and Cases**

Prakash B Yaragol



#### **About the Book**

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

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

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

#### **Key Features**

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

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

#### Contents

Standard Abbreviations Used in the Book

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

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

#### Appendices:

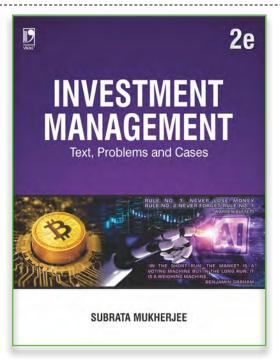
- 1. Normal Distribution Tables
- 2. Formulae

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

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

# Finance, Banking & Project Management





#### **INVESTMENT MANAGEMENT, 2e**

Subrata Mukherjee

#### **About the Book**

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

#### **Key Features**

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

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

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

#### Contents

#### PART I: INTRODUCTION

- 1. Understanding Investments
- 2. Investment Alternatives
- Securities Market and How Securities are Traded

### PART II: PORTFOLIO THEORY AND PRACTICE

- 4. Risk and Return
- Risk Aversion, Utility of Wealth and Capital Allocation to Risky Assets
- 6. Portfolio Analysis
- 7. Index Models

### PART III: EQUILIBRIUM IN CAPITAL MARKET

8. Capital Asset Pricing Model

- 9. Arbitrage Pricing Theory
- 10. Efficient Market Hypothesis
- 11. Behavioural Finance
- 12. Technical Analysis

#### PART IV: SECURITY ANALYSIS

- 13. Macroeconomic and Industry Analysis
- 14. Company Analysis
- 15. Financial Statement Analysis
- 16. Equity Valuation Model

### PART V: FIXED-INCOME SECURITIES

- 17. Bond Analysis, Valuation and Term Structure of Interest Rates
- 18. Managing Bond Portfolios

#### PART VI: DERIVATIVES

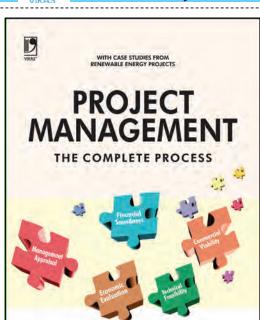
- 19. Futures
- 20. Options

### PART VII: APPLIED PORTFOLIO MANAGEMENT

- 21. Performance Evaluation
- 22. Mutual Funds and Hedge Funds
- 23. Investments in Real Assets
- 24. International Portfolio Investment
- 25. Alternative Investments
- 26. Cryptocurrency, Blockchain, NFT, CBDC, Metaverse and Web3
- 27. Green Finance and Investment Including Environment,

- Sustainability and Governance (ESG)
- 28. Investment Strategies of Sovereign Wealth Funds,
- Appendix A
- · Appendix B
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- Glossary
- Select Bibliography and References
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**Subrata Mukherjee** has a blend of 5 decades of rich corporate and academic experience in the areas of finance and accounting. Presently, he is a visiting faculty at a few B-Schools. His areas of interest are investment markets and products, corporate finance, personal finance, and digital-age financial practices.



VISHWANATH MURTHY

## Project Management: The Complete Process

Vishwanath Murthy

### Instructor's Resource available

#### About the Book

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

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

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

#### **Key Features**

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

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

#### **Contents**

Introduction Standard Abbreviations used in the Book

Segment-1: Introductory

1. Introduction

Segment-2: Commercial Viability

2. Commercial Viability

Segment-3: Technical Feasibility

3. The Technology

- 4. Plant Capacity
- 5. Generation
- 6. Inputs
- 7. Implementation Management

Segment-4: Financial Soundness

- 8. Business Organization
- 9. Project Cost
- 10. Financing

- 11. Projected Operating Statement
- 12. Analysis

Segment-5: Economic Evaluation

13. Economic Appraisal

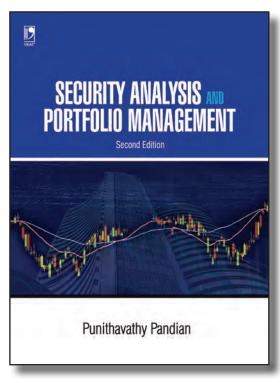
Segment-6: Management Appraisal

- 14. Appraisal of Management
- Index

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

# Finance, Banking & Project Management





## Security Analysis and Portfolio Management, 2e

Punithavathy Pandian



#### **About the Book**

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

#### **New in this Edition**

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

## **Key Features**

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

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

## **Contents**

## Part-I: Indian Stock Market

- 1. Introduction to Investment and Securities
- 2. Investment Planning and Alternatives
- 3. New Issue Market
- 4. Secondary Market
- 5. Stock Market Indices
- 6. Securities and Exchange Board of India, Part-II: Security Analysis,
- 7. Risk
- 8. Bond Return and Valuation
- 9. Stock Return and Valuation

- 10. Fundamental Analysis: Economic and Industry Analysis,
- 11. Fundamental Analysis: Company Analysis
- 12. Technical Analysis
- 13. Indicators and Oscillators,
- 14. Efficient Market Theory
- 15. Options
- 16. Futures

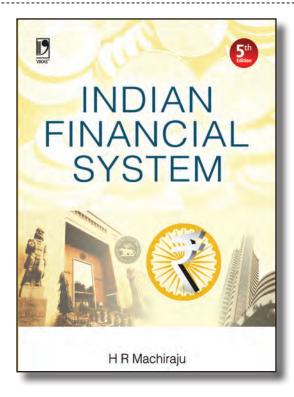
Part-III: Portfolio Analysis,

17. Portfolio Construction

- 18. Portfolio Markowitz Model.
- 19. The Sharpe Index Model,
- Capital Asset Pricing Theory and Arbitrage Pricing Theory
- 21. Portfolio Evaluation,
- 22. Portfolio Revision
- 23.International Portfolio Investment
- Appendix & Index

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





## Indian Financial System, 5e

H R Machiraju

## **About the Book**

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

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

the working of financial intermediaries, capital market, money market and foreign exchange market — puts the Indian financial system in the right perspective, making it a "must have" for the students of MBA and economics, as also for those appearing in professional examinations such as CA, CFA and ICWAI.

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

#### **New in this Edition**

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

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

## **Contents**

- 1. An Introduction to Indian Financial System
- 2. Savings and Financial Intermediation
- 3. Commercial Banking
- 4. Reserve Bank of India: Central Banking
- 5. Regional Rural Banks
- 6. Cooperative Credit
- 7. Development Banking
- 8. Non-bank Financial Companies

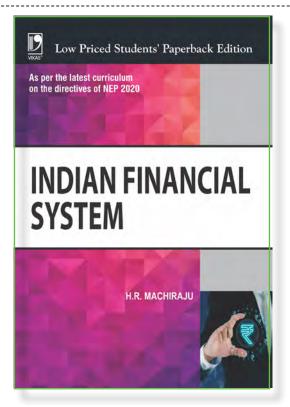
- 9. Investment Banking
- 10. Merchant Banking
- 11. Mutual Funds
- 12. SEBI and Regulation of Primary and Secondary Markets
- 13. Money Market
- 14. Foreign Exchange Market
- 15. Primary Market

- 16. Secondary Market: Stock Exchanges
- 17. Foreign Investment and its Regulations
- 18. Accessing International Capital Markets,
- 19. The Indian Fiscal System
- Index

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

# Finance, Banking & Project Management





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

H.R. Machiraju

## **About the Book**

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

## **Key Features**

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

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

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

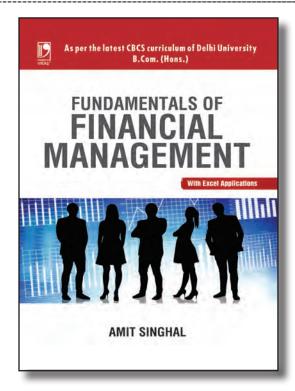
## Contents

- An Introduction to Indian Financial System
- 2. Savings and Financial Intermediation
- 3. Commercial Banking
- 4. Reserve Bank of India: Central Banking
- 5. Regional Rural Banks
- 6. Cooperative Credit
- 7. Development Banking
- 8. Non-bank Financial Companies
- 9. Investment Banking
- 10. Merchant Banking

- 11. Mutual Funds
- 12. SEBI and Regulation of Primary and Secondary Markets
- 13. Money Market
- 14. Foreign Exchange Market
- 15. Primary Market

- 16. Secondary Market: Stock Exchanges
- 17. Foreign Investment and its Regulations
- 18. Accessing International Capital Markets
- 19. The Indian Fiscal System

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



## **Fundamentals of Financial Management**

Amit Singhal

## **About the Book**

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

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

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

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

## **Key Features**

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

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

## **Contents**

- 1. Financial Management: An Overview
- 2. Capital Budgeting: Estimation of Cash Flows
- 3. Time Value of Money
- 4. Capital Budgeting: Techniques of Evaluation
- 5. Cost of Capital
- 6. Leverages
- 7. Capital Structure

A Milestone Raghu's Cab Business: End of First Year

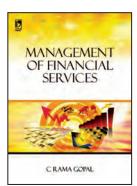
- 8. Dividend Policy
- 9. Working Capital Management
- 10. Management of Receivables, Inventory and Cash
- 11. Applications on a Spreadsheet
- Appendix A
- Past Question Papers (CBCS)

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

# Commerce & Management

# Finance, Banking & Project Management

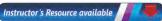




## Management of Financial Services

C Rama Gopal

ISBN: 9789325976023 Price: ₹ 595 | Pages: 592 Size: 6.75" X 9.5" (Paperback)



#### **About the Book**

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

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

#### **Salient Features**

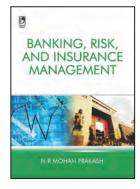
- Contemporary developments, directives of regulatory authorities and recent changes in practices
- Real-time media reactions echoing the reactions of the investors and general public to the developments
- · Live examples and real case studies
- Examination-oriented questions with answers, as well as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

## **Benefits**

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

## **Contents**

The Indian Financial System, 2. Money Market Instruments, 3. Financial Services,
 Regulatory Framework for Financial Services in India, 5. Management of Risks in Financial Services,
 Stock Exchange Operations,
 Securities and Exchange Board of India,
 Merchant Banking Services,
 Securities Market: Managing The Issue of Shares,
 Debentures and Bonds,
 Company Fixed Deposits,
 Inter-Corporate Loans and Investments,
 Leasing and Hire Purchase,
 Securitization,
 Housing Finance,
 Credit Rating,
 Banking,
 Modern Banking,
 Banking Grievances Mechanism,
 Insurance,
 Factoring, Forfaiting and Bill Discounting,
 Credit Cards



## Banking, Risk and Insurance Management

N R Mohan Prakash

ISBN: 9789325994058 Price: ₹ 550 | Pages: 660 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

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

## **Key Features**

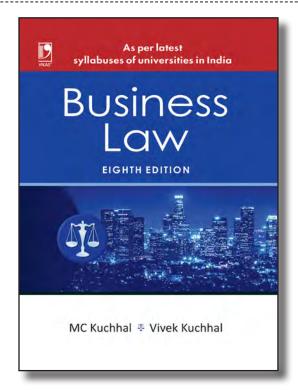
- The only book to cover all three topics, viz., banking, risk and insurance management
- · Includes recent developments in all the three sectors
- · Highlights the updated Basel III norms
- · Carries a special chapter on Marketing and CRM in banking sector
- · Includes pedagogical features like case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

#### **Contents**

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

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





## **Business Law: 8e**

## M C Kuchhal & Vivek Kuchhal

## **About the Book**

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

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

## **Key Features**

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

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

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

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

## **Contents**

Part-I: Law of Contract

- 1. Nature and Kinds of Contracts
- 2. Offer and Acceptance
- 3. Consideration
- 4. Capacity of Parties
- 5. Free Consent
- 6. Legality of Object and Consideration
- 7. Void Agreements
- 8. Contingent Contracts
- 9. Performance of Contracts
- 10. Discharge of Contract
- 11. Quasi-Contracts
- 12. Remedies for Breach of Contract
- 13. Indemnity and Guarantee
- 14. Bailment and Pledge

- Agency
- Part-II: Law of Sale Of Goods
- 16. Contract of Sale of Goods
- 17. Conditions and Warranties
- 18. Transfer of Property
- 19. Performance of Contract of Sale
- 20. Rights of Unpaid Seller

Part-III: Law of Partnership

- 21. Definition and Nature of Partnership
- 22. Formation of Partnership
- 23. Rights, Duties and Liabilities of Partners
- 24. Dissolution of Partnership Firm

Part-IV: Law of Negotiable Instruments

- 25. Negotiable Instruments
- 26. Parties to Negotiable Instruments

- 27. Presentment of Negotiable Instruments
- 28. Negotiation of Negotiable Instruments
- 29. Dishonour and Discharge of Negotiable Instruments
- 30. Crossing and Bouncing of Cheques

Part-V: Law of Limited Liability Partnership

- 31. Limited Liability Partnership
- 32. Nature and Incorporation of LIP
- 33. Partners and Their Relations: LIP
- 34. Accounts, Audit and Taxation
- 35. Conversion to Limited Liability Partnership
- 36. Winding up and Dissolution

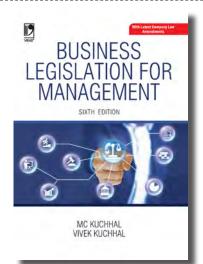
Select Bibliography

Index

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

## Law & Secretarial Practice





## **Business Legislation for Management: 6e**

M C Kuchhal & Vivek Kuchhal

#### About the Book

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

## **Key Features**

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

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

#### **Contents**

Part II: Law of Contract
Part II: Law of Sale of Goods
Part III: Law of Partnership

Part IV: Law of Limited Liability Partnership Part V: Law of Negotiable Instruments Part VI: Law of Arbitration and Conciliation Part VII: Law of Consumer Protection

Part VIII: Law of Information Technology (Cyber Law)

Part IX: Company Law

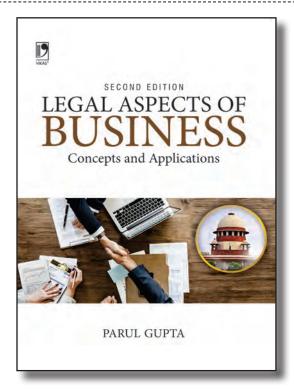
Part X: Laws of Intellectual Property

Part XI: Law of Foreign Exchange Management

Part XII: Competition Law

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





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

Parul Gupta



#### **About the Book**

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

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

## **Key Features**

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

#### **New in the Second Edition**

- Two new topic
- The insolvency and Bankruptcy code, (IBC) 2016
- The Special Relief Act, 1963

- · A complete new chapter on Law of Indemnity and Guarantee
- · Amendments in various provisions of the Acts during 2018

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

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

#### **Contents**

## Section 1: Introductory

1: Indian Legal System –An Overview

## Section 2: Law of Contract

- 2: Meaning, Essentials and Types of a Valid Contract
- 3: Offer, Acceptance and Capacity of Parties
- 4: Consideration and Free Consent
- 5: Void Agreements, Wagering Agreements and Contingent Contracts
- Performance and Discharge of a Contract

- 7: Remedies for the Breach of Contract
- 8: Quasi-Contracts–Meaning, Features and Kinds

#### Section 3: Law of Sale of Goods

- 9: Contract of Sale of Goods
- 10: Transfer of Property
- 11: Performance and Breach of Contract of Sale of Goods
- Section 4: Laws Dealing with Special Contracts
- 12: Law of Contract of Agency
- 13: Law of Bailment and Pledge
- 14: Law of Indemnity and Guarantee

- 15: Law of Partnership
- 16: Law of Arbitration and Conciliation
- Section 5: Law of Negotiable Instruments
- 17: Law of Negotiable Instruments-Part I
- 18: Law of Negotiable Instruments-Part II

## Section 6: Company Law

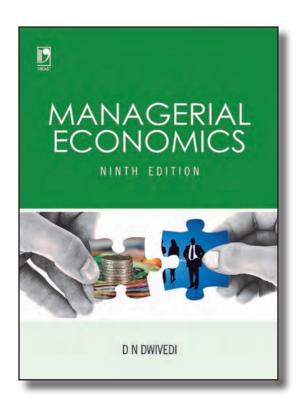
- 19: A Company in India
- 20: Classification of Companies
- 21: Incorporation and Documentation of a Company
- 22: Memorandum of Association
- 23: Articles of Association

- 24: Share Capital and Members of the Company
- 25: Shares
- 26: Board of Directors, Company Management and Administration
- 27: Company Meetings and Proceedings
- 28: Winding Up of a Company
- Section 7: Miscellaneous Laws
- 29: Law of Consumer Protection
- 30: The Competition Act, 2002
- 31: The Information Technology Act, 2000 (Amendment 2008)

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

# Economics & Business Environment





## Managerial Economics, 9e

## D N Dwivedi



## **About the Book**

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

## **New in this Edition**

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

## **Some New Important Sections**

- 'Derivation of Demand Curve with Changing Marginal Utility of Money', and 'Why Demand Curve Slopes Downward to Right'
- 'Expansion Path of Production' and 'Equilibrium of Multi-plant Monopoly'
- 'Theory of Interest Rate Determination' and 'Monetary Sector Equilibrium'
- 'Current Foreign Trade Policy of India' and 'Current Role of the IMF'

'Monetary Policy' and 'Current Scenario of CSR in India'

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

## **Contents**

#### Part-I: Introduction

1. Nature and Scope of Managerial Economics

#### Part I: Introduction

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

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

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

## Part III: Theory Of Production And Cost Analysis

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

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

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

## Part V: Capital Budgeting and Investment Decisions

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

## Part VI: Macroeconomic Aspects of Managerial Economics

23. Macroeconomics: Definition, Scope and Application

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

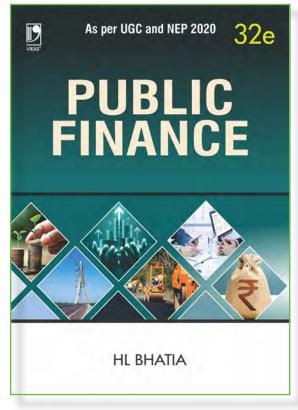
## Part VII: Government Role in The Economy and Economic Policies

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

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

- 33. Impact of Globalization on Business Environment
- 34. The Balance of Payments: Assessment and Adjustment
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## Public Finance, 32e

## H L Bhatia



## **About the Book**

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

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

## New in the 32th Edition

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

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

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

## **Contents**

## PART-I

## THEORY OF PUBLIC FINANCE

- Economic Activities and the State
- 2. Meaning And Scope of Public Finance
- 3. Principle of Maximum Advantage
- 4. Public Revenue—General Considerations
- Division of Tax Burden—I 5.
- 6. Division of Tax Burden—II
- 7. Incidence of Taxes
- Classification And Choice of Taxes
- Effects of Taxation
- 10. Public Debt

- 11. Public Expenditure—General Considerations
- 12. Effects of Public Expenditure
- 13. Public Budget
- 14. Balanced Budget And Fiscal Policy
- 15. Federal Finance
- 16. Public Undertakings

## PART II

#### INDIAN PUBLIC FINANCE

- 17. Indian Federal Finance—I
- 18. Indian Federal Finance—II.
- 19. Public Debt In India
- 20. Government of India Finances

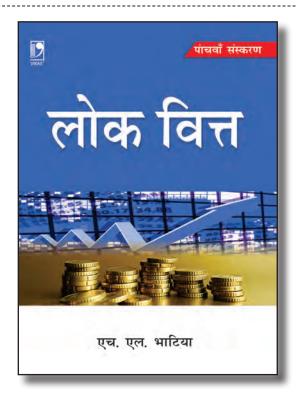
- 21. The Indian Tax System
- Railway Finances
- Public Sector Undertakings In India
- 24. State Finances
- 25. Agricultural Taxation In India
- 26. Local Finance
- Comments On Recent Central Government Budgets (2019-20 TO 2023-24)
- 28. Appendices

STUDY READINGS

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

# Economics & Business Environment





## लोक वित्त, पांचवाँ संस्करण



## एच. एल. भाटिया

## पुस्तक के विषय में

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

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

## प्रमुख विशेषताएँ

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

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

## विषय-सूची

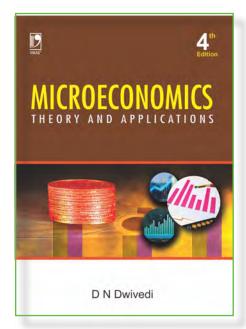
- 1. विषय प्रवेश
- 2. लोक वित्त का अर्थ एवं सीमाएँ
- 3. अधिकतम सार्वजनिक हित का सिद्धांत
- 4. सार्वजनिक राजस्व: सामान्य विवेचन
- 5. करों का भार-वहन
- 6. कर-सिद्धांत
- 7. करों का वर्गीकरण और चुनाव
- 8. करों के प्रभाव
- 9. सार्वजनिक ऋण
- 10. सार्वजनिक व्यय: सामान्य विवेचन

- 11. सार्वजनिक व्यय के प्रभाव
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- 13. संतुलित बजट और राजकोषीय नीति
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- 17. भारत में संघीय वित्त व्यवस्था-II
- 18. भारत का सार्वजनिक ऋण
- 19. भारत सरकार की वित्तीय स्थिति

- 20. भारतीय कर व्यवस्था: कुछ मुद्दे
- 21. रेलवे वित्त
- 22. भारत में सार्वजनिक उद्यम
- 23. राज्य सरकारों की वित्तीय स्थिति
- 24. भारत में कृषि पर करारोपण
- 25. स्थानीय वित्त
- परिशिष्ट 1: बजटीय घाटे: अवधारणा तथा परिमापन
- परिशिष्ट 2: लिंग-आधारित बजटीय व्यवस्था

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





## Microeconomics: Theory and Applications, 4/e

## D N Dwivedi

## **About the Book**

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

## **New in the Edition**

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

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

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

## **Contents**

#### Part-I: INTRODUCTION

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

## Part-II: THEORY OF CONSUMER DEMAND

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

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

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

- 13. Theory of Production-II: The Laws of Returns to Scale
- 14. Optimum Combination of Inputs and **Expansion Path**
- 15. Theory of Cost

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

- 16. Market Structure and Objectives of Business
- 17. Price and Output Determination under Perfect Competition
- 18. Price and Output Determination under Monopoly and Related Issues
- 19. Price and Output Determination under Monopolistic Competition
- 20. Price and Output Determination under
- 21. Managerial Theories of Firms of Oligopoly

## Part-V: FACTOR MARKET AND FACTOR PRICING

22. The Factor Market: Factor Demand and Supply

- 23. Wage Determination under Perfect Competition
- 24. Wage and Employment under Imperfect Competition
- 25. Theory of Rent
- 26. Theories of Interest Determination
- 27. Interest Rate and Investment Decisions
- 28. Theories of Profit
- 29. Product Exhaustion Theorem

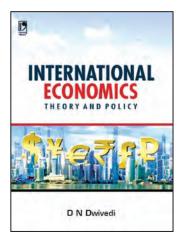
## Part-VI: GENERAL EQUILIBRIUM AND WELFARE ECONOMICS

- 30. General Equilibrium Analysis
- 31. Welfare Economics: Pareto Optimality
- 32. New Welfare Economics: The Post-Pareto Welfare Fconomics
- 33. Market Failures and Provision of Public Goods

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

# Economics & Business Environment





## International Economics: Theory and Policy

## D N Dwivedi

## **About the Book**

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

#### Salient Features

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

#### **Benefits**

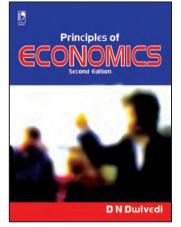
- The approach of explaining concepts with real-life examples facilitates easy understanding of a complex subject like international economics.
- · Covers the undergraduate and postgraduate syllabi of international economics of most universities.

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

## **Contents**

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

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



## Principles of Economics, 2e

## D N Dwivedi

## **About the Book**

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

#### **Benefits**

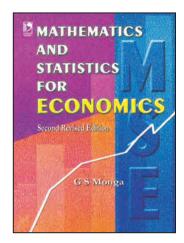
- · Covers course content of most Indian universities
- · Useful for UPSC and other competitive examination aspirants

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

# Economics & Business Environment

#### **Contents**

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



## Mathematics and Statistics for Economics, 2e

## G S Monga About the Book

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

## Salient Features

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

## **Benefits**

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

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

## **Contents**

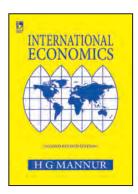
1. Review of Some Elementary Mathematics, 2. Mathematical Reasoning, 3. Sets and Relations, 4. The Number System, 5. System of Equations and Inequations Market Equilibrium, 6. Trigonometry, 7. Determinants and Matrices, 8. Analytical Geometry, 9. Functions and Limits, 10. Differential Calculus: Functions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

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

# Commerce & Management

# Economics & Business Environment





## International Economics, 2e

**HG** Mannur

ISBN: 9780706995862 Price: ₹ 535 | Pages: 480 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

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

#### **Salient Features**

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

## **Contents**

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

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

# ESSENTIALS OF BUSINESS ECONOMICS DN Dwiveli

# Essentials of Business Economics

D N Dwivedi

ISBN: 9788125924005 Price: ₹ 495 | Pages: 468 Size: 6.25" X 9.5" (Paperback)

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

## **About the Book**

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

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

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

#### **Salient Features**

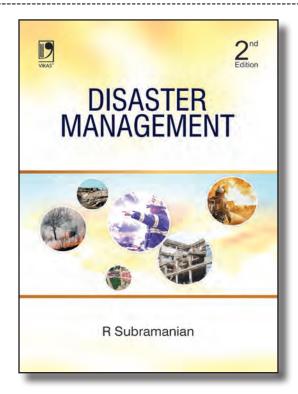
- · Learning objectives in the beginning of every chapter
- · A large number of diagrams for clarity of concepts
- · Case studies wherever required
- · Easy comprehensibility of the subject matter

#### **Contents**

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

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





## Disaster Management 2e

## R Subramanian

## **About the Book**

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

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

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

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

## **New In The Second Edition**

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

## **Key Features**

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

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

## **Contents**

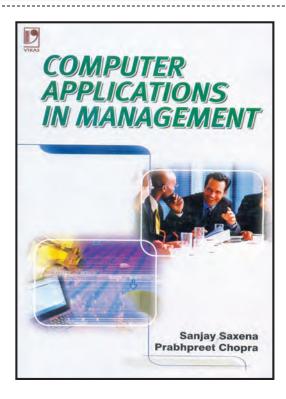
- 1. Overview
- 2. Understanding Disasters
- 3. Natural Disasters
- 4. Anthropogenic (Man-Made) Disasters
- 5. Pandemics and Environmental
- Disasters
- Objectives and Principles of Disaster Management
- 7. Disaster Management Cycle
- 8. Stakeholders and Technological Tools of Disaster Management
- International Cooperation and Organisational Structures for Disaster Management
- 10. Disaster Management in India
- 11. Ethical Issues
- 12. Case Studies

- Further Reading
- Appendix 1: Suggested Practical Tasks
- Appendix 2: Vulnerability Maps of India
- Index

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

## General Management





## **Computer Applications in Management**

Sanjay Saxena & Prabhpreet Chopra

ISBN: 9788125920601 Price: ₹ 575 | Pages: 548 Size: 6.25" X 9.5" (Paperback)

Instructor's Resource available

#### **About the Book**

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

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

#### **Salient Features**

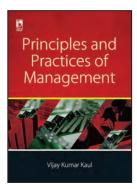
Written for the MBA course of Indian universities this book provides theoretical and practical knowledge and follows visual style for practical usage of various packages. Additional 'Do-it-yourself' exercises add value to the book.

#### **Contents**

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







## Principles and Practices of Management

Vijay Kumar Kaul

ISBN: 9789325990173 Price: ₹ 390 | Pages: 376 Size: 6.75" X 9.5" (Paperback)

## **About the Book**

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

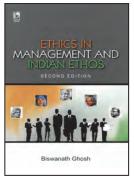
## **Key Features**

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

#### **Contents**

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

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



# Ethics in Management and Indian Ethos, 2e

Biswanath Ghosh

ISBN: 9788125920595 Price: ₹ 550 | Pages: 322 Size: 5.5" X 8.5" (Paperback)

## **About the Book**

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

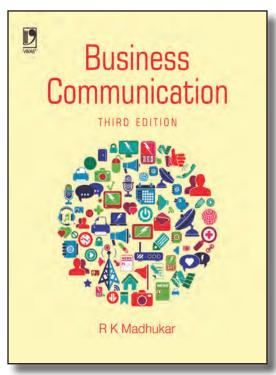
#### **Contents**

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

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

## **Business Communication**





## **Business Communication, 3e**

## R K Madhukar About the Book



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

## **New in this Edition**

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

## **Strong Points of the Book**

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

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

## **Salient Features**

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

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

## **Contents**

Prologue: Communication in Business

- Expanse and Scope of Communication
- 2. Making Communication Effective
- 3. Non-Verbal Communication
- 4. Listening Skills
- 5. Communication Skills

- 6. Business Letters
- 7. Internal Communication
- 8. Rules of Good Writing
- 9. Speeches and Presentations
- 10. Interactive Communication
- 11. Mass Communication
- 12. Report Writing and Case Studies
- 13. Interviews

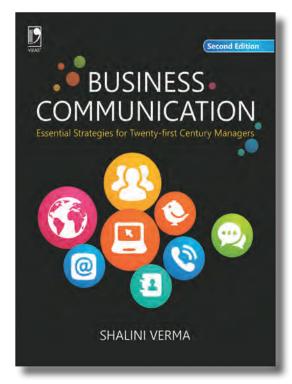
- 14. Employment Oriented Communication
- 15. Charts, Graphs and Pictures
- 16. Negotiation Process and its Management
- 17. Cross-Cultural Dimensions of Business Communication
- 18. Technology-Powered Communication

- 19. Soft Skills in Business
- 20. Key Areas in Corporate Communication
- References
- Appendices
- Index

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



## **Business Communication**



## **Business Communication, 2e**

# Shalini Verma About the Book



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

## **Salient Features**

- Case Study 1: It sets the stage for the areas to be discussed in the concerned chapter
- Case Study 2: It presents real-world scenarios and challenges to help students learn through the case analysis method
- Tech World: It throws light on the latest advancements in communication technology and how real-time business houses are leveraging them to stay ahead of their competitors
- Communication Snippet: It talks about real organizations/people at workplaces, their on-job communication challenges and their use of multiple communication channels to gain a competitive edge
- · Applying Ethics: Deal with situation-based ethical dilemmas faced by real managers in their professional lives
- Simulation-based Exercise: It is a roleplay management game that helps readers simulate real managers or workplace situations, and thereby enables students to apply the theoretical concepts
- Experiential Learning: It provides two caselets, each followed by an individual activity and a team activity, based on real-time business processes that help readers 'feel' or 'experience' the concepts and theories they learn in the concerned chapter to gain hands-on experience

## **Benefits**

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

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

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

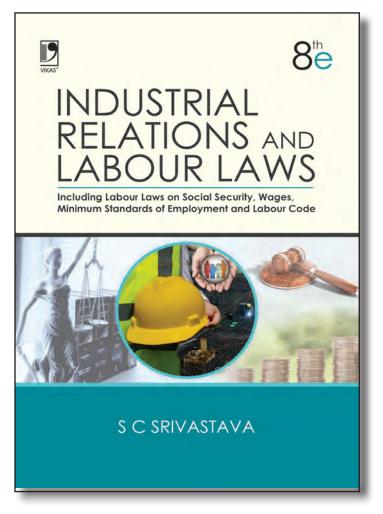
## **Contents**

- 1. The Nature and Scope of Business Communication
- 2. Communication Barriers
- 3. Communications in Organizations
- 4. Non-Verbal Communication,
- 5. Communication Strategy for Managers
- 6. Spoken (Oral) Communication
- 7. Written Communication

- 8. Technology-Enabled Communication
- 9. Writing Reports, Business Proposals, and Business Plans
- 10. Planning and Delivering Business Presentations
- 11. Conducting Business Research and Analysing Case Studies
- 12. Employment Communication for Internship and Campus Placement
- 13. Business Etiquette and Professionalism

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





# Industrial Relations and Labour Laws, 8e

S C Srivastava

## **About the Book**

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

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

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

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

## **Key Features**

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

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

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

# Commerce & Management

## **Contents**

Preface to the Eighth Edition vii List of Cases xxiii

PART I: Contextual and Constitutional Framework and Industrial Jurisprudence

- 1. Introduction to Labour Law
- 2. Constitutional Framework and Labour Laws
- Industrial Jurisprudence and the Supreme Court

PART II: Industrial Relations, Trade Unions, Collective Bargaining and Workers

Participation in Management

- 4. Industrial Relations: An Overview
- Trade Unions of Workers and Employers'
   Organizations: A Contextual and Historical Analysis
- 6. Collective Bargaining
- 7. Workers' Participation in Management

PART III: Industrial Relations Law

- 8. Trade Unions and the Law
- 9. Industrial Disputes Act: Contextual

Framework, Concept and Definitions

- 10. Settlement of Industrial Disputes
- 11. Powers and Functions of Appropriate Government in Disputes Settlement
- 12. Instruments of Economic Coercion
- 13. Lay-off, Retrenchment, Transfer and Closure
- 14. Management of Discipline and Notice of Change
- 15. Industrial Employment (Standing Orders) Act, 1946
- 16. Industrial Relations Code, 2020: An Overview

PART IV: Social Security and Labour Laws

- 17. Social Security: A Contextual Framework
- 18. Employees' Compensation Act, 1923
- 19. Employees' State Insurance Act, 1948
- 20. Employees' Provident Funds and Miscellaneous Provisions Act, 1952
- 21. Payment of Gratuity Act, 1972
- 22. Maternity Benefit Act, 1961

23. Unorganised Workers' Social Security Act, 2008

24. Code on Social Security, 2020: An Overview

PART V: Wages and Labour Laws

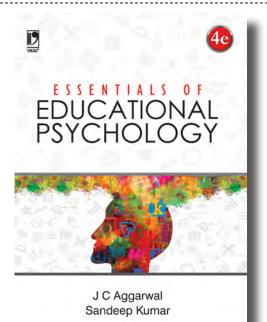
- 25. Wage Concept 647
- 26. Payment of Wages Act, 1936
- 27. Minimum Wages Act, 1948
- 28. Payment of Bonus Act, 1965
- 29. Equal Remuneration Act, 1976
- 30. Code on Wages, 2019: An Overview

PART VI: Minimum Standards of Employment and Labour Laws

- 31. Factories Act, 1948
- 32. Contract Labour (Regulation and Abolition) Act, 1970
- 33. Law on Child Labour
- 34. Inter State Migrant Workmen Act, 1979
- 35. Occupational Safety, Health and Working Conditions Code, 2020
- Index

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





# ESSENTIALS OF Educational Psychology, 4e

J C Aggarwal & Sandeep Kumar

## **About the Book**

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

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

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

## **Key Features**

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

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

## **Contents**

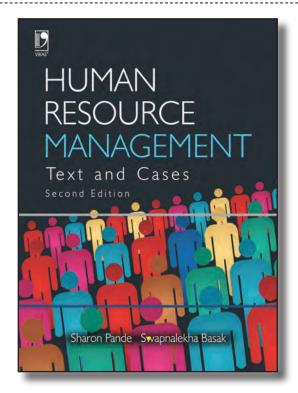
- 1. Educational Psychology: A Conceptualization
- 2. Educational Psychology and Schools of Thought
- 3. Educational Psychology and Methods
- Understanding Children's Needs: Challenges and Possibilities
- 5. Development and Growth: An Understanding
- Understanding Heredity (Nature) and Environment (Nurture)
- 7. Nervous and Endocrine Systems
- 8. Individual Uniqueness: Understanding the Learner as a Unique Being
- 9. Physical and Motor Development
- 10. Emotional and Social Development (Socialization)

- 11. Cognitive or Intellectual Development
- 12. Language Development and Moral
- 13. Adolescence and Developmental Concerns
- 14. Understanding Learning, Maturation and
- 15. Motivation in Learning
- 16. Learning and Forgetting
- 17. Transfer of Learning
- 18. Theories of Learning and Educational Implications
- 19. Sensation, Perception, Concept Formation and Thinking
- 20. Interest, Aptitude, Attitude and Attention
- 21. Intelligence and Intelligence Tests
- 22. Personality and Personality Development

- 23. Theories of Personality
- 24. Assessment and Measurement of Personality
- 25. Education of Children with Special Needs
- 26. Understanding Creativity
- 27. Understanding Adjustment of Children
- 28. Mental Hygiene and Mental Health
- 29. Psychology of Group Behaviour and Group Dynamics
- 30. Guidance and Counselling
- 31. Understanding Diverse Issues in Education
- 32. Practical Work (Experiments in Psychology)
- 33. Inclusive Education
- APPENDIX: Some Useful Statistical Concepts and Techniques

J C Aggarwal Former Deputy Director of Education Delhi Administration, Delhi Sandeep Kumar Associate Professor Department of Education University of Delhi





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

Sharon Pande & Swapnalekha Basak

Instructor's Resource available



## **About the Book**

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

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

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

## **Key Features**

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

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

#### Contents

- Introduction to Human Resource Management
- 2. Strategic Human Resource Management
- 3. Human Resource Planning and Job Analysis
- 4. Recruitment
- 5. Selection
- 6. Induction and Socialization
- 7. Employee Relations and

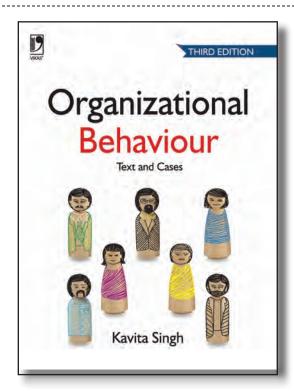
- Employment Law
- 8. Compensation
- 9. Compensation Administration, Benefits and Services
- 10. Employee Engagement
- 11. Human Resource Policies
- 12. Performance Management
- 13. Learning and Development

- 14. Career Management
- 15. Talent Management
- 16. High-potential Employees
- Special Topics
- 1. Competency Management
- 2. Information Technology in Human Resource
- 3. HRM Practices in India
- 4. Internationalization of HRM

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

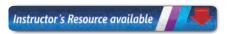
Swapnalekha Basak is an entrepreneur, a champion of social causes, a writer, teacher and mentor for young people—all rolled into one.





# Organizational Behaviour: Text and Cases, 3e

Kavita Singh



## **About the Book**

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

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

## **Key Features**

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

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

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

## **Contents**

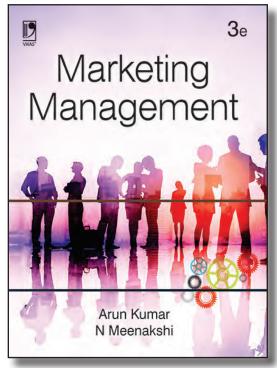
- 1. Managing Organizational Behaviour
- 2. Personality
- 3. Perception
- 4. Learning and Reinforcement
- 5. Attitudes and Values
- 6. Work Motivation
- 7. Work Stress
- 8. Organizational Communication

- 9. Managing Group Dynamics
- 10. Leadership
- 11. Managing Conflicts and Negotiations
- 12. Decision Making and Problem Solving
- 13. Organizational Structures and Design
- 14. Power and Political Behaviour in Organizations
- 15. Organizational Culture

- Nature of Planned Organizational Change
- 17. Approaches to Planned Organizational Change
- 18. Career, Planning and Management
- 19. Performance and Reward Management
- 20. Gender Issues in Management

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





## **Benefits**

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

## Marketing Management, 3e

Arun Kumar & N Meenakshi

## **About the Book**



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

## Salient Features

#### **Best Practices**

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

## Corporate Insights

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

## **Case Studies**

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

## **Specialized Questions**

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

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

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

## **Contents**

## Section-1: Foundations of Marketing

- 1. Fundamentals of Marketing
- 2. Marketing Research
- 3. Marketing Environment
- 4. Consumer Behaviour

## Section-2: Selection of Markets

- 5. Segmentation and Targeting
- 6. Positioning

## Section-3: Product Decisions

- 7. Product Management
- 8. Brand Management

- 9. Management of Innovations
- Section-4: Pricing Decisions
- 10. Pricing Strategy

Section-5: Distribution Decisions

- 11. Distribution
- 12. Retailing

Section-6: Communication Decisions

- 13. Integrated Marketing Communication
- 14. Advertising Management

Section-7: Impact of Competition on Strategy

15. Competitive Marketing Strategy

Section-8: Reaching Consumers Directly

- 16. Direct Marketing
- 17. Internet Marketing
- 18. Personal Selling and Sales Management

Section-9: Analysing Marketing

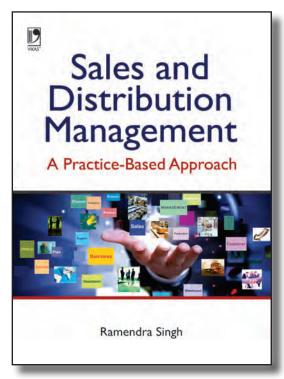
- 19. Business Marketing
- 20. Marketing of Services
- 21. International Marketing
- 22. Marketing for Non-Profit Organization
- 23. Rural Marketing

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

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

## Marketing Management





# Sales and Distribution Management: A Practice-Based Approach

Ramendra Singh



## **About the Book**

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

## **Salient Features**

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

## **Benefits**

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

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

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

## **Contents**

Part-A: Sales Management:

- 1. An Introduction to Sales and Distribution Channel Management
- 2. Personal Selling
- 3. Sales Organization
- 4. Sales Technology
- 5. Sales Territory and Time Management
- 6. Sales Force Recruitment and Training
- 7. Sales Force Motivation and Compensation
- 8. Sales Force Productivity and Performance
- 9. Selling Ethics

Part-B: Distribution Management:

- 10. Sales-Marketing Interfaces
- 11. Distribution Channel Design

- Distribution Channel Power and Relationships
- 13. Trade Loyalty Programmes
- 14. Channel Economics
- 15. Retailing

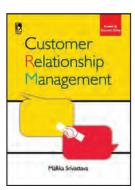
Part-C: Cases in Sales and Distribution Management

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



## Marketing Management

# Commerce & Management



## Customer Relationship Management

Mallika Srivastava

ISBN: 9789325974111 Price: ₹ 500 | Pages: 368 Size: 6.75" X 9.5" (Paperback)

## **About the Book**

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

#### **Salient Features**

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

#### **Benefits**

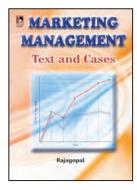
The book is a blend of marketing and information technology with more focus on Indian corporate sector.

