

2020-21

TEXTBOOKS

& Selected Reference Titles

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- Business Law / Corporate Governance**
- Corporate Communication**
- Entrepreneurship**
- Human Resource Management**
- Mergers and Acquisitions**
- Research Methodology**
- Strategic Management**
- Training and Development**



Advertising & Brand Management

Business Law / Corporate Governance

Corporate Communication

Entrepreneurship

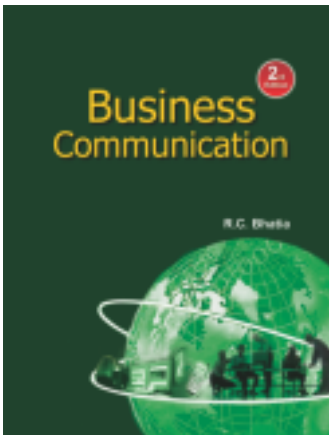
Human Resource Management

Mergers and Acquisitions

Research Methodology

Strategic Management

Training and Development



Business Communication

2/Ed

R.C. Bhatia

Contents:

PART I : BASICS OF COMMUNICATION 1. Communication: Its Meaning, Importance, and Process 2. Objectives of Communication 3. Means/Media and Types of Communication 4. Verbal Communication: Written 5. Non-Verbal Communication 6. Formal vs. Informal Channels of Communication 7. Types of Communication 8. The Cs of Good Communication 9. Barriers to Communication 10. Modern Technology 11. Groups: Their Importance and Characteristics 12. Techniques of Group Decision Making 13. Tips for Clear Writing 14. Intrapersonal Communication 15. Interpersonal Communication 16. Self-Development and Communication 17. Communication Models 18. Interview 19. SWOT Analysis 20. Reports 21. Speeches and Presentation 22. Documentation, Bibliography and Methodology PART II : BUSINESS CORRESPONDENCE 23. Definition, Meaning and Importance of Business Correspondence 24. Essential Features of Business Letter 25. Parts of a Business Letter and their Layout 26. Letters Written in Purchase Transaction 27. Enquiry Letter 28. Quotation Letter 29. Order Letter 30. Letter of Acceptance of Order (Confirmation of Order) and Refusal of Order 31. Follow up Letter and Cancellation of Order Letter 32. Compliance Letter 33. Complaints, Claims and Adjustment Letters 34. Collection Letter (Dunning Letters) 35. Letter of Introduction and Testimonial 36. Letter of Offer 37. Circular Letters 38. Sales Letter (Trade Circular or Sales Promotion Letter)

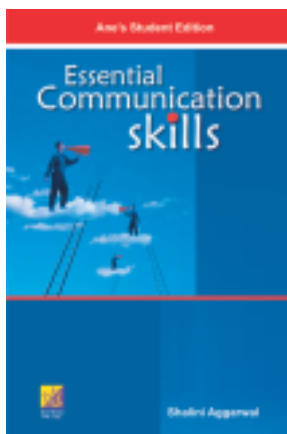
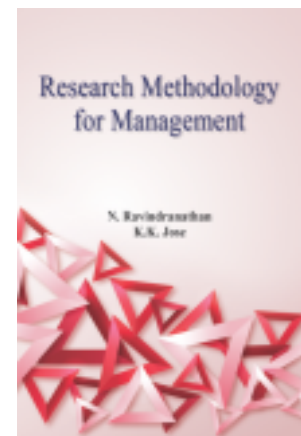
9788180522369 • 608 (Pb) • 2019 • ₹ 595.00

