

Purbanchal University Mba I Semester Lh 32 Course Title

Since liberalization, Indian economy is going through some dynamic changes. From a primarily closed agrarian economy, India has become service-oriented open economy, becoming more and more susceptible to economic fluctuations. This comprehensive book, in its third edition, continues to equip the readers with the necessary skills to assess and analyze the evolving economic scenario in India and world over. The new edition has been thoroughly revised and updated to incorporate the recent changes taking place in Indian and global economic environment. Every chapter is incorporated with a section on Understanding Economic Environment (UEE), in which the Indian economic environment is compared with the economic environment of its neighbouring countries, emerging markets and major players in the world economy. All chapters are well-supported with illustrative examples and cases to provide an analytical insight to the topics. The chapters also include the topic Implications for Managers, in which implications of a particular aspect of an economy are summarized for the managers. Besides, for an easy assessment of the data, most of the quantitative information is presented in a graphical form rather than in the conventional tabular format. Designed primarily as a textbook for the postgraduate students of management and commerce, this book is useful for the practising managers and policy makers as well. **KEY FEATURES :** Includes illustrations using latest data (upto 2011) Provides several numerical problems to strengthen the quantitative aspect of the subject Each chapter concludes with a Case Analysis to support the chapters with the applicative tools Companion website www.phindia.com/veenapailwar provides useful resources for the teachers as well as for the students and has been updated as per the current edition.

Gary Bronson's A FIRST BOOK OF C++, 4e, International Edition takes a hands-on, applied approach to the first programming language course for students studying computer science. The book begins with procedural programming in C, and then gradually introduces object-oriented programming features and the C++ language syntax that enables first-time programmers to use them.

1. Accounting — Meaning and Scope, 2. Accounting Principles : Concepts and Conventions, 3. Double Entry System, 4. Recording of Transactions : Journal, Ledger and Trial Balance, 5. Sub-division of Journal : Subsidiary Books (i) Cash Book (ii) Other Subsidiary Books, 6. Final Accounts-with Adjustments, 7. Accounting Standards, 7 (A) . Detailed Study of Accounting Standards 6 and 10, 8. Branch Accounting, 9. Departmental Accounting, 10. Royalty Accounts, 11. Accounting of Non-Trading or Not-for-Profit Organisations/Institutions, 12. Joint Venture Accounts, 13. Consignment Accounts, 14. Investment Accounts, 15. Dissolution of a Partnership Firm-1, 16. Dissolution of a Partnership Firm-2, 17. Dissolution of a Partnership Firm-3, 18. Amalgamation of Partnership Firm, 19. Sale of Partnership Firm/Conversion into Company. 20. Revenue Recognition (AS -9), 21. Depreciation, 22. Computerised Accounting System (CAS), Chapterwise Very Short Answer Type Questions

Fundamentals of Financial Management has been designed to discuss the fundamental concepts and principles of financial management. This book aims to fulfil the requirement of students of undergraduate courses in commerce and management, particularly the B.Com. (H) Vth Semester/Annual Mode of Delhi University and other Central Universities throughout India. The Present Publication is the 16th Edition, authored by Dr. R.P. Rustagi, with the following noteworthy features: · [Simple, Systematic & Comprehensive Explanation] The subject matter is presented in a simple, systematic method along with a comprehensive explanation of the concept and theories underlying financial management. The book tries to explain the subject matter in a non-mathematical and non-technical way · [Student-Oriented Book] This book has been developed, keeping in mind the following factors: o Interaction of the author/teacher with their students in the classroom o Shaped by the author/teachers experience of teaching the subject-matter at different levels o Reaction and responses of students have also been incorporated at different places in the book · Multiple Choice Questions, Graded Illustrations and Theoretical Questions have been added at the end of different chapters · [Financial Decision Making through EXCEL] is explained with the help of several numerical examples from different topics · [Latest Question Papers] Question appeared in the Latest Question Paper of Delhi University have been incorporated at appropriate places · The chapter on Capital Budgeting: Techniques of Evaluation has the following features: o Basic principles of calculation of Cash Flows for capital budgeting proposals have been summarised for quick reference o A new section to deal with the Analysis of Risk in Capital Budgeting proposals has been introduced o Discussions on the Modified Internal Rate of Return have been inserted. · The structure of this book is as follows: o Synopsis (Chapter Plan) o Main Body (Contents) o Points to Remember o Graded Illustrations o Object Type Questions (True/False) o Multiple Choice Questions o Theoretical Assignments o Problems (Unsolved Questions with Answers) Contents of this book are as follows: · Part I – Background · Part II – Long-Term Investment Decisions: Capital Budgeting · Part III – Financing Decision · Part IV – Divided Decision · Part V – Management of Current Assets · Part VI – Valuation · Appendices o Financial Decision Making with Excel o Past Year Question Papers with Suggested Answers to Practical Questions o Mathematical Tables