#### **Contents**

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

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

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



## Marketing Management: Text and Cases

Rajagopal

ISBN: 9788125907732 Price: ₹ 495 | Pages: 324 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

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

#### **Contents**

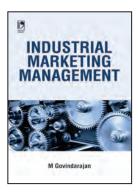
Conceptualisation, 2. Marketing Management Process, 3. Consumer Behaviour,
 Marketing Mix, 5. Organisation, Control and Strategy Building, 6. Services Marketing,
 Supply Chain Management and Physical Distribution, 8. Sales Management, Retailing
 Marketing, 9. Activity Scheduling in Marketing, 10. Advertising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

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

# Commerce & Management

## Marketing Management





## Industrial Marketing Management

M Govindarajan

ISBN: 9788125913719 Price: ₹ 475 | Pages: 304 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

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

## **Key Features**

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

#### **Contents**

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

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



# Event Marketing and Management

Sanjaya Singh Gaur & Sanjay V Saggere

ISBN: 9788125914495 Price: ₹ 450 | Pages: 260 Size: 7.25" X 9.5" (Paperback)

## **About the Book**

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

#### **Key Features**

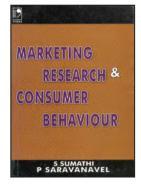
- · Presents evolution and historical background of events
- · Includes a brief section on the synergies between Advertising, PR and Events
- Detailed insight into specific events related to phenomena such as ambush marketing and harter
- Pre-event, during-event, and post-event activities have also been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

#### **Contents**

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

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

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



## Marketing Research and Consumer Behaviour

S Sumathi & P Saravanavel

ISBN: 9788125914761 Price: ₹ 795 | Pages: 780 Size: 5.5" X 8.5" (Paperback)

## **About the Book**

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

## **Key Features**

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

#### **Contents**

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



## Marketing Management

# Commerce & Management

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

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

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



# Brand Management: The Indian Context

Y I R Moorthi

ISBN: 9788125914273 Price: ₹ 399 | Pages: 184 Size: 6.25" X 9.5" (Paperback)

## **About the Book**

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

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

## **Salient Features**

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

#### **Benefits**

The book addresses not only academia but also management executives.

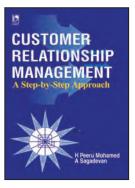
## **Contents**

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

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

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

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



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

H Peeru Mohamed & A Sagadevan

ISBN: 9788125912057 Price: ₹ 395 | Pages: 240 Size: 6.25" X 9.5" (Paperback)

## **About the Book**

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

#### **Key Features**

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

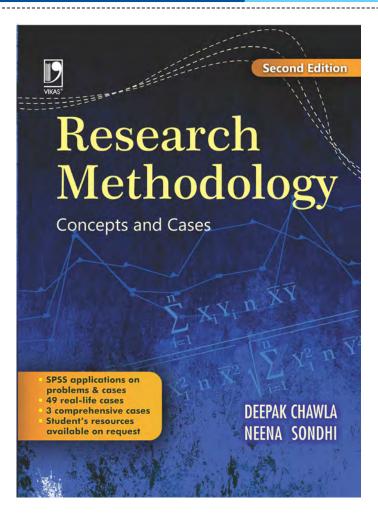
#### **Contents**

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

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

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





## Research Methodology: Concepts and Cases, 2e

Deepak Chawla & Neena Sondhi

## **About the Book**

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



## **New in this Edition**

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

## **Key Features**

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

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

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

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## **Contents**

Section-1: Research Process: **Problem Definition, Hypothesis**Formulation and Research Designs

- 1. Introduction to Business Research
- 2. Formulation of Research Problem and Development of Research Hypotheses
- Research Designs: Exploratory and Descriptive
- 4. Experimental Research Designs,

Section-2: Data Collection, Measurement and Scaling

5. Secondary Data Collection Methods

- 6. Qualitative Methods of Data Collection
- 7. Attitude Measurement and Scaling
- 8. Questionnaire Designing

Section 3-Respondents Selection and Data Preparation

- 9. Sampling Considerations
- 10. Data Processing

Section-4: Preliminary Data Analysis and Interpretation

- 11. Univariate and Bivariate Analysis of Data
- 12. Testing of Hypotheses
- 13. Analysis of Variance Techniques

14. Non-Parametric Tests

Section-5: Advanced Analysis Techniques

- 15. Correlation and Regression Analysis
- 16. Factor Analysis
- 17. Discriminant Analysis
- 18. Cluster Analysis
- 19. Multi-D Scaling and Perceptual Mapping
- 20. Conjoint Analysis

Section-6: Reporting Research Results

21. Report Writing and Presentation of Results

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

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





## Operations Research, 4e

**S** Kalavathy



## **About the Book**

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

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

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

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

## **New in this Edition**

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

## **Salient Features**

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

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

## **Contents**

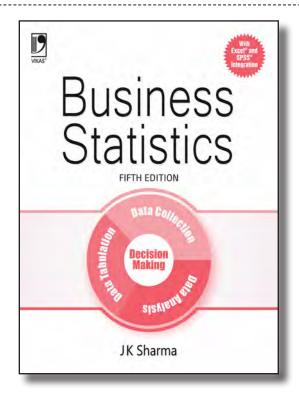
- 1. Basics of Operations Research
- 2. Linear Programming
- 3. Graphical Method
- 4. Simplex Method
- 5. Artificial Variables Technique
- 6. Duality in Linear Programming
- 7. Revised Simplex Method
- 8. Transportation Problem

- 9. Transhipment and Assignment Problems
- 10. Goal Programming
- 11. Integer Programming Problems
- 12. Markov Processes and Markov Chains
- 13. Dynamic Programming
- 14. Sequencing Problems
- 15. Network Scheduling by PERT/CPM
- 16. Inventory Control

- 17. Replacement Models
- 18. Queuing Theory
- 19. Game Theory
- 20. Simulation
- 21. Decision Theory
- 22. Non-Linear Programming Problem

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





## **Business Statistics 5e**

J K Sharma



## **About the Book**

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

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

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

## **Key Features**

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

## **New in The Fifth Edition**

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

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

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

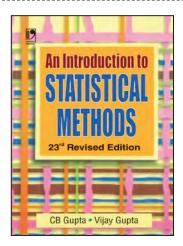
## **Contents**

- 1. Statistics: An Overview
- 2. Data Classification, Tabulation And Presentation
- 3. Measures Of Central Tendency
- 4. Measures Of Dispersion
- 5. Skewness, Moments, And Kurtosis
- 6. Fundamentals Of Probability
- 7. Probability Distributions
- 8. Sampling And Sampling Distributions
- 9. Estimation And Confidence Intervals
- 10. Hypothesis Testing
- 11. Chi-Square And Other Non-Parametric Tests

- 12. Analysis Of Variance
- 13. Correlation Analysis
- 14. Regression Analysis
- 15. Partial And Multiple Correlation And Regression Analysis
- 16. Forecasting And Time Series Analysis
- 17. Index Numbers
- 18. Statistical Quality Control
- 19. Statistical Decision Theory
- **Appendices**
- Index

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





## An Introduction to Statistical Methods, 23e

## C B Gupta & Vijay Gupta

## **About the Book**

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

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

## **Salient Features**

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

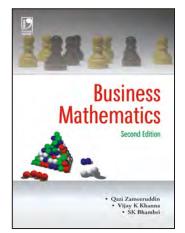
## ISBN: 9788125916543 | Price: ₹ 795 | Pages: 868 | Size: 5.5" X 8.5" (Paperback)

#### **Contents**

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

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

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



## Business Mathematics, 2e

Qazi Zameeruddin, Vijay K Khanna & S K Bhambri

#### **About the Book**

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

## **Benefits**

- Nearly 1000 solved examples
- · Nearly 1400 unsolved exercises

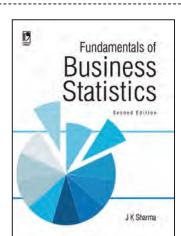
ISBN: 9788125928416 | Price: ₹ 695 | Pages: 1016 | Size: 5.5" X 8.5" (Paperback)

#### **Contents**

1. Logic, 2. Sets, 3. Groups, Rings and Fields, 4. Real Numbers and Mathematical Induction, 5. Linear Equations and Inequalities, 6. Solution of Equations - Quadratic and Simultaneous, 7. Progressions (AP, GP and HP), 8. Surds and Indices, 9. Cubic and Biquadratic Equations, 10. Permutations and Combinations, 11. Binomial Theorem, 12. Sequences and Infinite Series, 13. Logarithms, 14. Interest and Annuities, 15. Measurement of Angles, 16. Trigonometrical Ratios of Sums and Differences of two Angles, 18. Properties or Triangles, 19. Variation of Trigonometrical Ratios and Their Inverses,

20. Heights and Distances, 21. Co-Ordinates and Loci, 22. The Straight Line, 23. The Circle, 24. Conic Sections, 25. Differentiation, 26. Applications of Differentiation, 27. Integration - Different Methods, 28. Reduction Formulas, Definite Integrals and Applications, 29. Matrices and Determinants, 30. Vector Algebra, 31. Linear Programming • Index • Tables

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



## Fundamentals of Business Statistics, 2e

## J K Sharma About the Book

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

## **New in This Edition**

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

#### Salient Features

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

## **Benefits**

End-of-chapter pedagogical tools include:

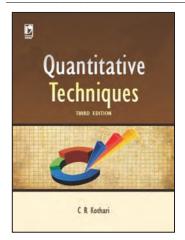
- Formulae used
- · Concepts quiz (more than 370)

ISBN: 9789325976160 | Price: ₹ 595 | Pages: 564 | Size: 6.75" X 9.5" (Paperback)

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



## Quantitative Techniques, 3e

## C R Kothari

#### **About the Book**

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

## **Salient Features**

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

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

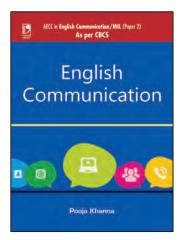
## **Contents**

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

### Books for Delhi University





#### **English Communication**

# Pooja Khanna About the Book

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

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

#### **Key Features**

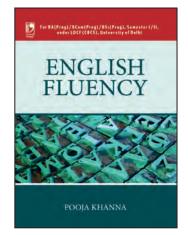
- Easy language
- · Equal emphasis on theory and practice
- Interactive worksheets incorporated to improve communication skills
- Equips students to tackle the problem areas in reading and comprehension

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

#### **Contents**

• Introduction to Communication • Channels of Communication • Directions: Downward, Upward, Lateral and Diagonal • Media of Communication - Verbal or Oral Communication • Non-verbal Communication • Written Communication • Personal, Social and Business Communication • Effective Communication: Barriers, Solutions, Techniques and Alternatives • Intra Personal, Inter Personal and Group Communication • Monologues and Dialogues • Group Discussion • Effective Communication • Interview • Public Speech • Close Reading and Comprehension • Summary and Paraphrasing • Analysis, Interpretation and Translation • Documenting • Report Writing • Making Notes • Letter Writing

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



### **English Fluency**

# Pooja Khanna About the Book

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

#### **Key Features**

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

ISBN: 9789354531989 | Price: ₹ 225 | Pages: 248 | Size: 6.75" X 9.5" (Paperback)

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### Books for Delhi University

# Commerce & Management

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

For Core Course-2, Semester-I of
B.Sc. (Hons.) Maths
As per CBCS

A Textbook of

Algebra

S K Shah • S C Garg

#### A Textbook of Algebra

S K Shah & S C Garg

#### **About the Book**

It has been written strictly in accordance with the CBCS syllabus of the UGC. The book teaches the concepts and

techniques of basic algebra with a focus on explaining definitions and theorems, and creating proofs. The theory is

supported by numerous examples and plenty of worked-out problems. Its strict logical organization has been designed

to help the reader to develop confidence in the subject. By introducing various interesting applications of algebra the

book also aims at creating a broad and solid foundation for the study of advanced mathematics. The contents covered in the book are equivalence relations, functions, cardinality, congruence-modulo, mathematical

induction and De Moivre's theorem. Further, some basic topics of linear algebra like vectors and matrices, linear

equations, Gauss elimination, subspace and its dimension, rank-nullity theorem, linear transformations and their

relations to matrices, and eigenvalues and eigenvectors are also covered. Since practice makes the man perfect.

there are a good number of problems that stretch the thinking power of the learner. The problems are graded from

easy to those involving higher order thinking.

By its virtue the book inculcates that mathematical maturity which students need in their current and future courses to

grow up into mathematicians of substance.

#### **Key Features**

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

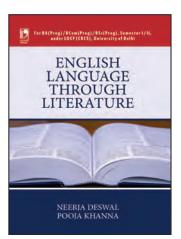
ISBN: 9789352710829 | Price: ₹ 395 | Pages: 368 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

- 1. Equivalence Relations, 2. Functions, 3. Cardinality, 4. Integers, 5. Congruence, 6. Mathematical Induction, 7. Complex Numbers, 8. De Moivre's Theorem,
- 9. Vectors and Matrices, 10. System of Linear Equations, 11. Dimension and Rank, 12. Linear Transformations, 13. Eigenvectors and Eigenvalues

### Books for Delhi University





### **English Language Through Literature**

#### Pooja Khanna About the Book

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

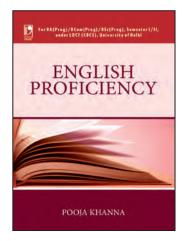
#### **Key Features**

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

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

#### **Contents**

Section A, Unit-1 Read Better • Reading and Comprehension Strategies • Reading Strategies • Comprehension Unit-2 Creative Writing • Paragraph Writing, •; The Concept of Note Making •; Summary and Paraphrasing •; Summarizing • Story Writing • Rewriting a Story • Report Writing • Informal Letters • Essay Writing Unit-3 Literary Genres • Literary Genres • Frequently used Literary Devices and Terms Unit-4 Grammar for You • Understand the Concept of Modifiers • Tenses • Imperative Sentences • Conditionals Unit-5 Speaking and Listening Skills • Presentations Unit-6 Vocabulary Building •; Antonyms • Synonyms • Homophones Section B •; Comprehension Passages •; Practice Material Section C Sample Papers • Sample Paper II • Sample Paper III • Sample Paper IV • Sample Paper V University Question Paper



### **English Proficiency**

# Pooja Khanna About the Book

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

#### **Key Features**

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

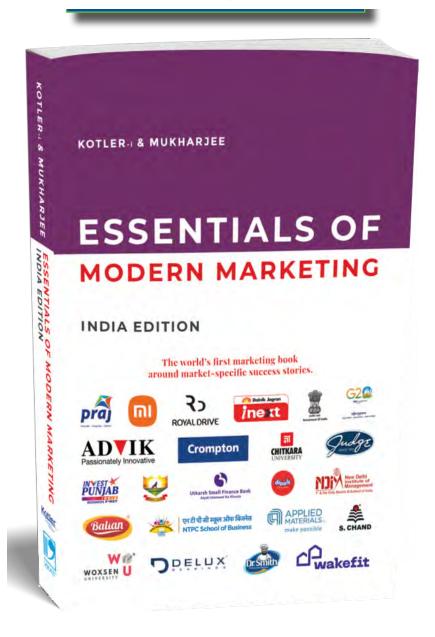
ISBN: 9789354531996 | Price: ₹ 195 | Pages: 168 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

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



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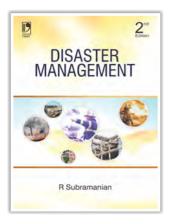
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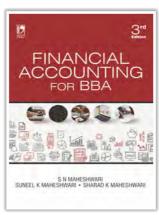
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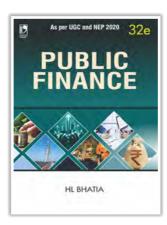
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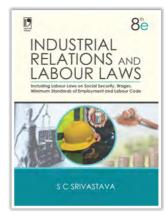


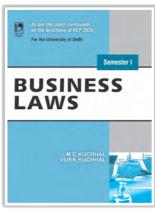
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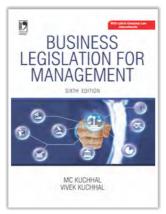


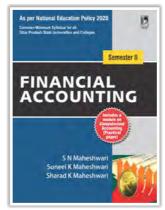














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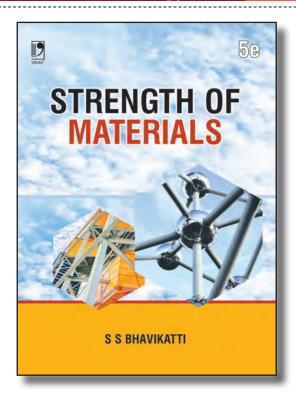


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### Strength of Materials, 5e

# S S Bhavikatti About the Book



Over the last 25 years, this book has become a students' companion due to its comprehensive coverage, student-friendly approach and all-steps-explained style. This has made it the best-selling book among all the books on the subject. The author's zeal of presenting the text in line with the syllabi has resulted in the edition at hand, which continues its run with all its salient features as earlier. Thus, it takes care of all the syllabi on the subject and fully satisfies the needs of engineering students

A core textbook for civil engineering students. Also useful for the students of mechanical, chemical and mining engineering.

#### **New in this Edition**

- 1. Two new chapters are included:
- a) Introduction to Plastic Analysis (Chapter 13) and b) Moment of Inertia, as Appendix.
- 2. Topics related to simple supported beam and overhanging beam are included in Chapter 5, Shear Force and Bending Moment in Statically Determinate Beams.
- 3. Topics such as Torsion of Hollow-thin-walled Shafts and Shafts Subjected to Combined Bending and Torsion are included in Chapter 10, Torsion.
- 4. Review Questions are added in all the chapters

#### **Key Features**

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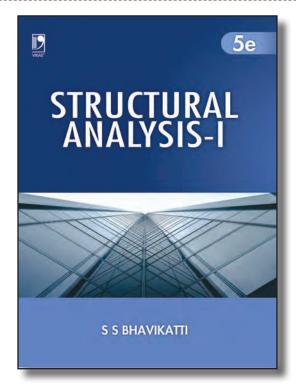
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- Deflection of Determinate Beams using Moment Area and Conjugate Beam Methods
- 9. Deflection of Beams and Rigid Frames by Energy Methods
- 10. Torsion

- 11. Thin and Thick Cylinders and Spheres
- 12. Columns and Struts
- 13. Introduction to Plastic Analysis
- Appendix: MOMENT OF INERTIA
- · Important Definitions
- Important Concepts and Formulae
- Problems for Exercise

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.





### Structural Analysis-I, 5e

S S Bhavikatti

#### **About the Book**

Structural Analysis, or the 'Theory of Structures', is an important subject for civil engineering students who are required to analyze and design structures. It is a vast field and is largely taught at the undergraduate level. A few topics like Matrix Method and Plastic Analysis are also taught at the postgraduate level and in structural engineering electives. The entire course has been covered in two volumes - Structural Analysis I and II.

Structural Analysis I deals with the basics of structural analysis, measurements of deflection, various types of deflections, loads and influence lines, etc.

#### **Salient Features**

- Systematic explanation of concepts and underlying theory in each chapter
- Numerous solved problems presented methodically
- Solved university examination questions
- A set of exercises to check the student's understanding of concepts

Market: Primary Market: B.Tech, BE Secondary Market: Diploma

#### **New in The 5th Edition**

- Inclusion of the following three new chapters:
- Ch 2, Pin-jointed plane frames
- Ch 3, Shear Force and Bending Moment in Statically Determinate Beams
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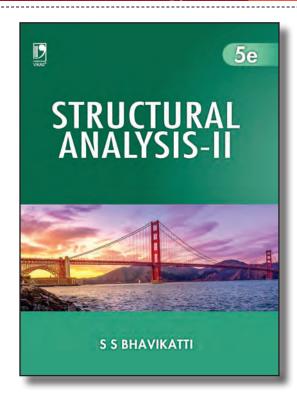
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- Shear Force and Bending Moment in Statically Determinate Beams
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- 5. Influence Lines for Bridge Trusses
- 6. Three-hinged Arches
- 7. Cables and Suspension Bridges
- 8. Deflection of Beams by Double Integration Method

- Deflections of Determinate Beams using Moment Area and Conjugate Beam Methods
- Deflection of Beams and Rigid Frames by Energy Methods
- 11. Deflections of Pin-jointed Plane Frames
- 12. Introduction to Analysis of Indeterminate Structures
- 13. Analysis of Pin-connected Indeterminate

- Frames by Consistent Deformation Method
- Analysis of Indeterminate Beams and Rigid Frames by Consistent Deformation Method
- 15. Three Moment Equation
- Appendix: Analysis of Pin-jointed Plane Frames

**S S Bhavikatti** is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal, and SDM College of Engineering & Technology, Dharwad. For some time, he has also been Principal, RYM Engineering College, Bellary. Prof Bhavikatti holds an ME degree in Structural Engineering from the University of Roorkee and a PhD from IIT-Delhi.





### Structural Analysis-II, 5e

S S Bhavikatti

#### **About the Book**

Structural analysis, or the 'theory of structures', is an important subject for civil engineering students who are required to analyse and design structures. It is a vast field and is largely taught at the undergraduate level. A few topics, such as matrix method and plastic analysis, are also taught at the postgraduate level and in structural engineering electives. The entire course has been covered in two volumes: Structural Analysis-I and Structural Analysis-II.

Structural Analysis-II not only deals with the in-depth analysis of indeterminate structures but also special topics, such as curved beams and unsymmetrical bending. The book provides an introduction to advanced methods of analysis, namely, matrix method and plastic analysis.

#### **New in this Edition**

- · Thoroughly reworked computations
- Redrawing of the diagrams for better clarity

#### **Key Features**

- Systematic explanation of concepts and underlying theory in each chapter
- Methodical presentation of numerous solved problems
- Solved university examination questions in most chapters
- A set of exercises for practice

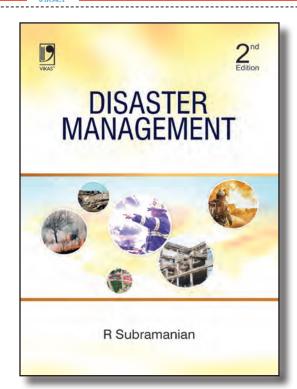
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#### **Contents**

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- 7. Two-Hinged Arches
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- 9. Beams Curved in Plan
- 10. Unsymmetric Bending and Shear Centre
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**S S Bhavikatti** is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal, and SDM College of Engineering & Technology, Dharwad. For some time, he has also been Principal, RYM Engineering College, Bellary. Prof Bhavikatti holds an ME degree in Structural Engineering from the University of Roorkee and a PhD from IIT-Delhi.



#### **Disaster Management 2e**

# R Subramanian About the Book

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

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

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

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

#### **New In The Second Edition**

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

#### **Key Features**

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

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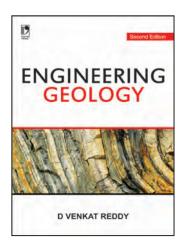
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**R Subramanian,** retired as Professor and Head of Department of Civil Engineering at National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh, after serving the organization for 36 years. He holds a bachelor's degree in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





#### **Engineering Geology, 2e**

D V Reddy

#### **About the Book**

This book is designed as a textbook for students pursuing undergraduate and postgraduate courses in advanced/applied geology and earth sciences.

Engineering Geology is a multidisciplinary subject that interacts with other disciplines, such as mineralogy, petrology, structural geology, hydrogeology, seismic engineering, rock engineering, soil mechanics, geophysics, remote sensing (RS-GIS-GPS) and environmental geology. This book is unique in the Indian market that caters to the students of all these subjects. Also, serves as a reference for practicing civil engineers, geotechnical engineers, marine engineers, geologists and mining engineers.

#### Salient Features

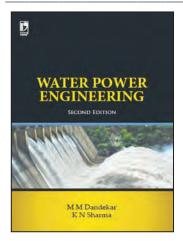
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**D V Reddy** is an active researcher and a consultant of international repute in the field of geotechnology. He retired as Professor and HOD in the Department of Civil Engineering, National Institute of Technology Karnataka (NITK).



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M M Dandekar & K N Sharma

#### **About the Book**

The book covers the entire scope of the subject in a lucid manner starting from the fundamentals of hydrology, to various hydraulic and civil structures to electrical and mechanical equipment as required for hydro-power projects. Recent innovations and developments in some areas like wave power, and new technologies in hydraulic structures, like the P-K weirs, fuse gates, stepped spillways, CFRD, RCC, etc., find place suitably in the book.

The book is meant for undergraduate and postgraduate students of civil and electrical engineering and professionals.

#### **New in This Edition**

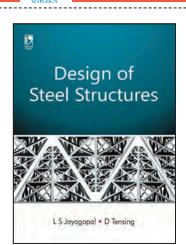
- ◆ Two new chapters on 'small-scale hydro, and 'environmental impact of hydro and multi-purpose projects
- New types of dams, sedimentation of reservoirs, rehabilitation of dams Spillway design floods, new types of spillways Mathematical models for rainfall-runoff analysis, including contribution of snowfall Structural components of tidal plants, and new types of turbines Wave power exploitation
- Detailed study on Sardar Sarovar and Tehri projects

ISBN: 9789325968981 | Price: ₹ 695 | Pages: 624 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

1. Extracting Energy from Water, 2. Elementary Hydrology, 3. Precipitation, 4. Runoff and Stream Flow, 5. Electrical Load on Hydro-turbines, 6. Low and High Head Plants, 7. Pumped Storage Power Plants, 8. Dams, 9. Spillways, 10. Penstocks and Accessories, 11. Water Hammer and Surges, 12. Intakes, Canals and Tunnels, 13. Turbines, 14. Electrical and Mechanical Equipment, 15. Planning of Powerhouses, 16. Hydro-power From Oceans, 17. Small-scale Hydro, 18. Environmental Impact of Hydel and Multi-purpose Projects, 19. Some Typical Projects • Appendices • Bibliography • Index

M M Dandekar was Professor and Head of Civil Engineering Department at Malaviya Regional Engineering College (now Malaviya National Institute of Technology), Jaipur, Rajasthan.



#### **Design of Steel Structures**

L S Jayagopal & D Tensing

#### **About the Book**

First course for the learners of steel structural design at UG level, this book is based on limit state design as per the Indian Code of Practice – General construction in steel – IS 800-2007. It explains theoretical concepts which form the basis of codal provisions.

Emphasis lies on principal axes based compression members, peripheral load distribution for base plates, limit state design of base plate bearing column with moment, unsymmetrically loaded beam design, tension field web design in plate girders, section and member design for bi-axially loaded beam columns which are unique to the book.

Practical insight provided in chapters of applied design.

#### **Key Features**

- · Splitting of design problem into basic steps
- · Inclusion of simplified design rules which will help the practicing engineers
- · Examples under each chapter to illustrate the concepts discussed.

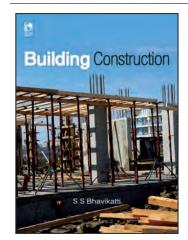
ISBN: 9789325984288 | Price: ₹ 480 | Pages: 476 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

1. Structural Design, 2. Tension Members, 3. Welded Connections, 4. Bolted Connections, 5. Compression Members, 6. Column Base, 7. Beams, 8. Laterally Unrestrained Beams, 9. Plate Girders, 10. Industrial Roof Structure, 11. Design of Members Under Combined Forces, 11. Gantry Girders and Columns • Tables

L S Jayagopal, Managing Director of structural design firm Mithran Structures (P) Limited.

**D Tensing,** Professor and Director of School of Civil Engineering and has taught Design of Steel Structures for more than 20 years to the Undergraduate students and Post graduate students.



#### **Building Construction**

S S Bhavikatti

#### **About the Book**

This Building Construction covers the entire process of building construction in detail, from the stage of planning and foundation building to the finishing stages like plastering, painting, electricity supply and woodwork. Each of the basic components of a building are covered separately, including doors, windows, floors, roof, walls, partitions, as are the basic finishing works like plumbing, damp-proofing, ventilation, air conditioning and so on. Essential features of construction like acoustics, fire-resistance and earthquake-resistant design are also covered. In keeping with contemporary needs, the book also inlcudes a chapter on the environmental impact of a building and how to make it green.

The text, presented in simple, precise and reader-friendly language, is amply supported by figures and tables. Together with its companion volume, Building Materials, the book will meet the academic requirements of degree, as well as diploma courses in civil engineering and architecture.

#### **Salient Features**

For degree and diploma students of civil engineering and architecture, this book covers the entire process of building construction in detail, from the stage of planning and foundation to the finishing stages. The basic components of a building, the basic finishing works like plumbing, damp-proofing, air conditioning etc., as well as features like acoustics, fire-resistance and earthquake-resistant design as also the environmental impact are all covered appropriately.

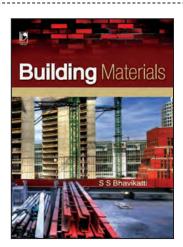
ISBN: 9789325960794 | Price: ₹ 395 | Pages: 368 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

1. Introduction, 2. Building Planning, 3. Foundations, 4. Stone Masonry, 5. Brick Masonry, 6. Concrete Block Masonry and Composite Masonry, 7. Partitions and Cavity Walls, 8. Doors, Windows and Ventilators, 9. Lintels and Arches, 10. Floor and Flooring, 11. Roofs, 12. Stairs and Lifts, 13. Plastering and Pointing, 14. Painting and Other Decorative Finishes, 15. Cement Concrete Works, 16. Temporary Works, 17. Plumbing Services, 18. Electricity Supply, 19. Damp-Proofing and Waterproofing, 20. Anti-Termite Treatment, 21. Ventilation, Air Conditioning and Thermal Insulation, 22. Acoustics of Buildings, 23. Fire-Resistive Construction, 24. Earthquake-Resistant Buildings, 25. Maintenance of Buildings, 26. Equipment for Building Construction, 27. Mass Housing Schemes and Cost-Effective Construction Techniques, 28. Green Buildings, 29. Planning And Management of Construction Projects • Index

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.





#### **Building Materials**

S S Bhavikatti

#### **About the Book**

Building Materials covers in detail the properties and uses of various building materials, including stones, bricks, tiles, timber, cement, sand, lime, mortar, concrete, glass, plastics and so on. Ferrous and non-ferrous metals, bitumen, asphalt, tar, plastics, paints and varnishes are included, as are non-traditional materials like fibre reinforced plastics and smart materials. For each material, its manufacture, properties, uses, advantages and disadvantages, and so on, are discussed.

The text, presented in simple, precise and reader-friendly language, is amply supported by figures and tables. The book will meet the academic requirements of degree as well as diploma students. Relevant IS codes have also been listed for the benefit of practising engineers.

#### **Salient Features**

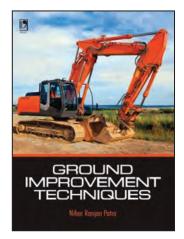
For degree and diploma students of civil engineering, this book covers all types of building materials from traditional to modern. The text is amply supported by figures and tables. Relevant IS codes are given at the end of each chapter..

ISBN: 9789325960442 | Price: ₹ 345 | Pages: 208 | Size: 6.75" X 9.5" (Paperback)

#### Contents

1. Stones, 2. Bricks, 3. Tiles and Other Ceramic Products, 4. Timber and Its Products, 5. Lime, 6. Cement, 7. Pozzolanas, 8. Mortars, 9. Plain Concrete, 10. Special Structural Concrete, 11. Ferrous Metals, 12. Non-Ferrous Metals, 13. Paints, Varnishes and Distemper, 14. Bitumen, Asphalt and Tar, 15. Glass, 16. Plastics, 17. Miscellaneous Materials

S S Bhavikatti is Emeritus Professor, BVB College of Engineering & Technology, Hubli. He is a former Dean of NITK, Surathkal.



#### **Ground Improvement Techniques**

Nihar Ranjan Patra

#### About the Book

The book provides an overview of the basic concepts of ground modifications to difficult soils in a logical and illustrative way. It teaches how to apply alternative solutions to difficult foundation problems and evaluates their effectiveness before and after construction. The text is supported by a large number of examples, review and multiple choice questions, as well as practical problems. The book is intended to serve as a textbook for undergraduate and postgraduate students of Geotechnical, Transportation, Hydraulic and Environmental Engineering, and a reference work for practising civil engineers.

#### **Salient Features**

- · A well researched textbook on ground improvement techniques
- Conforms to the syllabi of all Indian universities where the subject is taught
- Written by an expert on the subject with a decade of teaching experience

ISBN: 9789325960015 | Price: ₹ 335 | Pages: 336 | Size: 6.75" X 9.5" (Paperback)

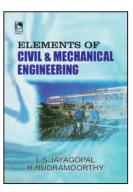
#### **Contents**

1. Introduction, 2. Mechanical Modifications, 3. Preloading and the Use of Vertical Drains, 4. Geosynthetics, 5. The Premixing Method, 6. Modification by Grouting, 7. In-situ Ground Reinforcement, 8. Modelling of Soil Reinforcement • Annexures: Conversion Relationships, Geotextile Related Terms, Geomembrane-related Terms, Computer Programming Codes for Stone Column and for Preloading and Sand Drains

Nihar Ranjan Patra is presently Associate Professor in the Department of Civil Engineering, Indian Institute of Technology, Kanpur.



# Engineering & Technology



# Elements of Civil and Mechanical Engineering

L S Jayagopal & R Rudramoorthy

ISBN: 9788125915461 Price: ₹ 395 | Pages: 362 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

This book presents the fundamentals of Civil and Mechanical Engineering. Designed as per the revised and new core engineering paper of Basic Engineering I. this book is written in a style suitable for students just out of school.

#### **Key Features**

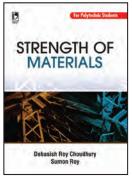
- · Logical build up of topics and concepts
- · Up-to-date coverage of trends and development in the subject
- · Simple and clear elucidation
- · Numerous simple solved problems and exercises
- · Examination oriented questions

#### **Contents**

1. Fluid Mechanics, 2. Thermodynamics, 3. Power Generating Systems, 4. Power Absorbing Systems, 5. Mechanical Power Transmission, 6. Manufacturing Processes, 7. Scope of Civil Engineering, 8. Building Construction; Stress, 9. Strain, 10. Elasticity, 11. Surveying, 12. Highway and Railway Engineering, 13. Bridges, 14. Dams, 15. Public Health Engineering • Model Question Paper

**L S Jayagopal** is a retired Professor, Department of Civil Engineering, PSG College of Technology, Coimbatore.

**R Rudramoorthy** is Professor of Mechanical Engineering and principal of PSG College of Technology, Coimbatore.



# Strength of Materials (For Polytechnic Students)

Debasish Roy Choudhury & Sumon Roy

ISBN: 9789325984356 Price: ₹ 450 | Pages: 522 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

The subject Strength of Materials is concerned with those properties of engineering and engineered materials that ensures its ability to provide safety and stability during its operating life. The scope of the subject is vast and involves good understanding of the properties of a material under static and dynamic loading, basic mechanics and the like.

Within its scope, this book consists of seven chapters and covers fundamental aspects of the subject. Each topic of every chapter has been explained in as much detail as possible, followed by its counterpart in the form of 'Example Problem'. Example problems are solved in a step-by-step manner such that students find comfortable in dealing with them.

#### **Key Features**

- Large number of example problems
- Step-wise illustration to each example problem for easy understanding by the students
- · Plenty of diagrams for each topic of discussion / illustration
- Large number of objective questions with answers commensurate with the questions usually asked in competitive examinations
- · Summary at the end of each chapter

#### **Contents**

1. Simple Stress and Strain, 2. Shear Force & Bending Moment, 3. Centroid, 4. Moment of Inertia, 5. Bending Stresses in Beams, 6. Deflection of Beam, 7. Columns & Struts

**Debasish Roy Choudhury** is presently working as Officer-in-Charge, Baruipur Government Polytechnic, West Bengal.

**Sumon Roy** is presently working as a Sr. Lecturer & Head, Mechanical Engineering Department, APC Roy Polytechnic, Kolkata.



# ENGINEERING MATERIALS (For Polytechnic Students)

S S Bhavikatti

ISBN: 9789356748354 Price: ₹ 195 | Pages: 144 Size: 6.5" X 9.25" (Paperback)

#### **About the Book**

This book covers in detail, properties and uses of various building materials as prescribed by CTEVT, Nepal, for engineering students. The text, presented in a simple, precise and reader-friendly language, is amply supported by figures and tables. The book will meet the academic requirements of degree as well

as diploma students. Relevant IS codes have also been given for the benefit of practising engineers.

#### **Key Features**

- · Comprehensive coverage of the syllabus
- · Covers all types of building materials, from traditional to modern
- · Simple and precise explanations
- · Text sufficiently illustrated by figures and tables
- · Relevant IS codes given at the end of each chapter

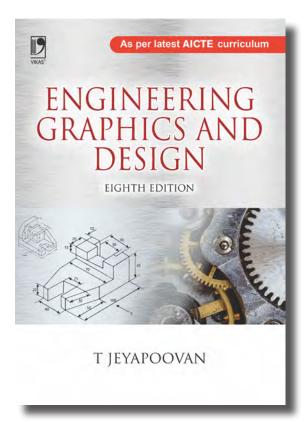
#### **Contents**

- · Stones · Bricks · Tiles and Other Ceramic Products · Timber and its Products
- $\bullet$  Lime Cement  $\bullet$  Ferrous Metals  $\bullet$  Non-Ferrous Metals  $\bullet$  Paints, Varnishes and Distemper
- Glass Miscellaneous Materials

**S S Bhavikatti** is presently working as Officer-in-Charge, Baruipur Government Polytechnic, West Bengal.

## Mechanical Engineering





# Engineering Graphics and Design, 8e

T Jeyapoovan

#### **About the Book**

Engineering Graphics and Design, 8e has been specifically designed and written to meet the requirements of the first semester engineering students of all colleges/universities. The study of Engineering Graphics and Design builds foundations of analytical, graphical and design capabilities for engineering students. This book adopts step-by-step instructions to explain drafting and solid modeling in design. With all design and drafting prepared by using AutoCAD software, the book would be a perfect choice for all engineering students.

