

Business and Management Catalogue 2025-26



Reference titles

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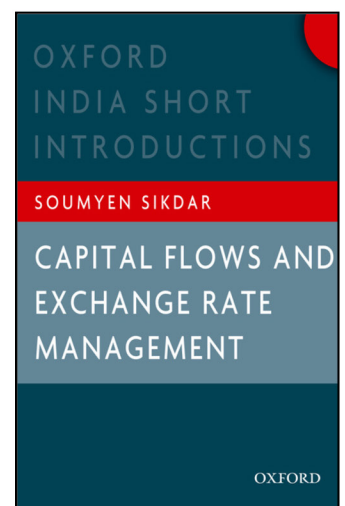
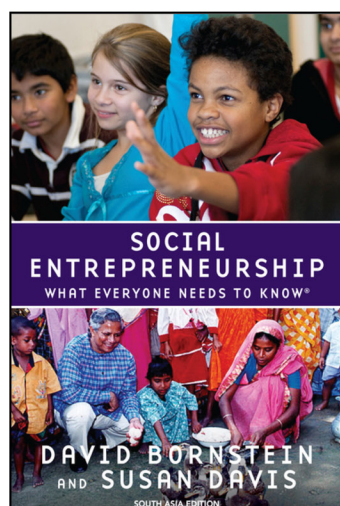
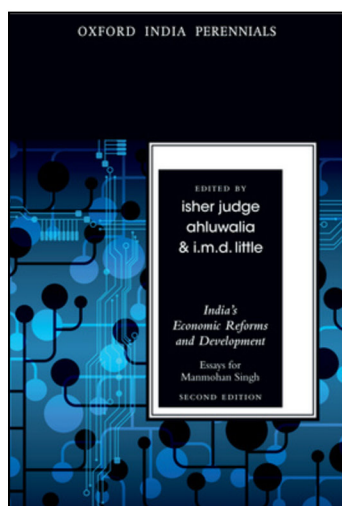
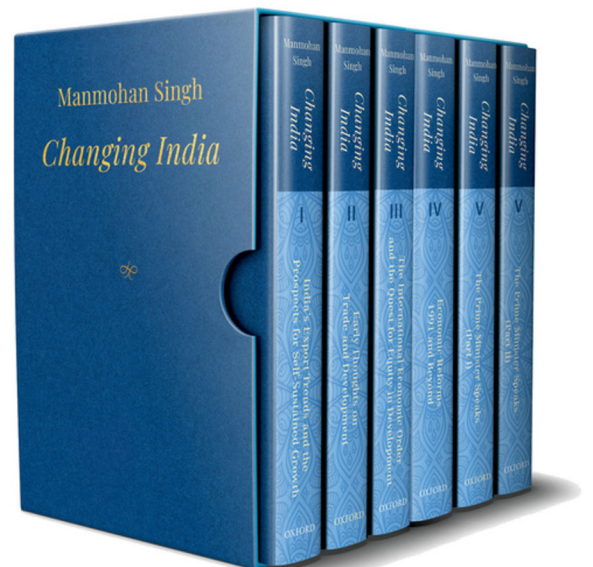
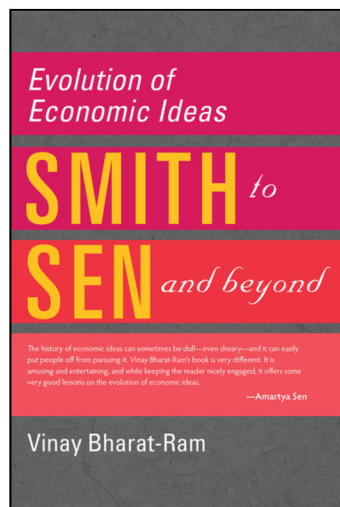
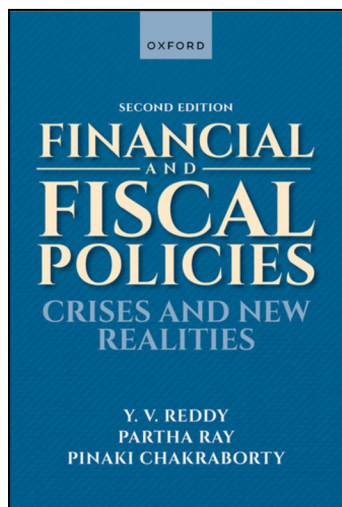
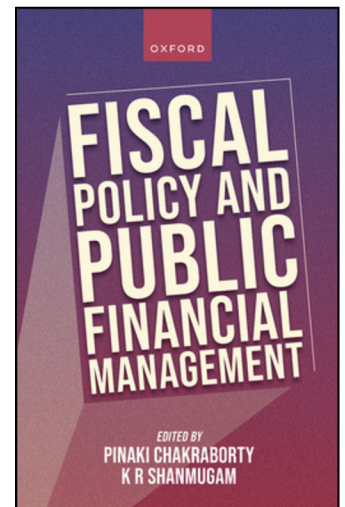
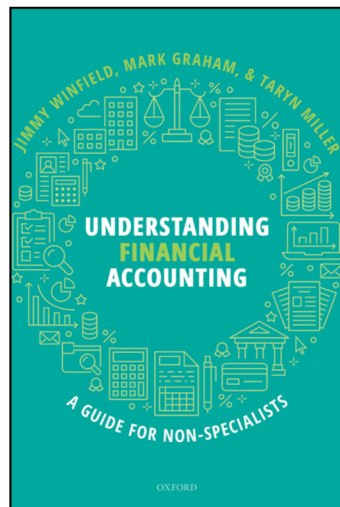
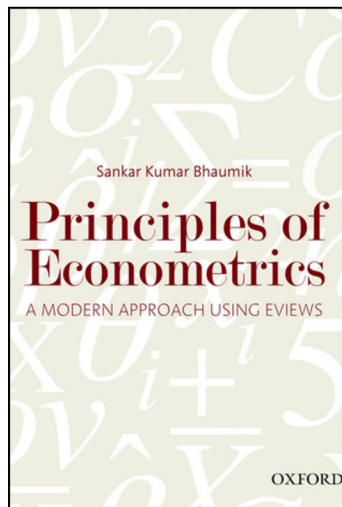