This book focuses on the aspects of contracting contracts, basically related to road construction and management contracts. The book presents an analytical study of Performance-Based Road Management and Maintenance (PMMR), Funktionsbauvertrag (FBV) (Function-Based Construction Contract) and Public Private Partnerships (PPP). A separate chapter is also included about the comparative study of these contract types. The book provides useful material for university libraries, construction companies and government departments of construction.

The knowledge of business laws is very important for the survival and growth of any organisation. This comprehensive and well-written book, in its Fifth Edition, continues to present a thorough discussion of various legal topics such as contract laws, corporate laws, labour legislations, taxation laws and the related Acts, including the Sale of Goods Act, 1930, the Negotiable Instruments Act, 1881, the Consumer Protection Act, 1986, the Insurance Act, 1938, the Limited Liability Partnership Act, 2008, the Companies Act, 2013, the Foreign Exchange Management Act, 1999, the Information Technology Act, 2000, the Environment Protection Act, 1986, the Right to Information Act, 2005, the Right to Education Act, 2009, the National Food Security Act, 2013 and other important Acts. The book contains many practical examples and studies of different law cases, which make it more interesting and authentic. In addition, the book incorporates chapter-end questions. Moreover, mind maps provided in most of the chapters give readers a brief idea about the concepts discussed. More practical exercises in the form of case studies in the questions section, and format of a number of documents make the book quite informative. The book is primarily designed for the undergraduate and postgraduate students of management and other related courses for their subject Business Law. Besides, the professionals and legal practitioners will also find the book very useful. **NEW TO THIS EDITION** • Chapter on Code on Wages, 2019. **TARGET AUDIENCE** • BBA • MBA • PGDM

Reasoning is equally weighed section in any competitive examination. Reasoning tests the thinking power and mind applicability skills of the candidates. The questions on reasoning asked in various competitive examinations are not easy to solve without having enough practice. The revised edition of A New Approach to Reasoning will help candidates master the 'Tricks of the Trade' as it covers all the three types of reasoning very much comprehensively. This book has been divided into 3 Sections – Verbal Reasoning, Analytical Reasoning and Non-Verbal Reasoning each sub-divided into

number of chapters with different types of questions of multiple patterns asked in various exams. The Verbal Reasoning section covers Analogy, Clocks, Calendar, Puzzles, Coding-Decoding, Classification, Number Series, Letter Series, Blood Relations, Clerical Aptitude, etc. whereas, the Analytical Reasoning section covers Statement & Arguments, Statement & Assumptions, Course of Action, Cause & Effects, Syllogism, etc. The Non-Verbal Reasoning section covers Analogy, Classification, Completion of Figures, Cubes, Paper Folding, Mirror Image, Water Image, Figure Matrix, etc. Two Leveled Exercises have been given for practice. More than 2000 Previous Years' Questions of different competitive examinations including MAT and other MBA entrances, Bank PO, Clerk, SSC, LIC, RBI, RRB, B.Ed. etc along with their authentic and detailed solutions have been covered in the exercises. The ample number of previous years' questions will help the candidates get an insight into the trends and types of questions asked in the test of reasoning in various competitive and recruitment examinations.

In the modern world, advertising remains the most influential element for the promotion of a product/service. Advertising has become the most crucial and important part of marketing strategies. Attracting and retaining consumers is a challenging task in the present day competitive world. Advertising has got a different dimension after the integration of world economies in recent years. Consumers are exposed to thousands of commercial messages every day. These messages appear in the form of outdoor advertisements, newspaper insertions, TV commercials, discount coupons, sale contests, door-to-door publicity, event sponsorships, telemarketing calls, e-mails, and so on. They are just a few of the many communication tools that marketers use to initiate and maintain contacts with their existing and prospective customers. Marketers around the world spend billions of dollars every year in pursuit of building strong brands. However, in a marketing environment marked by media fragmentation, changing technology, and demanding customers, companies must pay particular attention to how their brands are prone to shortened lifecycles. This book contains 14 well-researched papers on different aspects of advertising and brand building. Authored by scholars in the field, they provide deep insights into the requirements of successful marketing in the present day competitive world.