#### Salient Features

- Designed for Outcome Based Education (OBE)
- · Proven logical sequence of examples for easy learning
- Suggested study plan for complete coverage of syllabus and practice
- Numerous solved examples and assessment exercise problems
- Short questions and multiple-choice questions (MCQs) for quick learning outcome assessment

**Market:** Primarily for BE/BTech. Also useful for ME/MTech.

ISBN: 9789356742642 | Price: ₹ 725 | Pages: 848 | Book Size: 6.5" X 9.25" (Paperback)

#### **Contents**

#### Part-I: Traditional Engineering Graphics

- 1. Introduction to Engineering Drawing
- 2. Scales
- 3. Plane Curves in Engineering Graphics
- 4. Projections of Points
- 5. Projections of Straight Lines
- 6. Projections of Planes
- 7. Auxiliary Projections
- 8. Projections of Solids

- 9. Sections and Sectional Views of Solids
- 10. Development of Surfaces of Solids
- 11. Isometric Projection
- 12. Orthographic Projections
- 13. Freehand Sketching
- 14. Perspective Projection
- 15. Building Drawing

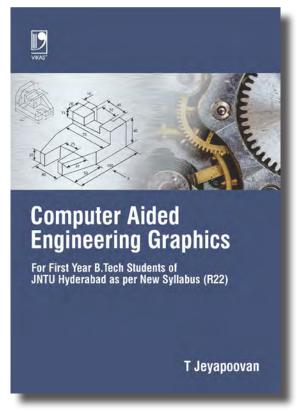
#### Part-II: Computer Graphics and Design

16. Introduction to Computer Aided Drafting and Modeling

- 17. Computer Aided Drafting using AutoCAD
- 18. Solid Modeling using AutoCAD
- 19. Demonstration of Simple Design Projects in CAD
- Appendix I: Multiple Choice Questions (MCQs)
- Appendix II: Conversion of Pictorial View into Orthographic Views

**T Jeyapoovan** is Professor, Hindustan Institute of Technology and Science, Chennai. He has over 25 years of teaching experience and specializes in computer programming, computer aided design and drafting.





### **Computer Aided Engineering Graphics**

[For First Year B.Tech Students of JNTU Hyderabad as per New Syllabus (R22)]

T Jeyapoovan

#### **About the Book**

This meticulously revised book aligns with the latest JNTU, Hyderabad syllabus, integrating Computer Aided Drafting principles. Building on the success of its all-India edition, the book incorporates increased example problems, AutoCAD-generated drawings, and assessment tools to facilitate effective learning. Thoroughly reviewed chapters, showcasing the conversion of pictorial drawings to orthographic projections, provide students with a strong foundation in Traditional Engineering Graphics and contemporary drafting techniques. This edition enhances the learning experience for students and meets the evolving needs of engineering education.

#### **Salient Features**

- Revised for JNTU, Hyderabad syllabus, embracing Computer Aided Drafting and aligning with Outcome-Based Education.
- Thoroughly reviewed chapters, incorporating the latest syllabus, and adding more example problems for clarity.
- All drawings created using AutoCAD software, enhancing practical application and relevance.
- Includes various assessment exercises for self-evaluation and understanding.
- Utilizes different shades to illustrate the conversion of pictorial drawings to orthographic projections for improved comprehension.

**Market:** Primarily for BE/BTech. Also useful for ME/MTech.

#### ISBN: 9789356743199 | Price: ₹ 425 | Pages: 596 | Book Size: 6.5" X 9.25" (Paperback)

#### **Contents**

## Unit-I: Introduction to Engineering Graphics

- 1. Introduction to Engineering Graphics
- 2. Scales
- 3. Plane Curves in Engineering Graphics Unit-II: Orthographic Projections
- 4. Projections of Points
- 5. Projections of Straight Lines
- 6. Projections of Planes

- 7. Auxiliary Projections
- Unit-III: Projections of Regular Solids
- 8. Projections of Solids
- 9. Sections and Sectional Views of Solids

# Unit-IV: Development of Surfaces of Right Regular Solids

- 10. Development of Surfaces of Solids
- **Unit-V: Isometric Projections**
- 11. Isometric Projection

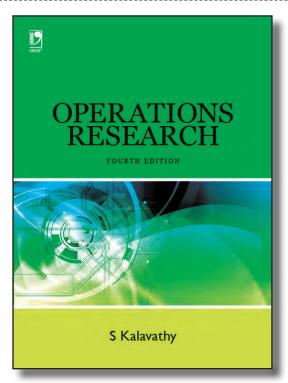
- 12. Orthographic Projections
- 13. Introduction to Computer Aided Drafting and Modeling
- 14. Computer Aided Drafting using AutoCAD
- Appendix I: Multiple Choice Questions (MCQs)
- Appendix II: Conversion of Pictorial View into Orthographic Views

**T Jeyapoovan** is Professor, Hindustan Institute of Technology and Science, Chennai. He has over 25 years of teaching experience and specializes in computer programming, computer aided design and drafting.

# Engineering & Technology

## Mechanical Engineering





### Operations Research, 4e

S Kalavathy



#### **About the Book**

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

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

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

#### **New in this Edition**

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

#### **Salient Features**

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

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

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

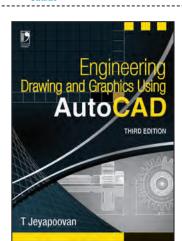
#### **Contents**

- 1. Basics of Operations Research
- 2. Linear Programming
- 3. Graphical Method
- 4. Simplex Method
- 5. Artificial Variables Technique
- 6. Duality in Linear Programming
- 7. Revised Simplex Method
- 8. Transportation Problem

- 9. Transhipment and Assignment Problems
- 10. Goal Programming
- 11. Integer Programming Problems
- 12. Markov Processes and Markov Chains
- 13. Dynamic Programming
- 14. Sequencing Problems
- 15. Network Scheduling by PERT/CPM
- 16. Inventory Control

- 17. Replacement Models
- 18. Queuing Theory
- 19. Game Theory
- 20. Simulation
- 21. Decision Theory
- 22. Non-Linear Programming Problem

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



#### Engineering Drawing & Graphics Using Auto CAD, 3e

T Jeyapoovan

#### **About the Book**

The study of engineering drawing builds the foundation of analytical capabilities for solving a wide variety of engineering problems and has real-time applications in all branches of engineering. Student-friendly, lucid and comprehensive, this book adopts step-by-step instructions to explain and solve problems. A major highlight of this book is that all the drawings are prepared using AutoCAD.

#### **Key Features**

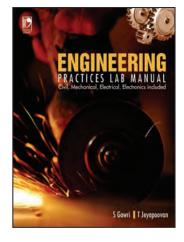
- · Contains simplified diagrams to explain problems
- Presents logical sequence of examples for easy learning
- Uses the actual dimensions and details of constructions followed in building drawings
- Includes a large number of figures, solved problems, exercise problems and short questions with answers
- Provides numerous examination-oriented questions for self-assessment

ISBN: 9788125940005 | Price: ₹ 540 | Pages: 712 | Size: 7.25" X 9.5" (Paperback)

#### **Contents**

1. Introduction, 2. Projections of Points, 3. Projections of Straight Lines, 4. Projections of Planes, 5. Auxiliary Projections, 6. Projections of Solids, 7. Orthographic Projections, 8. Section of Solids, 9. Development of Surfaces, 10. Interpenetration of Solids, 11. Isometric Projection, 12. Perspective Projection, 13. Building Drawing, 14. Freehand Sketching, 15. Computer Aided Design and Drafting

T Jeyapoovan is a professor in the department of Mechanical Engineering, Hindustan Institute of Technology and Science, Padur, Chennai.



### **Engineering Practices Lab Manual, 5e**

S Gowri & T Jeyapoovan

#### **About the Book**

Engineering Practices Lab Manual covers all the basic engineering lab practices in the Civil, Mechanical, Electrical and Electronics areas. The manual details the various tools to be used and exercises to be practiced in the application of engineering practices in each field.

#### **Key Features**

- A hands-on guide to Engineering Practicals
- · Offers more than 70 experiments.
- · Introduces the tools before every Practice
- · Viva questions after every Practice
- · Space for rough work provided within the book

ISBN: 9788125949657 | Price: ₹ 595 | Pages: 452 | Size: 7.25" X 9.5" (Paperback)

#### **Contents**

Part-I: Civil Engineering Practice: Plumbing and Woodwork • Practices in Plumbing • Practices in Wood Work • Study Experiments, Part-II: Mechanical Engineering Practice: Welding and Machining • Practices in Welding • Practices in Machining • Demonstration on Smithy • Demonstration on Foundry • Study Experiments • Practices in Fitting • Practices in Sheet Metal Work, Part-III: Electrical Engineering Practice • Study Experiments, Part-IV: Electronic Engineering Practice • Study Experiment

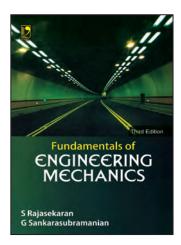
**S Gowri** is the first Registrar of Anna University.

T Jeyapoovan is a professor in the Department of Mechanical Engineering, Hindustan Institute of Technology and Science, Padur, Chennai.

# Engineering & Technology

## Mechanical Engineering





#### Fundamentals of Engineering Mechanics, 3e

S Rajasekaran & G Sankarasubramanian

#### **About the Book**

It illustrates the application of numerical methods to solve engineering problems with mathematical models and introduces students to the use of computer applications to solve problems. A continuous step-by-step build up of the subject makes the book very student-friendly. All topics and sequentially coherent subtopics are carefully organized and explained distinctly each chapter.

#### **Salient Features**

- An abundance of solved examples is provided to illustrate all phases of the topic under consideration.
- All chapters include several spreadsheet problems for modelling of physical phenomena, which enable the students to obtain graphical representations of physical quantities and perform numerical analysis of problems without recourse to a high-level computer language.
- This edition includes past question papers of Anna University and their solutions.

SBN: 9788125918653 | Price: ₹ 795 | Pages: 924 | Size: 6" X 9" (Paperback)

#### **Contents**

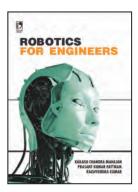
1. Introduction, 2. Statics of Particles - Concurrent Forces in Plane, 3. Statics of Particles - Concurrent Forces in Space, 4. Statics of Rigid Bodies: Non-Concurrent Forces in Plane, 5. Statics of Rigid Bodies: Non-Concurrent Forces in Space, 6. Friction, 7. Centroid and Centre of Gravity, 8. Moment of Inertia and Mass Moment of Inertia, 9. Kinematics of Particles - Rectilinear Motion, 10. Kinematics of Particles - Curvilinear Motion, 11. Kinetics of Particles - Newton's Second Law, 12. Kinetics of Particles - Work and Energy, 13. Kinetics of Particles - Impulse And Momentum, 14. Collision of Elastic Bodies, 15. Kinematics of Rigid Bodies, 16. Kinetics of Rigid Bodies

S Rajasekaran is Visiting Professor, Department of Civil Engineering, PSG College of Technology, Coimbatore.

**G Sankarasubramanian,** Professor and Head, Department of Civil Engineering, PSG College of Technology, Coimbatore, received national award for promising engineering teacher for creative work done in technical education.

e-mail: info@schandpublishing.com





#### **Robotics For Engineers**

Kailash Chandra Mahajan, Prasant Kumar Pattnaik & Raghvendra Kumar

ISBN: 9789325984264 Price: ₹ 265 | Pages: 200 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Robotics for Engineers provides introductory but detailed study of robot design, installation and maintenance. It caters to the needs of the students by emphasizing the practical utility of robot in the field of engineering, science and technology. The book introduces the science and engineering of robotics and provides in-depth coverage of mechanical and electrical manipulation. For every topic, the fundamental mathematical concepts and analytical tools required to develop the relevant theory, algorithms and programming have been discussed sufficiently. ACL programming has been used for developing the robot programming.

In the current form, this book is useful for undergraduates, postgraduates and research scholar students for their course and research projects.

#### **Key Features**

- Coverage of wide application areas and problems
- · Includes number of solved, unsolved and multiple choice questions
- · Emphasizes the fundamental concepts and tool for analysis
- · FAQs to prepare for interviews and viva-voce
- · Detailed list of references for further study on the subject

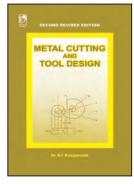
#### **Contents**

1. Social Implications of Robotics, 2. Robot Applications, 3. Robot Safety & Path Control, 4. Drive & Sensor Systems for Robot, 5. Interpreting Robot Specifications, 6. Planning, Installation, Maintenance & Programming Techniques for Robot, 7. Robot Tooling for Advanced Manufacturing, 8. ACL CIM Programs & Position for Robot

Kailash Chandra Mahajan is Ph.D (Electronics), has been working as Principal, LNCT College, Jabalpur, MP, India.

Prasant Kumar Pattnaik is Professor at the School of Computer Engineering, KIIT University, Bhubaneswar.

Raghvendra Kumar has been working as Assistant Professor in Department of Computer science and engineering at LNCT College, Jabalpur, MP.



### **Metal Cutting and Tool** Design, 2e

B J Ranganath

ISBN: 9780706975109 Price: ₹ 415 | Pages: 280 Size: 5.5" X 8.5" (Paperback)

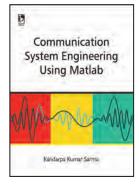
#### **About the Book**

The second revised edition of the book fully covers Metal Cutting and Tool Design taught at undergraduate and post-graduate courses at different universities and institutes. The basic principles required in understanding the subject are explained in detail and at the same time advance topics in the subject are discussed with a number of illustrations and photographs.

#### **Contents**

1. Metal Machining, 2. Mechanics of Metal Cutting, 3. Measurement of Cutting Forces, 4. Heat in Metal Cutting, 5. Failure of Cutting Tools, 6. Tool Wear Measurement, 7. Tool Materials, 8. Cemented Titanium Carbide Tool, 9. Ceramic Cutting Tools, 10. Tool Geometry, 11. Cutting Fluids, 12. Economics of Machining, 13. Cutting Tool Design, 14. Design of Single Point Tool, 15. Design of Drill, 16. Design of Milling Cutter, 17. Design of Broach, 18. Cutting Tool Manufacturing, 19. Gear Cutting Tools, 20. Thread Cutting Tools, 21. Design of Reamer, References, Addendum

**B** J Ranganath, Professor and Head, Department of Industrial and Production Engineering, National Institute of Engineering, Mysore.



### Communication System Engineering **Using Matlab**

Kandarpa Kumar Sarma

ISBN: 9789325984547 Price: ₹ 425 | Pages: 400 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

The present title is intended to be an introduction to communication system engineering with stress upon basic know how, practical design and programming using MATLAB. The contents are presented in a concise manner with summary of the topics, solved questions, practical design guidelines, probable questions and application of MATLAB. A sizable portion of the book has relevant content related to practical design of the systems. The book has ten chapters and is expected to help the reader in developing insights into the working and design of communication systems.

# Engineering & Technology

# Electrical, Electronics & Communications Engineering



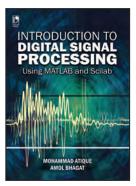
#### **Key Features**

- · Use of MATLAB to cover the basic foundations of communication system.
- A detailed practical approach to design of AM, FM and pulse modulation systems.
- Summarized and concise description of each of the chapters, solved problems and MATLAB programs.
- · Probable questions and brief historical description of almost all major issues.
- Discussion on television and radar as examples of communication system.

#### **Contents**

 Signal, Systems and Audio Basics, 2. Fourier Series and Fourier Transform, 3. Radio Basics, 4. Amplitude Modulation, 5. Angle Modulation, 6. Noise and Random Process, 7. Sampling Theorem, 8. Pulse Modulation, 9. Elements of TV System, 10. Fundamentals of Radar

**Kandarpa Kumar Sarma** is currently Associate Professor in Department of Electronics and Communication Technology, Gauhati University, Guwahati, Assam, India. He did his PhD in the area of Soft-Computational Application in Mobile Communication from the same institute. He also completed Post Doc research from Technical University Sofia, Bulgaria in 2015.



# Introduction to Digital Signal Processing

Mohammad Atique & Amol Bhagat

ISBN: 9789325984318 Price: ₹ 295 | Pages: 264 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Written for the UG and PG students of Electrical, Electronics, Computer Science & Engineering and Information Technology meets the syllabus requirements of most Indian Universities. This covers basic concepts of digital signal processing which are necessary for the implementation of signal processing systems and applications. Elaboration of basic digital concepts using MATLAB and Scilab codes is provided for practical knowledge of the students. Some topics on classical/analytical Signal Processing required for various national level examinations like GATE etc have also been covered.

#### **Key Features**

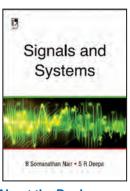
- · Illustrative numerical solved example on each topic.
- MATLAB and Scilab implementations of most of the concepts.
- Practice examples and programming assignments.
- · Website containing additional programs in MATLAB and Scilab software.

#### **Contents**

1. Introduction to Digital Signal Processing Systems, 2. Discrete Time Signals, 3. Sampling, 4. The Z-Transform and Analysis of Lit System, 5. Rational Z-Transform and Inverse Z-Transform, 6. Analysis of Discrete Time Linear Time Invariant (Dtlti) Systems, 7. Fourier Series and Fourier Transform, 8. Discrete and Fast Fourier Transforms,

9. Realization of Discrete-Time Systems, 10. Iir and Fir Filters

Mohammad Atique is Professor in Post Graduate Department of Computer Science & Engineering, Sant Gadge Baba Amravati University, Amravati since 2007. He is a Member, Board of Studies in Information Technology and Member Faculty of Engineering & Technology, Sant Gadge Baba Amravati University, Amravati since 2007. Amol Bhagat is Assistant Professor in Department of Computer Science & Engineering, Prof. Ram Meghe College of Engineering and Management, Amravati



### Signals and Systems

B Somanathan Nair & S R Deepa

ISBN: 9789325984530 Price: ₹ 495 | Pages: 468 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

since 2010.

This book is intended as a textbook catering the needs of the second-year undergraduate students of engineering and applied sciences degree courses in Electronics, Communication and allied branches. Signals and Systems is a prerequisite for subjects like Digital Signal Processing, Digital Communication and Control systems.

In writing this textbook, authors have used simple language, avoided using long and complex sentences. All the derivations are thorough and complete with average Indian students in mind and lots of numerical examples have been given to illustrate theory.

#### **Salient Features**

- · 271 Solved problems
- · 258 Multiple-choice questions with answers
- · 430 Diagrams
- · Points to be memorized at the end of each chapter
- · Short-answer questions and review questions at the end of each chapter

#### **Benefits**

Useful to any student who pursues training in signal studies.

#### **Contents**

1. Fundamentals of Signals, 2. Differential and Difference Equations Related to Systems, 3. Signals and Functions Encountered in Signal Processing, 4. Systems and Their Properties, 5. Continuous-Time Laplace Transformation, 6. The Fourier Series, 7. Continuous-Time Fourier Transformation, 8. Discrete-Time Fourier Transform and Z Transform, 9. Passive and Active RC Filters, 10. Passive LC Filters, 11. Sampling Theory • Appendix

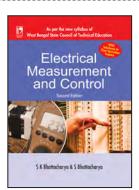
**B Somanthan Nair** is currently working as the Principal of SHM Engineering College, Kadakkal, Kerala. Formerly, he was the Principal of various government engineering colleges in Kerala. He was also the Joint Director of Technical Education, Kerala; Controller of Examinations of Kannur University; and member of the Syndicate of M. G. University, Kottayam. He is the author of 28 textbooks in the area of electronic engineering. He has also published several articles in national and international journals.

**S R Deepa** is currently acting as the Principal of KMP College of Engineering, Perumbavoor, Kerala. Formerly, she was a professor in the Department of Optoelectronics, University of Kerala, Thiruvanathapuram. She is the co-author of 10 textbooks in the area of electronic engineering. She has also published several articles in national and international journals.



# Electrical, Electronics & Communications Engineering

# Engineering & Technology



#### **Electrical Measurements and Control (WBSCTE)**

S K Bhattacharya & S Bhattacharya

ISBN: 9789352715855 Price: ₹ 350 | Pages: 304 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

This book has been written with total focus on meeting the objectives of the subject 'Electrical Measurement and Control' as given by the syllabus of WBSCTE. The text has been written so as to create interest in the minds of students in learning further.

#### **Key Features**

- · After reading this book the student will be able to:
- · Identify the sub-systems of a complete instrumentation system and explain the function of each
- · Select the correct transducer for receiving the measurement system input
- · Explain the basic signal conditioning processes, data transmission techniques, data storage and display devices
- Understand the working of control devices used in motor controls and process controls
- · Represent a control system in a simplified block diagram form using transfer function
- · Determine the stability conditions of a system using stability study criteria and explain the use of different types of controllers

#### **Contents**

1. Transducers, 2. Signal Conditioning, 3. Digital Instruments and Display Devices, 4. Pilot Devices used in Control Circuits, 5. Control Systems, • Appendix: Introduction to Laplace Transforms, • Recent Question Papers with Solution



# Electronic Instrumentation and Measurement

Rohit Khurana

ISBN: 9789325990203 Price: ₹ 595 | Pages: 552 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

The book Electronic Instrumentation and Measurement has been written for the students of BE/BTech in Electronics and Communication Engineering, Electrical and Electronics Engineering, and Electronic Instrumentation Engineering. It explains the performance, operation and applications of the most important electronic measuring instruments, techniques and instrumentation methods that include both analog and digital instruments.

The book covers a wide range of topics that deal with the basic measurement theory, measurement techniques, such as analog meter movements, digital instruments, power and energy measurement meters, AC and DC bridges, magnetic measurements, cathode ray oscilloscope, display devices and recorders, and transducers. It also explains generation and analysis of signals along with DC and AC potentiometers, and transformers.

#### **Key Features**

- Complete coverage of the subject as per the syllabi of most universities
- Relevant illustrations provide graphical representation for in-depth knowledge
- A large number of mathematical examples for maximum clarity of concepts
- Chapter objectives at the beginning of each chapter for its overview  $% \left( 1\right) =\left( 1\right) \left( 1\right) \left($
- Chapter-end summary and exercises for quick review and to test your knowledge
- A comprehensive index in alphabetical form for quick access to finer topics

#### Contents

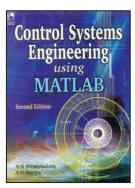
1. Electronic Measurement, 2. Measurement Characteristics, 3. Electromechanical Instruments, 4. DC and AC Measuring Instruments, 5. Digital Instruments, 6. Power and Energy Measurement, 7. DC and AC Measurement Bridges, 8. Methods of Magnetic Measurement, 9. Cathode Ray Oscilloscope, 10. Display Devices and Recorders, 11. Transducers, 12. Generation of Signals, 13. Analysis of Signals, 14. DC and AC Potentiometers, 15. Transformers

**Rohit Khurana** is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.

# Engineering & Technology

# Electrical, Electronics & Communications Engineering





### Control Systems Engineering Using MATLAB, 2e

S N Sivanandam & S N Deepa

ISBN: 9788125919063 Price: ₹ 650 | Pages: 524 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

Control Systems Engineering using MATLAB provides students with a concise introduction to the basic concepts in automatic control systems and the various methods of solving its problems. Designed to comfortably cover two academic semesters, the style and form of the book makes it easily comprehensible for all engineering disciplines that have control system courses in their curricula. The solutions to the problems are programmed using MATLAB 6.0 for which the simulated results are provided. The MATLAB Control Systems Toolbox is provided in the Appendix for easy reference. The book would be useful as a textbook to undergraduate students and as quick reference for higher studies.

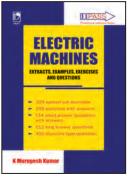
#### **Salient Features**

- · Concise coverage of all major control system concepts and techniques
- Around 250 solved problems using step-wise method of solving problems
- · Plenty of review questions and exercises
- · Simulated results obtained for control system concepts using MATLAB 6.0

#### **Contents**

1. Introduction to Automatic Control Systems, 2. Mathematical Modelling of Linear Systems, 3. Transfer Function, Block Diagram and Signal Flow Graph, 4. Time Domain Analysis, 5. Frequency Response Analysis, 6. Control System Components, 7. Routh-Hurwitz Stability Criterion, 8. Nyquist Stability Analysis, 9. Bode Plot, 10. Root Locus Method, 11. M and N Circles and Nichols Chart, 12. Compensation Techniques, 13. Nonlinear Systems, 14. State-space Analysis, 15. Digital Control Systems, 16. Neural Networks and Fuzzy Logic in Control Systems \* Appendix-A: Problems with Solutions

- Appendix-B: Objective Type Questions
   Appendix-C: MATLAB Environment
   Appendix-D: Short Questions
   Bibliography
   Index
- Pappendix-D. Short Questions Dibliography Index
- **S N Sivanandam,** former Professor and Head, Department of Electrical and Electronics Engineering and Computer Science Engineering, PSG College of Technology, Coimbatore.
- **S N Deepa** is Associate Professor, Department of Electrical and Electronics Engineering, Anna University Regional Centre, Coimbatore.



### Electric Machines: Extracts, Examples, Exercises and Questions

K Murugesh Kumar

ISBN: 9788125910701 Price: ₹ 695 | Pages: 656 Size: 5.5" X 5.5" (Paperback)

#### **About the Book**

A handy supplement and quick reference guide, this book covers the major gamut of Electric Machines including DC Machines, Transformers, Induction Machines and Synchronous Machines.

#### **Salient Features**

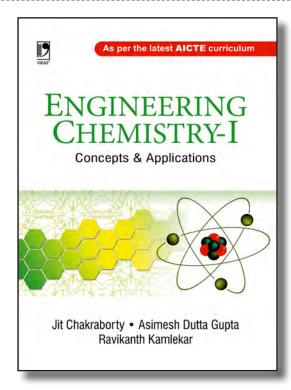
- · Standard symbols prescribed by BIS (Bureau of Indian Standards)
- · 309 worked out examples, 268 exercises with answers
- 514 short answer questions with answers, 512 long answer questions
- · 400 objective type questions
- Computation with complex numbers for solving AC Machines examples, making use of complex calculation facility available in recently available calculators
- · Clear concepts about the nature of different phasors

#### **Contents**

Section-I: DC Machines: 1. Fundamentals of Electric Machines, 2. Constructional Features of DC Machines, 3. Methods of Excitation, 4. Armature Reaction and Commutation, 5. Load Characteristics of DC Generators, 6. Parallel Operation of DC Generators, 7. Principle of DC Motors, 8. Load Characteristics of DC Motors, 9. Control of DC Motors, 10. Losses, Efficiency and Testing of DC Machines • Objective Type Questions, Section-II: Transformers: 11. Principle of Transformers, 12. Performance of Transformers, 13. Testing of Transformers, 14. Parallel Operation of Transformers, 15. Auto-Transformers, 16. Three-Phase Transformer Connections, 17. Miscellaneous Topics on Transformers, 18. Instrument Transformers · Objective Type Questions, Section-III: Induction Machines: 19. Three-Phase Induction Machines—Constructional Details, 20. Three-Phase Induction Machines—Principles of Operation, 21. Losses and Efficiency, 22. Equivalent Circuit of Three-Phase Induction Motor, 23. Testing and Performance Prediction, 24. Miscellaneous Topics on Three-Phase Induction Machines, 25. Control of Three-Phase Induction Motors, 26. Single-phase Induction Motors • Objective Type Questions, Section-IV: Synchronous Machines: 27. Constructional Features of Synchronous Machines, 28. Load Characteristics of Alternators, 29. Predetermination of Voltage Regulation of Alternators, 30. Parallel Operation of Alternators, 31. Operation on Infinite Bus-Bars, 32. Synchronous Motors, 33. Hunting of Synchronous Machines, 34. Circle Diagram of Synchronous Machines, 35. Two Reaction Theory • Objective Type Questions

**K Murugesh Kumar** is Assistant Professor, Department of Electrical and Electronics Engineering, PSG College of Technology, Coimbatore.





# **Engineering Chemistry -I Concepts & Applications**

Jit Chakraborty, Asimesh Dutta Gupta & Ravikanth Kamlekar

#### **About the Book**

Engineering Chemistry – I: Concepts and Applications is a textbook that offers an exclusive coverage of the topics and proper explanation of concepts as per the present day and future needs of the students. The book provides the theoretical (Chapters 1–7) as well as practical (Chapter 8) aspects of the paper Chemistry–I (BSC102) as per the latest AICTE curriculum. It will be useful to not only the first-year engineering and technology students of all streams but also the professors for quiding their students.

The book is to the point, syllabus-oriented, and wellwritten. The writing style is up to the mark for the engineering students.— Dr. Harekrushna Sahoo, NIT Rourkela Difficult topics, such as stereochemistry, have been explained in a simple manner. For each topic, we refer different books. In this book, all the topics mentioned in the syllabus are together, so it's good for a student to have it.

- Dr. Kavitha Marapakala, Osmania University

TThe chapters are appropriately organized. For engineering students, this book will be easy to follow and understand. – Dr. V. Anbazhagan, SASTRA Deemed University, Thanjavur

Explanation of the concepts is clear and simple. – Dr. Manjunatha M., CMR Institute of Technology, Bengaluru

#### **Key Features**

- Detailed discussion with point-wise explanation of the concepts
- · Let's Think sections In-text questions with answers after each section
- A large number of Solved and Unsolved Exercises
- Complete laboratory manual for practical applications
- · A large number of questions with answers for viva voce

**Market:** B.Tech/BE (all courses)

ISBN: 9789354534348 | Price: ₹ 475 | Pages: 436 | Size: 6.75" X 9.5" (Paperback)

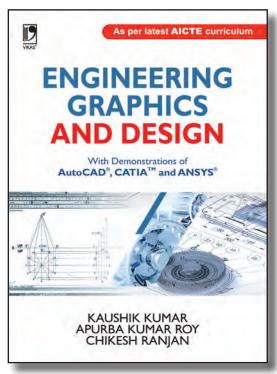
#### **Contents**

- 1. Atomic and Molecular Structure
- 2. Spectroscopic Techniques and Applications
- 3. Inter-Molecular Forces and Potential Energy Surfaces
- 4. Use of Free Energy in Chemical Equilibria
- 5. Periodic Properties

- 6. Stereochemistry
- 7. Organic Reactions and Synthesis of A Drug Molecule
- 8. Applications in Chemistry Laboratory
- Index

## Basic Sciences





# Engineering Graphics and Design: With Demonstrations of AutoCAD, CATIA & ANSYS

Kaushik Kumar, Apurba Kumar Roy & Chikesh Ranjan

#### **About the Book**

This newly written book is a boon to the first-year engineering students of all branches getting admitted to AICTE-complying colleges from 2018 onwards, as it covers the complete syllabus of 'Engineering Graphics and Design' prescribed by AICTE's model curriculum. Written by the experts of the subject, it provides traditional engineering graphics with the aid of CAD software like AutoCAD, CATIA and ANSYS, through simple and well-explained examples along with an ample number of unsolved problems and MCQs. Screenshots have been provided after every step, making it simple to learn how to use the software for a specific solution. It targets all academics—students, and researchers as well as industry practitioners and engineers, involved in engineering drafting.

The book begins by introducing the role and application of engineering drawing and describing such basics as the types of drawing sheets, lines, planes, quadrants and angles of projection, and national and international drawing standards which it calls the basic grammar for engineering graphics as a language.

The book introduces the software—AutoCAD, CATIA and ANSYS emphasizing on their specific features. Equipping the reader with this ground knowledge it comes to the nitty-gritty of drawing various curves, projection of points in separate quadrants, projection of straight lines in various positions, various projections of plane surfaces, and solids like prism, pyramid, cylinder and cone. It then goes further to sections of solids wherein the placements of the cutting planes have been explained in various positions like perpendicular, parallel, and inclined to HP and VP. Having thus trained the drafter in handling the drafting tools the book graduates to more complicated material like fusion of one solid shape into another. It explores various types of them so that development of lateral surfaces of solids can be made and depicted isometrically and projected orthographically. Lastly, the book describes 3D modelling using CATIA, where solid models are drawn, and how 2D analysis is done using ANSYS.

#### Salient Features

- Exclusive treatment to all aspects of Engineering Graphics
- · Step-by-step approach showing graded development
- Numerous exercises and MCQs to allow the reader to self-assess himself
- A companion video of various exercises that provides a visual display of the problems being solved, and shows how to utilize various tools and utilities of the software used

**Market:** First Year Engineering Students of all Branches. Also useful for Mechanical Drafters & Engineers.

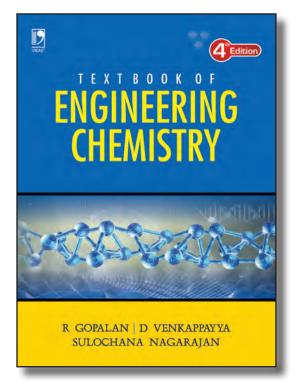
#### ISBN: 9789352718726 | Price: ₹ 360 | Pages: 440 | Book Size: 6.75" X 9.5" (Paperback)

#### **Contents**

- 1. Introduction to Engineering Drawing
- 2. Introduction to CAD Software
- 3. Engineering Curves
- 4. Projections of Point
- 5. Projection of Lines
- 6. Projection of Plane
- Surfaces
- 7. Projection of Solids
- 8. Sections of Solids
- 9. Intersection of solids
- 10. Development of Surfaces of Solids
- 11. Isometric Projection
- 12. Orthographic Projection
- 13. 3D Modeling
- 14. 2D Analysis
- Index

**Kaushik Kumar**, Associate Professor, Birla Institute of Technology, Mesra (Ranchi). **Apurba Kumar Roy**, Associate Professor, Birla Institute of Technology, Mesra (Ranchi). **Chikesh Ranjan**, Assistant Professor, RTC Institute of Technology-Ormanjhi, Ranchi.





### Textbook of Engineering Chemistry, 4e

R Gopalan, D Venkappayya & Sulochana Nagarajan

#### **About the Book**

Spread across 24 chapters and covering a wide variety of topics required by the core engineering students of all branches, the 4th edition of this well-accepted textbook has been thoroughly revised to include the current trends in the B.Tech/BE curricula. Due to its simple language, straightforward approach to explaining concepts, and the right kind of examples, this book has established itself as student's companion in almost all leading universities in India. With its authentic text and a large number of questions taken from various university examinations, coupled with regular revisions, the book has served well for more than 20 years now.

In the attempt to keep the book aligned with various syllabuses and to reach out to students of more and more universities, more details have been included for the fourth edition, which has been completely recast and reformatted.

For the first year engineering degree courses of Indian universities.

#### **New in this Edition**

- · Completely recast and reformatted text
- New topics like: Cooling curves for one- and two-component eutectics; Electrode polarization and overvoltage; Decomposition potential; Solar cells; Pitting corrosion; Metallurgy and medicine; Reverse osmosis; Bioengineering.

#### **Key Features**

- · Fully covers the undergraduate core engineering syllabus
- Numerous solved problems, especially in chapters that involve chemical calculations.
- Includes overall 846 exercise questions -- objective type, short answer type, long answer type and numerical problems. Many questions are from
  various university examinations. These are to prepare students for exams.
- Profuse usage of chemical equations, coverage of New Engineering Materials and chapter-wise Glossary are hallmark features of the book.
- Contains boxed exhibits throughout the text featuring important and popular aspects of topics.

Market: For BE/BTech.

#### ISBN: 9789325969018 | Price: ₹ 650 | Pages: 608 | Size: 6.75" X 9.5" (Paperback)

#### Contents

1	Therm	I	!
1.		JUVIIC	uiiics

2. Phase Equilibria

3. Ions in Solution

4. Electrochemistry

5. Batteries and Fuel Cells

6. Corrosion

7. Surface Coatings

- Metallurgy
- 9. Alloys
- 10. Cements
- 11. Refractories
- 12. Abrasives
- 13. Lubricants
- 14. Fuels and Combustion
- 15. Explosives and Rocket Fuels
- 16. Polymers and Plastics
- 17. Environmental Pollution
- 18. Water Treatment
- Engineering Properties of Solids
- 20. New Engineering Materials
- 21. Chemical Kinetics
- 22. Photochemistry
- 23. Surface Chemistry and Catalysis
- 24. Spectroscopy Appendix

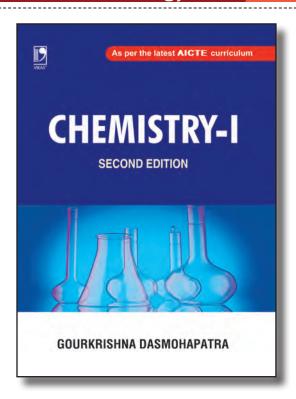
**R Gopalan** taught at Madras Christian College for 35 years and guided several MPhil and PhD students. Currently, the Director, Sri Malolan College of Arts and Science, Madurantakam, Tamil Nadu.

**D Venkappayya** is a former Dean and Head, Department of Chemistry, NIT, Tiruchirappalli.

Sulochana Nagarajan has more than 35 years of teaching and research experience. She is presently working at NIT, Tiruchirappalli.

## Basic Sciences





# Chemistry-I (As per the latest AICTE Curriculum)

### Gourkrishna Dasmohapatra

#### **About the Book**

The book has been designed according to the new AICTE syllabus and will cater to the needs of engineering students across all branches. The book provides the basis which is necessary for dealing with different types of physicochemical phenomena. Great care has been taken to explain the physical meaning of mathematical formulae, when and where they are required, followed by logical development and discussion of experimental behavior of systems. Every chapter has a set of solved problems and exercises. The idea is to instill sound understanding of the fundamental principles and applications of the subject. The author is known for explaining the concepts of Engineering Chemistry with full clarity, leaving no ambiguity in the minds of the readers. Although the book is primarily intended for BTech/BE students, it will also cater to the requirements of those pursuing BSc and MSc, including those of other disciplines like materials science and environmental science.

#### **Key Features**

- Conforms to the new AICTE curriculum
- · Specially designed solved problems to equip the student to handle all types of them
- · Exercises at the end of the chapters to provide hands-on practice
- Examination-oriented approach

**Market:** For BE, BTech 2nd Sem (AICTE) for all streams.

ISBN: 9789390033003 | Price: ₹ 625 | Pages: 732 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

- 1. Atomic and Molecular Structure
- 2. Spectroscopic Techniques and Applications
- 3. Intermolecular Forces and Potential Energy Surfaces
- 4. Use of Free Energy in Chemical Equilibria
- 5. Periodic Properties
- 6. Stereochemistry
- 7. Organic Reactions and Synthesis of a

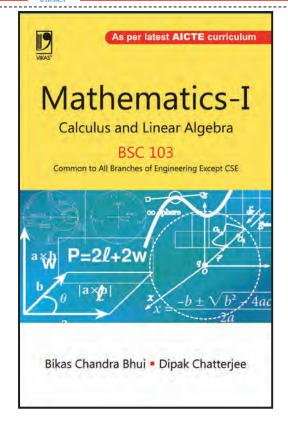
Drug Molecule

- Multiple Choice Questions
- Bibliography
- Model Test Paper

**Gourkrishna Dasmohapatra** has a doctorate in science from Jadavpur University. He teaches at Science and Humanities Section, Netaji Subhash Engineering College, Kolkata, as well as at Jadavpur University. He has worked as post-doctoral fellow at Polymer Institute in Czechoslovakia, at Universitat-Siegen in Germany and also at Central Glass and Ceramic Research Institute, Kolkata for ten years in various capacities.

#### **About the Book**





# Mathematics-I Calculus & Linear Algebra (BSC 103)

Bikas Chandra Bhui & Dipak Chatteriee

ISBN: 9789352718825 Price: ₹ 425 | Pages: 656 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

Mathematics-I for the paper BSC-103 of the latest AICTE syllabus has been written for the first semester engineering students of Indian universities. Paper BSC-103 is common to all streams of engineering except CS&E. Keeping in mind that the students are at the threshold of a completely new domain, the book has been planned with utmost care in the exposition of concepts, choice of illustrative examples, and also in sequencing of topics. The language is simple, yet accurate. A large number of worked-out problems have been included to familiarize the students with the techniques to solving them, and to instill confidence.

Authors' long experience of teaching various grades of students has helped in laying proper emphasis on various techniques of solving difficult problems.

#### **Key Features**

- · Short and accurate for full comprehension of the topics
- · A large number of worked-out problems
- · A large number of MCQs at the end of the book
- · Written in accordance with the latest AICTE syllabus
- · Written by the authors of proven expertise

#### **Contents**

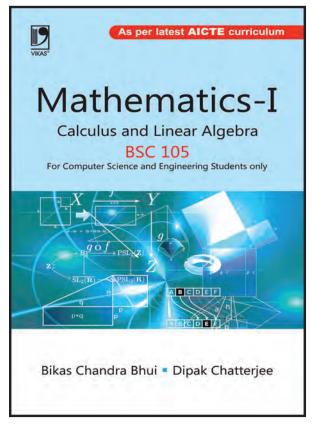
Module-I: Calculus: 1. Curvature, Evolute and Involute, 2. Evaluation of Definite Integral, 3. Improper Integrals, 4. Applications of Definite Integral, Module-II: Calculus: 5. Successive Differentiation, 6. Indeterminate Forms: L'Hospital's Rule, 7. Mean Value Theorems, Module-III: Matrices: 8. Theory of Matrices, 9. Determinants, 10. Matrix-II, Module-IV: Sequence and Series: 11. Convergence of Sequence and Series, 12. Fourier Series, Module-V: Multivariable Calculus: 13. Functions of Several Variables, 14. Jacobians and Maxima-Minima of Functions, 15. Gradient, Divergence and Curl • Multiple Choice Questions

Bikas Chandra Bhui is Head of the Mathematics Department at Meghnad Saha Institute of Technology, Kolkata.