Research Methodology for Management

N. Ravindranathan
K.K. Jose

Contents: Part 1 Fundamentals of Research Process 1. Basic Concepts of Research Process 2. Research Designs 3. Sampling Designs in Research 4. Data Collection Methods For Research Work 5. Attitude Measurement Techniques 6. Measures in Descriptive Statistics 7. Probability Concepts 8. Estimation of Population Parameters 9. Testing of Hypothesis 10. Non - parametric Tests 11. Correlation, Regression and Association 12. Multivariate Analysis 13. Report Writing 14. Common Errors Found In Research Reports Part 2 Analysis and Interpretation of Practical Problems 15. Data Summarization 16. Measures of Central Tendency 17. Measure of Dispersion 18. Sample Size Calculation 19. Selection of Samples Using Different Sampling Methods 20. Experimental Designs 21. Correlation, Regression and Association 22. Estimation of Parameters 23. Probability 24. Testing of Parametric Hypothesis 25. Testing of Non Parametric Hypothesis 26. Multivariate Analysis Part 3 Models For Research Proposals 27. A Study on Financial Performance of MDC Bank Limit 28. A Comparative Analysis of Changes in Loan Portfolio 29. Behaviour of Fruit Beverages Market and Brand Equity Part 4 Annexures 30. Model Questionnaires 31. Glossary of Terms Used in Research 32. Bibliography 33. Statistical Tables 34. Table of Random Numbers 35. Profile of Authors

9789388264679 • 248 (Hb) • 2019 • ₹ 995.00



Essential Communication Skills

Shalini Aggarwal

Contents:

Preface, Acknowledgement, 1. Basics of Communication 2. Types of Communication 3. Barriers to Effective Communication 4. Listening Skills 5. Group Communication/ Meetings 6. Presentation Skills 7. Business Etiquette 8. Business Ethics 9. Impact of IT on Communication 10. Writing Effective Business Messages 11. Types of Business Messages 12. Business Reports 13. Business Proposals 14. Resumes and Application Letters 15. Interview 16. Case-Study Analysis, Index.

9788180522802 • 192 (Pb) • 2016 • ₹ 250.00



Fundamentals of Financial Management

3/Ed

Preeti Singh

Contents: Preface, PART I : UNDERSTANDING FINANCIAL MANAGEMENT CONCEPTS PART III : LONG TERM CAPITAL DECISIONS PART IV : FINANCIAL DECISIONS PART V : DIVIDEND DECISIONS PART VI : MANAGEMENT OF CURRENT ASSETS PART VII : FINANCIAL RESTRUCTURING Mergers / Acquisitions Appendix Glossary Index.

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Ethics in Management

Insights From Ancient Indian Wisdom
2/Ed

Swami Anubhavananda Arya Kumar

Contents: 1. Introduction 2. Business Society and Corporate Governance 3. Business Ethics and Corporate Social Responsibility 4. Efficient Managers- Traits and Characteristics 5. Clarity About Goals 6. Thinking and Priority Fixation 7. Management Leadership-Not Just Hierarchical Leadership 8. Creating Work-Committed Culture in Organisations 9. Blind Management and Mistaken Judgment 10. Management of Mind 11. Commonsense Management 12. Decision-making 13. Managerial Effectiveness Through Focused Emotional Energy 14. Stress Management 15. Change Management 16. Cultivating Talents and Virtues for Excellence 17. Relevance of Teachings of The Geeta to Modern Management Methods, Case I: Bharat Forge Ltd, Case II: Bharti-Tele Ventures (Airtel), Case III: Organisational Leadership

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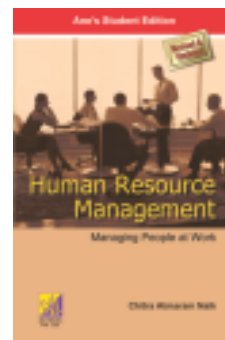