Understanding Corporate Law is designed to assist students by offering a clear and comprehensive treatment of key concepts in corporate law. It is a popular study guide for students and has been used by professors to supplement their casebook or as recommended reading. Significant business, economic, and policy issues are highlighted in connection with a thorough analysis of the important cases and statutory provisions used in the study of corporations. It includes the major theoretical approaches used in current corporate law literature. In each chapter, the authors identify important policies and discuss the relationship of the law as it has developed to those policies. Statutory issues are covered under both the General Corporation Law of the State of Delaware and the Revised Model Business Corporation Act.

Understanding Corporate Law discusses developing case law including the Delaware courts' use of good faith in fiduciary duty cases. The book also reflects the corporate governance issues raised by the corporate scandals and the passage of the Sarbanes-Oxley Act of 2002. A section of Chapter 5 deals generally with that Act, but its impact is also covered in relevant sections throughout the book. This Understanding treatise is designed to be used in conjunction with all of the major corporate law casebooks.

In today's very competitive retail environment retailers need to be proactive. They also need to be able to adapt to changing situations and be aware of the latest trends in retailing in order to remain competitive. This second edition focuses on the key elements and components involved in starting a retail business as well as the practical issues that surround retailing. These issues include: The store location; The store front, layout and interior design; Knowing who the customers are and how they buy; The right kinds of products to sell; Selecting suppliers; Managing stock and limiting shrinkage; Setting the correct price; Planning markdowns and price changes; Developing a marketing communication plan; Integrating all of the above into a comprehensive and practical plan. The book places the relevance and importance of these issues in perspective and in a practical way illustrates what retailers can do to improve the success of their businesses. Activities explain certain concepts and South African examples illustrate various principles from a local perspective. Aimed at students of commerce and entrepreneurs who want to start a retail business or who already have a business and want to make it more successful.

Communicating a message effectively needs precision—be it verbal or non-verbal. At the professional front, the accuracy of the message to be shared becomes all the more important as the business decisions may depend on the same. This book, in its second edition, continues to detail on the pre-requisites of communicating effectively in the corporate environment and generally. Beginning with an overview of business communication, the book educates on the principles of communication—oral and written. Divided into nine chapters, the first two chapters deal with oral communication and the next seven deal with different forms of written communication. The book teaches how to write effective letters and prepare persuasive resumé. The chapters are well-supported with many examples and illustrative exhibits wherever required. A new chapter (Chapter 9) has been added titled 'Writing to Communicate' which presents incorrect use of language and phrases that rob the text, be it a report or a letter, of authenticity and credibility. The chapter also presents correct use of the examples and the rationale or logic in the form of explanations. Designed as a textbook for the management students, this book would be equally useful for the management professionals and executives. Key features • Observes a simple pattern of Read-Comprehend-Test-Follow • Discusses strategies for identification and improvisation of communication skills (both oral and written) • Provides numerous examples and illustrations that facilitate proper grasp of the topics discussed.

This book is an introductory text book in business statistics for MBA students. The topics covered are descriptive statistics, probability, random variables, estimation, hypothesis testing, single-factor ANOVA, chi-square testing, simple and multiple linear regression, forecasting and decision tree analysis. The book is intended to explain the topic in as simple terms as possible Data sets are available via: <http://www.joydivisionman.com/StatBooks/>

Contemporary Issues in Corporate Social Responsibility presents the significant roles that universities must embrace in order to reverse the damage wrought by two centuries of urbanization, industrialization, and population increase. While many institutions include a course on social responsibility, studies on the education of social responsibility show that there are no commonly accepted teaching methods or guiding curriculum of corporate social responsibility. This book brings together a common sense of understanding about CSR teaching of European universities. Based on the accumulated knowledge and experience of a European project with 9 partner universities, the book contributes to

the ongoing discussion of contemporary issues in CSR.