Dipak Chatterjee a renowned educationist and social worker of West Bengal.

### Core & Cross Reference Book





#### Mathematics-I Calculus & Linear Algebra (BSC 105)

Bikas Chandra Bhui & Dipak Chatterjee

ISBN: 9789352718832 Price: ₹ 325 | Pages: 480 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

Mathematics-I for the paper BSC-105 of the latest AICTE syllabus has been written for the first semester engineering students of Indian universities. Paper BSC-105 is exclusively for CS&E students. Keeping in mind that the students are at the threshold of a completely new domain, the book has been planned with utmost care in the exposition of concepts, choice of illustrative examples, and also in sequencing of topics. The language is simple, yet accurate. A large number of worked-out problems have been included to familiarize the students with the techniques to solving them, and to instill confidence.

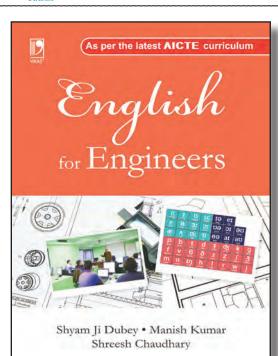
Authors' long experience of teaching various grades of students has helped in laying proper emphasis on various techniques of solving difficult problems.

#### **Key Features**

- · Short and accurate for full comprehension of the topics
- · A large number of worked-out problems
- · A large number of MCQs at the end of the book
- · Written in accordance with the latest AICTE syllabus
- · Written by the authors of proven expertise

#### **Contents**

Module-I: Calculus: 1. Curvature, Evolute and Involute, 2. Evaluation of Definite Integral, 3. Improper Integrals, 4. Applications of Definite Integral, Module-II: Calculus: 5. Successive Differentiation, 6. Indeterminate Forms: L'Hospital's Rule, 7. Mean Value Theorems, Module-III: Matrices: 8. Theory of Matrices, 9. Determinants, 10. Matrix-II, Module-IV: Vector Spaces: 11. Vector Space Theory • Multiple Choice Questions



### **English for Engineers**

Shyam Ji Dubey, Manish Kumar & Shreesh Chaudhary

#### **About the Book**

This textbook caters to the language specific needs of the students pursuing technical and professional courses at UG level. The book encourages a sound enquiry-based approach among the students. It will help them understand the nuances of the language per se and enable them to apply the concepts in real-life situations. The book prescribes a thorough grounding in listening, speaking, reading and writing skills in English language.

#### **Key Features**

- Deals in the present-day idiom of English language and includes contemporary readings and listening materials aimed at enriching the students both conceptually and linguistically
- Integrates concepts with applications in such a way that learning outcomes are thoroughly experienced
- Has abundant contemporary examples from the field of Engineering which the students would be able to use adeptly when they enter the industrial workforce

Market: B.Tech.,

ISBN: 9789389754339 | Price: ₹ 250 | Pages: 200 | Book Size: 6.75" X 9.5" (Paperback)

#### **Contents**

#### **Unit-I Vocabulary Building**

- 1: Listening
- 2: Word Formation Processes
- 3: Derived Words
- 4: Affixation
- 5: Antonyms & Synonyms
- 6: Acronyms & Abbreviations
- 7: Additional Reading & Exercise

#### Unit-II Basic Writing Skill

- 1: Listening-Reading Text
- 2: Sentence Structures
- 3: Use of Phases and Clauses
- 4: Importance of Punctuation
- 5: Organizing Principles of Paragraphs

- 6: Creating Coherence
- 7: Techniques of Writing Precisely

#### Unit-III Identifying Common Errors in Writing

- 1: Introduction to Errors in Grammar
- 2: Errors in Subject-Verb Agreement
- 3: Errors in Noun-Pronoun Agreement
- 4: Errors in Misplaced Modifiers
- 5: Errors in Articles
- 6: Errors in Prepositions
- 7: Errors due to Redundancies
- 8: Errors due to Clichés

#### Unit-IV Nature and Style of Sensible Writing

- 1: Listening and Reading
- 2: Literary and Other Kinds of Prose
- 3: Defining and Describing
- 4: Classifying
- 5: Providing Examples and Evidence
- 6: Writing Introduction and Conclusion
- 7: Supplementary Reading Writing

#### **Unit-V Writing Practices**

- 1: Reading
- 2: Summary Writing

- 3: Précis Writing
- 4: Essay Writing

#### **Unit-VI Oral Communication**

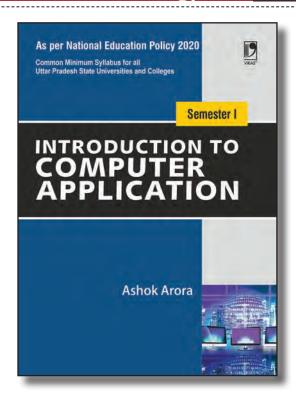
- 1: Rudiments of Oral Communication
- 2: Reading Text
- 3: Listening
- 4: Pronunciation, Intonation, Stress and Rhythm
- 5: Common Everyday Situations: Conversation & Dialogues
- 6: Communication at Workplace
- 7: Interview Skills
- 8: Formal Presentations

B.Shyam Ji Dubey, Ph.D., is an Assistant Professor in Department of English, GLA University, Mathura, UP.

Manish Kumar, Ph.D., is an Assistant Professor in Department of English, GLA University, Mathura, UP.

Shreesh Chaudhary, Ph. D., (Former Professor, IIT Madras), is a Distinguished Professor in Department of English, GLA University, Mathura.

# **NEW ARRIVAL**



# Introduction to Computer Application for B.Com Students Semester-I (NEP 2020 - Uttar Pradesh)

# Ashok Arora About the Book

Introduction to Computer Application is written for the students of B.Com. of all colleges af?liated to universities in Uttar Pradesh, as the state has started implementing the New Education Policy (NEP) 2020 guidelines. The book provides the students not just the knowledge about the fundamentals of a computer system, like its organization, memory management and hardware devices, but also the software that run on it. The book then proceeds to describe various number system and coding schemes, various approaches of programming and types of computer languages, and operating systems along with the techniques. Basic concepts of database and database management package are also provided. Useful application software like MS Word is described in great detail in a separate chapter. The book ends with fundamentals of widely used data communication and network technologies.

#### **Key Features**

- Includes basics of computer, DBMS, database language and word processing
- Includes diagrams, pictures and screenshots
- · Provides application-based case studies in each chapter
- Provides key terms, review questions, practical exercises, group discussions and project

Market: B.Com. (First Semester)

ISBN: 9789354534317 | Price: ₹ 250 | Pages: 264 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

- 1. A Preface vii
- Syllabus ix
- 1: Introduction to Computers
- 2: Hardware Devices
- 3: Software Concepts
- 4: Data Representation in Computers
- 5: Programming Concepts and Languages

- 6: Operating Systems
- 7: Database Management System
- 08: Microsoft Access
- 9: Microsoft Word
- 10: Data Communication and Networking

## Computer Science

# Engineering & Technology



#### Core Java for Beginners, 3e

Rashmi Kanta Das

#### **About the Book**

The book introduces the core concepts of Java, along with the knowledge of fundamentals required for developing programs. Starting from the basic concepts of object-oriented programming languages, the book covers an entire range of topics, including advanced topics like RMI, JDBC, and so on. The text is replete with several examples to facilitate better understanding of the intricacies of the programming language. The book has been written keeping in mind the requirements of B.Tech and MCA students.

#### **Key Features**

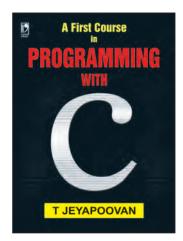
- · Incorporates features of Java 2 and J2SE
- · Discusses exception handling and garbage collection
- Introduces new pedagogical feature 'Remember', which recapitulates the key points discussed and also clarifies finer programming and conceptual points
- Presents around 350 tested programs with outputs and reinforces the learning through exercises, around 100 MCQs with answers, 250 short answer type questions with answers, and 100 programming type questions

ISBN: 9789325968509 | Price: ₹ 750 | Pages: 916 | Size: 8.5" X 11" (Paperback)

#### **Contents**

1. Object Oriented Programming Fundamentals, 2. Evolution of Java Programming Language, 3. Basic Elements of Java, 4. Operators in Java, 5. Conditional Statements and Loops, 6. Class Fundamentals, 7. Taking Input from Keyboard, 8. Object Reference, 9. Arrays in Java, 10. Inheritance, 11. Inner Class or Nested Class, 12. Exception Handling, 13. Package, 14. JAR File, 15. Strings in Java, 16. StringBuffer, 17. Wrapper Class, 18. Java Native Interface, 19. Multithreading, 20. Generics, 21. Files and Streams, 22. Exploring Java.lang Package, 23. The Collection Framework, 24. java.util Package, 25. java.applet Package, 26. java. awt Package, 27. Java Foundation Classes, 28. java.net, 29. Remote Method Invocation, 30. java.sql Package, • Brain Teasers, • Index

Rashmi Kanta Das is a Sun Certified Java Programmer, Web Component Developer, Business Component Developer and a Microsoft Certified System Engineer.



#### A First Course in Programming with C

#### T Jeyapoovan

#### **About the Book**

The book is for student programmers to effectively write programs for solving numerical problems. All that is required of a beginner programmer is not experience in computing but interest in computing.

The programs illustrated in the book have been accumulated, experimented and tested by the author during his teaching of the subject to a few thousand students in over a decade. The special topic of the book is C graphics and animation which helps students develop simple programs to generate geometrical and graphical objects.

The book is ideal for students of BE, BTech, MCA, BSc (Computer Science), BCA.

#### **Key Features**

- Includes 134 tested programs
- 234 review questions
- 272 short questions & answers
- · Includes a chapter on Graphics using C

ISBN: 9788125912118 | Price: ₹ 480 | Pages: 412 | Size: 7.25" X 9.5" (Paperback)

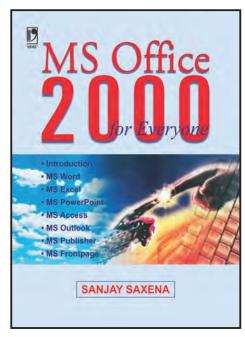
#### **Contents**

1. Introduction to Computers, 2. Introduction to Programming, 3. Fundamentals of C Language, 4. Input/Output Functions and Statements, 5. Control Statements in C, 6. Loop Control Structures in C, 7. Arrays and Subscripted Variables, 8. String Manipulations in C, 9. Functions in C, 10. Structures and Unions, 11. Pointers, 12. Files, 13. C Preprocessor and Command Line Arguments, 14. Graphics using C

**T Jeyapoovan** is Professor, Hindustan Institute of Technology and Science, Chennai. He has over 25 years of teaching experience and specializes in computer programming, computer aided design and drafting.

### Computer Science





#### MS Office 2000 for Everyone

Sanjay Saxena

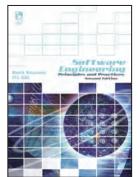
ISBN: 9788125909521 Price: ₹ 595 | Pages: 600 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Most of us know the operation of MS Office, but very few know the full potential of it. The book shows the way of doing your day-to-day activities like writing letters, doing calculations, creating invoices, tables, graphs, charts, making presentations, diagrams, designs etc. It teaches Word, Excel, PowerPoint, Access, Outlook, Publisher and Frontpage. The book begins from zero level and makes you the master of MS Office. A useful guide for academicians, executives, professionals and businessmen.

#### **Contents**

Part-I: Introduction: Unit One: Introduction to Computers, Unit Two: History of Computers, Unit Three: Basic Anatomy of Computers, Part-II: MS-Office: Unit Four: Introduction to MS-Office, Part-III: MS-Word: Unit Five: Word Basics, Part-IV: MS-Excel: Unit Six: Excel Basics, Part-V: MS-PowerPoint: Unit Seven: PowerPoint, Part-VI: MS-Access: Unit Eight: MS-Access, Part-VII: MS-Outlook: Unit Nine: MS-Outlook, Part-VIII: MS-Publisher: Unit Ten: MS-Publisher, Part-IX: MS-Frontpage: Unit Eleven: MS-Frontpage



#### Software Engineering: Principles and Practices, 2e

Rohit Khurana

ISBN: 9788125939467

Price: ₹ 570 | Pages: 552

Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

#### **About the Book**

This revised edition of Software Engineering: Principles and Practices has become more comprehensive with the inclusion of several topics. The book now offers a complete understanding of software engineering as an engineering discipline. Like its previous edition, it provides an in-depth coverage of fundamental principles, methods and applications of software engineering. In addition, it covers some advanced approaches including Computer-Aided Software Engineering (CASE), Component-Based Software Engineering (CBSE), Clean-room Software Engineering (CSE) and formal methods.

Taking into account the needs of both students and practitioners, the book presents a pragmatic picture of the software engineering methods and tools. A thorough study of the software industry shows that there exists a substantial difference between classroom study and the practical industrial application. Therefore, earnest efforts have been made in this



### Computer Science

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book to bridge the gap between theory and practical applications. The subject matter is well supported by examples and case studies representing the situations that one actually faces during the software development process.

For students enrolled in various courses both at the undergraduate and postgraduate levels, such as BCA, BE, BTech, BIT, BIS, BSc, PGDCA, MCA, MIT, MIS, MSc, various DOEACC levels and so on. It will also be suitable for those software engineers who abide by scientific principles and wish to expand their knowledge.

With the increasing demand of software, the software engineering discipline has become important in education and industry. This thoughtfully organized second edition of the book provides its readers a profound knowledge of software engineering concepts and principles in a simple, interesting and illustrative manner.

#### **Salient Features**

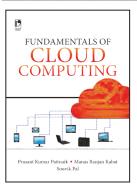
- · Full-length case studies to provide practical insight
- · Objective and descriptive questions at the end of each chapter
- · Comprehensive glossary to enhance the understanding of technical

#### **Benefits**

- Meets the requirements of students enrolled in various courses both at the undergraduate and postgraduate levels.
- Suitable for those software engineers who abide by scientific principles and wish to expand their knowledge.

#### **Contents**

1. What is Software Engineering, 2. Software Process and Life Cycle, 3. Software Requirements, 4. Software Design, 5. Software Coding, 6. Software Testing, 7. Software Maintenance, 8. Software Metrics, 9. Software Planning and Scheduling, 10. Software Cost Estimation, 11. Software Quality, 12. Software Configuration Management, 13. Software Re-Engineering, 14. Advanced Topics in Software Engineering



# Fundamentals of Cloud Computing

Prasanta Kumar Pattnaik, Manas Ranjan Kabat & Souvik Pal

ISBN: 9789325976108 Price: ₹ 275 | Pages: 170 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

In recent times, Cloud Computing has emerged as an important topic in the realm of Information Technology. Cloud Computing has gained eminence due to the growing usage of the Internet among people. This book is especially intended for readers who have no prior knowledge of the subject. Some topics in this book are unique and based on published information that is current and timely and is helpful for research scholars as well as specialists working in areas related to cloud computing. This book is suitable as an introductory text for one semester course in Cloud Computing for undergraduate and postgraduate science courses in Computer Science and Information Technology.

#### **Kev Features**

- · Provides coverage of Cloud Computing Environments and its popular views
- Incorporates survey of Virtualization Environment and its latest developments
- Discusses Live Migration, Database, Auditing and Applications as important components of Cloud Computing

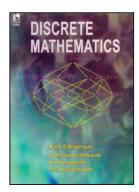
#### **Contents**

- 1. Basics of Cloud Computing, 2. Introduction to Cloud Computing, 3. Cloud Framework,
- 4. Virtualization, 5. Classification of Virtualization Environment, 6. Live Migration of

Virtual Machines, 7. Cloud Database, 8. Auditing • Appendix: I-II • Glossary

**Prasant Kumar Pattnaik,** Ph.D., Senior Member, IEEE, is Associate Professor at the School of Computer Engineering, KIIT University, Bhubaneswar.

Manas Rajan Kabat, Ph.D., is Reader and Head, Department of Computer Science and Engineering, VSS University of Technology (VSSUT), Burla, Odisha.



#### **Discrete Mathematics**

N Ch S N Iyengar, V M Chandrasekaran, K A Venkatesh & P S Arunachalam

ISBN: 9788125913627 Price: ₹ 550 | Pages: 392 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Student-friendly and comprehensive, the book covers topics such as Mathematical Logic, Set Theory, Algebraic Systems, Boolean Algebra and Graph Theory that are essential to the study of Computer Science in great detail.

The book is useful for the students of BSc (CS), MSc (CS), BE, BTech, BCA, MCA.

#### **Salient Features**

- · 328 Solved problems
- · 316 Exercise problems
- · 255 Objective and short answer questions

#### **Benefits**

Covers the syllabi of most Indian universities.

#### **Contents**

1. Set Theory, 2. Matrix Algebra, 3. Mathematical Logic, 4. Induction, Recursion and Recurrence Relations, 5. Algebraic Systems, 6. Lattices and Boolean Algebra, 7. Graph Theory, 8. Formal Languages and Automata

**N Ch S N Lyengar** is Professor, Department of Mathematics, Vellore Institute of Technology (Deemed University), Vellore.

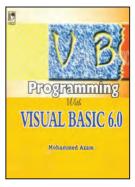
### Computer Science



**V M Chandrasekaran** is Assistant Professor, Department of Mathematics, Vellore Institute of Technology (Deemed University), Vellore.

**K A Venkatesh** is Head, Department of Computer Applications, Alliance Business Academy, Bangalore.

**P S Arunachalam** is Senior Lecturer, Department of Mathematics, SRM Engineering College, Chennai.



# Programming with Visual Basic 6.0

Mohammed Azam

ISBN: 9788125909323

Price: ₹ 540 | Pages: 480

Size: 7.25" X 9.5" (Paperback)

Instructor's Resource available

#### **About the Book**

Simple, user-friendly and well-written, this book is designed for those who are learning Visual Basic for the first time. This book guides readers through the steps involved in creating a simple application and covers various issues such as Interface Design, Database Design, Distributing an Application, etc. It also demystifies topics like ActiveX and adopts a simple, easy-to-follow approach throughout the book.

#### **Salient Features**

- · Includes small, easy-to-do programs for day-to-day activities
- · Explains MDI form in detail
- Discusses ADO and how it can be used
- · Covers debugging and how to reduce the number of errors in a program
- · Includes ActiveX and how to build ActiveX controls
- · Explains how to create and use an invoice programs a model for other development
- · Exercises in each chapter and after every section

#### **Benefits**

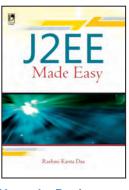
Useful for those who are learning Visual Basic for the first time.

#### **Contents**

Part One: 1. Welcome to Visual Basic (VB), 2. Creating An Application, 3. 2nd Look a Ide, Forms and Controls, 4. Variables in Visual Basic, 5. Writing Code in Visual Basic, 6. Working with Files, 7. Menus, 8. Multiple Document Interface Application, 9. Debugging Tips, 10. The Common Dialog Control, 11. Introduction to Databases, 12. Working with the Data Control, 13. Data Access Objects, 14. Additional Controls Available in Visual Basic 6.0, 15. Activex Data Objects, 16. Crystal and Data Reports, 17. Distributing Your Application,

Part Two: 18. Activex, 19. Activex and Web Pages, 20. Activex Documents, Part Three: 21. An Invoicing Program, 22. Developing An Application • Appendices • Glossary • Index

**Mohammed Azam** is Technical Director, Emsquare, a software development company operating in Chennai and Bangalore. He has more than a decade of industry experience in the field of Information Technology in various divisions like Software development, Training, Marketing and Customer Support.



#### J2EE Made Easy

Rashmi Kanta Das

ISBN: 9789325976207 Price: ₹ 495 | Pages: 440 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Java technology is rapidly becoming the standard tool for building dynamic web sites and connecting web front ends to databases and applications on a server. However, very few books are available on servlet and JSP, especially those that cover recent versions of the specification, advanced techniques or reflect on real-world experience. This book intends to bridge this gap.

Extensive coverage of:

- JDBC architecture and the different types of drivers,
- Basic SQL commands
- RowSet and transaction management
- · Servlet API and its life cycle
- Form validation

- ServletConfig and ServletContext
- · Servlet chaining and session tracking
- · JSP and its life cycle
- · JSP tag and JSTL tag
- · JSP chaining and session tracking

#### **Benefits**

Covers servlet and JSP, which are useful for programmers.

#### **Contents**

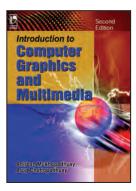
Unit-I: JDBC: 1. Basics of JDBC, 2. Working with SQL and PI/SQL, 3. Introducing JDBC API, 4. Working with Statements and Result Sets, 5. Advanced JDBC Concepts, Unit-II: Web Applications, 6. Introduction to Web Applications, 7. Introduction to Servlets, 8. Understanding Request Processing and Http, 9. Servlet Communication, 10. Servlet Chaining, 11. Session Tracking, 12. File Uploading, Unit-III: Java Server Pages: 13. Introducing Java Server Pages, 14. JSP Lifecycle and Scripting Elements, 15. Working with Directive Tags, 16. Describing Java Bean and Action Tags in JSP, 17. Working with Custom Tags and Standard Tag Library (JSTL), 18. JSP Communication, 19. JSP Chaining and Session Tracking

Rashmi Kanta Das holds a Master's degree in Business Administration from Utkal University, Orissa. He is a Sun Certified Java Programmer, Web Component Developer, Business Component Developer and a Microsoft Certified Systems Engineer. Presently, he is the Head, Center of Excellence for Complete Java at Lakshya, Bhubaneswar — one of the most reputed institutions in India in the field of Java programming. He has more than 10 years of experience in working with Java and finding innovative solutions to the challenges faced in the software industry.



### Computer Science

# Engineering & Technology



#### Introduction to Computer Graphics and Multimedia, 2e

Anirban Mukhopadhyay & Arup Chattopadhyay

ISBN: 9788125919315 Price: ₹ 595 | Pages: 528 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Second edition of the book is the result of a fresh study of the latest in the technology and syllabi of various universities. Thus, it intends to make students up-to-date in knowledge, and to make the book more comprehensive and relevant at the all-India level. It now covers the Computer Graphics and Multimedia paper for BE/B.Tech (Computer Science & Engineering), BSc (Comp. Sc.), BCA and MCA curricula of AICTE, JNTU, BPUT, WBUT, Anna, VTU, PTU, Mumbai, Osmania, REC-Trichy, Bangalore, and many other universities and institutes.

The book has undergone some structural changes, like two new chapters have been added on Hidden Lines and Surfaces (as chapter 6), and Illumination and Shading (as chapter 8), while the chapter on Graphics Mathematics has been converted into an appendix. In chapter 6, the algorithms and methods of realistic display of 3D objects with removal of invisible lines, surfaces or volumes from a scene have been described. Chapter 8 addresses the techniques of modeling the effect of light interacting with physical objects to generate realistic intensity profile in a computer generated scene.

The chapter on Multimedia has virtually been rewritten including Video, and MPEG video and JPEG image compression schemes, image processing technique, audio compression, MPEG audio and Virtual Reality. The basic techniques and mathematical basis for advanced Animation and Morphing have been explained in greater detail.

#### **Salient Features**

Presents how modern graphic systems work. Provides an illustrated explanation of the working of different graphic algorithms that form the backbone of graphic packages. Tailor-made for the compulsory paper of Computer Graphics. Large number of review question and detailed Appendices containing GUI, Interactive picture construction, Interaction with mouse, Model projects, Graphics Maths are of tremendous help.

#### **Contents**

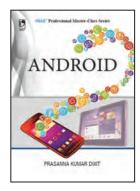
1. Introduction, 2. Output Primitives, 3. Curves, 4. 2D Transformation, 5. 3D Transformation and Projection, 6. Hidden Lines and Surfaces, 7. Graphic Procedures—Clipping and Filling, 8. Illumination and Shading, 9. Multimedia • Annexures: i) Graphical User Interface (GUI), ii) Interactive Picture Construction, iii) Interaction with Mouse, iv) Model Projects, v) Graphics Mathematics • Index

**Anirban Mukhopadhyay** is currently Lecturer, RCC Institute of Information Technology, Kolkata. He was formerly associated with the CAD group of DOEACC Centre, Kolkata (erstwhile RCC Calcutta) and had been working on computer aided design and analysis in various industrial and research projects. He has over 11 years of experience in teaching the students of B.Tech, MCA, BCA and DOEACC and also of

autodesk-certified CAD courses. He obtained his bachelor's degree in Civil Engineering from Jadaypur University.

**Arup Chattopadhyay** is currently Head, Scientific and Technical Application Group, DOEACC Centre, Kolkata. He is the co-ordinator of the course on Computer Aided Design and Drafting using AutoCAD/AutoLISP. He provides CAD consultancy to the engineering industry and has several years of experience in teaching CAD, FEA and other computer-based applications of engineering. He obtained his master's in Structural Engineering from Jadavpur University.

#### About the Book



#### **Android**

Prasanna Kumar Dixit

ISBN: 9789325977884 Price: ₹ 450 | Pages: 384 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Android is a movement that has transferred data from laptop to hand-held devices like mobiles. Though there are alternate technologies that compete with Android, but it is the front runner in mobile technology by a long distance. Good knowledge in basic Java will help you to understand and develop Android technology and apps. Many universities in India and across the world are now teaching Android in their syllabus, which shows the importance of this subject. This book can be read by anyone who knows Java and XML concepts. It includes a lot of diagrams along with explanations to facilitate better understanding by students. This book aptly concludes with a project that uses Android, which will greatly benefit students in learning the practical aspects of Android.

#### **Key Features**

- · Instructions in designing different Android user interfaces
- · Thorough explanations of all activities
- JSON
- · Android-based project to aid practical understanding

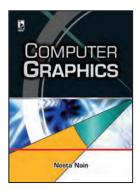
#### **Contents**

1. Introduction to Android Operating System, 2. Configuration of Android Environment, 3. Create the First Android Application, 4. Android User Interface, 5. Designing your User Interface with View, 6. Activity, 7. Multimedia, 8. SQLite Database in Android, 9. Telephoning and Messaging, 10. Telephoning and Messaging

**Prasanna Kumar Dixit,** Director of Interface Software, Bhubaneswar.

### Computer Science





#### **Computer Graphics**

Neeta Nain

ISBN: 9789325972612 Price: ₹ 495 | Pages: 472 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

This book adopts a conceptual approach to computer graphics, with emphasis on mathematical concepts and their applications. It introduces an abstract paradigm that relates the mathematical concepts with computer graphic techniques and implementation methods. This model is intended to help the reader understand the mathematical concepts and their practical use. However, mathematical complexity has not been allowed to dominate. The haul mark of the book is its profuse solved examples which aid in the understanding of mathematical concepts.

The text is supplemented with introduction to various graphics standards, animation, multimedia techniques and fractals. These topics are of immense use in each of the three visual disciplines: modeling transformations, projections and multi-view geometry for computer vision. Geometry of lines, vectors and planes is essential for any geometric computation problem, light and illumination for image-based rendering, and hidden surface removal. Almost every chapter has the working source code to illustrate the concepts, which could be written and used as small programs for better understanding of the topics. A concise appendix of open source OpenGL is also included to showcase programming concepts of computer graphics and visualization.

The text is completely platform-independent and the only prerequisite is the knowledge of coordinate geometry and basic algebra. It will be useful both as a text and reference, thus it can easily be used by novices and experienced practitioners alike.

#### **Key Features**

- Comprehensive text covering the complete syllabi requirements of most Indian universities.
- · Reader-friendly language and presentation of difficult concepts in the simplest form
- Focuses on practical examples on design problems and experimentation problems
- Solved examples and unsolved exercises provided to make understanding and practicing easier
- · Contains an appendix on basic mathematical functions for computer graphics

#### **Contents**

1. Introduction to Computer Graphics, 2. Computer-graphic Primitives, 3. Scan Conversion, 4. Transformations, 5. Projections, 6. Hidden Surface Removal, 7. Curves, 8. Light Illumination and Shading, 9. Evaluating Simple Illumination Model for a Polygon • Model Test Papers • Appendices: A. Vectors and Matrices, B. A Quick Start with OpenGL and C

**Neeta Nain** has taught computer graphics for over 20 years. She is a prolific writer having written over 30 research papers for various international journals and conferences.

# Operating System Second Edition

#### Operating System, 2e

Rohit Khurana

ISBN: 9789325975637 Price: ₹ 495 | Pages: 448 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

The book *Operating System* by Rohit Khurana is an insightful work that elaborates on fundamentals as well as advanced topics of the discipline. It offers an in-depth coverage of concepts, design and functions of an operating system irrespective of the hardware used. With illustrations and examples the aim is to make the subject crystal clear and the book extremely student-friendly. The book caters to undergraduate students of most Indian universities, who would find subject matter highly informative and enriching. Tailored as a guide for self-paced learning, it equips budding system programmers with the right knowledge and expertise. The book has been revised to keep pace with the latest technology and constantly revising syllabuses. Thus, this edition has become more comprehensive with the inclusion of several new topics. In addition, certain sections of the book have been thoroughly revised.

#### **Key Features**

- · Case studies of Unix, Linux and Windows to put theory concepts into practice
- · A crisp summary for recapitulation with each chapter
- · A glossary of technical terms
- · Insightful questions and model test papers to prepare for the examinations

#### **New in this Edition**

- More types of operating system, like PC and mobile; Methods used for communication in client-server systems
- New topics like: Thread library: Thread scheduling; Principles of concurrency, Precedence graph, Concurrency conditions and Sleeping barber problem; Structure of page tables, Demand segmentation and Cache memory organization; STREAMS; Disk attachment, Stable and tertiary storage, Record blocking and File sharing: Goals and principles of protection, Access control matrix, Revocation of access rights, Cryptography, Trusted systems, and Firewalls

#### **Contents**

1. Introduction to Operating System, 2. Process Management, 3. Threads, 4. CPU Scheduling, 5. Process Synchronization, 6. Deadlock, 7. Memory Management Strategies, 8. Virtual Memory, 9. I/O Systems, 10. Mass-Storage Structure, 11. File Systems, 12. Implementation of File System, 13. Protection and Security, 14. Multiprocessor and Distributed Operating Systems • Case Study: UNIX • Case Study: Linux • Case Study: Windows

**Rohit Khurana** is the Founder and CEO of ITL Education Solutions Limited (ITLESL) and has authored more than thirty-five best-selling textbooks.



# Computer Science

# Engineering & Technology



# Computer Organization and Architecture

P N Basu

ISBN: 9788125939917 Price: ₹ 360 | Pages: 304 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

The book covers the syllabi of Computer Organization and Architecture for most of the Indian universities and colleges. The author has carefully arranged the chapters and topics using Education Technology and Courseware Engineering Principles, with proper planning to help self-paced as well as guided learning. Large numbers of examples, solved problems and exercises have been incorporated to help students strengthen their base in the subject. A number of multiple choice questions have been included with answers and explanatory notes. The basic principles have been explained with appropriate lucid descriptions supported by explanatory diagrams and graphics. The advanced principles have been presented with in-depth explanation and relevant examples.

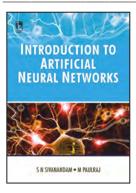
#### **Key Features**

- · Lucid description of theories and principles arranged from basics to advanced
- · Multiple choice questions answered with explanatory notes
- · An extensive number of solved problems
- · Large number of examples appropriately placed throughout the text
- Objectives expressed before each chapter for self-assessment by students
- · Summary and exercises (with solutions of typical problems) at the end of each chapter

#### **Contents**

1. Computer Architecture and Organization: An Overview, 2. Representation and Arithmetic in Computer, 3. Memory Organization, 4. Basic Arithmetic and Logic Operations, 5. Basic Computer Systems, 6. Input Output, 7. Computer Control Unit, 8. Advanced Architecture • *Index* 

**P N Basu** is working as a professor in the School of Education Technology, Jadavpur University.



# Introduction to Artificial Neural Networks

S N Sivanandam & M Paulrai

ISBN: 9788125914259 Price: ₹ 395 | Pages: 236 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

This fundamental book on Artificial Neural Networks has its emphasis on clear concepts, ease of understanding and simple examples. Written for undergraduate students, the book presents a large variety of standard neural networks with architecture, algorithms and applications.

#### **Key Features**

- · 148 short questions and answers
- · 114 review questions
- · Includes probabilistic cognitron, neocognitron, optical and holographic networks
- · Features control problem identification and training

#### Contents

- $1. \ Introduction, \ 2. \ Hebb \ Net, \ Adaline, \ Madaline \ and \ Perception, \ 3. \ Associative \ Memory,$
- 4. Self-Organizing Maps: Topological Preserving Nets, 5. Backpropagation Network,
- 6. Adaptive Resonance Theory, 7. Special Networks, 8. Control Networks

**S N Sivanandam,** former Professor and Head, Department of Electrical and Electronics Engineering and Computer Science Engineering, PSG College of Technology, Coimbatore.



# Data Communication and Computer Networks

Rajneesh Agarwal & Bharat Bhushan Tiwari

ISBN: 9788125915973 Price: ₹ 575 | Pages: 408 Size: 7.25" X 9.5" (Paperback)

#### **About the Book**

Data Communication and Computer Networks deals with various aspects of the subject vis-à-vis the emerging trends in network-centric information technology. It provides the reader with an in-depth framework of the fundamental concepts. Networking involves different kinds of personal computers, the operating system, the network adapter, the adapter drivers, cabling, and the protocols connecting these items. Likewise, there are many techniques of data communication such as modulation, multiplexing and analog to digital conversion. Constant demand from IT professionals and individuals leads to rapid and unbounded growth of both data communications and networks in terms of better applications and improved opportunities. This book provides a good learning platform to the people who need to be skilled without going into the details of computer programming. An attempt has been made to explain the underlying concepts to lead students and professionals from the hardware level right up to the application level. Most currently relevant areas have been covered. A study of them will encourage inquisitiveness about the concepts, tools, technologies and applications. There are 14 chapters and an elaborate glossary for quick reference. Chapters have been organised independently with clearly set out links with previous chapters. Data communication and computer networks are extremely exciting fields and therefore a good amount of emphasis has been put to prepare objective questions so that the student may enjoy the exercises in a most effective way to test his/her understanding of the concepts.

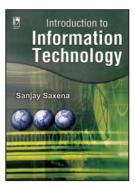
#### Contents

1. Fundamentals of Data Communications, 2. Wide Area Network, 3. Transmission Media, 4. OSI Model and TCP/IP Suite, 5. Data Modems, 6. Data Transmission Networks, 7. Multichannel Data Communications, 8. Wireless Mobile Communication, 9. Networking Fundamentals, 10. Fiber Optics Communications, 11. Data Link Protocol, 12. Security, 13. Local Area Network, 14. Internet Architecture

Rajneesh Agrawal & Bharat Bhushan Tiwari are working as senior scientists in the Department of Information Technology under the Ministry of Communications and Information Technology.

# Computer Science





#### Introduction to Information Technology

Sanjay Saxena

ISBN: 9788125928577 Price: ₹ 475 | Pages: 404 Size: 7.25" X 9.5" (Paperback)

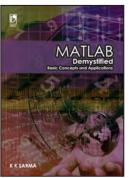
#### **About the Book**

This book is designed to teach the basics of Information Technology specially to the students of business management. It is based on the syllabuses of undergraduate courses of many Indian universities. It is so organized that one can learn a great deal simply by reading the text carefully and following the step-by-step instructions given with it. One does not need any previous knowledge of computers — all that is needed is access to a computer and willingness to learn.

#### **Contents**

Part-1: Introduction: 1. Introduction to Computers, 2. History of Computers, 3. Basic Anatomy of Computers, Part-II: Networking: 4. Networking, Part-III: Word Processing: 5. Microsoft Windows, 6. Word Processing, Part-IV: Spreadsheet Package: 7. Spreadsheet Package, Part-V: Internet & Multimedia: 8. Internet Basics, 9. Starting Internet, 10. E-Mails, 11. Internet Chat, 12. Introduction to Web Design, 13. Multimedia

**Sanjay Saxena** is an international consultant with over 23 years of experience and has worked on several computerization and MIS projects in India and abroad. He is a qualified cost and management accountant.



#### MATLAB: Demystified Basic Concepts and Applications

K K Sarma

ISBN: 9788125937128 Price: ₹ 375 | Pages: 352 Size: 6.75" X 9.5" (Paperback)

Instructor's Resource available

#### **About the Book**

A book with a simple and lucid description of different utilities and resources available in MATLAB, making it a wonderful aid for people in academics and industry. This book efforts here is to help the fledgling learner know the basic ideas and principles behind programming in MATLAB and the application of the vast storehouse of tools available in the library and supporting documentation.

#### **Key Features**

- Detailed coverage of fundamentals of programming, tools and resources related to Mathematics, Statistics, Signals and System, Image Processing, Artificial Neural Networks, Simulink, etc., in MATLAB
- Extensive treatment of methods and techniques required to generate graphics in MATLAB as effective tools of presentation

- · Steps to formulate graphical user interfaces as an aid to application development
- Solved examples, programming assignments, list of utilities and summary at the end of the chapter
- · Over 500 worked-out examples related to fundamentals of MATLAB

#### **Contents**

1. Introduction - Getting Started, 2. Programming with MATLAB, 3. Conditional Statements in MATLAB, 4. Graphics with MATLAB, 5. Graphical User Interfaces with MATLAB, 6. Functions in MATLAB, 7. Calculus and MATLAB, 8. Statistics and MATLAB, 9. Signals-Systems and MATLAB, 10. Digital Image Processing and MATLAB, 11. Artificial Neural Networks and MATLAB, 12. Simulink

**K K Sarma** is a Lecturer in the Department of Electronics and Communication Technology, Guwahati University.



#### Fundamentals of Computing and Programming in C

T Jeyapoovan

ISBN: 9789325981096 Price: ₹ 550 | Pages: 576 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Fundamentals of Computing and Programming in C is specifically designed for first year engineering students covering the syllabus of various universities. It provides a comprehensive introduction to computers and programming using C language. The topics are covered sequentially and blended with examples to enable students to understand the subject effectively and imbibe the logical thinking required for software industry applications.