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28 TITLE LIST

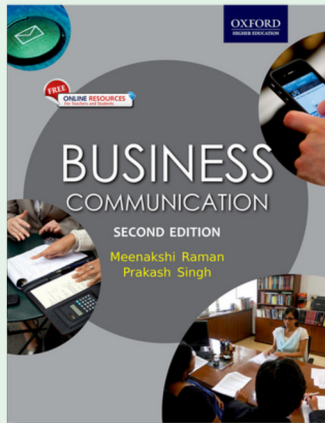
33 REFERENCE TITLE LIST

35 CONTACT DETAILS

GENERAL MANAGEMENT

Business Communication

(Second Edition)



9780198077053

Paperback

672 pp

2012

₹905/-

The second edition of *Business Communication* has been updated with one two new chapters, new sections, new figures and photographs, and appendices. The text material has been restructured to focus on the changes since the last edition. It is now divided into four parts and has 21 chapters. Beginning with an introduction to the principles of business communication, the book discusses the written aspect of business communication. The third part concentrates on developing oral skills for business and finally the fourth part analyses specific communication needs. It provides in-depth coverage of the core components of business communication: oral communication, written communication, and group and persuasive communication.

About the Authors:

Meenakshi Raman, Group Leader, Humanities And Management, at the BITS Pilani.

Prakash Singh is Assistant Professor, Indian Institute of Management, Lucknow and was formerly a faculty member at BITS Pilani.

Features:

- Discusses essential concepts and principles of business communication.
- Provides management decision-making insights, Includes real-life examples and exhibits.
- Includes case studies.
- Revised and updated chapters
- New sections on interpersonal communication, communication styles, fluency development strategies, types of interviews, videoconferencing, teleconferencing, etc.
- Two new chapters on cross-cultural communication and resumes.
- New features such as sidebars, business communication insight, and communication tools.
- New figures and photographs.
- Includes appendices on transitional words and phrases, action words, interview questions, common usage errors, commonly misspelt words, and British and American vocabulary.
- Sidebars for easy recall and recapitulation.

Table of Contents:

Part I: Understanding Business Communication

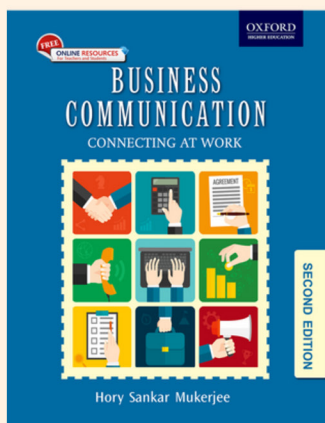
Part II: Writing Business Messages and Documents

Part III: Developing Oral Communication Skills for Business

Part IV: Understanding Specific Communication Needs

Business Communication

Connecting at Work (Second Edition)



9780199463152

Paperback

704 pp

2016

₹965/-

The second edition of *Business Communication* is specially designed to meet the requirements of postgraduate students of management. The book aims to provide an understanding of communication practices and prepare students for their future assignments in the corporate world. While providing a comprehensive coverage of the subject, this edition continues to include some interesting features such as 'communication mantras' as well as numerous case studies and exhibits. Theory and examples from the business world have been integrated to provide rich insights into the subject. Professionals and readers who are keen to enhance their communication skills will also benefit from this book.