Written by best-selling authors in their field, the Fourth Edition of Operations and Process Management inspires a critical and applied mastery of the core principles and process which are fundamental to successfully managing business operations. Approaching the subject from a managerial perspective, this brand new text provides clear and concise coverage of the nature, principles, and practice of operations and process management.

With the proclamation of human rights and impact of the philosophy of humanism, there has been a worldwide call for providing humane treatment to the disabled and putting an end to their isolation. Written in the same context, the book developed as per the issued directives of NCTE equips its readers with the knowledge, understanding, skills, interests and attitude needed for working in the inclusive schools. It acquaints them with all the essentials related to the nature of the different types of disabilities or impairments, diversities and exceptionalities of the children belonging to an inclusive school, the need and means of introducing the required adaptations in the environmental conditions, curriculum, teaching-learning strategies, teaching-learning aids and equipment, methods of assessing the progress of the diverse children, and likewise so many other things and requirements for fulfilling their responsibilities towards the diverse children in the inclusive set-up of the school. It is primarily designed for the students of secondary and elementary teacher education (B.Ed., B.El. Ed., D.Ed.) of the teacher training institutes. **KEY FEATURES** • Full coverage of the current syllabi prescribed for B. Ed., B. El. Ed. and D. Ed. in a user-friendly language • Comprehensive description of the various aspects of inclusive education and children with special needs (CWSN) such as historical perspectives to disability and inclusive education, needed pedagogical and assessment approaches for CWSN, educational provisions for the disabled at national and international levels, and so forth • Inclusion of recent topics such as learning styles in the context of different types of disabilities and CWSN, forms of exclusions on various grounds including disabilities in Indian education, approaches and models of inclusion, individual education programme, assistive and adaptive technologies, and so on • Comprises chapter-end summary for quick glance of the concepts **TARGET AUDIENCE** • B.Ed. • B. El. Ed. • D.Ed.

The book has been designed specifically for students of B.Com, B.Com (Hons.), BBA, MBA. The book is also helpful to persons starting their own business. The book explains the concepts of entrepreneurship, innovation, Business Plan and financing of new ventures in a very simple manner so it provides in-depth knowledge of the subject.

?1. Meaning and Scope of Public Finance, 2. The Principle of Maximum Social Advantage, 3. Public Goods Vs. Private Goods, 4. Public Budget and Techniques of Budgeting, 5. Deficit Financing, 6. Public Expenditure : Meaning, Nature, Wagner's and Wiseman-Peacock's, 7. Classification and Canons of Public Expenditure, 8. Effects of Public Expenditure, 9. Public Revenue : Its Classification and Sources, 10. Canon of Taxation and Characteristics of a Good Tax System, 11. Kinds or Classification of Taxes, 12. The Division of Tax Burden : Incidence of Tax, 13. Effects of Taxation on Economy, 14. Public Debts : Role and Classification, 15. Redemption of Public Debt and Management, 16. Financial Federalism and Financial Adjustment in India, 17. The Finance Commission, 18. Review of Indian Tax System, 19. Budgeting Procedure and Financial Control in India, 20. Value Added Tax, 21. Goods and Services Tax (GST), 22. Fourteen and Fifteen Finance Commission, 23. Sources of Income of Central Government, 24. Union Budget of India (2019-20), 25. NITI Aayog, 26. Madhya Pradesh Economic Budget (2019-20). o-spacerun:yes'> Introductory English Grammar 1. Parts of Speech , 2. Time and Tenses , 3. Punctuation , 4. Common Mistakes in English. UNIT- V Writing Skills : Social and Official Correspondence 1. Enquiry Letters, 2. Complaint Letters, 3. Reply Letters, 4. Letters to Editor, 5. Social Appeal Letters, 6. Business Letters, 7. Email, 8. Etiquettes, 9. Agenda, 10. Minutes, 11. Notice. UNIT – VI Career Skills 1. Job Application Letters , 2. Cover Letters.