#### **Key Features**

- · Foundations of computers
- · Contains logical sequence of examples for easy learning
- · Efficient method of program design
- · Plenty of solved examples
- · Covers simple and advanced programming in C

#### **Contents**

Part-I: Fundamentals of Computing: 1. Introduction to Computers, 2. Number Systems, 3. Planning a Computer Program, 4. Problem Solving and Office Automation, 5. Introduction to Programming Languages, Part-II: C Programming: 6. Introduction to Programming, 7. Fundamentals of C Language, 8. Input/Output Functions and Statements, 9. Control Statements in C, 10. Loop Control Structures in C, 11. Arrays and Subscripted Variables, 12. String Manipulations in C, 13. Functions in C, 14. Structures and Unions, 15. Pointers, 16. Files, 17. C Preprocessor and Command Line Arguments, 18. Linked List, Stack and Queue, Part-III: Computer Lab Programs

T Jeyapoovan, Professor, Hindustan Institute of Technology and Science, Chennai



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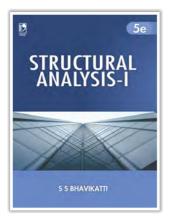
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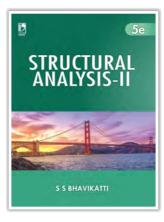
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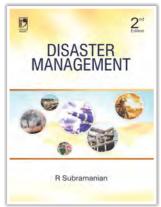


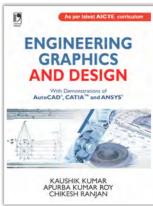
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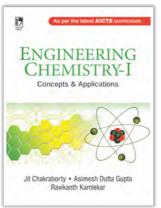


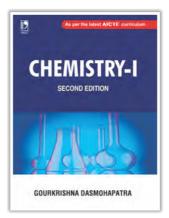














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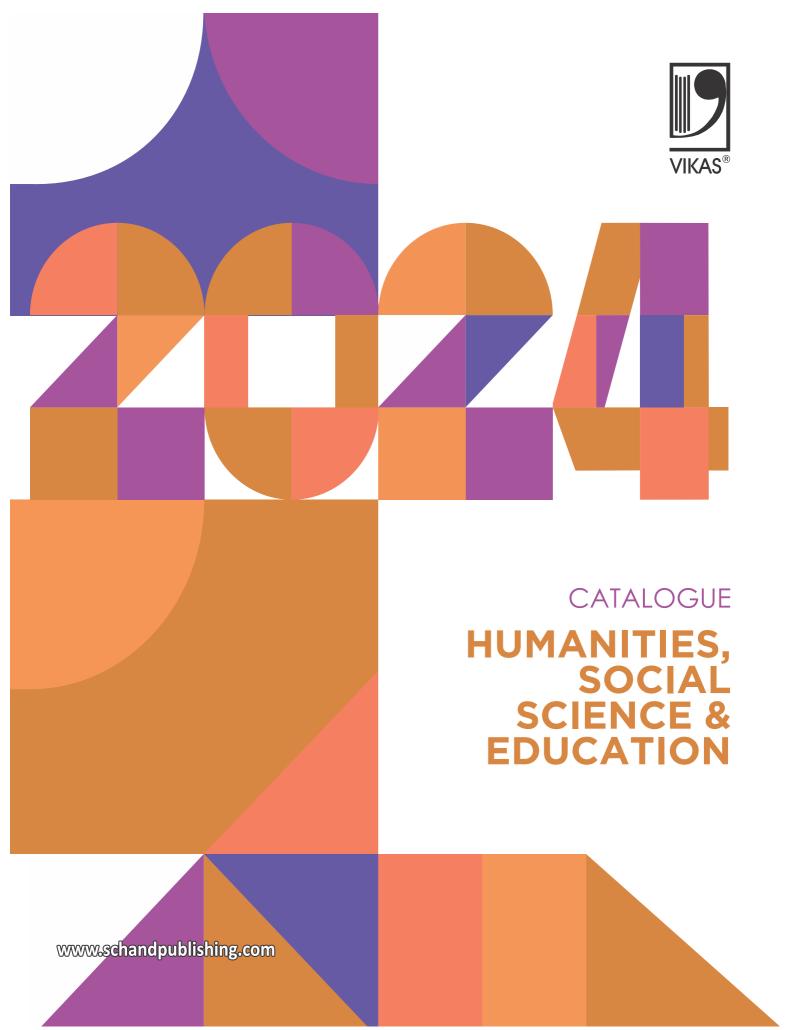


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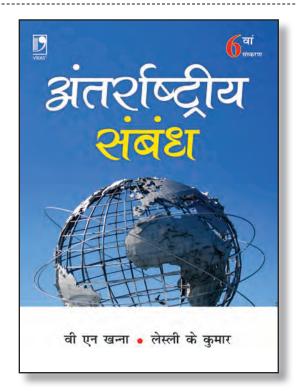
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वी एन खन्ना एवं लेस्ली के कुमार

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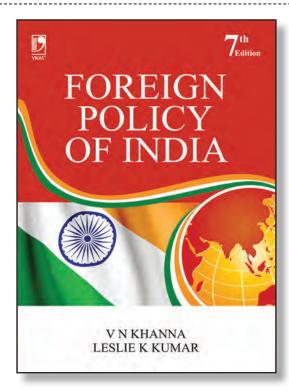
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वी एन खन्ना दिल्ली विश्वविद्यालय के देशबंधु कॉलेज में राजनीति विभाग के वरिष्ठ रीडर थे। चार दशकों से अधिक के लंबे सेवाकाल में उन्होंने कॉलेज एवं विश्वविद्यालय में विभिन्न स्तरों पर अध्यापन कार्य करने के साथ-साथ छात्र-छात्राओं की विकास गतिविधियों में भी महत्वपूर्ण भूमिका निभाई। वे कुछ समय अपने कॉलेज के प्राचार्य भी रहे तथा लंबे समय तक विश्वविद्यालय के सहकारी अध्यापन कार्य में भाग लेते रहे। वे सन् 2000 में सेवानिवृत्त हुए।

प्रो. खन्ना भारत के राजनीति विज्ञान संघ के आजीवन सदस्य तथा अंतर्राष्ट्रीय राजनीति विज्ञान संघ के सदस्य हैं। अनेक शिक्षण संस्थाओं से उनके सबंध हैं तथा उनमें उनकी सक्रिय भागीदारी रहती है। उनकी मुख्य रुचि तुलनात्मक राजनीति तथा अंतर्राष्ट्रीय संबंध में है। उन्होंने अनेक पुस्तकों की रचना की है तथा विभिन्न कार्यशालाओं, गोष्ठियों और सम्मेलनों में भाग लिया है।

लेस्ली के कुमार लेडी श्री राम कॉलेज, दिल्ली विश्वविद्यालय में सहायक प्रोफेसर हैं। उन्होंने 2011 से कई पाठ्यक्रम जैसे भारत की विदेश नीति, दक्षिण एशिया की राजनीति, अंतर्राष्ट्रीय संबंध, भू-राजनीति, राजनीतिक सिद्वांत, पारम्परिक एंवम आधुनिक राजनीतिक दर्शनशास्त्र पढाये हैं। उनकी मुख्य रूचि अंतर्राष्ट्रीय संबंध शिक्षा, दक्षिण एशिया, शिक्षा में कट्टरता, क्षेत्रियता एंवम राजनीति, कृत्रिम बृद्विमत्ता की नीति में है। लेस्ली ने भारत व विदेश में विशेष व्याख्यान दिये हैं। लोयोला कॉलेज, चेन्नई और जवाहरलाल नेहरू विश्वविद्यालय, नई दिल्ली के छात्र रह चुके लेस्ली ने प्रसिद्ध राष्ट्रीय व अंतर्राष्ट्रीय पत्रिकाओं में शोधपत्र का योगदान दिया है।





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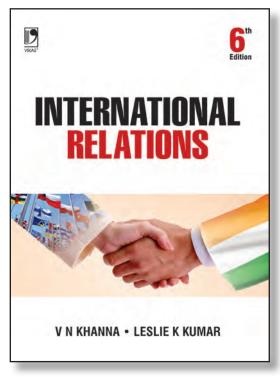
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**V N Khanna** retired as Reader in Political Science at Deshbandhu College, University of Delhi. In his long career spanning more than four decades, he has been involved with student development activities and was, for some time, the Principal of his college.

**Leslie K Kumar** is Assistant Professor at Lady Shri Ram College, University of Delhi. Since 2011 he has taught a large number of courses like India's Foreign Policy, Politics of South Asia, International Relations, Global Politics, Political Theory, Classical and Modern Political Philosophy.

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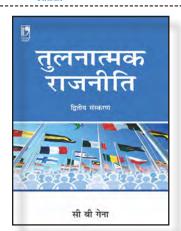
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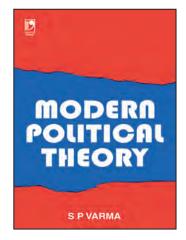
तुलनात्मक राजनीति विषय विश्वविद्यालयों में एक उभरता हुआ विषय है। यह पाट्य-पुस्तक स्नातकोत्तर कक्षा के विद्यार्थियों की आवश्यकताओं की पूर्ति करती है। लेखक ने विषय की उपयोगिता को ध्यान में रखते हुए पुस्तक में विभिन्न विषयों को परम्परागत ढांचे से हटकर एक नये रूप में उदाहरणों और रेखाचित्रों की सहायता से विषय सामग्री को सरल-सुबोध शैली में प्रस्तुत किया है। अधिकांश उदाहरण विकासशील राज्यों और विशेषकर दक्षिण एशिया और भारत से लेकर विषय को सुरुचिपूर्ण बनाने का प्रयास किया गया है। प्रत्येक अध्याय में 'विकासशील देशों' की विभिन्न व्यवस्थाओं के शीर्षकों के अन्तर्गत सम्बन्धित विषय का विश्लेषण पुस्तक को संतुलित दृष्टिकोण उपलब्ध कराने में सहायक रहा है। यह पुस्तक विद्यार्थियों की आवश्यकताओं की पूर्ति के साथ-साथ विषय की गहराई में जाने की सामग्री भी उपलब्ध कराती है। पाठक को जहां-तहां स्वयं के मूल्यांकनात्मक निष्कर्ष निकालने के लिए भी प्रेरित किया गया है। निष्कर्ष यह है कि यह पुस्तक में हर विषय का विवेचन आलोचनात्मक एवं विश्लेषणात्मक दिष्टकोण से करके पाठक को विषय के विभिन्न पक्षों का जान कराने की व्यवस्था की गयी है।

#### ISBN: 9789356747098 | Price: ₹ 460 | Pages: 416 | Size: 6.5" X 9.25" (Paperback)

#### विषय-सूर्च

• राजनीति विज्ञान: परम्परागत व आधुनिक और तुलनात्मक राजनीति—महत्त्व, उद्देश्य एवं समस्याएँ • तुलनात्मक राजनीति—अर्थ, प्रकृति एवं विषय-क्षेत्र • तुलनात्मक राजनीति—विकास के प्रमुख सीमा चिह्न • तुलनात्मक राजनीति के परिप्रेक्ष्य (दृष्टिकोण) • तुलनात्मक राजनीति की अध्ययन पद्धितयाँ • राजनीति विज्ञान में व्यवहारवाद और तुलनात्मक राजनीति का व्यवहारवादी ढाँचा • सामान्य व्यवस्था सिद्धान्त और तुलनात्मक राजनीति का संरचनात्मक प्रकार्यात्मक दृष्टिकोण • राजनीतिक निकास और तुलनात्मक राजनीति का राजनीतिक विकास दृष्टिकोण • राजनीतिक आधुनिकीकरण और तुलनात्मक राजनीति का राजनीतिक विकास दृष्टिकोण • राजनीतिक आधुनिकीकरण और तुलनात्मक राजनीति का राजनीतिक अधुनिकीकरण दृष्टिकोण • राजनीतिक संस्कृति और तुलनात्मक राजनीति का राजनीतिक सामाजीकरण • राजनीतिक सामाजीकरण • राजनीतिक सामाजीकरण • राजनीतिक सामाजीक परिवर्तन • विचारधार एवं राजनीतिक परिवर्तन • नारीवाद व नव-नारीवाद • सामाजिक आन्दोलन • वैश्वीकरण • सामाजिक परिवर्तन • विकासशील देशों की राजनीतिक व्यवस्थायें • राजनीतिक परिवर्तन • संदर्भ

सी. बी. गेना - राजनीति-विभाग राजस्थान विश्वविद्यालय, जयपुर।



#### **Modern Political Theory**

S P Varma

#### **About the Book**

Modern Political Theory critically examines the contemporary state of political theory, making an assessment of the achievements and limitations of the 'Behavioural Revolution' in its totality, and reviews objectively the major paradigms and conceptual frameworks adopted by the discipline. The salient features of the contending conceptual models elaborated by leading scholars, operating from separate locations and disparate premises, have been highlighted and intellectual inter-linkages in their works have been traced. The book has 3 parts. Part I comprises the scope of political science as a discipline. Part II deals with the tools and techniques of political analysis. Part III delineates mainstreams of contemporary political thought.

#### **Benefits**

Thoroughly revised in the light of new trends of thinking, the book is primarily meant as a textbook for university students of political science and a reference book for all students of social sciences and political theory.

#### ISBN: 9780706986822 | Price: ₹ 550 | Pages: 484 | Size: 5.5" X 8.5" (Paperback)

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**S P Varma,** formerly Chairman, Department of Political Science and Director, South Asia Studies Centre, University of Rajasthan, and a National Fellow, ICCSR, has been teaching and doing research work on national and international politics for the last 45 years.

### Political Science





### भारत की विदेश नीति, 5वाँ संस्करण

वी एन खन्ना, लिपाक्षी अरोड़ा एवं लैस्ली कुमार

ISBN: 9789353381707 Price: ₹ 425 | Pages: 384 Size: 6.75" X 9.5" (Paperback)

#### पुस्तक के विषय में

विदेश नीति के माध्यम से प्रत्येक देश अपने राष्ट्रीय हितों की सुरक्षा तथा अभिवृद्धि सुनिश्चित करता है। भारत भी अपनी विदेश नीति को अपने राष्ट्रीय हितों की सुरक्षा के संदर्भ में निर्धारित और लागू करता है। भारत ने प्रारंभ से ही स्वयं को गुटों की राजनीति से पृथक रखा। यह नीति समय की कसौटी पर खरी उतरी। राष्ट्रों की पारस्परिक निर्भरता के युग में भारत सभी देशों के साथ शांतिपूर्ण सह-अस्तित्व पर आधारित मैत्री को प्रोत्साहित करने वाली विदेश नीति पर चलता आया है। विभिन्न अन्तर्राष्ट्रीय एवं क्षेत्रीय संगठनों में भी भारत महत्त्वपूर्ण भूमिका निभाता रहा है। सरल भाषा में लिखित इस पुस्तक में पड़ोसी देशों के साथ भारत के संबंधों पर बल देते हुए, दो महाशिक्तयों के साथ संबंधों का सटीक विवेचन किया गया है। इस रचना में भारत की सुरक्षा एवं परमाणु नीतियों तथा संयुक्त राष्ट्र एवं सार्क में भारत की भूमिका का विश्लेषण भी किया गया है। भारत-चीन संबंधों में हो रहे सुधार, तथा विवादास्पद भारत-अमरीकी परमाणु समझौते की समीक्षा भी की गई है। स्नातक, स्नातकोत्तर एवं संघ लोक सेवा आयोग की परीक्षाओं के लिए एक प्रामाणिक पुस्तक।

#### प्रमुख विशेषताएँ

तीन नए अघ्यायों द्वारा इस पुस्तक का नवीनीकरण। ये अघ्याय हैं।

- क्रमाक 2: भारत और जलवायु परिवर्तन की राजनीति
- क्रमाक 15: भारत और इज़राइल संबंध, प्रवृति और संभावनाएँ
- क्रमाक 16: 21वीं सदी में भारत की विदेश नीति

#### विषय-सूची

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वी. एन. खन्ना ने दिल्ली विश्वविद्यालय के देशबन्धु कॉलेज में राजनीति विभाग के वरिष्ठ रीडर के पद से सन् 2000 में अवकाश ग्रहण किया।

लिपाक्षी अरोड़ा 1997 में दिल्ली विश्वविद्यालय से राजनीति विज्ञान में स्नातकोत्तर उपाधि प्राप्त की। मेरठ विश्वविद्यालय से शोध कार्य सम्पन्न करने के बाद वह अब दूरदर्शन पर समाचार वाचन करती हैं।

लैस्ली कुमार, उप-प्राध्यापक, लेडी श्री राम कॉलेज।



#### तुलनात्मक राजनीति सी बी गेना

ISBN: 9780706982275 Price: ₹ 525 | Pages: 496 Size: 5.5" X 8.5" (Paperback)

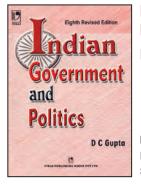
#### प्रमुख विशेषताएँ

- यह पुस्तक बी. ए. (आनर्स) एवं एम. ए. के संपूर्ण पाठ्यक्रम के लिए है।
- इसमें रेखाचित्रों के अभिनव उपयोग से सिद्धांतों एवं विचारों का स्पष्टीकरण किया गया है एवं उनकी तुलना गहराई से की गई है

#### विषय-सची

राजनीतिक विज्ञानः परम्परागत एवं आधुनिक और तुल्नात्मक राजनीति • महत्त्व, उद्देश्य एवं समस्याएं • तुलनात्मक राजनीति • अर्थ, प्रकृति एवं विषय क्षेत्र • तुलनात्मक राजनीति • विकास के प्रमुख सीमा चिन्ह • तुलनात्मक राजनीति के परिप्रेक्ष्य (दृष्टिकोण)ः परम्परागत परिप्रेक्ष्य, आधुनिक परिप्रेक्ष्य, नवीन परिप्रेक्ष्य • तुलनात्मक राजनीतिक की अध्ययनपद्धतियाः तुलनात्मक, पद्धित और वैज्ञानिक पद्धित • राजनीति विज्ञान में व्यवहारवाद और तुलनात्मक राजनीति का व्यवहारवादी ढांचा • सामान्य व्यवस्था सिद्धान्त और तुलनात्मक राजनीति का राजनीतिक व्यवस्था दृष्टिकोण • संरचनात्मक प्रकार्यात्मक विश्लेषण और तुलनात्मक राजनीति का संरचनात्मक-प्रकार्यात्मक दृष्टिकोण • राजनीतिक विकास और तुलनात्मक राजनीति का राजनीतिक विकास दृष्टिकोण • राजनीतिक आधुनिकीकरण और तुलनात्मक राजनीति का राजनीतिक आधुनिकीकरण दृष्टिकोण • राजनीतिक संस्कृति और तुलनात्मक राजनीति का राजनीतिक संस्कृति दृष्टिकोण • मार्क्सवाद – लेनिनवाद और तुलनात्मक राजनीति का मार्क्सवाद – लेनिनवाद और तुलनात्मक राजनीतिक समाजीकरण • राजनीतिक सहभागिता और राजनीतिक भर्ती • राजनीतिक संचार • विचारधारा और राजनीतिक परिवर्तन।

सी. बी. गेना, राजनीति-विभाग राजस्थान विश्वविद्यालय, जयपुर।



# Indian Government and Politics, 8e

D C Gupta

ISBN: 9780706987782 Price: ₹ 750 | Pages: 816 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

This edition of Indian Government and Politics has been very thoroughly revised and recast. The politics of the country has moved so fast that such an exercise becomes absolutely essential. Most of the chapters have been done up afresh: new material has been added and old arrangement has been recast. The author has attempted to bring the book fully upto date, so that it could be used by teachers and students with great profit.

#### **Contents**

1. India Towards a Republic, 2. Fundamental Rights, 3. Directive Principles of State Policy, 4. President and Vice-President, 5. Presidents and the Politics of India, 6.

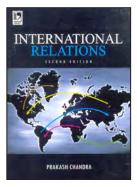


### Political Science

# Humanities & Social Science

Prime Minister and Council of Ministers, 7. Parliament, 8. Opposition in Indian Politics, 9. Supreme Court and its Power of Judicial Review, 10. Centre-State Relations, 11. Governors of Indian States, 12. Constitutional Amendments, 13. Bureaucracy in India, 14. Fourth General Election and Coalition Politics in States, 15. Communalism in Indian Politics, 16. Language in Indian Politics, 17. Politics of Defection, 18. Regionalism in Indian Politics, 19. Efforts Towards National Integration, 20. Emergency Era in Indian Politics, 21. Communist Party in India, 22. Janata Party

**D C Gupta** Obtained his MA degree in Political Science from the University of Allahabad in 1951 and ever since then he has been in the teaching profession. For most part, he has been in Delhi University, where he is teaching at present.



#### International Relations, 2e

Prakash Chandra

ISBN: 9780706999044 Price: ₹ 450 | Pages: 388 Size: 5.5" X 8.5" (Paperback)

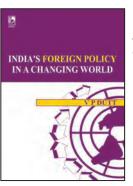
#### **About the Book**

This book is designed to meet the requirements of post-graduate students of political science and aspirants for higher services, the book will appeal to all those who are interested in international affairs.

#### Contents

Part-I: Foreign Policies of Major Powers: 1. The Nature of Foreign Policy, 2. Cold War (1947-1989) — The Setting of Post-1945 International Relations, 3. Foreign Policy of the United States of America, 4. Foreign Policy of the Former Soviet Union and the Russian Federation, 5. Foreign Policy of Britain (UK), 6. Foreign Policy of the People's Republic of China, 7. Foreign Policy of Japan, 8. Foreign Policy of India, Part-II: Continent-wise Study of Regional Systems (Europe, Asia, Asia-Pacific, Western Hemisphere and Africa): 9. Regional Systems on the European Continent, 10. Eastern Europe—The Birth and Death of a Regional System, 11. The German Problem—Division and Reunification, 12. Regional Systems on the Asian Continent, 13. Regional System in South Asia, 14. Regional System in South-East Asia, 15. Regional System in East Asia (Far East), 16. Central Asian Region, 17. Asia-Pacific Region, 18. Regional System in the Western Hemisphere, 19. Regional System on the African Continent • Index

**Prakash Chandra** Former Head, Department of Political Science, BSM (PG) College, Roorkee.



# India's Foreign Policy in A Changing World

V P Dutt

ISBN: 9788125908449 Price: ₹ 585 | Pages: 436 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

This book provides analysis and information on India's relations with principle countries and regions of concern to it: USA, Russia, Central Asia, Pakistan and other South Asian Countries, developments in regard to SAARC, neighbours comprising China and Burma, "near abroad" nations of South-east Asia, Persian Gulf and West Asian countries, and the African region. It also gives due attention to the new economic powerhouses, the European Community and Japan, and India's relations with them. A separate chapter delves into India's security dilemmas and relations with other countries. Scholars, students and the layman will equally find it rewarding and insightful.

#### **Salient Features**

This book provides analysis and information on India's relations with principle countries and regions of concern to it: USA, Russia, Central Asia, Pakistan and other South Asian Countries, developments in regard to SAARC, neighbours comprising China and Burma, "near abroad" nations of South-east Asia, Persian Gulf and West Asian countries, and the African region. It also gives due attention to the new economic powerhouses, the European Community and Japan, and India's relations with them.

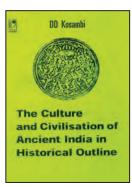
#### **Contents**

1. A. The Post-Cold War Scenario: An Era in Transition, B. Foreign Policy in a Changing World, 2. India and the United States, 3. From Soviet Union to the Commonwealth of Independent States: India and Russia, 4. Central Asia, 5. India and South Asia, I. India and Pakistan, II. India and Bangladesh, III. Relations Across The Palk Strait, IV. India and Nepal, V. SAARC, 6. Neighbours, A. India and China: Road To Recovery Background, B. Storm in The Hermit Republic: India and Burma, 7. India and South-East Asia, 8. India and The Persian Gulf and West Asia, 9.India and Africa, 10. India Japan: European Community, 11. Conclusions: Security and Foreign Policy • Index

V P Dutt Former nominated member of the Rajya Sabha and former member of the Parliamentary Consultative Committee on Foreign Affairs. Also former Pro-Vice-Chancellor of Delhi University and headed the Department of Chinese and Japanese Studie

### History & Geography





#### The Culture and Civilisation of Ancient India in Historical Outline

D D Kosambi

ISBN: 9780706986136 Price: ₹ 475 | Pages: 256 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

This is a strikingly original work, the first real cultural history of India. The main features of the Indian character are traced back into remote antiquity as the natural outgrowth of a historical process. Did the change from food gathering and the pastoral life to agriculture make new religions necessary? Why did the Indus cities vanish with hardly a trace and leave no memory? Find out the answers in this insightful book.

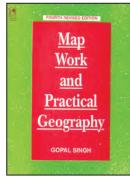
#### **Salient Features**

An insightful study of Ancient India--tries to answer some interesting questions. A stimulating work.

#### **Contents**

1. The Historical Perspective: • The Indian Scene • The Modern Ruling Class • The Difficulties Facing The Historian • The Need to Study Rural and Tribal Society • The Villages • Recapitulation, 2. Primitive Life and Prehistory: • The Golden age • Prehistory and Primitive Life • Prehistoric Man in India • Primitive Survivals in The Means of Production • Primitive Survivals in The Superstructure, 3. The First Cities: • The Discovery of The Indus Culture • Production in The Indus Culture • Special Features of The Indus Civilisation • The Social Structure, 4. The Aryans: • The Aryan Peoples: The Aryan way of Life • Eastward Progress • Aryans after The Rigveda • The Urban Revival • The Epic Period, 5. From Tribe To Society: • The New Religious • The Middle Way • The Buddha and his Society • The Dark Hero of the Yadus • Kosala and Magadha, 6. State and Religion in Greater Magadha: • Completion of The Magadhan Conquest • Magadhan Statecraft • Administration of The Land • The State and Commodity Production • Asoka and The Culmination of The Magadhan Empire, 7. Towards Feudalism: • The New Priesthood • The Evolution of Buddhism • Political and Economic Changes • Sanskrit Literature and Drama

**D D Kosambi** (1907 – 1966) was best known as a mathematician, but was endowed with a truly Renaissance versatility. His formula for chromosome distance occupies a central place in classical genetics. His work on coins makes the numismatics of hoards into an exact science. An unrivalled collection of microliths, the discovery of Brahmi inscription at Karle, and of a remarkable number of archaeology. His editions of the poetry of Bhratrihari and of the oldest known Sanskrit anthology are land-marks in Indian text-criticism



# Map Work and Practical Geography, 4e

Gopal Singh

ISBN: 9788125900764 Price: ₹ 460 | Pages: 380 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

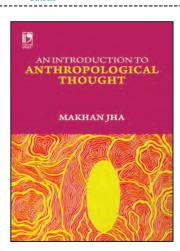
The book encompasses a wide range of topics on practical geography taught to the B.A./B.Sc. students of Indian universities. Numerous examples and diagrams have been included in the text with the sole aim of enabling the students to have a comprehensive grasp of the subject. Attempt has also been made to present a well-balanced treatment of each topic. Topics like measurement of ground areas from maps, determination of class-interval for choropleth maps, representation of agricultural, industrial and transport data, choice of map projections, interpretation of topo-sheets, etc., have been included in this book and discussed in detail. Books treating various aspects of practical geography need regular up-dates. Therefore, the latest available material has been used to up-date this edition. Guidance of learned college and university teachers has enabled the author to present the subject-matter clearly and accurately. It is hoped that in addition to developing a keen interest for practical geography, it will form the basis for a more advanced study of the subject among the students.

#### Contents

1. Globes and Maps, 2. Map Scales, 3. Measurement of Distances and Areas on Maps, 4. Enlargement and Reduction of Maps, 5. Map Projections, 6. Cylindrical Map Projections, 7. Conical Map Projections, 8. Zenithal Map Projections, 9. Conventional Map Projections, 10. Identification and Choice of Map Projections, 11. Surveying, 12. Representation of Relief Features, 13. Representation of Relief by Contours, 14. Profile, Slope and Intervisibility, 15. Interpretation of Topographical Maps, 16. Statistical Diagrams, 17. Line Graph, 18. Cartographic Symbols, 19. Distribution Maps, 20. Determination of Class-Interval, 21. Representation of Population, Agricultural, Industrial and Transport Data, 22. Weather Maps, 23. Determination of True North, 24. Bearings, 25. Elementary Statistical Techniques • Select Bibliography • Index

**Gopal Singh,** former Head of the Department of Geography, A.I. Jat H.M. College, Rohtak

### Anthropology



#### An Introduction to Anthropological Thought, 2e

Makhan Jha

#### **About the Book**

This book covers the thought, theories, meaning and views on the origin, history, of anthropological thought. It analyses and interprets the diffusion, structure, function and personality of culture. It also discusses the theoretical contributions of Indian anthropologies and the pioneering works of some independent sociologists and anthropologists of the world. It is useful for students of Anthropology, Sociology and those appearing for Central Services examinations (UPSC and state service commissions).

#### **Salient Features**

- · Interpretation of Culture given at the outset
- Accounts of all the schools of thought on anthropology
- · Contributions of Indian anthropologists and sociologists
- · Brief bio sketch and works of some foreign anthropologists and sociologists

#### **Benefits**

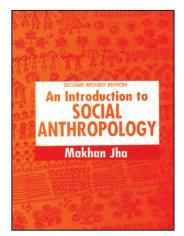
An excellent book for IAS aspirants

ISBN: 9780706986891 | Price: ₹ 375 | Pages: 244 | Size: 5.5" X 8.5" (Paperback)

#### **Contents**

1. Origin of Anthropology: A Historical Perspective, 2. Interpretations of Culture, 3. Evolutionary School of Thought, 4. Diffusionist School of Thought, 5. Functional School of Thought, 6. Structural School of Thought, 7. Pattern School of Thought, 8. Culture and Personality School of Thought, 9. Theoretical Contributions of Indian Anthropologists, 10. Some Independent World Anthropologists and Sociologists

Makhan Jha has been University Professor of Anthropology, U.G.C. Centre of Advanced Study, Department of Anthropology, Ranchi University, Ranchi (India). He has been a well traveled scholar of international fame.



#### An Introduction to Social Anthropology, 2e

Makhan Jha

#### **About the Book**

Social Anthropology is a compulsory paper not only for the students of Central Services, but also for the students of anthropology and sociology. The book covers all aspects of social anthropology, keeping in view the requirements of students. Field methods in anthropology, definition of hypothesis and methodology, etc., have also been explained. This is also a highly useful book for civil services aspirants.

#### **Salient Features**

- · Social and culture anthropology defined
- · Concepts of community, society, culture, marriage and kinship system explained
- Anthropology of all types, namely, economic, political, religious, medical, developmental described.
- Role of anthropology in understanding international relations, management of food, water, environment, economic system and population dynamics elicited

#### **Benefits**

An excellent book for IAS aspirants

ISBN: 9780706991017 | Price: ₹ 399 | Pages: 228 | Size: 5.5" X 8.5" (Paperback)

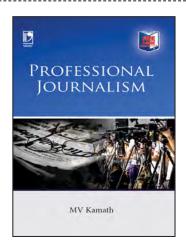
#### **Contents**

1. Meaning and Scope of Anthropology and its Main Branches, 2. Emergence of Man - Biological Evolution, 3. Cultural Evolution: Broad Outlines of Prehistoric Cultures, 4. Concepts of Community, Society and Culture, 5. Marriage and Family in Primitive Societies, 6. Kinship System, 7. Economic Anthropology, 8. Political Anthropology, 9. Anthropology of Religion, 10. Medical Anthropology, 11. Development Anthropology, 12. Anthropology and the Contemporary Societies, 13. Field Work and Field Work Traditions in Anthropology

Makhan Jha has been University Professor of Anthropology, U.G.C. Centre of Advanced Study, Department of Anthropology, Ranchi University, Ranchi (India). He has been a well traveled scholar of international fame.

### Journalism/ Mass Communication





#### **Professional Journalism**

M V Kamath

#### **About the Book**

There are not many books in India that can serve as a useful textbook to the students and guides to the practising journalist. It is this lacuna that M.V. Kamath, one of the most prominent Indian Journalists, has tried to fill. This is a book on Indian journalism for Indian journalists, citing examples of Indian writers, Kamath quotes profusely from the writings of Indian editors to illustrate his ideas which considerably adds to the relevance of his work.

#### **Salient Features**

- · A detailed exposition of news organization and an analysis of what comprises news
- A dedicated chapter on English grammar
- Profusely illustrated with real-world incidents and reports of various kinds
- A useful appendix on proofreading marks

#### **Benefits**

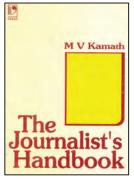
Helps students strengthen the underpinnings of journalistic knowledge in the Indian context.

ISBN: 9780706990287 | Price: ₹ 450 | Pages: 292 | Size: 5.5" X 8.5" (Paperback)

#### **Contents**

1. So You Want to Be A Journalist?, 2. The Editor and His Men, 3. The News Operation, 4. What is News, 5. Depth Reporting, 6. Crime Reporting 7. Headline Writing, 8. Writing for Magazines, 9. The Special Correspondents, 10. Government, Media and Social Responsibility • Appendix: Proofreading Marks • Bibliography

M V Kamath has been one of the most prominent journalists in the country. He has worked as a reporter, sub-editor, columnist, editorial writer and special correspondent in several international capitals including Bonn, Paris, Washington and the United Nations.



#### The Journalist's Handbook

M V Kamath

ISBN: 9780706990263 Price: ₹ 345 | Pages: 320 Size: 5.5" X 8.5" (Paperback)

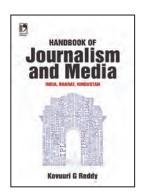
#### **About the Book**

No other book on journalism has dealt with some of the themes discussed in his present work, such as house journals, development journalism, economic reporting and science reporting. There are separate chapters on radio and television writing and copywriting, as well as on law and the reporter.

#### **Contents**

1. The Bible, Shakespeare and the Journalist, 2. Some Common Errors, 3. Creative Writing, 4. House Journals as Journalism, 5. Development Journalism, 6. Economic and Commercial Reporting, 7. Technical and Science Reporting, 8. Selling of a Product, 9. Newspaper, Radio, and Television Writing, 10. The Law and the Reporter, 11. Press Laws and Press Freedom, 12. The Press Council

**M V Kamath** has been one of the most prominent journalists in the country. He has worked as a reporter, sub-editor, columnist, editorial writer and special correspondent in several international capitals including Bonn, Paris, Washington and the United Nations.



# Handbook of Journalism and Media: India, Bharat, Hindustan

Kovuuri Ganapathi Reddy

ISBN: 9789325982383 Price: ₹ 650 | Pages: 480 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

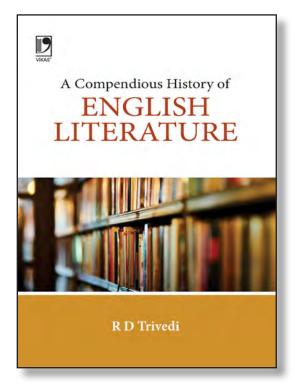
This book is designed to meet the requirements of post-graduate students of political science and aspirants for higher services, the book will appeal to all those who are interested in international affairs.

#### **Salient Features**

- · Highly useful and informative
- Covers all platforms of journalism and media: newspapers, magazines, radio, television and Internet
- · A Journalism and Media Calendar at the end
- · Reference to news items, published in real newspapers/websites

Kovuuri Ganapathi Reddy He started his career as a television reporter for ETV in New Delhi in late 1997 after gaining a Master's degree in Geography from Delhi School of Economics and a Diploma in Journalism from Bharatiya Vidya Bhavan in New Delhi. He reported on protest politics, covering regional parties, the Indian National Congress and the Bharatiya Janata Party. He was the media consultant to the last Chief Minister of united Andhra Pradesh. In this capacity, he performed the roles of communications and press officer. He is currently working as a Special Correspondent for The Hans India newspaper, and writes a column in it on English language.





ISBN: 9780706986310 | Price: ₹ 750

Pages: 888 | Size: 5.5" X 8.5"

### A Compendious History of English Literature

#### R D Trivedi

#### **About the Book**

This book, designed to be a text for Indian students, traces lucidly the history of English literature from the Anglo-Saxon period to the present day. Thus, the book is an essence of English literature spanning 1500 years. Abstractions have been avoided to the extent possible and wherever generalisations have been made they have been substantiated with samples of evidence. This will lure encourage readers to read classics, understand the style of the writer, and whet their intellectual spirits. With its coverage and approach the book will not only be useful for students in India but also for those of other countries where English is taught as a foreign language.

#### **Key Features**

- A brief yet comprehensive political and social history of each literary period.
- An adequate biographical account of every major author.
- A detailed study of every major author with copious examples from his works, to the extent of making it an independent and self-contained critique.
- Illustrative specimens from authors of middle and minor ranks.
- Summaries or outlines of famous poems, plays, and novels.
- · Notes on important figures of European history and literature.
- Brief notices of American and Commonwealth novelties.
- A glossary of technical terms of literature.

Market: Primarily for BA (English). Also useful for MA (English).

#### **Contents**

#### Book-1: The Anglo-Saxon Period

- 1. The Making of the English Nation
- 2. Anglo-Saxon Literature

#### Book-2: Middle English Period 1066-1485

- 3. Literature: First Period (1006-1350)
- 4. Literature: Second Period (1350-1400)
- Chaucer

#### Book-3: Between Chaucer and Spenser

- 6. Fifteenth Century: Poetry and Prose
- 7. The Renaissance and the Reformation
- 8. Early Tudor or Pre-Elizabethan Literature

#### Book-4: The Elizabethan Age

- 9. Elizabethan Prose and Poetry: Spenser and his Contemporaries
- 10. The Drama Before Shakespeare
- 11. Shakespeare
- 12. Other Elizabethan Dramatists

#### Book-5: The Puritan Period 1603-1660

13. The Puritan Age: Poetry and Prose

#### Book-6: The Augustan Age 1660-1800

- 14. Restoration Period or The Age of Dryden: Poetry, Drama and Prose
- 15. The Eighteenth Century
- 16. Queen Anne Prose
- 17. The Age of Pope: Poetry
- 18. The Age of Johnson: Poetry and Prose
- 19. The Heralds of the Romantic Revival
- 20. The Eighteenth Century Novel
- 21. Eighteenth Century Letter Writers
- 22. Eighteenth Century Drama

#### **Book-7: Nineteenth Century**

23. The Age of Wordsworth:
The Romantic Movement, Romantic
Poets, The Novel, Essay and Criticism

#### **Book-8: Victorian Literature**

- 24. Victorian Literature: Poetry, Novel and Prose
- 25. Other Prose Writers

#### Book-9: The Twentieth Century

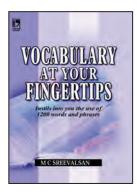
- 26. Poetry (General), Modern Poets, Modernist Poets
- 27. The Drama: Revival and After, Playwrights, Poetic Drama
- 28. The Novel (General)
- 29. The Novel: Early 20th Century
- 30. The Novel: Middle and Later 20th Century
- 31. The Novel: Miscellaneous
- 32. General Prose

**R D Trivedi** was Assistant Professor of English at St. John's College, Agra, Professor at D.A.V. College, Kanpur, and Honorary Professor at IIT, Kanpur, and Professor Emeritus during 1958-64. He had been examiner at various universities and the UPSC.

# Humanities & Social Science

# Language & Literature





#### Vocabulary at Your Fingertips

M C Sreevalsan

ISBN: 9788125919056 Price: ₹ 150 | Pages: 208 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

Words are a means of communication. The more you know of them, the better you are able to communicate. So that others are able to understand exactly what you mean, you need to pick up your words precisely. This develops others' trust and confidence in you, as also strengthens your own confidence in yourself. This book teaches the use of appropriate words in everyday situations. It is meant for those who can already read, understand and write English well. The exercises in the book have been so designed that you may guess the meanings of words introduced from their context. A series of subsequent exercises on the same words help you to reinforce and ingrain them in your mind so that you are able to recall them quickly and at will.

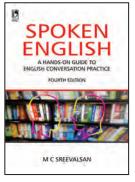
#### Salient Features

- Planned in a definite pattern, and breaks monotony by interspersing different kinds of exercises
- · Teaches general and specialized words
- Exercises devised so that the learner can't help becoming familiar with the spellings of words, their meanings and usage
- Makes the learner guess the meanings of words intelligently, then reinforces them into memory for subsequent recall
- · Teaches every word through four or five exercises ingraining it in the learner's mind

#### **Contents**

1. Words are an Expression Tool, 2. Communicating Effectively is an Art, 3. The More Words You Know, the Better, 4. Personality Traits, 5. Talking About Marriage, 6. Reaching Out, 7. New Horizons, 8. Flying High, 9. Gadgets and Their Uses, 10. Housing Words, 11. English is a Rich Language, 12. Precision, Not Rhetoric, is the Key, 13. Express Yourself Effectively, 14. Medical Specialists, 15. Branches of Science, 16. Leave No Room for Confusion, 17. Forget Not the Grammar, 18. Step-by-Step to the Top, 19. What Do You Call Them?, 20. Travel Terms, 21. A Century of Words, 22. Words that Go with Prepositions, 23. Of the Foreign Origin, 24. Famous Phrases, 25. Mixed Bag \*AU REVOIR \* Index\*

M C Sreevalasan worked as senior teacher and Head, Department of English, Medhane Alem Comprehensive Secondary School in Ethiopia. He also worked as resource person, State Institute of Education, Kerala, to organise and conduct seminars and courses for secondary school teachers of English and as Senior Lecturer of Communication Skills, Department of Technical Education and Vocational Training under the Ministry of Higher Education—Science and Technology, Republic of Zambia. Since the retirement, he has been conducting Spoken English classes for college students and others in various walks of life. He has published articles in the Ethiopian Herald and has also co-authored a book titled *Exercises in English* for higher secondary school students.



#### Spoken English, 4e

M C Sreevalsan

ISBN: 9789352718474 Price: ₹ 350 | Pages: 340 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

This is a book with successful track record of teaching to speak English with great confidence and style. It provides all the necessary material for conversation practice.

Lessons have been prepared by picking up familiar topics and creating extended dialogues based on everyday situations. The exercise after each lesson provides a variety of sentence patterns, word lists, grammatical intricacies, subtle variations in word/phrase meanings, with their usage in different situations, and showcases the multiple ways of saying the same thing. These also provide ample hands-on practice through fill-in-the-blanks exercises. There is also a pronunciation guide with short notes on stress and rhythm.

At the end of the book there is a treasure trove in the form of:

- · an alert against words often confused between
- · words that are always used in their plural form
- · uncountable nouns
- · words that are often misspelt
- · words that are often mispronounced
- · exercises to equip you against common mistakes that are often made.