About the Author:

Hory Sankar Mukerjee is presently Principal–Education, Training, and Assessment with Infosys Limited, Hyderabad. He has nearly 13 years of professional experience spanning academia and industry. He has earlier worked with Standard Chartered and Tata Infomedia.

Features:

- Chapters provide a crisp theoretical foundation, along with several examples, case studies, tips, and communication strategies.
- Self-assessment exercises, multiple-choice questions, concept-review questions, and critical thinking questions help students apply their learnings to solve realistic problems
- Communication mantra provided at the end of the chapter challenge the traditional way of thinking and aid in holistic development of students into better communicators.

Table of Contents:

Part 1: Communication in Organizations	Chapter 11. Conversations and Negotiations
Chapter 1. Introduction to Business Environment and Communication	Chapter 12. Creating and Delivering Good Presentations
Chapter 2. Basics of Communication	Chapter 13. Managing Data and Visuals
Chapter 3. Corporate Communication	Part 4: Business Etiquettes and Cross-cultural Communication
Chapter 4. Listening Skills	Chapter 14. Business Etiquettes
Chapter 5. Verbal and Non-verbal Communication	Chapter 15. Communicating across Cultures
Part 2: Written Communication	Part 5: Career Management and Technology
Chapter 6. Improving Writing Skills	Chapter 16. Career Planning and Résumés
Chapter 7. Planning and Execution of Messages	Chapter 17. Group Discussion and Interview
Chapter 8. Writing Different Messages	Chapter 18. Technology in Business Communication
Chapter 9. Writing Reports, Proposals, and Business Plans	
Part 3: Interpersonal Communication	
Chapter 10. Working and Communicating in Teams	

Communication Skills

(Third Edition)



9789354978555

Paperback

584 pp

2024

₹790/-



The Third Edition of *Communication Skills* has been designed to meet the diverse needs of the learners in the fields of Engineering, Science, Management, Arts, Commerce, Mass Communication and Journalism, and also for candidates appearing in various competitive exams. Containing exhaustive content with multiple examples, illustrations, and exercises, the book aims at equipping readers with an ability to use English in their oral and written communication with confidence, clarity, and accuracy. Written with a precise understanding of the challenges that young professionals encounter in the global work scenario, the book would be highly useful for readers to enhance their professional communication skills.

About the Authors:

Sanjay Kumar, Associate Professor, JK Lakshmipat University, Jaipur
Pushp Lata, Head, Department of Languages, BITS Pilani

Features:

- Practice tests and chapter-end exercises
- Updated passages and examples from real-life scenario
- Sample memos, reports, proposals, résumés and more
- Interactive features such as audio recordings of conversations and listening exercises that can be accessed through QR codes

Table of Contents:

- Part I – Fundamentals of Communication
- Part II – Modern English Grammar and Usage
- Part III – English for Competitive Exams
- Part IV – Listening Skills for Career Development
- Part V – Speaking Skills for Professional Success
- Part VI – Reading Skills for Critical Comprehension
- Part VII – Writing Skills for Academic Success
- Part VIII – Writing Skills for Professional Preparedness
- Part IX – Writing Skills for Professional Advancement

Business Research Methods



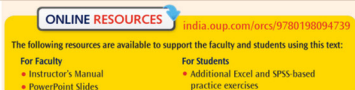
9780198094739

Paperback

852 pp

2014

₹975/-



Business Research Methods is a comprehensive textbook designed to meet the requirements of post graduate management students. It explores the core concepts of research methods and its practice, especially in business management scenarios through numerous exhibits, solved exercises, and cases. The book is divided into four parts. Part I, Conceptual Background of Research, provides a detailed theoretical and conceptual understanding of research, its types, usage, and specific roles of a researcher. Part II, Operationalization in Research and Instruments Designing, highlights the use of probability and distributions in different management situations, as also parametric and nonparametric tests. It also discusses sampling and research design in detail. Part III, Univariate and Bivariate Techniques for Data Analysis, addresses tabulation, descriptive statistics, and bivariate regression model and explains the use of SPSS and Excel interpreting data for decision-making. Part IV, Multivariate Techniques for Data Analysis, discusses techniques such as discriminant analysis, factor analysis, cluster analysis, structural equation modeling, canonical correlation, and many more. This part concludes with a separate chapter on report writing and ethics in presentation. Written in a simple manner with inclusion of SPSS and Excel outputs and their inference, the book will be useful for students and young professionals.