Ethics and Values in Business Management

Rinku Sanjeev
Parul Khanna

Contents: Preface, Part - I: Value : An Introduction 1. Value Meaning & Nature, its Formation and Types of Values 2. Value in Context of Business 3. Mission Statement & Role of Corporate Values 4. Relevance of Values in Management, Part - II: Value : An Indian Perspective 5. Value System in India 6. Value for Indian Managers 7. Value Across Culture: Need of Value in Global Change "An Indian Perspective" 8. Secular vs. Spiritual Value 9. Science and Human Values, Part - III: Ethics : An Overview 10. Meaning, Nature, Determinants & Objectives and Work Ethics 11. Ethics & its Relation to Value, Norms, and Morals 12. Teaching Ethics 13. Holistic Approach in Decision Making 14. Virtue Ethics 15. Utilitarian Theory 16. Utilitarianism and its Application to Business, Part - IV: Business Ethics 17. Meaning, Nature, Scope of Business Ethics 18. Relevance of Business Ethics 19. The Changing Workplace 20. Ethical Issues in Marketing 21. Whistle Blowing 22. Ethical Responsibilities of Business Towards Employees 23. Employee Discrimination, Part - V: Social Responsibility of Business 24. Corporate Social Responsibility 25. Models of Management in the Indian Socio-Political Environment 26. Public Policy of a Corporation and its Role in a Market Society 27. Total Ethical Management, Part - VI: Contemporary Ethical Issues 28. Spirituality in the Workplace 29. Indian Ethos for Management 30. Vedanta and Managers 31. Indian Heritage in Production & Consumption 32. Personal Growth and Lessons from Ancient Educational System 33 Total Quality Management: An Indian Insight, Part - VII: Stress Management 34. Stress Management, Index.

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Human Resource Management

Managing People at Work
Revised & Updated

Chitra Atmaram Naik

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Green Management Theory and Applications

M. Karpagam
Geetha Jaikumar

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9789380618142 • 428 (Pb) • 2016 • ₹ 595.00



Training and Development Concepts & Applications

Tapomoy Deb

Contents: Preface, List of Figures, 1. Overview of Training and Development 2. Methods of Training and Development 3. Learning and Training 4. Identification of Training and Development Needs 5. Designing and Conducting Training and Development Programme 6. Evaluation of Training and Development Programme 7. Audio-Visual Training and Teaching Aids 8. Non-Formal Methods of Development, Case Study, Review & Discussion Questions, Bibliography, Subject Index, Author Index.

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J.P. Sharma

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Tapomoy Deb

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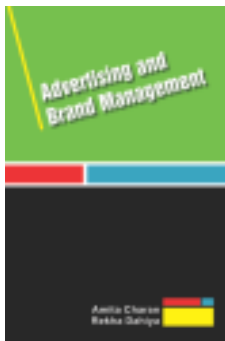


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Vijay Kumar Khurana
Anil K Saini

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Amita Charan
Rekha Dahiya

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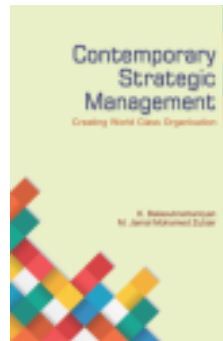


An Insight into Mergers and Acquisitions A Growth Perspective

Vinod Kumar
Priti Sharma

Contents: 1. Introduction to Merger, Acquisition, and Corporate Restructuring 2. Motives of M&A and Deal Synergies 3. M&A Process and Defensive Strategies 4. Deal Structuring and Financing 5. Deal Valuation 6. Accounting for Mergers and Acquisition 7. Performance Evaluation of M&A 8. Regulatory Insights for M&A in India 9. Overview of Select M&A Deals 10. Why Mergers and Acquisitions Fail? 11. Case Discussions of Mergers and Acquisitions

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Contemporary Strategic Management

Creating World Class Organisation

K.B. Balasubramaniyan
Jamal Mohd Zubair

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Principles of Management

B.S. Moshal

Contents: Preface, 1. Conceptual Framework of Management 2. Management Process, Roles and Functional Areas 3. Organisation and Management: Historical Perspective 4. Planning Function of Management 5. Plans: Types and Techniques 6. Business Policy and Strategy Formulation 7. Decision Making in an Organisation 8. Organisational Design and Process 9. Horizontal Dimension: Departmentalisation 10. Vertical Dimension: Authority and its Delegation 11. Organisational Structures 12. Motivating People at Work 13. Leadership in an Organisation 14. Communication Network in an Organisation 15. Controlling Process in an Organisation 16. Controlling Techniques and Coordination 17. Management of Organisational Change and Development 18. Management Case Study Method.

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