Chronopharmaceutics Science and Technology for Biological Rhythm Guided Therapy and Prevention of Diseases Edited by Bi-Botti C. Youan The first standard reference on chronopharmaceutics As we better understand how biological processes unfold in real time through advances in chronobiology and related fields, we can create safer, more effective drugs, drug delivery systems, and disease monitoring and prevention systems. When administered in correct coordination with a patient's body rhythms, such drugs can maximize therapeutic outcome while minimizing unwanted side effects. Chronopharmaceutics presents the first standard reference text on this emerging cross-disciplinary field and its potential for therapeutic and preventive medicine. Bringing together the latest findings from experienced investigators, this edited work presents a much-needed single source on chronopharmaceutics. After an introduction that includes a timeline of key discoveries, an overview of regulatory, formulation, manufacturing and key resource issues associated with chronopharmaceutics, the detailed coverage examines: Chronogenetics Chronopharmacokinetics Chronotherapy Controlled release systems triggered by physical and/or chemical activation Chronopharmacodynamics, chronomics, and anesthesia Markers-guided chronotheranostics Filling a gap in both the graduate classroom and the working industrial or research laboratory, Chronopharmaceutics offers students, instructors, and professionals a unique and comprehensive reference for this cutting-edge field.

This volume focuses on an inclusive pedagogical approach for enhancing teaching and learning in key areas of curriculum including: literacy, mathematics, science, social studies, and the arts.

Radical Accounting introduces a new way of learning accounting that businesspeople—from students to stars—find engaging. This easy-to-learn system works with all accounting software, all types of private businesses, and individuals who are a "business of one". Accounting is a way to keep score in business. One rule in private business is that everyone keeps track of his or her own score. Whether you do the bookkeeping yourself, or manage a bookkeeper, don't you want to know if you are winning, or losing. . .if your financial advisors are making sense, or nonsense? This is the primer! Finally, "something new and different in accounting"! The first user-friendly accounting book. Did you know that if you set up, or customize, your software chart of accounts according to your way of doing business, you'll easily understand your Profit and Loss Report and Balance Sheet—your scorecards with the world of business? Toss out those antiquated accounting books. Jump into a book you'll cherish. With humor and grace, you'll be guided to victory in your quest to gain control of your finances and make more profit! Contains QuickBooks® Accounting Software Tips.

In modern days, industrial work has become quite complex. "Industrial relations" and "employment relationship" these are the two different terms. "Industrial relations" as "the study of rules governing employment and the way in which the rules are changed, interpreted and administered". Others, argued that "Industrial relations deal with definite organized or institutionalized relationships in an industrial unit" and in Hyman's opinion they are "It is the survey of control processes on employment relationship". Government has attempted to make Industrial Relations more healthy to reduce the retency of dispute. by enacting Industrial Disputes Act 1947.

Contributed articles with special reference to India.

The present edition of the book has been thoroughly revised and enlarged. Salient Features of the Book: The legal position as amended up to June 2020 is given. The law stated in the book is on the basis of the Income Tax Act, 1961 and the Income Tax Rules, 1962 as amended up to date, besides the Finance Act, 2020 and Circulars and Notifications issued by Central Board of Direct Taxes up to June 2020. A simplified, systematic approach to the understanding of a complex subject written in a unique, simple and easy to understand language. Each topic, after a theoretical exposition, is followed by illustrations to facilitate the students to master the practical application of Corporate Tax Law. The book is useful for the students of all professional examinations like M.B.A., C.A., C.S., ICWA, and M.Com. and the persons who are interested in Tax Planning.

Who can buy? Students of BBA, B.Com, and law must buy this book as it is in their syllabus. General students interested in running a business should know the acts given in this book, so it is helpful for them as well. Business Regulatory Framework is specially designed to serve as an undergraduate textbook for B.Com. (Honors & General) students of the different universities across India. This book is designed especially to cater to the needs of commerce students, equipping them with a strong foundation for an understanding of the current business law situation. The book seeks to provide comprehensive coverage of the various topics relating to business law. It offers content that is simple to understand but does not compromise on necessary technical detail.

Managing Human Resources Through Strategic Partnerships, 8e allows readers to capture the excitement of this dynamic field in an interactive and tightly integrated text. Managing human resources effectively requires mutual understanding and collaboration among HR professionals, managers, and all other employees. In this edition, the authors encourage such collaboration by clearly presenting principles for effectively managing human resources and also explaining the different HR roles and responsibilities of the three primary HR partners. Together, these HR partners can develop and implement an approach to human resource management that satisfies the needs of the organization as well as the multiple external stakeholders who ultimately determine its success.

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