About the Author:

Prahlad Mishra, Professor, Xavier's Institute of Management, (XIM), Bhubaneswar

Features:

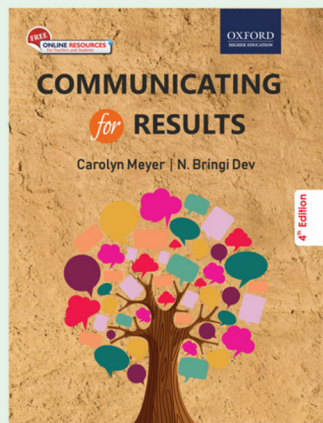
- Includes a chapter on integration of multivariate techniques for data analysis to explain the usage of different techniques, together and separately, in different business situations.
- Provides stepwise explanation of SPSS and Excel usage by organizations to stimulate students' understanding about the application of these software in real-life scenarios.
- Contains numerous solved and unsolved exercises and exhibits with business applications for better understanding.

Table of Contents:

- | | |
|--|--|
| PART I: CONCEPTUAL BACKGROUND OF RESEARCH | Chapter 11. Bivariate Tools and Their Applications |
| Chapter 1. Introduction to Research | PART IV: MULTIVARIATE TECHNIQUES FOR DATA ANALYSIS |
| Chapter 2. Types of Research | Chapter 12. Multiple Regression Analysis |
| Chapter 3. Conceptualization of Variables and Measurements | Chapter 13. Use of Qualitative Variables in Regression (Dummy Variables) |
| PART II: OPERATIONALIZATION IN RESEARCH AND INSTRUMENTS DESIGNING | Chapter 14. Regression with Panel Data |
| Chapter 4. Probability Distributions | Chapter 15. Discriminant Analysis |
| Chapter 5. Statistical Inference: Tests of Hypotheses (Parametric and Nonparametric) | Chapter 16. Exploratory Factor Analysis |
| Chapter 6. Research Design | Chapter 17. Structural Equations Modelling |
| Chapter 7. Data Collection—Types, Sources, and Instruments | Chapter 18. Cluster Analysis |
| Chapter 8. Sampling and Its Application | Chapter 19. Multivariate Analysis of Variance |
| PART III: UNIVARIATE AND BIVARIATE TECHNIQUES FOR DATA ANALYSIS | Chapter 20. Canonical Correlation |
| Chapter 9. Tabulation and Diagrammatic Representation | Chapter 21. Multidimensional Scaling |
| Chapter 10. Descriptive Statistics | Chapter 22. Conjoint Analysis |
| | Chapter 23. Integration of Multivariate Techniques for Data Analysis |
| | Chapter 24. Report Writing and Ethical Perspective in Research |

Communicating for Results

(Fourth Edition)



9780199496570

Paperback

560 pp

2021

₹825/-

The fourth edition of *Communicating for Results* offers practical, classroom-tested instruction for students to become effective business writers and speakers. Supplemented with abundant group and individual activities, this invaluable text will help management students at both undergraduate and postgraduate levels to hone their skills and communicate with confidence.

About the Authors:

Carolyn Meyer is Associate Professor in the School of Professional Communication and the Masters of Professional Communication Program at Ryerson University.

N. Bringi Dev is former Professor of Practice and Chairperson, Centre for Management Communication, IIM Bangalore (IIMB).

Features:

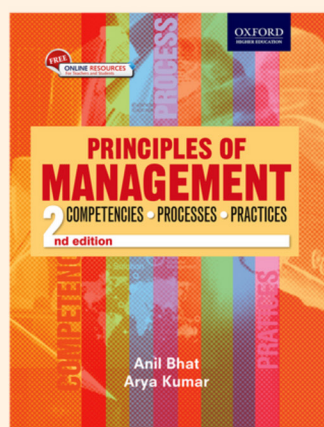
- A skills-based approach with easy-to-use models, real-life case studies, examples, and a variety of exercises to enhance writing skills, improve interactivity, and overcome fear of public speaking
- Annotated examples of effective written communication including reports, proposals, e-mail, and business letters
- A wide range of communication approaches based on current trends and practices in areas such as business documentation, digital and social media, persuasive presentations and individual, small group, and collaborative communication
- The emphasis on critical thinking and learning by doing rather than on rigid frameworks
- An easy-to-read, attractive two-colour layout

Table of Contents:

- | | |
|---|--|
| 1. Issues and Trends in Professional Communication | 8. Persuasive Messages |
| 2. Getting the Message Across | 9. Communicating for Employment |
| 3. Getting Started: Planning, Writing, and Revising Business Messages | 10. Reports and Proposals |
| 4. Business Style: Vocabulary, Sentences, Paragraphs, Concision, and Tone | 11. Business Presentations |
| 5. Written Business Communication, E-Mail, and Letters | 12. Interpersonal Communication in Organizations |
| 6. Routine and Positive Messages | 13. Digital and Social Media Communication |
| 7. Negative Messages: Delivering Unfavourable News | |

Principles of Management

Competencies, Processes, and Practices (Second Edition)



9780199457588

Paperback

608 pp

2016

₹700/-

The second edition of *Principles of Management: Competencies, Processes, and Practices* is a comprehensive textbook specially designed to meet the needs of MBA and diploma students of management courses and working professionals. The book discusses managerial functions, such as planning, organizing, leading, and controlling as well as organizational functions, such as finance, marketing, operations management, management information systems, strategy, and human resources in detail.

About the Authors:

Anil Bhat, Professor and Head Department of Management, BITS, Pilani, and Arya Kumar Anil Bhat (Fellow IIM Bangalore) is Professor and Head Department of Management, BITS, Pilani.

Arya Kumar (Ph. D. BITS Pilani) is Director, Lal Bahadur Shastri Institute of Management, New Delhi.

Features:

- Describes several managerial and economic analytical tools
- Provides chapter-end exercises to facilitate experiential learning, information gathering, and analysis
- Includes detailed sections on managerial competencies with separate chapters on motivation, team effectiveness, communication, conflict management, leadership, decision making, emotional intelligence, stress management, and creativity and entrepreneurship

Table of Contents:

- Part I – Management Functions and Business Environment
- Part II – Economic and Financial Analysis
- Part III – Excelling through People
- Part IV – Managerial Competencies
- Part V – Creating and Delivering Customer Value
- Part VI – Quantitative Methods
- Part VII – Operations and Technology Management

Entrepreneurship

(Third Edition)

New Edition
Coming



9780190125301

Paperback

504 pp

2020

₹850/-

The third edition of *Entrepreneurship* is designed to meet the needs of management students and entrepreneurs. The book is meant to be used not just as a textbook for a course, but also lends itself well to being an actual guide to students wishing to start their own ventures. The book explains concepts based on original research and the author's own experience in setting up and running entrepreneurial ventures.

About the Author:

Rajeev Roy, is an entrepreneurship educator and start-up mentor. He has been involved with varied entrepreneurship development activities with governments, institutes, incubators, and accelerators across North and South America, and Asia. He was previously associated with IIM Raipur and Xavier Institute of Management, Bhubaneswar.

Features:

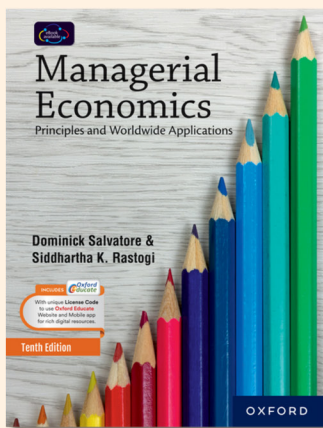
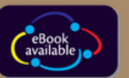
- Starts with the concept of understanding entrepreneurship and throws light on contemporary approaches to it
- Discusses the various issues related to doing business in India and support given to SMEs and entrepreneurs
- Elaborates on the steps involved in composing a pitch deck
- Describes day-to-day operations of an entrepreneurial enterprise, such as human resources, networking, etc.
- Discusses growth and exit strategies

Table of Contents:

1. Understanding Entrepreneurship	Pitch Deck
2. Contemporary Approaches to Entrepreneurship	14. Human Resource Management
3. Family Business	15. Networking
4. Doing Business in India	16. Operations
5. Support to SMEs and Entrepreneurs	17. Distribution Channels
6. Design Thinking	18. Integrated Marketing Communication
7. Ideation	19. Pricing
8. Intellectual Property	20. Growth
9. Customer Discovery	21. Exit
10. New Product Development	22. The Social Entrepreneur
11. Business Models	23. Social Responsibility
12. Buying a Business	24. Additional Case Studies
13. Entrepreneurial Finance	

Managerial Economics

Principles and Worldwide Applications (Tenth Edition)



9789354978548

Paperback

648 pp

2024

₹999/-

Managerial Economics: Principles and World Applications (10th Edition) synthesizes economic theory, decision sciences, and business administration to help instructors train students on how managerial decisions are made in the modern, globalized world. The theoretical concepts are explained using graphs, real case studies, and data tables, while mathematical derivations and proofs are detailed in chapter-wise appendices. This comprehensive approach makes the book suitable for a wide range of learners—from beginning undergraduates to MBA students focused on applied study, as well as experienced executives returning to the classroom. The book is structured into five parts. Part One reviews the basics of supply and demand, examines the nature and scope of managerial economics, presents the theory of the firm, and reviews optimization techniques. Part Two analyzes demand. Part Three presents the theory and measurement of the firm's production and costs. Part Four integrates demand analysis with production and cost analysis to demonstrate how price and output are determined under various forms of market organization. Part Five explores regulation, the role of government, and the impact of information in the economy. Throughout, the theory and practical examples illustrate how local economic decision-making is now inescapably global.