In the fourth edition, some more expressions have been included that are now becoming popular. The book is thus much richer in expressions and dialogues, and is in a more attractive format

#### **Salient Features**

- · An exhaustive section on practice exercises after each conversation
- · Carefully selected grammar and usage tips with additional expressions
- · Aural-oral drills for correct pronunciation and to attain fluency

#### **Contents**

1. Looking for Something, 2. Asking and Giving Directions, 3. At the Greengrocer's, 4. Arrival of Relatives from Abroad, 5. Making Inquiries About a Journey, 6. Reserving Berths for a Journey, 7. Planning for a Picnic, 8. Neither a Borrower nor a Lender Be, 9. Veg or Non-Veg, 10. Expressing a Regret, 11. At the Bus Stop, 12. Speaking on the Phone, 13. Tea-Time, 14. At the Post Office, 5. Helping a Friend, 16. At the Bank, 17. A Casual Meeting, 18. About Hobbies, 19. On Transport, 20. On Road Accidents, 21. Talking About the Vegetable Garden, 22. On Retirement, 23. How an Arranged Marriage Takes Place, 24. Booking Accommodation at a Hotel, 25. At the Restaurant, 26. Giving a Message on the Phone, 27. On Household Chores, 28. Calling on a Friend, 29. On Falling Standards in Educational Institutions, 30. Boarding a Train, 31. Talking About Applying for a Job, 32. At the Interview, 33. Health Care Even When Healthy, 34. Seeing Off a Relative at the Airport, 35. On Punctuality, 36. Friends Talk About their Ambition, 37. Changing the Wheel of a Car, 38. Talking About the Cost of Living, 39. Up Goes the Standard of Living, 40. Fixing an Appointment with the Dentist, 41. Buying a Birthday Present, 42. The Importance of Spoken English, 43. How to Improve Your Vocabulary, 44. On Fishing, 45. Sanitation and Hygiene, 46. Inviting to a Get-Together, 47. Getting Things Done, 48. Planning to Build a House, 49. Getting



### Language & Literature

# Humanities & Social Science

';Pollution Under Control' Certificate, 50. How to Protect our Environment, 51. Talking About Obligations, 52. At the Market, 53. My Visit to London, 54. How to Make an Omelette, 55. Titbits, 56. On Vacation, 57. At the Railway Station, 58. Be Practical, 59. How I Spent the Last Sunday, 60. Ironing Clothes, 61. Friend in Hospital, 62. At a Ready-Made Shop, 63. At the Supermarket, 64. Buying a Lottery Ticket, 65. Busy with Studies, 66. My Ideal World, 67. Life is Beautiful, 68. Travelling Around, 69. Looking Back at Past Events, 70. What is the Dialogue About?, 71. Talking Casually on the Phone, 72. Has Anything Been Done!, 73. Mercy Killing, 74. Whither Development, 75. Good Living \* Answers to Exercise for Practice \* Oral Aural Drills \* Short Notes on Tenses and their Uses \* The Passive Voice \* Question Tags \* Must and Need \* Words Often Confused Between \* Common Mistakes in English

M C Sreevalasan worked as senior teacher and Head, Department of English, Medhane Alem Comprehensive Secondary School in Ethiopia. He also worked as resource person, State Institute of Education, Kerala, to organise and conduct seminars and courses for secondary school teachers of English and as Senior Lecturer of Communication Skills, Department of Technical Education and Vocational Training under the Ministry of Higher Education—Science and Technology, Republic of Zambia. Since the retirement, he has been conducting Spoken English classes for college students and others in various walks of life. He has published articles in the Ethiopian Herald and has also co-authored a book titled *Exercises in English* for higher secondary school students.



#### The English Language

C L Wrenn

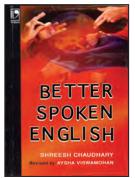
ISBN: 9780706999068 Price: ₹ 165 | Pages: 152 Size: 5.5" X 8.5 (Paperback)

#### **Salient Features**

This versatile book is for anybody and everybody interested to know more about the English language. It is a sort of collectors' volume. It is an advanced level book, at graduate and higher levels where the learner savours the beauty of the language, learns of its evolution and subtleties and ultimately plays with the language and even doctors it.

#### **Contents**

1. Introduction, 2. Vocabulary, 3. Spelling and Pronunciation, 4. The Shaping, Building and Ordering of Words-I, 5. The Shaping, Building and Ordering of Words-II, 6. Individuals and The Making of Modern English, 7. The English Language To-Day, 8. Aims And Methods of Study.



#### **Better Spoken English**

Shreesh Chaudhary

ISBN: 9788125915331 Price: ₹ 385 | Pages: 252 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

This book focuses on effective communication and is designed to help the reader achieve greater fluency in English. Adopting a practical approach, it makes the important distinction between what is essential ('core') for intelligibility and what is relatively unimportant ('peripheral').

#### **Salient Features**

- · Numerous drills to enable better understanding
- · Avoids phonetics
- · End of chapter exercises with answers
- Concentrates on features of connected speech: stress, intonation, phrasing and pauses

#### **Benefits**

The book makes a very important distinction between what is essential for intelligibility and what is unimportant. Courses in the past have dwelt on an unachievable and illusory 'native speaker' pronunciation, which wasted time and effort on inessentials and gave the feeling of inferiority to the learner. English language has many accents and dialects which is no more than an 'idea'. Important to concentrate on are the key features and to avoid speech habits which impede understanding. The emphasis of Better Spoken English is effective communication. This book is designed to help you achieve greater fluency in English.

#### **Contents**

1. Speaking to the Global Village (Introduction), 2. Can You Help Me, Please? (Pragmatics), 3. Slow and Steady... (Tempo of Speech), 4. To Be or Not To Be (Phrasal Pause), 5. Fall and Rise (Intonation), 6. On Stress (Word Stress), 7. Exports and Imports (Stress in Noun, Verb, Adjective, etc.), 8. Stress According to Word Ending - I (Stress in Derived Words), 9. Stress According to Word Ending - II (Stress in Derived Words), 10. Air Hostess and Income (Stress in Compound Words and Phrases), 11. Clerks and Wives (Some Long Vowels), 12. Vets and Wets (Some Consonants), 13. Understanding Global English

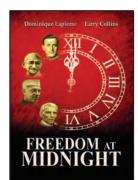
**Shreesh Chaudhary** has a PhD. In English Phonology from Central Institute of English and Foreign Languages, Hyderabad. He has taught English in many parts of India. He is a professor at Indian Institute of Technology, Chennai.

Revised by Aysha Viswamohan

**Aysha Viswamohan** has a Ph.D. in American Literature. She has a diploma in teaching English from Central Institute of English and Foreign Languages, Hyderabad. She is a Visiting Faculty at Indian Institute of Technology, Chennai.

### General & Trade





#### Freedom at Midnight

Dominique Lapierre & Larry Collins

ISBN: 9788125931867 Price: ₹ 1100 | Pages: 836

Size: 5.5" X 8.5"

#### **About the Book**

First published in 1975, this 2009 edition is a new edition of the best-selling book described as 'irreplacable' by Le Monde, Paris. The defining moments of the end of the British Raj, the independence of 400 million people, their division into India and the newly created Pakistan - Time Magazine raised a poetic salutation to this brilliantly written book, hailing it as 'the Song of India . . . illuminated like scenes in a pageant'.

The significance of the new edition lies in engaging the minds of two generations 'born' into a free country, to enable them to empathetically understand the aspirations and goals that united our leaders then towards the common cause of freedom. The significance lies in invoking the re-awakening of the Indian spirit. Surely it is time for the over 1 billion people in India to ask themselves honestly what their contribution has been thus far towards realizing an India free from poverty, illiteracy and inequality.

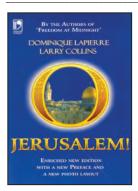
While numerous tomes have been written on the Indian freedom struggle, the popularity of Freedom at Midnight lies in its easy narrative flow which veers from the thrilling to the enlightening, sometimes poignant and ever compelling style.

#### **Salient Features**

The significance of the new edition lies in engaging the minds of two generations 'born' into a free country, to enable them to empathetically understand the aspirations and goals that united our leaders then towards the common cause of freedom. The significance lies in invoking the re-awakening of the Indian spirit. Surely it is time for the over 1 billion people in India to ask themselves honestly what their contribution has been thus far towards realizing an India free from poverty, illiteracy and inequality. While numerous tomes have been written on the Indian freedom struggle, the popularity of 'Freedom at Midnight' lies in its easy narrative flow which veers from the thrilling to the enlightening, sometimes poignant and ever compelling style.

#### Contents

1. A Race Destined to Govern and Subdue<sup>\*</sup>, 2. Walk alone, Walk Alone<sup>\*</sup>, 3. Leave India to God<sup>\*</sup>, 4. A Last Tattoo for The Dying Raj, 5. An Old Man and his Shattered Dream, 6. A Precious Little Place, 7. Palaces and Tigers, Elephants and Jewels, 8. A Day Cursed by The Stars, 9. The Most Complex Divorce in History, 10. We Will Always Remain Brothers<sup>\*</sup>, 11. While The World Slept, 12. Oh Lovely Dawn of Freedom<sup>\*</sup>, 13. Our People Have Gone Mad<sup>\*</sup>, 14. The Greatest Migration in History, 15. Kashmir Only-Kashmir<sup>\*</sup>, 16. Two Brahmins from Poona, 17. 'Let Gandhi Diel, 18. The Vengeance of Madanlal Pahwa, 19. 'We Must Get Gandhi Before The Police Get us<sup>\*</sup> 20. The Second Crucifixion



#### O Jerusalem!, 2e

Dominique Lapierre & Larry Collins

Price: ₹ 650 Pages: 784 Size: 6.75" X 9.5" ISBN: 9788125925927

#### **About the Book**

First published in 1978, this 2008 edition brings to the limelight again the turmoil of May 1948, when the British left Palestine, and blood and fire engulfed Jerusalem. The Israeli-Arab conflict had begun and continues to bound the world today, impacting other nations and worldwide politics.

#### What's New about This Edition...

- As relevant today as it was in 1948 when the conflict began, the books 'newness' lies in the intimate, heart-wrenching Preface by Dominique Lapierre, the surviving author of the best-selling duo. Hailed as an apolitical, unbiased account of living history, O Jerusalem! Traverses the Partition of Palestine into two distinct States, the departure of the British, the birth of Israel, and the state of a conflict between Arabs and Jews that has since, never ceased to rage.
- A 16-page photo layout showcases the authors' meeting with David Ben-Gurion, the founder of Israel and Golda Meir, as also scenes from the French film O Jerusalem!
- For a whole new generation of readers, this revised and enlarged format unfolds a topical subject that continues to impact the world.

#### **Contents**

Part One: Jerusalem: A Time to Mourn and a Time to Dance: 1. Decision at Flushing Meadow, 2. 'At Last we are a Free People', 3. 'Papa has Returned', 4. Two Passengers to Prague, 5. Two Peoples, Two Armies, 6. 'We will Strangle Jerusalem', Part Two: Jerusalem: A House Against Itself: 7. 'Are we not Neighbours...?, 8. The Santa Clause of The Haganah, 9. Journey to Absurdity, 10. 'Bab Ei Wad on The Road to The City', 11. Golda Meir's Twenty-Five 'Stephans', 12. 'Salvation Comes from The Sky', 13. 'We Shall Become as Hard A Stone', 14. A Flash of White Light, 15. An Unlikely Lawrence, 16. The Haberdasher from Kansas City, 17. The Convoy will Not Arrive, Part Three: Jerusalem: A City Besieged: 18. A House in The Middle of Hell, 19. 'Hang on to Jerusalem with Your Teeth', 20. Six Words on A Bumper, 21. 'One of The Arabs We Killed Last Night', 22. The Peace of Deir Yassin, 23. 'Shalom, My Dear...', 24. 'Attack and Attack and Attack', 25. A Message from Glubb Pasha, 26. 'We Shall Come Back', 27. 'Throw Stones and Die', 28. By Just one Vote, 29. The Last Supper, 30. The Fifth Day of Lyar, Part Four: Jerusalem: A City Divided: 31. 'These Shall Stand', 32. 'The Most Beautiful Month of The Year', 33. 'Go Save Jerusalem', 34. 'A Lament for A Generation', 35. 'Yosef has Saved Jerusalem', 36. 'Take Laturn', 37. Ticket to A Promised Land, 38. Execute Your Task at All Costs', 39. The Wheatfields of Laturn, 40 .'... Remember Me Only in Happiness', 41. 'Goodnight and Goodbye from Jerusalem', 42. 'We'll Open A New Road', 43. 'The Arab People will Never Forgive Us', 44. A Toast to The Living, 45. The Thirty-Day Pause, 46. The Flawed Trumpet

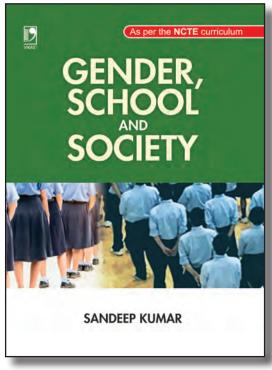
**Dominique Lapierre & Larry Collins** enjoy worldwide fame as the authors of several best-selling books on modern history, including Freedom at Midnight, and Is Paris Burning? Dominique began life as a journalist, working with Paris Match, a magazine that brought out well-researched, in-depth articles. He met Larry Collins, an American journalist, in Paris and in tandem they jointly authored books for over twenty years.

A Thousand Suns, a collection of stories written by Dominique Lapierre, bears the stamp of the essence of their writings: the quality of not making judgments but bearing witness to events. A large portion of their acclaim is undoubtedly due to the unprejudiced stance adopted in their works.

Having rechristened Kolkata as the 'City of Joy' in his path-breaking book by the same name, Dominique Lapierre, after a meeting with Mother Teresa in 1981, set up the City of Joy Foundationwith the royalties from his book's earnings. Providing education for Kolkata's slum children from leper colonies became a mission for the author. Aided by his wife, coincidently also named Dominique, Lapierre's humanitarian projects are wide-spread in rural Bengal and The Sunderbans. Post Five Past Midnight in Bhopal, he built a clinic in Bhopal.

13





#### **Gender, School and Society**

# Sandeep Kumar About the Book

The book helps conceptualize the idea of gender with critical perspective, while debunking the biased and unipolar perspectives prevailed in gender discourse. The book contests and encounters the discriminated practices in education and society. It enquires many questions for developing a critical perspective about gender, such as Is gender a biological construct or social construct, or social construct based on biological position? Is gender only about women or beyond? Are gender issues universal in nature or contextually embedded? Is patriarchy related to women only or it is about hegemony of power of few over others? Is matriarchy gender biased free or not? Can matriarchy be the solution of prevailed patriarchy? Is gender a social institution or personal construct? What is gender equality perspective? What is the contribution of feminist discourse and women's movement in conceptualizing gender? What are significant educational policies which incorporate gender concerns? What are school practices which perpetuate the biased gender roles? etc. The focus of the book is to familiarise readers about gender and the associated concerns, issues, challenges and possibilities. The book helps readers to situate ideas, inquire and analyse in authentic context.

#### **KEY FEATURES**

The book is a rich source of knowledge and it:

- Explores gender beyond male and female and talk about homosexual, bisexual, eunuchs and others to provide a comprehensive perspective to gender.
- · Uses innovative pedagogic styles such as stories, real-life incidences and case narratives while explaining the concepts.
- Provides adequate cognitive support in conceptualising gender.
- Provides thoughtful context to challenge the prevailed biases, discriminations and hypothesis which hinder the gender equality.
- Provides space in developing a critical perspective to generate newer dimensions for conducting required researches.
- Examines the prevailed understanding about sex, gender and sexuality.
- Elaborates upon the policies and school practices with reference to gender.
- · Helps in understanding the social structure and practices of matriarchy and polyandry societies.
- Develops a critical understanding about equality perspective with regard to social and women's movement.
- · Engages with the discourse of LGBT in contemporary time.
- Enables to critically revisit gender discourse with regard to one's own lived experiences.

Market: B.Ed., B.A.(B.Ed.), B.Sc.(B.Ed.), M.Ed., M. Phil., ETE, D.El.Ed., B.El.Ed.Secondary Market: Gender studies

#### ISBN: 9789353388393 | Price: ₹ 325 | Pages: 248 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

# UNIT I UNDERSTANDING GENDER: INDIVIDUAL TO SOCIAL

- 1. Gender, Sex and Sexuality
- 2. Matrilineal, Matriarchal and Polyandrous Societies
- 3. Understanding Patriarchy and Power Relations
- 4. Gender as Social Institution

#### UNIT II GENDER: AN EQUALITY

#### **PERSPECTIVE**

- 5. Engaging with Feminist Perspectives
- 6. Equality Discourse and Women
- 7. Prejudices, Biases and Stereotypes
- 8. Women's Movements and Education

#### UNIT III EDUCATION: POLICY TO PRACTICE

- Policy Perspective and Women's Education
- 10. Educational Disparities for Women

11. School and Gender: Issues, Challenges and Possibilities

# UNIT IV ESCALATING POSSIBILITIES: DEVELOPING CRITICALITY

- 12. Socialization and Gender Identity
- 13. Understanding LGBT
- 14. Critical Analysis of Gender as 'Discourse'
- 15. Way to Move Ahead

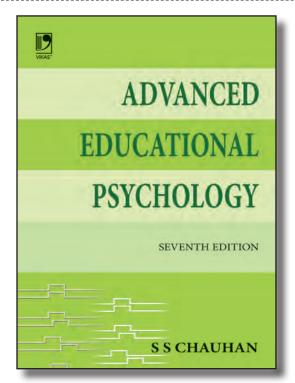
Sandeep Kumar is Assistant Professor at Central Institute of Education (CIE), Department of Education, University of Delhi, India.

He has worked with NCERT; NCTE; KVS; DOE; The Open University, Milton Keynes, United Kingdom; and many other organisations of repute. He has many books to his credit along with national and international projects. Recently, he has been a member of core committee of NCTE constituted for three-year B.Ed.-M.

Ed. integrated programme.

## Education





## Advanced Educational Psychology, 7e

#### S S Chauhan

#### **About the Book**

Over the years this book has earned a name for itself because of the completeness of coverage and simplicity of presentation. All the topics have been dealt with in great detail and depth. The book has been organized into six parts. Part one gives the broad outline of the area where the teacher can use the knowledge of educational psychology, the systems of psychology and their contribution to education. Part Two deals with two major families of learning theory. Part Three explains the theories of motivation, classroom techniques of motivation, remembering, forgetting and learning concepts. Part Four has been devoted to intelligence, its theories and measurement, aptitude and interest. Part Five discusses psychology of adjustment, mental mechanism, mental hygiene, and psychotherapy. Part six analyses the education of exceptional children, psychodynamics of group behaviour and innovations in teaching-learning of group behaviour.

For the students of B.Ed., M.Ed., M.A. (Education), and M.Phil.

#### **New in this Edition**

- · Inclusion of the Theory of Multiple Intelligences
- · Inclusion of the concept of Emotional Intelligence

#### **Key Features**

- Deals with the complete gamut of educational psychology -- childhood and adolescence psychological development, cognition and learning, motivation, personality, intelligence, adjustment, health and therapies, education of exceptional children, and the metrics involved in these.
- Includes new thoughts in the field like Theory of Multiple Intelligences (Howard Gardner) and Emotional Intelligence (Daniel Goleman).
- Gives a detailed exposition of contribution of psychology to education.
- The Assignments at the end of the chapters will help the students in reinforcing their learning.

**Market:** Primarily for M.Ed., MA (Ed)/BA (Psy). Also useful for B.Ed., Professionals.

ISBN: 9788125919070 | Price: ₹ 575 | Pages: 544 | Size: 5.5" X 8.5" (Paperback)

#### **Contents**

#### Part-One

- 1. Contribution of Psychology to Education and Educational Methods
- 2. Systems of Psychology
- 3. Growth and Development
- 4. Psychology of Adolescence-I
- 5. Psychology of Adolescence-II

#### Part-Two

- 6. Theories of Learning-I
- 7. Theories of Learning-II
- 8. Theories of Learning-III
- 9. Cognitive Field Theories
- 10. Programmed Learning

#### Part-Three

- 11. Theory of Motivation and Classroom Learning
- 12. Remembering and Forgetting
- 13. Learning of Concepts and Problem Solving
- 14. Transfer of Training or Learning

#### Part-Four

- 15. Intelligence and its Theories
- 16. Measuring Intelligence, Aptitude and Interest
- 17. Personality and its Theories-I
- 18. Personality and its Theories-II

- 19. Determinants of Personality
- 20. Personality Assessment

#### Part-Five

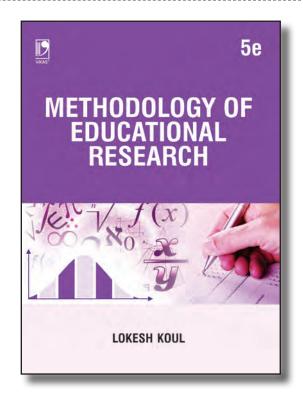
- 21. Psychology of Adjustment
- 22. Adjustment Mechanisms
- 23. Mental Health
- 24. Psychotherapy and Allied Techniques

#### Part-Six

- 25. Education of Exceptional Children-I
- 26. Education of Exceptional Children-II
- 27. Group Dynamics
- Appendices & Index

**S S Chauhan** was Professor and Dean, Faculty of Education, Himachal Pradesh University, Shimla. His other two books are *Principles and Techniques of Guidance and Innovation in Teaching-Learning Process*, both published by Vikas Publishing House Pvt Ltd.





#### Methodology of Educational Research, 5e

#### Lokesh Koul

#### **About the Book**

Knowledge of research methodology is essential for all those who either play an active role in conducting research or desire to keep themselves abreast of the contemporary developments in the field of knowledge. Keeping this in mind, the fifth edition of Methodology of Educational Research has been thoroughly revised. The book contains an up-to-date account of the methods and techniques suited to the field of education and other allied disciplines and thus provides an understanding of significant research problems that need to be tackled.

The book elaborates upon the quantitative and qualitative data analysis techniques; the use of descriptive and inferential statistics; the reporting of the results of research along with the characteristics and uses of historical, descriptive, ethnographic and experimental methods. The book also includes case studies, which form an important part of the text. It also provides priority areas of educational research in India in the context of National Education Policy (1986) and its Programme of Action (1992), UGC, DEC-IGNOU (2006), NCERT (2005), and UNESCO initiatives and policies as well as the Surveys of Research in Education (1997 and 2006).

Designed and written mainly for the students of M.A. (Education, Psychology and Sociology), M.Ed. and M.Phil. (Education, Psychology and Sociology), the book will be of immense value to not only the Ph.D. students but also other researchers of Social Sciences, Biological Sciences, Management, Legal Studies, Humanities and Languages.

#### Market:

Primary Market: M.A. (Education, Psychology and Sociology), M.Ed. and M.Phil. (Education, Psychology and Sociology)

Secondary Market: Ph.D. students and Researchers

#### **Key Features**

- Most of the chapters thoroughly revised and updated keeping in view the NCFTE as recommended by the NCTE.
- Priority areas of educational research in India updated keeping in view the policy thrusts of the Government of India in educational planning, financing
  and administration.
- Research problems highlighting examination stress, skill development, inclusive education, RTE, quality teacher education, etc.
- Exhaustive treatment of qualitative data collection approach and sources, analysis, interpretations and restricted generalization of results.
- Need for mixed methods strategies, keeping in view the limitations of quantitative and qualitative research methods.

#### ISBN: 9789353386368 | Price: ₹ 550 | Pages: 560 | Size: 6.75" X 9.5" (Paperback)

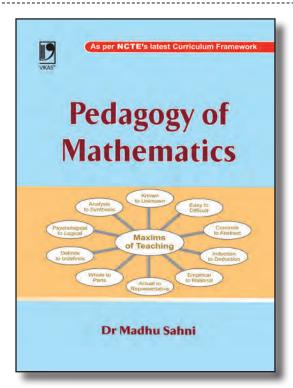
#### **Contents**

- 1. Introduction
- 2. Areas of Educational Research
- Quantitative and Qualitative Research: Nature and Methods
- 4. Historical Research
- 5. Descriptive Research
- 6. Experimental Research
- 7. Review of the Related Literature
- 8. Identifying and Tackling the
- Research Problem
- Data Collection: Sampling, Tools and Techniques Qualitative Data Collection and Analysis
- 10. Quantitative Data Analysis
- 11. Statistical Methods
- 12. Inferential Statistics
- 13. The Research Report
- References
- Appendix
- Index

**Lokesh Koul** has worked as a Professor, Head and Dean, Faculty of Education and Dean of Studies and Academic Affairs of Himachal Pradesh Universities. He served as an expert member of various bodies, viz., UGC, IGNOU, NCERT and ICSSR. He has also been associated with editing Encyclopedia of Indian Education, Indian Educational Abstracts and Surveys of Educational Research (NCERT).

## Education





#### **Pedagogy of Mathematics**

#### Madhu Sahni

#### About the Book

The book meets the requirements of BEd students of various Indian universities and hence is useful for all those undergoing teacher training. The book will acquaint these students with mathematics as a school subject and provide them with a solid foundation to build their expertise in the teaching of the subject. For in-service teachers it serves to refresh the methodological knowledge and skills of imparting information.

In addition to pupil-teachers the book will also help trainers in understanding the methodology of teaching mathematics in a systematic and effective manner.

The book is unique and stands out of its peers in the following ways:

- 1. It provides due space to techniques of teaching mathematics effectively, such as collaborative learning, co-operative learning, inquiry-based learning and activity-based learning.
- 2. It discusses constructivism approach to teaching mathematics distinctively.
- 3. It follows innovative and ICT-based pedagogical practices, such as e-learning, blended learning, mobile learning and u-learning.
- 4. Effectively discusses different techniques of evaluation and setting of questions on different mathematical topics, corresponding to each objective of cognitive domain.
- 5. Includes mathematical examples of teaching maxims and principles.

Market: Primarily for BA (English). Also useful for MA (English).

#### **Kev Features**

- Objectives of each chapter defined to give an overview before starting.
- Descriptive questions to test comprehension fully and to focus on the BEd •
- Micro lesson plans that include all core skills.

- MCQs to help students in preparing for CTET-type examinations.
  - Separate lesson plans for arithmetic, algebra and geometry.

#### **Advance Praise**

Provides steps and guidelines about how to execute (methods) in the classroom. Its strength is appropriate examples with detailed steps and formats and good quality of practice questions. Effort has gone in for inculcating interest of future teachers. -Dr Harjot Dhatt, Mumbai University

Writing style is good and ... no difficulty in understanding. Nothing more required for undergraduates. Rating is 4 out of 5.

It is written in perfect order.

-Dr M Balamurugan, Pondicherry University -Dr Sanjeev Sharma, Himachal Pradesh University

## ISBN: 9789353383275 | Price: ₹ 560 | Pages: 480 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

- Mathematics: An Introduction
- 2. Understanding Mathematical System and Structure
- 3. History of Mathematics
- 4. Aims and Objectives of Teaching Mathematics
- **Mathematics Curriculum**
- **Essentials of Teaching Mathematics**

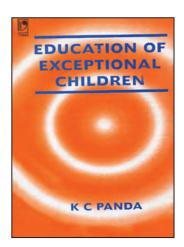
- Methods of Teaching Mathematics
- Constructivism in Teaching Mathematics
- **Techniques of Teaching Mathematics**
- 10. Microteaching and Teaching Skills
- 11. Mathematics Teacher
- 12. Resources for Teaching and Learning Mathematics
- 13. Teaching Aids in Mathematics

- 14. Information and Communication Technology in Teaching of Mathematics
- 15. Evaluation in Mathematics
- Pedagogical Analysis of Contents in Mathematics
- 17. Lesson Planning and Unit Planning in Mathematics

#### **Bibliography**

Madhu Sahni She is Senior Assistant Professor at Vaish College of Education, Rohtak (Haryana). Earlier she taught at CPSM College of Education, Gurugram (Haryana). She has 15 years of experience in teaching BEd and MEd courses. She has many research articles and papers to her credit and has presented papers at national and international seminars. She has supervised a number of dissertations for Master's and M Phil degrees.





#### **Education of Exceptional Children**

K C Panda

#### **About the Book**

This is a basic text on the education of exceptional children, covering fundamentals of special education and integrated education for various categories of exceptional children: the mentally retarded, the hearing handicapped, the visually handicapped, the learning disabled, the slow learner, the emotionally disturbed, the speech and language handicapped, the physically handicapped, the gifted, and the socially disadvantaged. It also covers the genesis of the special education movement in our country, policies and programmes, critical issues and innovations, the rights of the disabled, manpower development, avenues and research perspectives in education of exceptional children.

#### **Salient Features**

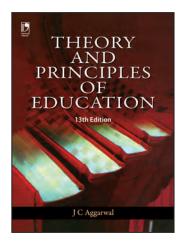
- Definition, causes, characteristics, mainstreaming of all kinds of Exceptional Children (mental, visual, hearing, emotional, learning disability, physical handicap, speech/language handicap, slow learner, socially disadvantaged and gifted).
- · Explains concept, innovations, policies, programmes and brings out critical issues on the subject
- Discusses rights of the disabled, manpower development and avenues

ISBN: 9788125903581 | Price: ₹ 550 | Pages: 340 | Size: 6.25" X 9.5" (Paperback)

#### **Contents**

1. Conceptual Foundations of Education of Exceptional Children, 2. Issues and Innovations in the Education of Exceptional Children, 3. Policies and Programmes in the Education of Exceptional Children, 4. Mentally Retarded Children, 5. Visually Handicapped Children, 6. Hearing Handicapped Children, 7. Emotionally Disturbed Children, 8. Learning Disabled Children, 9. Physically Handicapped: Orthopaedically Handicapped and Health Impairment, 10. Speech and Language Handicapped Children, 11. Slow Learning Children, 12. Gifted Children, 13. Socially Disadvantaged Children, 14. Teacher Education for Teaching Exceptional Children, 15. Research on Education of Exceptional Children • Glossary • Index

**K C Panda** has been Professor of Education and Dean of Education as well as Principal of the Regional Institute of Education, Bhubaneswar, NCERT; and worked earlier as Asst. Prof. of Special Education at the Commonwealth University at Virginia, USA.



#### Theory and Principles of Education, 13e

J C Aggarwal

#### **About the Book**

This thoroughly revised edition covers a wide range of issues and themes related to the philosophical and sociological basis of education. All possible efforts have been made to include the latest trends on the theory and principles of education. It provides an exhaustive treatment of the subject in a very lucid and cogent manner, so that even an average student can grasp the subject matter easily. The book is essentially student-centered and examination-oriented. It is primarily written for the students of B.Ed., M.Ed., M.Phil. and MA (Education).

#### **Salient Features**

- Discusses the latest trends and current educational thought on the theory and principles of education
- Covers a wide range of issues and themes relating to the philosophical and sociological basis of education.
- · Content pedagogy is very useful for students of teacher training courses.
- Review exercises in the form of objective-type tests with answers

#### **Benefits**

- Covers a wide range of issues and themes relating to the philosophical and sociological basis of education.
- Content pedagogy is very useful for students of teacher training courses.

ISBN: 9788125938477 | Price: ₹ 495 | Pages: 528 | Size: 6.75" X 9.5" (Paperback)

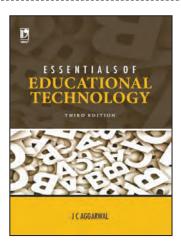
#### **Contents**

Part-1. Philosophical Bases of Education, Part-2. Sociological Bases of Education, Part-3. Western Education Thinkers, Part-4. Indian Education Thinkers, Part-5. Current Education Thought, Part-6. Pathfinders in Education (Indians and Others in the World)

**J C Aggarwal** retired as the Deputy Director of Education/Executive Director of Delhi Bureau of Textbooks, Delhi Administration. He has authored more than 150 books on Social Science, Education and Current Affairs.

## Education





#### Essentials of Educational Technology, 3e

## J C Aggarwal

#### **About the Book**

Specially designed as a standard text for teacher training colleges, this book is essentially 'student-centred' and 'examination-oriented'. It has stood the test of time as it fully meets the changing needs of the students preparing for BEd, LT, BT and BA (Edu) examinations, and provides a comprehensive treatment of all topics on which questions are usually asked. The third edition accounts for the advances in technology during the last seven years (when this book was last revised) as also the changing educational system.

#### **Salient Features**

Big suite of end-of-chapter exercises includes:

- Essay type questions,
   True/False questions,
   Short answer questions,
   Fill in the blanks
- Columns matching questions, MCQs

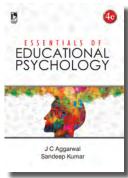
#### **New in The Third Edition**

- Additional chapters on Hardware Technology, Audio Visual Aids and Media in Education; Computer and Computer Assisted Instruction (CAI); Software, Courseware Development and Design Considerations; and Internet and I-learning
- · Enlargement and subsequent splitting of the chapter on Mass Media into Mass Media-I and Mass Media-II—the second part to focus on TV
- · Augmented question bank at the end of chapters that includes objective-type questions, like MCQs and Fill in the blanks

# ISBN: 9789325976153 | Price: ₹ 550 | Pages: 536 | Size: 6.75" X 9.5" (Paperback) Contents

1. Educational Technology: Meaning, Scope and Uses, 2. Teaching and Teaching Technology, 3. Learning and Masterly Learning, 4. Teaching-Learning Process, 5. Principles and Maxims of Teaching, 6. Instructional/ Teaching Objectives: Taxonomy, 7. Managing Teaching-Learning and Teaching Strategy, 8. Motivation in Learning, 9. Programmed Instruction/ Programmed Learning, 10. Teaching Models, 11. Teacher Behaviour and Interaction Analysis, 12. Micro-Teaching, 13. Teaching Skills, 14. Simulated Teaching, 15. Education and Systems Analysis, 16. Basic and Audio-Visual Teaching Aids, 17. Hardware Technology, Audio-Visual Aids and Media in Education, 18. Mass Media in Education–II: Radio, Films and Press, 19. Mass Media in Education–II: Television, 20. Communication, it and Computers in Education, 21. Computer and Computer-Assisted Instruction, 22. Software, Courseware Development and Design Considerations, 23. Educational Technology in India, 24. Technology of Education and Technology in Education, 25. New Educational Technologies, 26. Internet and I-Learning, 27. Edusat (Educational Satellite), 28. Institutional Initiatives, 29. Lesson Planning, 30. Language Laboratory, Teaching Machines and Team Teaching, 31. Task Analysis, Instructional Designs, PSI and LCI, 32. Diverse Issues

**J C Aggarwal** retired as the Deputy Director of Education/Executive Director of Delhi Bureau of Textbooks, Delhi Administration. He has authored more than 150 books on Social Science, Education and Current Affairs.



# Essentials of Educational Psychology, 4e

J C Aggarwal & Sandeep Kumar

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

About the Book

This 'examination-oriented' and 'student-oriented' book is primarily designed to meet examination needs of the students of BEd, BT, LT and BA (Education). Its subject matter is authentic, has all-encompassing coverage and is deeply insightful. The text has been supplemented with charts, diagrams, figures and tables to make the subject interesting

and more comprehensible. Such a unique combination brings crystal clarity into the concepts and enables students to obtain maximum marks in the examination.

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

#### New in the Third Edition

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

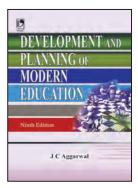


## Education

# Humanities & Social Science

#### Contents

1. Introduction to Educational Psychology, 2. Schools of Thought on Psychology and Their Contribution to Education, 3. Methods to Improve Teaching-Learning Process, 4. Needs and Problems of Children, 5. Development and Growth, 6. Heredity (Nature) and Environment (Nurture), 7. Nervous and Endocrine Systems, 8. Individual Differences (Understanding The Learner as A Person), 9. Physical and Motor Development, 10. Emotional and Social Development (Socialization), 11. Mental or Intellectual Development, 12. Language Development and Moral Development, 13. Adolescence, 14. Learning, Maturation and Learning Curve, 15. Motivation in Learning, 16. Learning (Memorizing and Remembering) and Forgetting, 17. Transfer of Learning / Training, 18. Theories of Learning and Their Educational Implications, 19. Sensation, Perception, Concept of Formation and Thinking, 20. Interest, Aptitude, Attitude and Attention, 21. Intelligence and Intelligence Tests, 22. Personality and Personality Development, 23. Theories of Personalities, 24. Personality Assessment and Measurement, 25. Exceptional Children, 26. Education for Children with Special Needs, 27. Creativity, 28. Adjustment, 29. Mental Hygiene and Mental Health, 30. Psychology of Group Behaviour and Group Dynamics, 31. Guidance and Counselling, 32. Diverse Issues, 33. Practical Work (Experiments in Psychology), 34. Inclusive Education (by Prof. Monika Davar) • Appendix: Some Useful Statistical Concepts and Techniques



## Development and Planning of Modern Education, 9e

J C Aggarwal

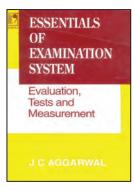
ISBN: 9788125925316 Price: ₹ 595 | Pages: 612 Size: 5.5" X 8.5" (Paperback)

#### **Salient Features**

Covers a wide range of issues and themes relating to development and planning of modern education so as to meet the challenges of the 21st century. It also provides an in-depth analysis of the efforts made to revitalize education.

#### Contents

1. National Development, Modernisation and Education, 2. Constitutional Provisions of Indian Education, 3. Role of The Centre and States in Education, 4. Public and Private Enterprise in Education, 5. Local Administration and Educational Complexes, 6. Nursery/ Pre-Primary Education, 7. Universalisation of Elementary Education (UEE), 8. Single Teacher School and Operation Blackboard, 9. Primary School Buildings, 10. Elementary Education: Qualitative Improvement and Recent Developments, 11. Basic Education, 12. Restructuring Secondary Education: Secondary Education Commission, 13. Education Commission 1964-66 or Kothari Commission, 14. 10+2+3 Pattern of Education, 15. Ishwarbhai Patel Review Committee, 16. Adiseshiah Report or Plus 2 National Review Committee, 17. Curriculum Reconstruction in India, 18. Vocationalisation of Education, 19. Public Schools and Common School Systems, 20. Language Policy, 21. Navodaya Vidyalayas: Pace-Setting Schools, 22. Higher Education, 23. Student Unrest, 24. Girls' and Women's Education, 25. Teacher Education, 26. Teachers' Status and Service Conditions, 27. Adult, Social and Continuing Education, 28. Adult Education and National Development, 29. Correspondence, Distance and Open Education, 30. Religious, Moral and Secular Values, 31. Population Education and Environmental Education, 32. Education for National and Emotional Integration, 33. Education for International Understanding, 34. Diverse Issues, 35. NPE, 1986 and Modified Policy, 1992, 36. Achievements and Failures of Educational Planning, 37. Educational Reforms in India: 21st Century, 38. Global View: Education for 21st Century, 39. Eighth Five Year Plan (1992-97), 40. Learning without Burden: Yash Pal Committee, 41. Decentralisation of Educational Planning: Panchayati Raj: Veerappa Report (1993), 42. Relevant Reports on Education, 43. Cultural, Educational and Socio-Economic Profile of North-East Region, 44. Fundamental Duties of Citizens: Verma Report (1999), 45. Ninth Five Year Plan on Education (1997-2002), 46. Education in the Tenth Five Year Plan (2002-2007), 47. National Curriculum Framework for School Education, 48. Census of India 2001 and Literacy, 49. Recent Initiatives in Educational Development in India, 50. Comparative Data on The Development of Education



## Essentials of Examination System: Evaluation, Tests and Measurement

J C Aggarwal

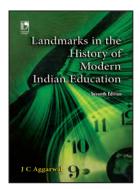
ISBN: 9788125900511 Price: ₹ 495 | Pages: 440 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

This book provides a detailed survey and in-depth analysis of crucial issues relating to examinations, evaluation and measurement, including testing at the school and college level. Aspects like smooth conduct of examinations, setting of good question papers, balanced provision of different forms of questions, marking scheme, moderation and scaling of examination results, grades and marks, multiple set of question papers, question banks, open book examination system, internal evaluation, semester system and classroom testing etc., are discussed in detail.