About the Authors:

Dominick Salvatore is Distinguished Professor of Economics and Business and Director of the Global Economic Policy Center at Fordham University.

Siddhartha K. Rastogi is an Associate Professor (Economics) at Indian Institute of Management Indore.

Features:

- Integrates examples, data, and theories on the international ramifications of managerial decisions throughout the text, rather than isolating them in a separate chapter
- Incorporates 109 Boxes that illustrate how firms actually make managerial decisions in today's business environment

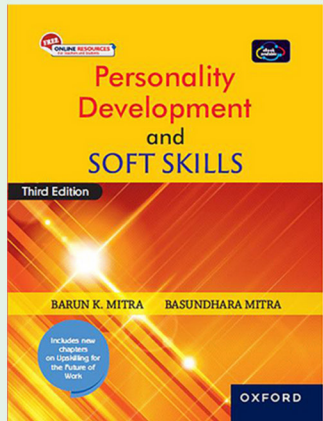
Table of Contents:

Part One – Introduction
Part Two – Demand Analysis
Part Three – Production and Cost Analysis
Part Four – Market Structure and Pricing Practices
Part Five – Regulation



Personality Development and Soft Skills

(Third Edition)



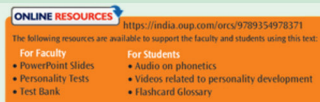
9789354978371

Paperback

296 pp

2024

₹525/-



The third edition of *Personality Development and Soft Skills* aims to serve as a detailed guide to equip readers with all the necessary skills required to be successful in the increasingly competitive professional space. With the help of numerous case studies, classroom-based exercises, and self-assessment tests, the book provides crucial insights on all the core areas associated with soft skills and personality development. Keeping in mind the growing importance of modern learning and working mechanisms, three new chapters on building confidence, upskilling for an online world, and digital literacy have also been included. Written in a compact and lucid manner, this textbook will assist students as well as professionals in enhancing their personality, soft skills, and increasing their confidence, thereby greatly improving their chances of employability in a digital world.

About the Authors:

Barun K. Mitra was formerly Professor of English at Indian Institute of Technology, Kharagpur.
 Basundhara Mitra is a creative writing counselor in India and USA, author, and poet

Features:

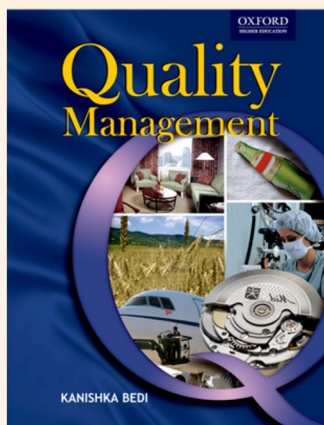
- Provides detailed guidance on enhancing soft skills and personality development for career growth
- Offers valuable inputs on ways to navigate the digital domain
- Includes inputs on avoiding common mistakes in speaking English
- Discusses various forms of digital skills
- Presents several case studies, examples, and illustrations to elucidate the concepts discussed

Table of Contents:

1. Introduction	9. Enhance your Writing Skill to Create an Impression
2. Soft Skills: Demanded by Every Employer	10. Fog Index: Provides Guidance for Proper Writing
3. Communication Skills: Spoken English, Phonetics, Accent, Intonation	11. Beware of Pitfalls: Avoid Errors
4. Your Resume: Summarize or Curriculum Vitae: The First Step Forward	12. Language Laboratory: Facilitating Self-improvement
5. Group Discussion: A Test of Your Soft Skills	13. Acquaintance with E-learning Concepts and Techniques
6. Job Interviews: The Gateway to the Job Market	14. Massive Online Open Course (MOOC): Skill Development and Career Growth
7. Body Language: Reveals your Inner Self and Personality	15. Soft Skills for the Future of Work: Upskilling for an Online World
8. Building Confidence: The Courage to Win	16. Digital Literacy: Critical for Career-readiness

Quality Management

For Strategic Decision-Making



9780195677959

Paperback

724 pp

2006

₹1,295/-



Quality Management is a comprehensive textbook specially designed to meet the needs of management students. The book explains the core concepts of quality management through practical applications and supplements them with numerous solved examples, caselets, and detailed case studies. Users will find this book highly useful for its coverage of the key concepts of quality management explained through caselets, tables, and diagrams.

About the Author:

Kanishka Bedi, Professor, School of Business & Quality Management, Hamdan Bin Mohammed Smart University, Dubai, UAE, has more than two decades of teaching experience in quality management and production and operations management. He has been a visiting faculty at the Indian Institute of Management, Lucknow, and is active in research, executive training, and consultancy. He is the author of *Production and Operations Management* and *Management and Entrepreneurship*, both published by OUP.

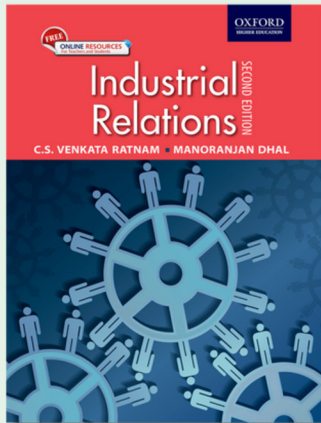
Features:

- examines the challenges faced by business organizations in quality management
- explores the emerging issues in quality management from an Indian perspective
- contains cases and examples in the key areas of quality management
- includes MS Excel-based solved numerical problems
- provides chapter-end exercises with concept review and numerical questions and suggests interesting classroom and field projects

Table of Contents:

1. Introduction to Quality Management
2. Quality Function Deployment
3 Acceptance Sampling
4 Statistical Process Control
5 Quality Standards and Business Excellence Models
6 Software Quality Management
7 Total Quality Management
8 Six Sigma
9 Experimental Design and Taguchi Method
10 Service Quality Management
11 Cost of Quality
12 Quality Strategy for Indian Industry

Industrial Relations



9780199456550

Paperback

608 pp

2017

₹1,050/-



The second edition of the well-accepted title *Industrial Relations* continues to provide a comprehensive coverage of the various aspects of industrial relations: conceptual foundations, institutional structure and policy framework, role of the government, and trade unions. The book introduces readers to the various approaches to industrial relations and goes on to discuss trade unions, collective bargaining, and tripartism. It goes on to highlight the importance of dispute resolution, labour administration, grievance handling, and the management of industrial relations.

About the Authors:

C.S. Venkata Ratnam was the Director, International Management Institute, New Delhi.

Manoranjan Dhal is Associate Professor, Organizational Behaviour and Human Resources, at IIM Kozhikode.

Features:

- A comprehensive title that integrates all aspects of industrial relations
- Includes case studies and exhibits to illustrate the theory discussed in the chapters
- Sections on the crisis in industrial relations, emerging dynamics in industrial relations, origin of trade unions and developments during post-recession era, international trade unions, detailed coverage on Employee Compensation Act, 1923, Employees' State Insurance (ESI) Act, 1948, Factories Act, 1948, Kerala Recognition of Trade Union Act, 2010, Indian Labour Conference, minimum wages, and more
- Updated and revised data, and latest amendment to labour laws
- Additional sections on labour laws

Table of Contents:

- Economy and the Labour Force in India
- Approaches to Industrial Relations
- Industrial Relations in a Comparative Framework
- Management and Employers' Organizations
- Trade Unions—Theoretical Foundations and Legal Framework
- Trade Union Structures
- Management of Trade Unions in India
- Collective Bargaining
- Tripartism and Social Dialogue
- The Role of Government in Industrial Relations
- The Contract of Employment
- Public Policy and Wage and Reward Systems
- Working Conditions, Safety, Health, and Environment
- Dispute Resolution and Industrial Harmony
- Labour Administration
- Social Security
- Issues in Labour Policy and Labour Law Reform
- Employee Participation and Labour-Management Cooperation
- Grievances and Discipline Handling
- Employment Security and Management of Redundancies
- Technological Change and Industrial Relations
- Management of Industrial Relations
- Human Resource Management and Industrial Relations
- LABOUR LAWS
- Industrial Disputes Act, 1947
- Industrial Employment (Standing Orders) Act, 1946
- Trade Unions Act, 1926
- Payment of Wages Act, 1936
- Minimum Wages Act, 1948
- Payment of Bonus Act, 1965
- Workmen's Compensation Act, 1923
- Employees' State Insurance Act, 1948
- Employees' Provident Funds and Miscellaneous Provisions Act, 1952
- Maternity Benefit Act, 1961
- Payment of Gratuity Act, 1972