#### **Contents**

Origin, Concept and Functions of Examinations - An Overview, 2. Types of Examinations, 3. Reforms in Examinations, 4. Semester System and Internal Assessment (Examination), 5. Unit Test, 6. Examination System in India, 7. Research in Examinations, 8. History and Present Status of Examination Reforms in India, 9. Definition, Meaning, Purposes and Nature of Evaluation, 10. Evaluation in the Overall System of Education, 11. Evaluation and Instructional Objectives in Behavioural Terms, 12. Summative and Formative Evaluation, 13. Internal Assessment and Evaluation, 14. Cumulative Record Card, 15. Assessment and Measurement, 16. Tests and Testing, 17. Achievement Tests, 18. Criterion-Referenced Test (CRT) and Norm-Referenced Test (NRT), 19. Psychological Tests and Measurement, 20. Presenting Measurement Results, 21. Examination, Evaluation and Measurement: Comparative Study of Selected Countries, 22. Committees and Commissions on Examinations, Evaluation and Measurement



# Landmarks in the History of Modern Indian Education, 7e

J C Aggarwal

ISBN: 9788125937180 Price: ₹ 675 | Pages: 688 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

This book, Landmarks in the History of Modern Indian Education, has now entered its silver jubilee year. Over the years and through the six editions it has undergone thus far, it has become a student's favourite. The book retraces the development of education

## Humanities & Social Science

## Education

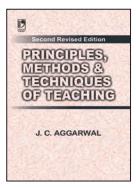


in India since 1813 to the present day. Arranged chronologically, it also provides a progressive record of the thinking of policy makers who have been responsible for laying down the guidelines for future educational programmes and plans of action.

The documents included in the book are rich in content and significant in the objectives that from the core of educational thought in India. They cater to the needs of trainee teachers, supervisors, educators and policy makers in education.

#### **Salient Features**

An all-time book that contains record of educational thinking as revealed by the vital documents which have shaped and reshaped the development of Indian education since 1813. These documents form the core of the educational thought in India.



## Principles, Methods & Techniques of Teaching, 2e

J C Aggarwal

ISBN: 9788125910565 Price: ₹ 495 | Pages: 444 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

This Book attempts to make a comprehensive and critical exposition of all the facets of teaching. It evaluates the comparative soundness of the Principles, Methods, Techniques and Devices of Teaching. The chief accent of the book is on helping teachers to teach better. The objective is strictly utilitarian and is designed to serve as a reliable guide to the work in the classroom. The book also offers practical suggestions for making the teaching-learning process effective, inspirational & interesting. It incorporates the approaches recommended by eminent educational philosophers and practitioners. A detailed survey of the valuable teaching practices followed in India and abroad also find an important place in the book.

#### **Salient Features**

A comprehensive and critical exposition of all the facets of teaching. The book evaluates the comparative soundness of the principles, methods, techniques and devices of Teaching. The chief accent here is on helping teachers to teach better. The objective is strictly utilitarian and designed to serve as a reliable guide to the work in the classroom. It offers practical suggestions for making the teaching-learning process effective, inspirational and interesting.

#### Contents

1. Pioneers in Education and Teaching, 2. Teaching and its Fundamental Basis, 3. Anatomy or Structure of Teaching, 4. Learning and Motivation, 5. Teaching-Learning Process, 6. Principles and Maxims of Teaching, 7. Methods of Teaching, 8. Devices and Techniques of Teaching, 9. Fixing Devices in Teaching, 10. Audio-Visual Aids in Education, 11. Mass Media and Technological Media in Education, 12. Play Way in Education, 13. Kindergarten Method, 14. Montessori Method, 15. The Project Method, 16. Problem Solving Method (Including Deductive and Inductive Methods), 17. Dalton Plan and Heuristic Method, 18. Basic Education, 19. Programmed Instruction/Programmed Learning, 20. Micro-Teaching, 21. Curriculum, 22. Lesson Planning and Different Types of Lessons, 23. Examinations and Evaluation, 24. Diverse Issues, 25. Effective Teaching and Educational Practices at a Glance · Index

#### शैक्षिक अनुसंधान की कार्यप्रणाली शैक्षिक अनुसंधान लोकेश कौल



ISBN: 9788125906049 Price: ₹ 625 | Pages: 552 Size: 5.5" X 8.5" (Paperback)

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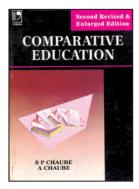
की

प्रधान रूप से शिक्षा, मनोविज्ञान व सामाजिकी में स्नातकोत्तर डिग्री तथा इन विषयों के एम. एड. एम.फिल के विद्यार्थियों के लिए अभिकल्पित व लिखित यह पुस्तक पी.एच.डी. के छात्रों, सामाजिक विज्ञान, शरीर विज्ञान व प्रबंध विज्ञान और मानवता व भाषाओं के अन्य अनसंधायकों के लिए अति उपयोगी है।

#### विषय-सची

1. शिक्षा अनुसंधान के क्षेत्र, 2. अनुसंधान समस्या और अनुसंधान प्रस्ताव की रचना, 3. संबंधित साहित्य की समीक्षा, 4. आंकड़ों का संग्रहण, 5. गुणात्मक आंकड़ों का विश्लेषण, 6. मात्रात्मक आंकडों का विश्लेषण, 7. सांख्यिकी विधियाँ, 8. अनमानिक सांख्यिकी, 9. अनसंधान प्रतिवेदनख शिक्षा अनुसंधान विधियाँ, 10. वर्णनात्मक विधि। • प्रायोगिक विधि।

लोकेश कौल, वर्तमान में हिमाचल प्रदेश विश्वविद्यालय, शिमला में शिक्षा विभाग के आचार्य हैं।



## Comparative Education, 2e

S P Chaube & A Chaube

ISBN: 9788125911302 Price: ₹ 660 | Pages: 616 Size: 5.5" X 8.5" (Paperback)

#### About the Book

This book deals with the principles of Comparative Education, its factors, methods and aims to make the education system of a country truly national. The educational system of U.S.A., U.K. and Russia (after disintegration of the former U.S.S.R) from pre-primary level to the university level has been discussed in this book. The nature of teacher, adult and technical education and other allied topics have also been analysed. In parts III and IV of this book, the problems of the Indian Education from the preprimary level to the University level have been discussed in great detail. This book presents the latest picture of the subject matter with up-to-date information and incorporates statistical information (data up to 2001) wherever necessary. This book also deals with topics such as student's unrest, multipurpose schools, women, adult and compulsory education, public schools and others.

#### **Contents**

Part-I: Principles of Comparative Education: 1. Factors of Comparative Education, 2. Methods of Study of Comparative Education, 3. Development and Aims of Comparative Education, 4. Factors of National System of Education, Part-II: American Education: 5. The General Nature and Aims of American Education, 6. Nature of Educational Administration, 7. State Educational Administration, 8. Administration and Organisation of Local Schools, 9. Pre-primary Education, 10. Primary Education, 11. High School Education, 12. Adult Education, 13. Teacher Education, 14. University and College



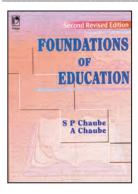
## Education

# Humanities & Social Science

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**S P Chaube,** retired as Professor of Education and Dean, from the University of Gorakhpur in 1979.

A Chaube is a Senior Reader in Education, Lucknow University.



# Foundations of Education, 2e

S P Chaube & A Chaube

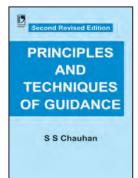
ISBN: 9788125911319 Price: ₹ 425 | Pages: 372 Size: 5.5" X 8.5" (Paperback)

#### Contents

Part-I: Psychological Foundations: The Need for a Psychological Foundation of Education: 1. Behaviourism and Education, 2. Gestalt Psychology and Education, 3. Spearman's Two Factor Theory and Education, 4. Psychoanalysis and Education, 5. Hormic Psychology and Education, Part-II: Philosophical Foundations of Education: The Need for a Philosophical Foundation of Education: 6. Naturalism in Education, 7. Idealism in Education, 8. Realism in Education, 9. Pragmatism in Education, 10. The Philosophy of Progressive Education, 11. Philosophy of Modern Humanism and Education, 12. Existentialism and Education, 13. Sankhya Philosophy and Education, 14. The Philosophy of Yoga and Education, 15. Vedant or Upanishadic Philosophy and Education, 16. Bhagavadgita and Education, 17. Jainism and Education, 18. Buddhism and Education, 19. Shanker's Advait Vedant and Education, Part-III: Sociological Foundations of Education: Family-An Educational Institutional: 20. Socialisation of the Child, 21. Society and Education, 22. State and Education, 23. Democracy and Education, 24. Religion and Education, 25. National Integration, 26. Internationalism and Education, 27. Minority Groups and Inter-group Education, 28. Culture and Education, 29. Social Change and Education, 30. Environmental Education, 31. Impact of Population Explosion on Education, 32. Educational Values

**S P Chaube**, retired as Professor of Education and Dean, from the University of Gorakhpur in 1979.

A Chaube is a Senior Reader in Education, Lucknow University.



# Principles and Techniques of Guidance, 2e

S S Chauhan

ISBN: 9788125911531 Price: ₹ 375 | Pages: 296 Size: 5.5" X 8.5" (Paperback)

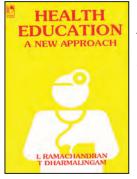
#### **About the Book**

The contents of the book are comprehensive and cover the whole spectrum of guidance as an emerging discipline within the larger field of education in the country. The language and style of the book are simple. References and assignments have been provided at the end of each chapter to help students in preparing for examinations. Examples and illustrations have been given from the day-to-day life of students. The book has been especially designed to cater to the needs of B.Ed., M.ED., M.A. and M.Phil. students who offer educational and vocational guidance as a paper. It will also prove useful for teachers, administrators and parents in providing necessary information on guidance and counselling.

#### **Contents**

Part-I: Introduction to Guidance: 1. Basic Principles of Guidance, 2. Foundations and Kinds of Guidance, 3. Factors and Theories of Career Development, Part-II: Appraisal of Students: 4. Test Techniques-I, 5. Test Techniques-II, 6. Appraisal of Students: Non-Test Techniques, 7. The Informational Service, 8. The Study of Occupations, Part-III: Fundamentals of Counselling: 9. Group Counselling, 10. Theories of Counselling/Psychotherapy, 11. The Counselling Process, 12. Role of the Counsellor and the Teacher in Counselling, Part-IV: Placement and Follow-up Services: 13. Role of Family and Community in Guidance Services, 14. Organization of Guidance Services, 15. Evaluation in Guidance, 16. New Trends and Demands in Guidance, 17. Indian Adolescents: Their Characteristics and Problems

**S S Chauhan** was Professor and Dean, Faculty of Education, Himachal Pradesh University, Shimla.



## Health Education: A New Approach

L Ramachandran & T Dharmalingam

ISBN: 9780706997453 Price: ₹ 365 | Pages: 296 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

This book takes into account the psycho-social factors of individual, groups and community, group process and dynamics while studying the subject. It also deals with the principles and methods of health education, of which communication and community

# Humanities & Social Science

## Education



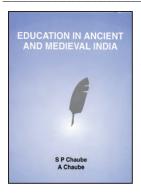
participation are essential components. In the process, it teaches every individual how to maintain positive health, and when, how and where to seek remedial action when afflicted with illness.

#### Contents

Part-I: Social Psychology – Introduction: 1. Health and Disease, 2. Perception, Knowledge, Attitude, and Behaviour, 3. Theory of Learning, 4. Motivation, Decision-Making and Defence Mechanism, 5. Community and Society, 6. Culture, 7. Adoption Process, 8. Social Change and Planned Change, Part-II: Group Process - Group-Structure-Dynamics-Process-Roles: 9. The Individual in Group-Individual Roles, 10. Communication in the Group Process, 11. Stages of Growth of a Group, 12. Organisation of a Good Group, 13. Diagnosing and Treating the Group Problems, Part-III: Health Education – Introduction: 14. Aims and Principles of Health Education, 15. Theories of Learning, 16. Community Organisation, 17. Communication, 18. Education and Educational Methods, 19. Training, 20. Evaluation of Health Education, 21. Role and Function of Health Education Specialists, 22. Practice of Health Education, 23. Research in Health Education

**L Ramachandran,** Former Director, Gandhigram Institute of Rural Health and Family Welfare, Gandhigram.

**T Dharmalingam**, Ex-Professor, Gandhigram Institute of Rural Health and Family Welfare, Gandhigram.



# Education in Ancient and Medieval India

S P Chaube & A Chaube

ISBN: 9788125904359 Price: ₹ 425 | Pages: 268 Size: 5.5" X 8.5" (Paperback)

#### **Contents**

Section-I: Philosophy of Life in Ancient India: 1. The Rigvedic System of Education, 2. Education during the Post-Vedic Period, 3. Education during the Age of the Sutras, 4. Education in the Epics, Grammatical Literature and Kautilya's Arthashastra, 5. General Features of Buddhist Education, 6. Buddhist Education as Viewed by Chinese Travellers, 7. Characteristics of Primary Education, 8. Vocational Education in Ancient Days, 9. Ancient Universities and Centres of Education, 10. Education in Monasteries, 11. A Critique of Ancient Indian Education, Section-II: General Features of Muslim Education: 12. Muslim Sultans and Education, 13. Education in the Petty Muslim States, 14. Education during the Mughal Period, 15. Some Centres of Muslim Education, 16. The Organisation of Education, Special Types of Education, Literature and Culture during the Muslim Period, 17. A Critique of Muslim Education, 18. Hindu Education during the Medieval Period • Selected Bibliography

**S P Chaube,** retired as Professor of Education and Dean, from the University of Gorakhpur in 1979.

A Chaube is a Senior Reader in Education, Lucknow University.



## Teacher and Education in A Developing Society, 5e

J C Aggarwal

ISBN: 9788125938460 Price: ₹ 595 | Pages: 600 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

Teacher and Education in a Developing Society is an authoritative book that discusses the system of education in developing countries, with special emphasis on India. The role of a teacher in improving education is also dealt with in detail. Essentially a student-centered and examination cantered book, Teacher and Education in a Developing Society is designed to fulfil the needs of B.Ed. students of various universities in India. All possible efforts have been made to provide an exhaustive treatment of the topics in a logical, concise and simple manner so that students can grasp the subject matter and are able to answer all questions with full confidence. In the fifth edition of the deucation in India has been added. The book has been thoroughly updated based upon the latest Government of India and UNICEF publications. An authoritative and comprehensive book which discusses the system of education in developing countries, with special focus on the latest developments and initiatives in the field of education in India.

#### New in this Edition

- Annual Reports 2006-2008, Ministry of Human Resource Development, Government of India
- Annual Report 2007-2008, UGC
- · Census of India 2001, Registrar General and Census Commissioner, India
- Tenth Five-Year Plan 2002-2007, Planning Commission
- · The State of the World's Children 2009, UNICEF

#### **Key Features**

- · Examination-centred book
- Simple and effective language

#### Contents

 Educational: Philosophical and Sociological Basis,
 Education in a Developing (Emerging) Society,
 Teacher's Role,
 Education,
 Skills,
 Competence and Status,
 Diverse Issues,
 Recent Developments in Education

**Dr J C Aggarwal**, retired as the Deputy Director of Education/Executive Director of Delhi Bureau of Textbooks, Delhi Administration. He has authored more than 150 books on Social Science, Education and Current Affairs.



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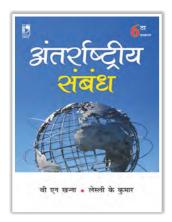
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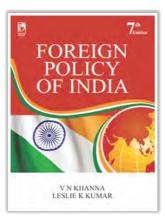
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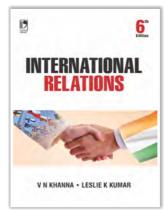
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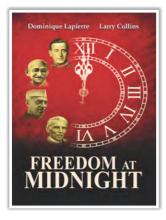
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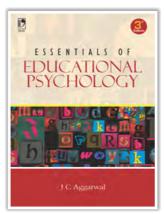


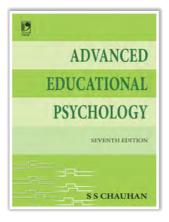














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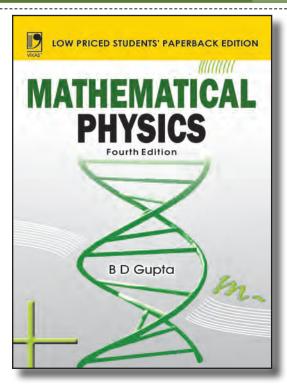
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Mathematics is an essential ingredient in the education of a student of mathematics or physics or a professional physicist, indeed in the education of any professional scientist or engineer. The purpose of Mathematical Physics is to provide a comprehensive study of the mathematics underlying theoretical physics at the level of graduate and postgraduate students and also have enough depth for others interested in higher level mathematics relevant to specialized fields. It is also intended to serve the research scientist or engineer who needs a quick refresher course in the subject.

The Fourth Edition of the book has been thoroughly revised and updated keeping in mind the requirements of students and the latest UGC syllabus.

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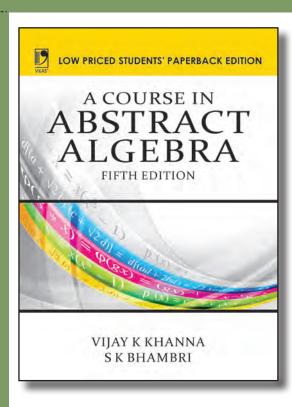
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- 11. Hankel Transforms
- 12. Diffusion, Wave and Laplace's Equations
- 13. Maxwell's Electromagnetic Field Equations
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#### B D Gupta

He retired as Associate Professor and Head of Mathematics Department, Vardhaman College, Bijnor (Rohilkhand University). A prolific writer on mathematics and applied mathematics, he has written many books such as Classical Mechanics, Mathematical Statistics, Topology, Numerical Analysis, Mathematical Methods with Statistical Functions and Trigonometry. Dr Gupta has taught and guided students for more than forty years.



## A Course in Abstract Algebra, 5e

V K Khanna & S K Bhambri

#### **About the Book**

The book starts with a brief introduction to results from Set theory and Number theory. It then goes on to cover Groups, Rings, Fields and Linear Algebra. The topics under groups include Subgroups, Finitely generated abelian groups, Group actions, Solvable and Nilpotent groups. The course in ring theory covers Ideals, Embedding of rings, Euclidean domains, PIDs, UFDs, Polynomial rings and Noetherian (Artinian) rings. Topics in field include Algebraic extensions, Splitting fields, Normal extensions, Separable extensions, Algebraically closed fields, Galois extensions, and Construction by ruler and compass. The portion on linear algebra deals with Vector spaces, Linear transformations, Eigen spaces, Diagonalizable operators, Inner product spaces, Dual spaces, Operators on inner product spaces etc. The theory has been strongly supported by numerous examples and worked-out problems. There is also a plenty of scope for the readers to try and solve problems on their own.

The book is designed for undergraduate and postgraduate students of mathematics. It can also be used by those preparing for various competitive examinations.

**Market:** Primarily for BSc, MSc. Also useful for Competitive Exams.

#### New in this Edition

- A full section on operators in inner product spaces.
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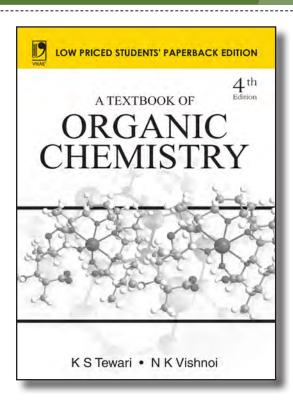
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**Vijay K Khanna** was with Kirori Mal College, University of Delhi, where he taught UG and PG students for over 43 years. His other publications include Lattices & Boolean Algebras, Solid Geometry and Business Mathematics, all published by Vikas.

**S K Bhambri** was also with Kirori Mal College, University of Delhi, where he taught UG and PG students for 42 years. He is co-author of 'Business Mathematics', published by Vikas.



#### Market:

Primarily for B.Sc Chemistry, M.Sc Chemistry. Also useful for IIT/NEET aspirants.

## A Textbook of Organic Chemistry, 4e

#### K S Tewari & N K Vishnoi

#### **About the Book**

In this edition, the subject matter of this well-known book has been reorganized with integration of the study of aliphatic and aromatic compounds on the basis of functional groups, laying emphasis on the mechanistic aspects. Special emphasis has been laid on the mechanism and electronic interpretation of the reactions of different classes of compounds, bringing out the salient points of difference in the properties of aliphatic and aromatic compounds. With its very comprehensive coverage, the book will not only be useful to the UG and PG students of chemistry but also IIT/NEET aspirants.

#### Salient Features

- Reorganized as per the guidelines of UGC at UG level, as per the CBCS.
- Includes most topical 'Energy in Biosystems' and latest research findings like Polanyi-Hammond postulates and Curtin-Hammett principle, along with mechanisms like Favorskii, Baeyer-Villiger, Birch, McMurry, Wittig, Stobbe and Darzen. Introduces Biodegradable and conducting plastics, and the benefits of Green Chemistry
- Integrates the study of aliphatic and aromatic compounds. The objective is to make the mechanistic aspects of chemical reactions easy to understand and appreciate why aliphatics and aromatics with same functional group behave differently.

#### **Benefits**

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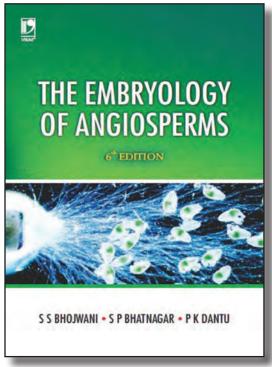
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**K S Tewari** is a former Head of the Department of Chemistry, Christ Church College, Kanpur. He taught organic chemistry to undergraduate and postgraduate students for more than three decades.

**N K Vishnoi** had relocated to England under HSMP programme of the UK government after serving as associate professor in Chemistry, Christ Church College, Kanpur for more than three decades. He has also authored Advanced Practical Organic Chemistry (Vikas).

Sciences Botany





## The Embryology of Angiosperms, 6e

S S Bhojwani, S P Bhatnagar & P K Dantu

#### **About the Book**

For the last 40 years, the book has stood the test of time due to the authors' zeal to update it regularly with inputs from latest developments in the field.

Since the last revision of the book, the methods used to study plant embryology have changed radically. Powerful modern biological techniques are now being applied to understand the developmental aspects and genetic and molecular bases of embryological processes. It has become possible to generate tissue specific mutants by T-DNA insertional mutagenesis, use of green fluorescent protein probes for live imaging of growing cells and tissues and to analyze gene expression in few-celled structures, such as early stages of embryo, and constituent cells of the male and female gametophytes. These techniques, combined with the development of high resolution confocal laser scanning microscopy, have provided non-invasive methods to view live processes, such as pollen tube growth in the pistil and double fertilization under in situ conditions.

The book serves the students of Botany, Agriculture and Forestry for their regular courses like BSc (General and Hons) and MSc, as well as competitive

The book has been translated into Japanese and Korean languages.

#### **Key Features**

- · Covers important topics like development and structure of male and female gametophytes, pollination, fertilization, sexual incompatibility, development of endosperm and embryo, polyembryony, apomixis and seed development
- Describes embryology in relation to taxonomy and experimental and applied embryology. Judicious use of tables and figures to depict important data and information
- · Updated as per the new developments in the study of plant embryology in the post-genomic era. This edition includes discussion of genetic and molecular bases of embryological processes.

**Market:** Primarily for MSc. Also useful for BSc.

ISBN: 9789325981294 | Price: ₹ 495 | Pages: 388 | Size: 6.25" X 9.5" (Paperback)

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3. Microsporangium

4. Male Gametophyte - Development

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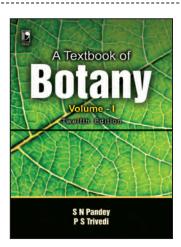
S S Bhojwani has 50 years of teaching and research experience. Apart from universities in India, he worked in or had affiliations from the UK, Canada, New Zealand and Japan.

S P Bhatnagar retired as Professor of Botany, University of Delhi. As a CAS Senior Visitor of the British Council he worked at the Botany School, Cambridge University.

P K Dantu is Professor of Botany at Dayalbagh Educational Institute, Agra. He has 30 years of teaching and research experience in the field of plant biotechnology and reproductive biology of angiosperms.

## Botany





#### A Textbook of Botany Volume - I, 12e

S N Pandey & P S Trivedi

#### **New in This Edition**

- Improved categorization of bacteria, cyanobacteria, archaebacteria, fungi, viruses and algae.
- · Modern classification of fungi and algae.
- Study of fungal diversity based on the development of molecular methods.
- · Life cycle and genetics of Neurospora.
- Molecular methods in which algae and fungi are exploited by man

#### **Salient Features**

- · Detailed coverage of bacteria, viruses, fungi, algae and lichens
- Dedicated chapter on plant pathology
- · Includes topics from latest international research
- · Profusely illustrated with diagrams, appropriately labelled
- · Exercises at the end of the chapters

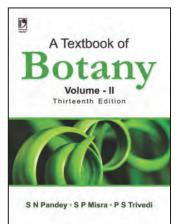
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**S N Pandey,** formerly, Senior Reader, Department of Botany, Christ Church College, University of Kanpur, has 38 years of experience of teaching botany to undergraduate and postgraduate students.

P S Trivedi, formerly, Head, Department of Botany, BND College, Kanpur, distinguished himself as a teacher. In his 40-year career, he taught varied topics of botany, including pteridophyta, to undergraduate and postgraduate students.



#### A Textbook of Botany Volume - II, 13e

S N Pandey, S P Misra & P S Trivedi

#### New in This Edition

- · Life cycles of Osmunda, Adiantum and Gleichenia added.
- Topics like "Bryophyta as Indicators of Pollution" and "Peristome in Bryales" added.

#### Salient Features

- · Detailed coverage of bryophytes, pteridophytes and gymnosperms
- · Dedicated chapter on palaeobotany
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- Profusely illustrated with diagrams, appropriately labelled
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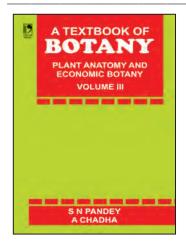
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## Sciences

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Part-I: Bryophyta (The Amphibians of Plant Kingdom): 1. Introduction to Bryophyta, 2. Classification of Bryophyta, 3. Sphaerocarpales (The Bottle-Hepatics), 4. Marchantiales (The Chambered-Hepatics), 5. Monocleales (The Giant Thallose Hepatics), 6. Metzgeriales (The Multiform Thallose Hepatics), 7. Jungermanniales (The Scale Mosses), 8. Calobryales (The Moss-Like Hepatics), 9. Takakiales, 10. Anthocerotales (The Hornworts), 11. Andreaeales (The Lantern Mosses), 12. Sphagnales (The Peat Mosses), 13. Tetraphidales (The Four-Toothed Mosses), 14. Polytrichales (The Hair Cap Mosses), 15. Buxbaumiales (The Bug Mosses), 16. Funariales (The Joint-Toothed Mosses), 17. Archidiales (The Large-Spored Mosses), 18. Gametophyte (The Plant Body), 19. Sporophyte, 20. General Discussion, Part-II: Pteridophyta (Vascular Plants Without Seeds): 1. Introduction to Pteridophyta, 2. Division Psilophyta, 3. Rhynia, 4. Psilotum, 5. Division Lycophyta, 6. Lycopodium, 7. Isoetes, 8. Selaginella, 9. Division Sphenophyta, 10. Equisetum, 11. Division Filicophyta, 12. Ophioglossum, 13. Osmunda, 14. Pteridium, 15. Adiantum, 16. Gleichenia, 17. Marsilea, 18. Azolla, 19. General Discussion, Part-III: Gymnosperms and Palaeobotany: 1. Introduction to Gymnosperms, 2. Classification, 3. Cycas, 4. Pinus, 5. Gnetum, 6. Ephedra, 7. General Discussion, 8. Palaeobotany

- **S N Pandey,** formerly, Reader, Department of Botany, DAV College, University of Kanpur, has to his credit over 30 books, 50 research papers published in Indian and foreign refereed journals.
- **S P Misra,** formerly, Senior Reader, Department of Botany, Christ Church College, University of Kanpur, has 38 years of experience of teaching botany to undergraduate and postgraduate students.
- **P S Trivedi,** formerly, Head, Department of Botany, BND College, Kanpur, distinguished himself as a teacher. In his 40-year career, he taught varied topics of botany, including pteridophyta, to undergraduate and postgraduate students.



## A Textbook of Botany Volume - III

S N Pandey & A Chadha

#### **About the Book**

The book is divided into two parts. Part I deals with PLANT ANATOMY covering all its topics beginning from roots to seeds and fruits. The text matter has been kept concised and lucid while considering almost every important example. The diagrams are simple but close to naturality. Topics such as Nodal Anatomy, Anatomy of Floral parts, Fruit wall and seed coat, Ecological Anatomy and Systematic Plant Anatomy will certainly be of larger interest. Part II deals with ECONOMIC BOTANY and offers exhaustive up-to-date literature enriched with comparative tables, on all aspects of the primary necessities of man viz. food, shelter and clothing. Economically important plants and plant byproducts such as dyes, tannins, oils, resins etc. have been dealt separately. The coloured photo plates will further augment the value of the book.

The book will be fully suitable to students appearing for various universities and competitive examinations like IAS, PCS PMT etc. The volume will be considerably useful in the Middle-East and South-East Asian countries by virtue of its authoritative coverage.

#### **Salient Features**

The book is in two parts. Plant botany covers all topics beginning from roots to seeds and fruits. The part on Economic botany offers exhaustive literature enriched with comparative tables, on all primary necessities of man, viz. food, shelter and clothing. Economically important plants and plant byproducts such as dyes, tannins, oils, resins etc. have also been dealt with. The book is fully suitable for students appearing for various universities and competitive examinations like IAS, PCS, PMT. Very clear diagrams help understanding.

ISBN: 9780706986853 | Price: ₹ 660 | Pages: 652 | Size: 6.25" X 9.5" (Paperback)

#### **Contents**

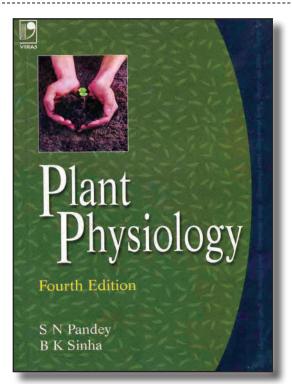
Part One: Plant Anatomy: 1. The Plant Body, 2. The Cell, 3. Cell Cycle and Cell Division, 4. Meristematic Tissues, 5. Permanent Tissues, 6. Tissue System, 7. The Stem-Primary Structure, 8. The Root-Primary Structure, 9. The Leaf, 10. Secondary Growth, 11. Abscission and Healing of Wounds, 12. Anomalous Secondary Growth, 13. Nodal Anatomy, 14. Anatomy of Floral Parts, 15. Fruit Wall and Seed Coat, 16. Ecological Anatomy, 17. Systematic Plant Anatomy, Part Two: Economic Botany: 18. Introduction (Importance of Plants), 19. Cereals and Millets, 20. Legumes and Nuts, 21. Vegetables, 22. Fruits, 23. Spices and Condiments, 24. Fibres, 25. Wood and Wood Products, 26. Fatty Oils and Vegetable Oils, 27. Essential Oils, 28. Papers and Pulps, 29. Sugars and Starches, 30. Beverages, 31. Tannins and Dyes, 32. Rubber and Latex, 33. Gums and Resins, 34. Fumitories and Masticatories, 35. Medicinal Plants

**S N Pandey,** formerly, Senior Reader, Department of Botany, Christ Church College, University of Kanpur, has 38 years of experience of teaching botany to undergraduate and postgraduate students.

A Chadha has been teaching at the S.N. Sen P.G. College, Kanpur.

## Botany





## Plant Physiology, 4e

S N Pandey & B K Sinha

#### **About the Book**

Plant Physiology lucidly explains the operational mechanisms of plants based on up-to-date literature and with the help of numerous illustrations. In addition to the theoretical aspects, experiments have been incorporated at the end of relevant chapters.

The book, with its compilations of vast literature and its lucid presentation, will certainly be useful to *undergraduate* and *postgraduate* students. It will also be of help to students preparing for various competitions, including IAS, PCS and Medical Entrance Examinations of various boards.

#### **Key Features**

- Includes experiments at the end of relevant chapters which will help in practicum modules of the curriculum
- Profusely illustrated with diagrams. Handful of photomicrographs have also been included.
- Has 800 objective type questions with answers, Glossary of key terms and chapter-wise Select Readings. Study questions at the end of the chapters will reinforce learning.

Market: Primarily for BSc, MSc. Also useful for Competitive Examinations.

ISBN: 9788125918790 | Price: ₹ 650 | Pages: 696 | Size: 6.25" X 9.5" (Paperback)

#### **Contents**

Part-I: The Cell

1. The Cell

Part-2: Water Relations

- 2. Different Bio-Physico-Chemical Phenomena
- 3. Absorption of Water
- 4. Ascent of SAP
- 5. Transpiration
- 6. Mineral Nutrition
- 7. Mineral Salt Absorption
- 8. Heterotrophic Plants

Part-3: Biochemistry and Metabolism

- 9. Elementary Biochemistry
- 10. The Enzymes
- 11. Photosynthetic Apparatus

- 12. Photosynthesis
- 13. Bacterial Photosynthesis and Chemosynthesis
- 14. Photorespiration
- 15. Translocation of Solutes
- 16. Respiration
- 17. Nitrogen Metabolism
- 18. The Nucleic Acids (DNA and RNA)
- 19. Replication of DNA
- 20. Select Nuclear Enzymes
- 21. Synthesis of Proteins
- 22. The Genetic Code
- 23. Regulation of Gene Action and Signal Transduction Mechanism
- 24. Fat Metabolism

#### Part-4: Growth and Related Phenomena

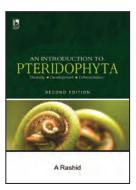
- 25. Growth
- 26. Plant Growth Regulators
- 27. Photoperiodism and Vernalisation
- 28. Photobiology
- 29. Plant Movements
- 30. Fruiting
- 31. Senescence
- 32. Seed Germination
- 33. Biology of Dormancy
- 34. Stress Physiology
- 35. Biological Clock
- 36. Photomorphogenesis
- 37. Role of Plant Physiology in Agriculture
- 38. Modern Laboratory Techniques

**S N Pandey** has been teaching Plant Physiology at DAV College, Kanpur since 1966. He is General Secretary of the International Society for Plant and Environment.

B K Sinha worked on Plant Physiology for 30 years. Dr Sinha also worked on ten annual reports on plant composition scheme for the ICAR.



Botany Sciences



# An Introduction to Pteridophyta, 2e

A Rashid

ISBN: 9788125907091 Price: ₹ 550 | Pages: 436 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

An informative, innovative and comprehensive text on the subject, the second revised edition of the book offers a coherent account of various aspects of pteridophyta, in the light of new findings. It covers the entire course of reading on the subject for BSc and MSc degrees.

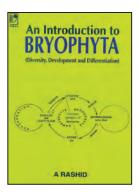
#### **Salient Features**

Acclaimed internationally, this informative, innovative and comprehensive text offers a coherent account of various aspects of pteridophyta in the light of latest findings. Covers the entire courses of BSc and MSc.

#### **Contents**

- Introduction, 2. Psilopsida, 3. Lycopsida, 4. Equisetopsida, 5. Pteropsida, 6. Gametophyte,
   Sporophyte,
   Germination of Spore,
   Initiation of Gametophyte,
   Sexuality,
- 11. Regeneration, 12. Alternation of Generations, 13. Morphogenesis of Sporophyte,
- 14. Cytogenetis and Speciation, 15. Origin and Evolution Literature Subject Index

A Rashid has researched and taught at the Department of Botany, University of Delhi, for over 40 years. After an initial interest in bryophytes, an opportunity of post-doctoral research in the lab of Prof HE Street (University of Leicester, UK) was the turning point in his interest on cell physiology of higher plants. For furtherance of his research he was awarded Alexander von Humboldt Fellowship to work in the lab of Dr J Reinert (Freie University at Berlin) on pollen physiology and biotechnology and in the lab of Prof H Mohr (University of Freiburg) on physiology of phytochrome. Dr Rashid's research topics have been protonema, protoplast, pollen and phytochrome. He has published over 80 research papers and a few reviews in international journals.



# An Introduction to Bryophyta

A Rashid

ISBN: 9788125905691 Price: ₹ 475 | Pages: 308 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

This endeavour is aimed to be comprehensive and innovative. It covers the entire course of reading in Bryology. After a brief Introduction, there is an account of array of diversity and development of Bryophytes. In three chapters on Liverworts, Hornworts and Mosses, one can find an illustrated and concise account of all representative types. It is followed by comparative morphology. In two chapters on Gametophyte

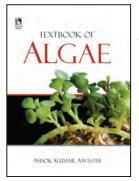
and Sporophyte are unravelled the elements of unity in diversity. Due emphasis has been given to experimental studies. In five chapters are traced the events of life cycle; Spore germination, Protonema differentiation and Gametophyte initiation, Sexuality and Sporophyte development, Regeneration, and Alternation of generations. Experimental studies – a backbone of this book – are not only interesting in a class room but informative to decipher different aspects of differentiation. Finally, there is food for thought in chapters on Cytogenetics and Evolution, and Origin and Fossil History. At the end is an extensive bibliography of old and new Literature, for further reading.

#### **Salient Features**

Aimed to be comprehensive and innovative, it covers the entire course in Bryology for BSc and MSc.

#### **Contents**

- Introduction,
   Hepaticopsida (Liverworts),
   Anthocerotopsida (Hornworts),
   Bryopsida (Mosses),
   Gametophyte,
   Sporophyte,
   Spore Germination,
   Protonema Differentiation and Gametophyte Initiation,
   Sexuality and Sporophyte Development,
   Regeneration,
   Alternation of Generations,
   Cytogenetics and Evolution,
   Origin and Fossil History,
   Literature Subject Index
- A Rashid has researched and taught at the Department of Botany, University of Delhi, for over 40 years. After an initial interest in bryophytes, an opportunity of post-doctoral research in the lab of Prof HE Street (University of Leicester, UK) was the turning point in his interest on cell physiology of higher plants. For furtherance of his research he was awarded Alexander von Humboldt Fellowship to work in the lab of Dr J Reinert (Freie University at Berlin) on pollen physiology and biotechnology and in the lab of Prof H Mohr (University of Freiburg) on physiology of phytochrome. Dr Rashid's research topics have been protonema, protoplast, pollen and phytochrome. He has published over 80 research papers and a few reviews in international journals.



#### **Textbook of Algae**

Ashok Kumar Awasthi

ISBN: 9789325990227 Price: ₹ 450 | Pages: 424 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

Textbook of Algae provides a comprehensive and up-to-date account of the occurrence, structure, reproduction, phylogeny and classification of algae. It explains the subject in full detail, with special focus on the life cycles of some common genera. In addition, it discusses the characteristic features of the important forms of algae, applied aspects, interaction between algae and environment, protocol for algal identification, and culture and cultivation of algae. The most recent uses of algae, such as they being a source of hydrogen and their use in the extraction of biodiesel, have also been included.

The book has been written for undergraduate and postgraduate students of botany. It covers the syllabi of various universities, particularly the most recent syllabus recommended by the University Grants Commission. It will also serve students appearing for various competitive examinations.

#### **Salient Features**

- · Describes the subject so as to arouse the interest of the student
- Contains more than 275 diagrams to explain various topics to the fullest
- · Offers all types of questions: essay type, short answer type, fill in the blanks, true/

## Sciences

## Botany



false, and MCQs to develop a comprehensive ability to face examinations

 A virtual question bank that contains more than 230 essay type questions, 400 short answer type, 180 fill in the blanks, 90 true/false and 300 MCQs.

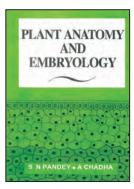
#### **Benefits**

Covers the syllabi of most Indian universities.

#### **Contents**

1. Introduction, 2. Classification of Algae, 3. Class: Cyanophyceae, 4. Class: Chlorophyceae, 5. Class: Charophyceae, 6. Class: Xanthophyceae, 7. Class: Bacillariophyceae, 8. Class: Phaeophyceae, 9. Class: Rhodophyceae, 10. Class: Euglenophyceae, 11. Miscellaneous Characteristics of Algae, 12. Applied Aspects, 13. Algae and Environment, 14. Protocol for Identification, Culture and Cultivation of Algae

**Ashok Kumar Awasthi** is Associate Professor and Head, Department of Botany, Brahmanand College, CSJM University, Kanpur. He has 25 years of experience in teaching botany to undergraduate and postgraduate students.



## Plant Anatomy and Embryology

S N Pandey & A Chadha

ISBN: 9788125902409 Price: ₹ 595 | Pages: 476 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

The book, by virtue of its authoritative coverage, should be most suitable to undergraduate as well as postgraduate students of all universities and also to those appearing for various competitive examinations such as CPMT, DME, DCS and IAS.

#### **Benefits**

Suitable to undergraduate as well as postgraduate students of all universities and also to those appearing for various competitive examinations such as CPMT, DME, DCS and IAS.

#### **Contents**

Part One: Plant Anatomy: 1. The Plant Body, 2. The Cell, 3. Cell Cycle and Cell Division, 4. Meristematic Tissues, 5. Permanent Tissues, 6. Tissue System, 7. The Stem-Primary Structure, 8. The Root-Primary Structure, 9. The Leaf, 10. Secondary Growth, 11. Abscission and Healing of Wounds, 12. Anomalous Secondary Growth, 13. Nodal Anatomym, 14. Anatomy of Floral Partsm, 15. Fruit Wall and Seed Coat, 16. Ecological Anatomy, 17. Systematic Plant Anatomy, Part Two: Embryology and Palynology: 1. Introduction, 2. Microsporophy-II, 3. Microgametophyte, 4.The Megasporophy-II, 5. Megametophyte, 6. Pollination, 7. Fertilization, 8. Sexual Incompatibility, 9. Endosperm, 10. Embryo, 11. Apomixis, 12. Polyembryony, 13. Seed, 14. Embryology in Relation to Taxonomy, 15. Experimental Embryology, 16. Palynology

**S N Pandey,** formerly, Senior Reader, Department of Botany, Christ Church College, University of Kanpur, has 38 years of experience of teaching botany to undergraduate and postgraduate students.

A Chadha has been teaching at the S.N. Sen P.G. College, Kanpur.

# BIOINFORMATICS GENOMICS AND PROTEOMICS Ruchi Singh

# Bioinformatics: Genomics and Proteomics

Ruchi Singh

ISBN: 9789325978553 Price: ₹ 365 | Pages: 318 Size: 6.75" X 9.5" (Paperback)

#### **About the Book**

This is an innovative textbook for undergraduates as well as postgraduates offering basic knowledge of biology. Its aim is to provide state-of-the-art information about this developing science that has the potential to replace existing biological approaches to study genes and proteins. The chapters are explained in a concise yet detailed manner, including ample cross-references, references to literature and databases, tables and illustrations.

The book's sound approach to this intricately complex field makes it an exceptional resource for further exploration into biochemistry, molecular biology, genomics and drug designing fields. Abundant learning features make this book the ideal teaching and learning tool.

This is an in-depth textbook written for the biologist who wants a thorough understanding of the popular bioinformatics programs and molecular databases currently in use. It provides a broad, application-oriented overview of this technology.

#### **Key Features**

- · Illustrations to bolster understanding of complex biochemical relations
- · Tables for quick access to precise data
- · Extensive end-of-chapter exercises and references
- · The most basic details furnished for those who are new to biology
- User-friendly, Internet-based bioinformatics tools that allow researchers to extract information from databases and analyze it
- Analysis of one software tool discussed in each chapter step-by-step from entering the input till interpretation of the results

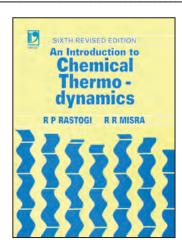
#### **Contents**

1. Genomics Prologue, 2. Sequencing Genomes, 3. Genome Mapping, 4. Gene Prediction and Analysis, 5. Gene Expression and RNA Structure Prediction, 6. Comparative Genomics, 7. Proteomics Introduction, 8. Protein Primary Structure Identification and Analysis Techniques, 9. Protein Secondary Structure Prediction, 10. Protein Tertiary Structure Prediction, 11. Insilico Drug Designing • *Index* 

**Ruchi Singh** is alumni of Advanced centre of Botany, Banaras Hindu University, Varanasi, (U.P.). She worked as a lecturer in Department of Bioinformatics, SRM University and also as a scientist at SIBB R&D, Kochi. Presently she is a visiting faculty member at Chowgule College, Goa and conducts bioinformatics workshops and guest lectures at various other institutes in Goa.

## Chemistry

## Sciences



#### An Introduction to Chemical Thermodynamics, 6e

R P Rastogi & R R Misra

#### **About the Book**

- Calculations approach: Strong mathematical rigor has been applied, and a complementary physical treatment given, to make students strong in the applied aspects of thermodynamics
- Problem solving presentation: 195 solved examples and 269 unsolved problems have been given. Hints to difficult
  problems have been give too.
- · Concept checking Review Questions have been given at the end of every chapter
- · Coverage on thermodynamic discussion of eutectics, solid solutions and phase separation

#### **Benefits**

- · Essential for B.Sc. And M.Sc. students of most Indian universities.
- · Useful reference book for students of Physics and Chemical Engineering.

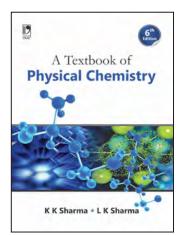
ISBN: 9780706999358 | Price: ₹ 650 | Pages: 648 | Size: 5.5" X 8.5" (Paperback)

#### **Contents**

1. Fundamentals Concepts, 2. First Law of Thermodynamics, 3. Thermochemistry, 4. Second Law of Thermodynamics, 5. Free Energy Functions, 6. Statistical Thermodynamics, 7. System of Variable Composition, 8. Chemical Equilibria, 9. Phase Rule, 10. Non-Equilibrium States: Linear Thermodynamics of Irreversible Processes

R P Rastogi was Vice-Chancellor, Banaras Hindu University, Varanasi, and also Fellow of Indian National Science Academy.

R R Misra has been a senior lecturer, Department of Chemistry, Hindu College, University of Delhi.



## A Textbook of Physical Chemistry, 6e

K K Sharma & L K Sharma

#### About the Book

The book emphasizes on fundamental rather than excessive details and develops the topics from the first principles. It contains a lot of worked-out examples exposing the students to practical applications of equations and helping them comprehend the magnitude of many different physiochemical quantities. Both the traditional cgs/esu and the newer SI systems of units have been used. This is because in spite of wider acceptance of the SI units, the cgs system of units continues to be used in most chemical literature. This book has been successfully guiding undergraduate students of science, engineering and pharmacy of the Indian universities since 40 years due to its approach of teaching the subject in the simplest possible way.

#### **Salient Features**

- 'Quick Recap' section with every chapter to bring the concepts on fingertips
- 262 MCQs for complete comprehension
- · 631 Problems for practising the concepts learned
- Over 200 diagrams
- Covers the requirements of chemistry students as well as aspiring engineering and medical students.

ISBN: 9789352590421 | Price: ₹ 695 | Pages: 880 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

1. Some Fundamental Chemical Concepts, 2. Gaseous State, 3. Liquids, 4. Properties of Liquids, 5. The Solid State, 6. Thermodynamics, 7. Thermochemistry, 8. Entropy: The Second Law of Thermodynamics, 9. Free Energy Functions, 10. Chemical Equilibrium, 11. Phase Equilibria, 12. Solutions, 13. Colligative Properties of Solutions, 14. Electrochemistry, 15. Ionic Equilibria, 16. Electrochemical Cells, 17. Chemical Kinetics, 18. Catalysis, 19. Colloids, 20. Atomic Structure, 21. Wave Mechanical Model of the Atom, 22. Chemical Bonding, 23. Nuclear Chemistry, 24. Photochemistry, 25. Physical Properties and Chemical Constitution, 26. Polymers • Appendices • Log Tables

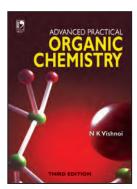
K K Sharma was a Reader in the Department of Chemistry, Zakir Husain College, University of Delhi.

L K Sharma is retired Associated Professor from ARSD College, University of Delhi where he was associated for over 40 years.

## Sciences

## Chemistry





# Advanced Practical Organic Chemistry, 3e

N K Vishnoi

ISBN: 9788125931287 Price: ₹ 595 | Pages: 552 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

For BSc. and MSc. as per UGC syllabuses. Develops manipulative practical skill. Starting from simple preparations goes on to compounds involving two, three or more steps based on several types of reactions. Help understand intricacies, theoretical aspects and practical limitations of a known reaction leading to mastery of the art of organic synthesis.

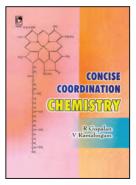
#### Contents

Part One: Separation, Purification and Identification of Organic Compounds:

1. General Experimental Techniques, 2. Separation of Mixtures, 3. Preliminary Investigations, 4. Detection of Elements, 5. Compounds Containing C and H with or Without O, 6. Compounds Containing S, C, H with or without O, 7. Compounds Containing N, C, H with or without O, 8. Compounds Containing Halogen (CI, Br or I) C, H with or Without O, 9. Compounds Containing S, Halogen (CI, Br) C, H with or Without O, 10. Compounds Containing N, Halogen (CI, Br, I) C, H With or without O, 11. Compounds Containing N, S, C, H with or without O, 12. Compounds Containing N, S, CI, C, H and O, 13. Miscellaneous Compounds, Part Two: Organic Preparations: 14. Simple Preparations, 15. Two Step Preparations, 16. Three Step Preparations, 17. Biochemical Preparations, Part Three: Organic Quantitative Analysis: 18. Estimation of Elements, 19. Molecular Weight of Organic Compounds, 20. Estimation of Groups, 21. Miscellaneous Estimations • Appendix-I-II

**N K Vishnoi,** retired as Reader from Department of Chemistry, Christ Church College, Kanpur after teaching organic chemistry to undergraduate and postgraduate students for more than three decades. He has been guiding research work in the field of synthetic chemistry and has published several research papers in the subject. After superannuation from the college he migrated to England for a year under the HSMP programme of the UK government. He has been associated as a content provider for chemistry with institutes like Egurucool (now a part of NIIT, New Delhi) and Career Launcher, New Delhi along with various other organizations. He is also the co-author of A Textbook of Organic Chemistry published by Vikas.





# Concise Coordination Chemistry

R Gopalan & V Ramalingam

ISBN: 9788125909347 Price: ₹ 560 | Pages: 424 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

Industrial applications of Metal complexes have gained significant importance especially in the area of Catalysis in the last three decades. Scope for further development of such applications is extensive as several biological processes in living cells involve metal complexes. Coordination Chemistry is a subject uniquely involving application of Quantum Mechanics, Spectroscopy, Kinetics, Catalysis, Biology and Industrial Chemistry. This book has been written keeping these important aspects of the subject in mind.

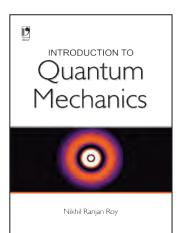
#### **Salient Features**

The Industrial applications of metal complexes are extensive as several biological processes in living cells involve metal complexes. Coordination Chemistry is a subject uniquely involving application of various branches of science. The book conforms to prescribed syllabuses of BSc (Hons) and MSc. It carries a virtual question bank with more than 300 problems, about 100 MCQs, and another 100 that require reasons for given statements or facts, apart from a dedicated chapter on solved problems.

#### **Contents**

- 1. Introduction, 2. Nomenclature of Metal Complexes, 3. Theories of Coordination Compounds-I, 4. Theories of Coordination Compounds-II, 5. Spectral and Magnetic Characteristics of Metal Complexes, 6. Stability of Coordination Compounds, 7. Chelates, 8. Isomerism of Metal Complexes, 9. Reactions of Metal Complexes-I, 10. Reactions of Metal Complexes-II, 11. Organometallic Compounds, 12. Metal Carbonyls and Related Compounds, 13. Industrial Applications of Organometallic Compounds, 14. Biological Coordination Compounds, 15. Applications of Coordination Compounds, 16. Preparation of Coordination Compounds, 17. Solved Spectral Problems in Coordination Chemistry Glossary Appendix Bibliography Index
- **R Gopalan** is Professor and Head, Department of Chemistry, Madras Christian College, Tambaram. A prolific writer, he has authored several books on Chemistry.
- **V Ramalingam** is Senior Faculty, Department of Chemistry, Madras Christian College, Tambaram. He has thirty-seven years of teaching experience and has authored/ co-authored books on Chemistry at the School and College levels.





#### Introduction to Quantum Mechanics

Nikhil Ranjan Roy

#### **About the Book**

The subject of quantum mechanics has grown tremendously during the last century and revealed many hidden secrets of nature. It has enabled mankind move towards understanding the nature of matter and radiation. However, for the students its concepts have remained a problem to understand. Having deeply observed this situation and having himself experienced it, the author has presented the subject in the style of classroom teaching that reveals its marvels and the wide scope it offers.

The book focuses on the evolution of the subject, the underlying ideas, the concepts, the laws and the mathematical apparatus for the formulation of the subject in a systematic and comprehensible manner. Each chapter is followed by a number of solved examples and problems, which are chosen so as to serve as guidelines in the application of the basic principles of quantum mechanics and to assist in solving more complex problems.

#### **Key Features**

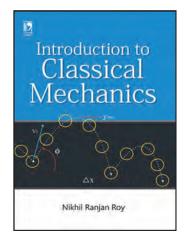
- · Develops passion for quantum mechanics; thus makes this tough subject look simple
- Showcases the marvels and scope of quantum mechanics
- Meets the syllabi requirements of all undergraduate courses

ISBN: 9789325990197 | Price: ₹ 295 | Pages: 272 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

1. Origin of Quantum Physics, 2. Mathematical Preliminaries, 3. Postulational Foundation of Quantum Theory, 4. Wave Mechanics of Schrodinger, 5. One-Dimensional Problems, 6. Linear Harmonic Oscillator Problems, 7. Three-Dimensional Problems: Spherically Symmetric Potentials, 8. Angular Momentum in Quantum Mechanics, 9. Dirac's Formulation

Nikhil Ranjan Roy retired as Professor and Head of the Department of Physics, Ranchi University, Ranchi.



#### Introduction to Classical Mechanics

Nikhil Ranjan Roy

#### **About the Book**

The book deals with the mechanics of particles and rigid bodies. It is written for the undergraduate students of physics and meets the syllabus requirements of most Indian universities. It also covers the entire syllabus on classical/analytical mechanics for various national and state level examinations like NET, GATE and SLET. Some of the topics in the book are included in the curricula of applied mathematics in several institutions as well.

#### **Key Features**

- Main emphasis is on the evolution of the subject, the underlying ideas, the concepts, the laws and the mathematical methods
- Written in the style of classroom teaching so that the students may benefit from it by way of self-study
- Step-by-step derivation of concepts, with each step clearly numbered
- · Concepts explained with the help of relevant examples to aid understanding

ISBN: 9789325994027 | Price: ₹ 325 | Pages: 352 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

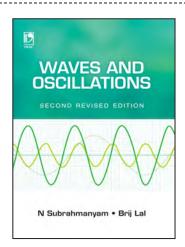
1. Introduction, 2. Fundamental Concepts and Definitions, 3. Variational Principle and Lagrangian Formulation of Mechanics, 4. Hamiltonian Formulation of Mechanics, 5. Canonical Transformation Theory, 6. Hamilton-Jacobi Theory, 7. Conservation Laws in Classical Mechanics, 8. Two-Body Central Force Problem: Kepler's Laws of Planetary Motion, 9. Scattering in Central Force Field, 10. Kinematics and Dynamics of The Motion of a Rigid Body, 11. Moving Frames of Reference: Rotating Frame, Centrifugal Force and Coriolis Force, 12. Small Oscillations • Index

Nikhil Ranjan Roy retired as Professor and Head of the Department of Physics, Ranchi University, Ranchi.

## Sciences

## **Physics**





## Waves and Oscillations, 2e

N Subrahmanyam & Brij Lal

#### **About the Book**

The subject matter is divided into twelve chapters. Each chapter is self-contained and is treated in a comprehensive way, using the S.I. system of units. Harmonic Oscillators, Linearity and Superposition Principle, Oscillations with One Degree of Freedom, Resonance and Sharpness of Resonance, Quality Factor, Doppler Effect in Sound and Light, Medical Applications of Ultrasonics, Acoustic Intensity, Acoustic Measurements, Wave Velocity and Group Velocity, Maxwell's Equations, Propagation of Electromagnetic Waves in Isotropic Media, De Broglie Waves, Heisenberg's Uncertainty Principle and Special Theory of Relatively are some of the important topics which have been given special attention. Solved numerical problems, wherever necessary, are given in the text and in the exercises at the end of each chapter. The book is intended to be a textbook for the undergraduate students of Indian universities.

#### **Salient Features**

- A new chapter on Fourier Analysis has been introduced.
- New topics like free oscillations with two degrees of freedom, properties of a mode, two-coupled LC circuits, damped SHM in an electrical circuit, what propagates wave motion?, theory of resonator, vibrations in rods and plates have been, speech, human voice and human ear, limits of audibility and tracking of artificial satellites.

#### **Benefits**

Covers the topics included in the syllabi of most Indian universities.

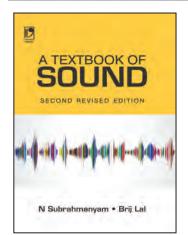
ISBN: 9780706985436 | Price: ₹ 495 | Pages: 452 | Size: 5.5" X 8.5" (Paperback)

#### **Contents**

1. Harmonic Oscillators, 2. Lissajous Figures, 3. Free, Forced and Resonant Vibrations, 4. Wave Motion, 5. Velocity of Sound, 6. Stationary Waves, Interference and Beats, 7. Vibrations in Strings and Air Columns, 8. Reflection, Refraction and Diffraction, 9. Doppler Effect, 10. Fourier Analysis, 11. Practical Applications, 12. Allied Phenomena

N Subrahmanyam was Reader in the Department of Physics, Kirori Mal College, University of Delhi.

Brij Lal was Reader in the Department of Physics, Hindu College, University of Delhi.



#### A Textbook of Sound, 2e

N Subrahmanyam & Brij Lal

#### **About the Book**

This book sets out to elaborate on the principles of sound in a most scholarly and comprehensive manner. Harmonic oscillators, linearity and superposition principle, oscillations with one degree of freedom, resonance and sharpness of resonance, quality factor, Doppler effect in sound and light, tape recording, cathode-ray oscillograph, medical applications of ultrasonics, acoustic intensity and acoustic measurements are some of the important topics which have been given special attention.

Although the book is for BSc students, some of the elementary discussions are included to initiate an advanced treatment of the subject.

#### **Salient Features**

- Additional matter on 'What propagates wave motion?' and 'velocity of sound' is provided.
- New topics like silence zones, theory of resonator and dependence of the frequency of resonator on the size and shape of the mouth of resonator have been added.
- Previous years' questions included in Exercises.

#### **Benefits**

- · Covers the topics included in the syllabi of most Indian universities.
- Apart from B.Sc. and engineering students, also useful for UPSC aspirants.

ISBN: 9780706998177 | Price: ₹ 450 | Pages: 300 | Size: 5.5" X 8.5" (Paperback)

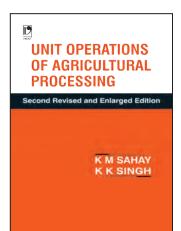
#### **Contents**

1. Harmonic Oscillators, 2. Lissajous Figures, 3. Free, Forced and Resonant Vibrations, 4. Forced Vibrations, 5. Velocity of Sound, 6. Stationary Waves, Interference and Beats, 7. Vibrations in Strings and Air Columns, 8. Doppler Effect, 9. Reflection, Refraction and Diffraction, 10. Practical Applications



## Agriculture

## Sciences



## Unit Operations of Agricultural Processing, 2e

K M Sahay & K K Singh

#### **About the Book**

The book encompasses a wide range of topics and themes on operations of agricultural processing. It is designed as per the course curriculum of B.Tech and M.Tech (Agricultural Engineering) institutes, and will also serve as a good teaching aid in the field of Post Harvest Technology.

#### **Salient Features**

- Completely covers the technologies and processes involved in agricultural processing
- Wherever applicable, mathematical treatment has been included
- Well-labelled diagrams have been used profusely across the book

#### **Benefits**

Covers complete course content of B.Tech. and M.Tech. (Agricultural Engineering) institutes.

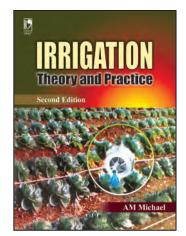
ISBN: 9788125911425 | Price: ₹ 599 | Pages: 388 | Size: 6.25" X 9.5" (Paperback)

#### **Contents**

1. Introduction, 2. Cleaning and Grading, 3. Drying, 4. Storage, 5. Milling, 6. Material Handling and Transportation, 7. Elementary Food Engineering, 8. Agricultural Wastes and By-products Utilisation • Appendices • Index

**K M Sahay** had been a Senior Scientist at the Central Institute of Agricultural Engineering, Bhopal. He served as an Assistant Engineer (Research) at Govind Ballabh Pant University and Technology, Pantnagar and later joined the ICAR as Scientist in the discipline of Agricultural Structures and Process Engineering.

K K Singh served as a Research Fellow at PAU, Ludhiana and thereafter, joined RAU, Pusa (Bihar) in the capacity of Assistant Professor.



## Irrigation Theory and Practice, 2e

A M Michael

#### **About the Book**

It is a comprehensive treatise on Water Resources Development and Irrigation Management. For the last 30 years the book has enjoyed the status of an definitive textbook on the subject. It has now been thoroughly revised and updated, and thus substantially enlarged. In addition to the wholesale revision of the existing chapters, three new chapters have been added to the book, namely, 'Lift Irrigation Systems and their Design', Water Requirement of Crops and Irrigation Management', and 'Economic Evaluation of Irrigation Projects and Water Pricing Policy'.

#### **Salient Features**

- Analysis of water resources potential and irrigation development in India against the global scenario
- Review of the situations in select countries of Asia and Africa
- Emphasis on appropriate technology for small scale units
- Methods showing conjunctive use of surface and ground water
- Application of modern economic theories in project planning and evaluation
- Case study-based design examples

#### **Benefits**

- Popular amongst students in developing countries of Asia and Africa as well as many institutes globally
- Comprehensive content and well-defined pedagogy helps in easy understanding of the topics

ISBN: 9788125918677 | Price: ₹ 795 | Pages: 772 | Size: 8.5" X 11" (Paperback)

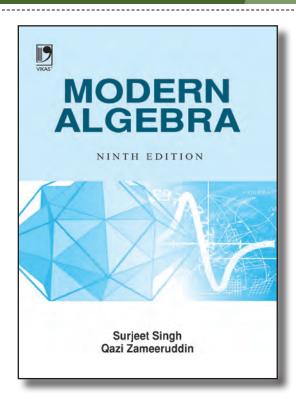
#### **Contents**

- 1. Utilization of Water Resources and Irrigation Development, 2. Irrigation Wells, 3. Water Lifts and Pumps, 4. Lift Irrigation Systems and Their Design,
- 5. Measurement of Irrigation Water, 6. Open Channel Distribution in Command Areas, 7. Underground Pipeline System, 8. Land Grading and Field Layout,
- 9. Soil-Plant-Water Relationships, 10. Water Requirement of Crops and Irrigation Management, 11. Surface Methods of Water Application, 12. Sprinkler Irrigation,
- 13. Drip Irrigation, 14. Salt Management in Irrigated Agriculture, 15. Economic Evaluation of Irrigation Projects and Water Pricing Policy

A M Michael an internationally reputed authority on water resources development and management. He held senior faculty positions in Rajasthan Agricultural University, Punjab Agricultural University and Indian Agricultural Research Institute (IARI).

## **Mathematics**





## Modern Algebra, 9e

## Surjeet Singh & Qazi Zameeruddin

#### **About the Book**

For almost forty-five years, the book ';Modern Algebra' has served the student community as a textbook for introductory courses on the subject. It caters to undergraduate and postgraduate students.

The book starts from set theory and covers an advanced course in group theory and ring theory.

A detailed study of field theory and its application to geometry is undertaken after a brief and concise account of vector spaces and linear transformations. One of the chapters discusses rings with chain conditions and Hilbert's basis theorem. The book is replete with solved examples to provide ample opportunity to students to comprehend the subject.

This edition carries an improvement over all the previous editions inasmuch as it incorporates latest developments and thinking on the subject. Presentation of the subject matter has been modified in line with current thinking. Many results have been rearranged, and the proofs of many theorems rewritten. It also carries more examples now. One very perceptible change is the introduction of Multiple Choice Questions at the end of relevant chapters in keeping with the latest trend of framing questions, especially because this subject is finding place in competitive examinations as well.

**Market:** Primarily for BSc, MSc. Also useful for Competitive Exams.

## **New in this Edition**

- 1. Completely revisited. Relevant changes effected to make the subject more comprehensible
- 2. Proof of Schröder-Bernstein Theorem provided
- 3. Topic of Semi-direct Product of Groups introduced
- 4. Proofs of Fundamental Theorem of Arithmetic and Cauchy's Theorem for Finite Groups rewritten
- 5. Solutions provided to more problems
- 6. 124 MCQs framed in a manner that enables generation of more questions

#### ISBN: 9789352718849 | Price: ₹ 625 | Pages: 608 | Book Size: 5.5" x 8.5" (Paperback)

#### **Contents**

- 1. Set Theory
- 2. Groups
- 3. Quotient Groups, Homomorphisms and Permutations
- 4. Structure Theory of Groups
- 5. Solvable Groups and Jordan-Holder Theorem
- 6. Survey of Some Finite Groups

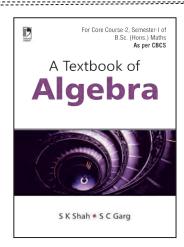
- 7. Rings
- 8. Homomorphisms and Embedding of Rings
- 9. Polynomial Rings
- 10. Factorization Theory in Integral Domains
- 11. Vector Spaces
- 12. Linear Transformations
- 13. Fields

- 14. Galois Theory
- 15. Rings with Chain Conditions
- 16. Canonical Forms
- Bibliography
- Index
- Index

**Surject Singh** has a long and rich teaching and academic career spanning more than 4 decades. He has also authored a book on Linear Algebra published by Vikas.

**Qazi Zameeruddin** taught at the Department of Mathematics, Kirori Mal College, University of Delhi, and co-authored Modern Algebra and Solid Geometry published by Vikas.

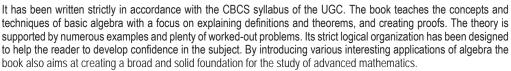




#### A Textbook of Algebra

S K Shah & S C Garg

#### **About the Book**



The contents covered in the book are equivalence relations, functions, cardinality, congruence-modulo, mathematical induction and De Moivre's theorem. Further, some basic topics of linear algebra like vectors and matrices, linear equations, Gauss elimination, subspace and its dimension, rank-nullity theorem, linear trans-formations and their relations to matrices, and eigenvalues and eigenvectors are also covered. Since practice makes the man perfect, there are a good number of problems that stretch the thinking power of the learner. The problems are graded from easy to those involving higher order thinking.

By its virtue the book inculcates that mathematical maturity which students need in their current and future courses to grow up into mathematicians of substance.

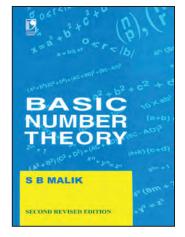
ISBN: 9789352710829 | Price: ₹ 395 | Pages: 368 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

- 1. Equivalence Relations, 2. Functions, 3. Cardinality, 4. Integers, 5. Congruence, 6. Mathematical Induction, 7. Complex Numbers, 8. De Moivre's Theorem,
- 9. Vectors and Matrices, 10. System of Linear Equations, 11. Dimension and Rank, 12. Linear Transformations, 13. Eigenvectors and Eigenvalues

**Sudesh K Shah** is a PhD in Mathematics from IIT-Delhi. She retired from Sri Venkateswara College, University of Delhi, Delhi, recently as Associate Professor after a long and successful career spanning 35 years, during which she taught mathematics to undergraduate and postgraduate students.

Subhash Chand Garg is an MPhil in Mathematics presently teaching at Sri Venkateswara College, University of Delhi, Delhi.



## Basic Number Theory, 2e

S B Malik

#### About the Book

This book is designed to meet the needs of the first course in Number Theory for the undergraduate students of various Indian and foreign universities. The students who are appearing at various competitive examinations where mathematics is on for testing shall also find it useful.

#### Salient Features

- Numerous solved and unsolved examples along with the answers have been included so that it gives a complete
  grip of the various concepts
- Wherever necessary, alternative proofs have been provided and after each definition, examples have been given for better understanding
- The most important feature is that the book throws a glance to the most recent developments on some of the
  prominent assertions and problems in the subject which are accessible even to high school students

#### **Benefits**

Caters to the need of the first course in Number Theory.

ISBN: 9780706987492 | Price: ₹ 345 | Pages: 228 | Size: 5.5" X 8.5" (Paperback)

#### **Contents**

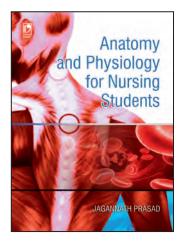
1. Preliminaries, 2. Divisibility Theory, 3. Congruences, 4. Some Special Congruences and Euler's F–Functions, 5. Arithmetic Functions, 6. Primitive Roots, 7. Quadratic Congruences and Quadratic Reciprocity Law, 8. Perfect Numbers and Fermat's Numbers, 9. Prime Number Theorem (Elementary Remarks), 10. Representation of Integers as Sum of Squares, 11. Partitions • Appendix: I-II • Index

**S B Malik** is currently associated with Ambedkar University. Earlier she taught in the Department of Mathematics, Hindu College, University of Delhi, for over thirty years. During all those years, she taught Algebra to undergraduates and postgraduates at the college and also at both campuses of the University of Delhi. She has been teaching Number Theory for many years now. Her main interests are in fields of Algebra, Number Theory and Analysis.

## Sciences

## Medicine & Nursing





#### **Anatomy and Physiology for Nursing Students**

Jagannath Prasad

#### **About the Book**

This book has been written by one of the most experienced and senior Professor of Anatomy who has been working continuously as Professor and HOD of Anatomy in India and abroad for 37 years (1970-1982 in India and 1982-2007 in various foreign countries). Through his vast experience, the author has written this comprehensive and clinically-oriented textbook of Anatomy and Physiology.

#### **Key Features**

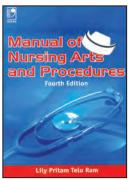
- RELAX boxes, which contain the summary of each part / organ to revise all the facts in a nut-shell and easy language.
- Clinical Anatomy and Physiology: After description of a part / organ, Clinical Anatomy and Physiology has been
  added to give a clear idea of the body in health and illness.
- Appendix, which includes review of: Vascular supply, Cranial nerves and their testing, Clinical procedures, Histological and Radiological techniques.
- Easy to understand, straight forward language complimented by more than 700 clear, colour illustrations and 200 tables.

ISBN: 9789325976184 | Price: ₹ 850 | Pages: 882 | Size: 6.75" X 9.5" (Paperback)

#### **Contents**

Section-1: General Anatomy and Physiology: 1. Introduction to Anatomical Terms and Organization of Human Body, 2. Chemistry of Life, Constituents of Food and Homeostasis, 3. A Cell and Transport Mechanism, 4. Tissues of the Body (A. Epithelial Tissue with Glands and Membranes, B. Connective Tissue, C. Muscular Tissue, D. Nervous Tissue), 5. Blood, 6. Muscle-Nerve and Muscular Contraction, 7. Introduction to Genetics, 8. Introduction to General Embryology and Female Reproductive Cycle, Section-2: Systemic Anatomy and Physiology: 9. Musculo-Skeletal System (A. Upper Limb, B. Bones, C. Muscles, D. Head, E. Neck), 10. Nervous System (A. General Nervous System, B. Central Nervous System (Brain and Spinal Cord), C. Peripheral Nervous System), 11. Sensory Organs, 12. Cardio Vascular System (CVS), 13. Lymphatic System and Immunity, 14. Respiratory System, 15. Nutrition, 16. Digestive System, 17. Excretory System, 18. The Skin, 19. Endocrine System, 20. Reproductive System • Appendix-A: Approximate Calorie Value of Common Indian Food Items • Appendix-B: Review of Vascular Supply • Appendix-C: Review of Arterial Supply of Brain and Spinal Cord • Appendix-D: Cranial Nerves • Appendix-E: Clinical Procedure • Appendix-F: Histological Techniques • Appendix-G: Radiological Techniques • List Of Tables (Tables of Movements of Joints, Tables of Vascular and Nerve Supply, Tables of Relations & Miscellaneous Tables)

**Jagannath Prasad,** B.Sc., M.B.B.S. (Pat), M.Sc. (Anatomy) and M.S. (Anatomy) is former Professor and Head of the Department of Anatomy, Patna Medical College, Patna University, India.



# Manual of Nursing Arts and Procedures, 4e

Lily Pritam & Telu Ram

ISBN: 9788125918769 Price: ₹ 425 | Pages: 320 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

Manual of Nursing Arts and Procedures, a well established textbook for more than 25 years, provides a comprehensive and concise introduction to the procedures and equipment that is essential for every nurse. The Fourth Edition has been revised in accordance with the new syllabus of the Indian Nursing Council.

#### **Salient Features**

A well established textbook for more than 25 years, it provides concise but crystal clear

introduction to the procedures and equipment that is essential for every nurse. As per the new syllabus of Indian Nursing Council.

#### **Contents**

1. Historical Background of Nursing, 2. Introduction to Professional Nursing, 3. Principles and Practice of Professional Nursing, 4. Health and Environment, 5. Environmental Condition in Hospitals, 6. Introducing Patients to The Hospital Environment, 7. Removal of Stains, 8. Bed Making, 9. General Care and Comfort of Patients, 10. Temperature, Pulse, Respiration and Blood Pressure, 11. Charting, Recording and Reporting, 12. Admission, Position, Physical Examination and Discharge, 13. Laboratory Examination and Collection of Specimens, 14. Enemata and Suppositories, 15. Hand Washing, Perineal Care and Douching, 16. Special Procedures, 17. Cold and Hot Applications, 18. Gastric Lavage and Gavage, 19. Pre- and Post-Operative Care, Emergencies and Intensive Care Unit, 20. First Aid in Case of Poisoning, 21. Feeding The Sick, 22. Catheterization, 23. Oral Medications, Injections, and Transfusion of Blood and other Solutions, 24. Prevention and Control of Infection, 25. Sterilization of Hospital Articles, 26. Bandages, Binders and Dressing, 27. Orthopaedic Apparatus, 28. Cleaning and Sterilization of Feeding Bottles, 29. Ward Trays, 30. Red Cross (Geneva Cross)

**Lily Pritam Telu Ram** took her BSc (Nursing Degree from Hanover College, Indiana (USA) and Master's Degree in Nursing Education from Columbia University, New York (USA). She retired as Nursing Director of Philadelphia Hospital, Ambala.

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## **Environmental Studies**

## Sciences



# Critical Approach to Clinical Medicine, 2e

D Sahu

ISBN: 9780706978728 Price: ₹ 450 | Pages: 342 Size: 5.5" X 8.5" (Paperback)

#### **About the Book**

Primarily intended for the students of medicine, the book puts forth a clear concept of clinical medicine. The author's principle objective has been to present succinctly but clearly some of the important clinical problems as encountered in clinical practice, Methods of physical examination have been described in a detailed and orderly fashion with special attention to the anatomical and physiological background. Various principles of diagnosing symptoms of diseases have been outlined. Throughout the book, there is emphasis on the need to obtain valid evidence by adopting reliable methods.

The book will be extremely useful to the undergraduate and postgraduate students of medicine.

#### **Salient Features**

Written for the students of medicine, the book puts forth a clear concept of clinical medicine. Its principal objective has been to present succinctly but clearly some of the important clinical problems as encountered in clinical practice.

#### **Contents**

Section-I: History & Examinations: 1. History Taking, 2. General Examination, 3. Examination of Cardiovascular System, 4. Examination of Respiratory System, 5. Examination of Nervous System, 6. Examination of Abdomen, Section-II: Clinical Problems: 7. Pulse, 8. Jaundice, 9. Cyanosis, 10. Clubbing of The Finger, 11. Oedema, 12. Fever (Pyrexia), 13. Arthritis, 14. Headache, 15. Hemiplegia, 16. Paraplegia, 17. Disorders of Consciousness, 18. Wasting of The Muscles of The Hand, 19. Gait, 20. Involuntary Movements, 21. The Fundus, 22. Examination of Cerebrospinal Fluid, 23. Jugular Venous Pulse, 24. Murmurs, 25. Electrocardiography, 26. Chest Pain, 27. Haemoptysis, 28. Diagnosis of Chest Diseases, 29. Pleural Fluid, 30. Dysphagia, 31. Splenomegaly, 32. Lymphadenopathy, 33. Liver Biopsy • References • Index



## **Disaster Management**

R Subramanian Second Edition



R Subramanian

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

#### **About the Book**

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

The main objective of the book is to create awareness about and understanding of disasters and disaster mitigation measures. It deals with the subject in a structured

manner. Starting with an introductory chapter, the book goes to classification of disasters, separate chapters on natural and man-made (anthropogenic) disasters, basic management concepts, four-cycle disaster management, organizational structures in India and other countries, NGOs, ethical issues and case studies.

#### **Key Features**

- Extensive coverage of both natural and man-made disasters. Separate chapter on case studies of both types of disasters.
- Provides blueprints of not only rescue & relief but also how to prevent disasters, especially with reference to man-made disasters.
- Boxed exhibits of particular aspects of past disasters have been provided alongside the text as a learning aid.
- Important codes have been referenced appropriately both national and international

   including building design codes of some countries, ILO's code, Codes of Practice
   by BIS and National Building Code, and Ethical Codes.
- Disaster management agencies have been discussed thoroughly, including the need for international cooperation.

#### **Contents**

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

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



## Environmental Management

G N Pandey

ISBN: 9788125902928 Price: ₹ 550 | Pages: 408 Size: 6.25" X 9.5" (Paperback)

#### **About the Book**

Pollution has become a worldwide phenomenon and so has become concern for its control. The alarming situation has awakened administrators, engineers, technocrats, governments and international organizations to take steps to curb pollution. Educational institutions now include in their curricula various aspects of pollution (its nature and dimensions, health hazards it has created, and measures of controlling and managing it, etc.). This book contains a core course in Environment Management. It will be useful to students of Civil, Mechanical, Chemical, Biochemical and other disciplines of Engineering and Technology.

#### **Contents**

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

# Sciences

# CHECK LIST



ISBM         Code         Author         ITME           978935455062         298945455062         208 B.         Manmarkad Physics, 4th Edition         969           9789354534917         1 Kannar V.K. & Bhamil S.K.         A Course in Abstract Algebra, 5th Edition         969           9789354534917         7 Kannar V.K. & Bhamil S.K.         A Teathbook of Organic Chemishy, 4th Edition         960           9789354534912         7 Ward, K.S. & Vishnol, N.K.         A Teathbook of Organic Chemishy, 4th Edition         180           978932990227         2000000264         Avasethi, Ashook Karnar         Teatbook of Algae         4feb           978932990227         2000000265         Avasethi, Ashook Karnar         Teatbook of Algae         4feb           978932990227         2000000265         Pandry S.N. & Chratha A.         A Teatbook of Daniyo Volume - III         4feb           9789329902973         2000000021         Pandry S.N. & Chratha A.         Pand Anabory Volume - II, 19th Edition         6fe           97893299902973         2000000021         Pandry S.N. & Chratha A.		LOW PRICED STUDENTS' PAPERBACK EDITION					
	ISBN	Code	Author	Title	INR		
Product   Prod	9789354535062	9789354535062	Gupta B.D.	Mathematical Physics, 4th Edition	895		
ISBN   Code	9789354534911	9789354534911	Khanna V.K. & Bhamri S.K	A Course in Abstract Algebra, 5th Edition	695		
Title	9789354534928	9789354534928	Tewari, K.S. & Vishnoi, N.K.	A Textbook of Organic Chemistry, 4th Edition	950		
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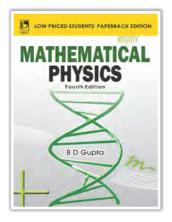
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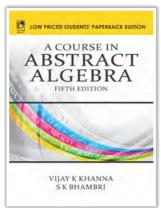
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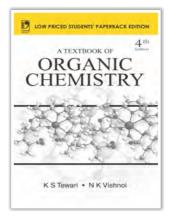
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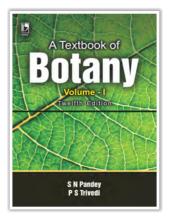


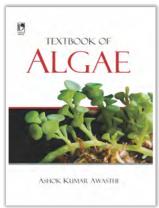
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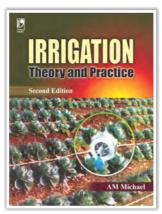


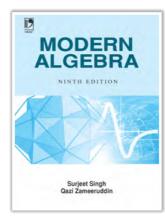


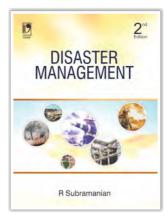












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