Management Information Systems



9780198080992

Paperback

524 pp

2013

₹899/-

Management Information Systems is a comprehensive textbook designed to meet the needs of post graduate management students. The book elaborates on how information systems (IS), supported by information technology (IT), help businesses gain competitive advantage and meet corporate objectives. Divided into five parts, the first part 'Concepts and Structures of MIS' elaborates on the basic concepts of IS, strategic advantage of IT, and corporate decision making. The second part 'IT Infrastructure' covers various hardware, software, database, and telecommunication components. The third part 'Business Applications' throws light on enterprise applications, enterprise systems, electronic commerce. Special care has been taken to explain decision support systems, knowledge management, and intelligent systems. The fourth part 'Development of MIS' underlines IS planning and development and implementing IT solutions. The last part 'Management and Challenges of MIS' touches upon the societal impact of IT, security aspects, and explains IS in the context of managing global businesses. With its problem-solving approach and user-friendly presentation, the book will be useful to management students as well as professionals.

About the Author:

Girdhar Joshi, Director & Principal Consultant, BNG Infotech, Mumbai. Girdhar Joshi is the Director & Principal Consultant with BNG Infotech, Mumbai. He is a guest faculty with Indian Retail School and Pearl Academy of Fashion, New Delhi. He is an MBA, with specialization in Information Technology and Marketing. He has over 25 years of work experience in the field of IT consulting and solution implementation. He has headed various IT organizations, which provide technology solutions to various types of organizations, manufacturing, logistics and retail being some of them. He has also written Information Technology for Retail (OUP).

Features:

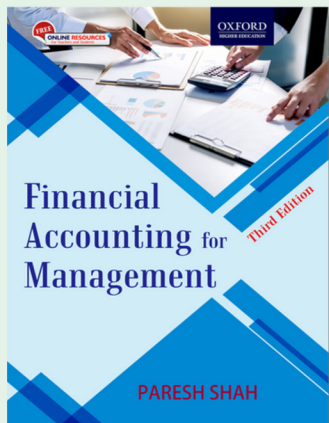
- Covers the latest developments in the IT arena and correlates them with problem solving in modern business world, Includes new emerging platforms and technologies like mobile computing, m-commerce to widen the scope of IT in business management
- Includes case studies and business problems that illustrate practical examples from the real business world from companies such as Archies, Infosys, Wipro, Amul, ONGC, Maruti Udyog, Videocon, Snapdeal.com, Titan Industries, etc.
- Provides project work under 'MIS Development' that help reader understand the use of IT tools for business decision making

Table of Contents:

- PART I: CONCEPTS & STRUCTURE OF MIS
- 1. Fundamentals of Information Systems
- 2. Role of MIS in Business
- 3. Strategic Advantage of IT
- PART II: INFORMATION TECHNOLOGY INFRASTRUCTURE
- 4. Hardware Resources
- 5. Software Resources
- 6. Data Resources
- 7. Networks and Telecommunications
- PART III: INFORMATION SYSTEM APPLICATIONS
- 8. E-Business Applications
- 9. Enterprise Systems
- 10. Applications for Service Sector
- 11. Electronic Commerce
- 12. Decision Support Systems
- 13. Knowledge Management and Intelligent Systems
- 14. Mobile Computing and M-Commerce
- PART IV: DEVELOPMENT OF MIS
- 15. Information Systems Planning and Development
- 16. Implementing Information Systems
- PART V: MANAGEMENT & CHALLENGES OF MIS
- 17. Information Security Management
- 18. Ethical and Societal Challenges of IT
- 19. Information System Leadership
- 20. Managing Global System

Financial Accounting for Management

(Third Edition)



9780199494439

Paperback

552 pp

2019

₹925/-

ONLINE RESOURCES <https://india.mop.com/9780199494439>
 The following resources are available to support the faculty and students using this text:
For Faculty
 • Instructor's Manual
 • PowerPoint Slides
 • Solutions to Unsolved Problems
For Students
 • Multiple Choice Questions

Financial Accounting for Management 3e is intended for the 1st semester students of MBA. With its application-oriented approach including examples using the three columnar ledger account format, the book will be useful for students and professionals, both. The book is divided into 20 chapters and 5 parts. Part I on Fundamentals of Accounting discusses the modern approach of accounting, balance sheet and income statement. Part II on Recognition and Types of Transactions covers revenue and expense recognition, non-current & current assets, capital & liabilities. Part III on Preparation of Financial Statements discusses bank reconciliation, financial statements preparation and accounting from incomplete records. Part IV on Analytical Accounting covers average due date, account current and negotiable instruments and cash flow statements. Part V on Special Topics includes Foreign Exchange Accounting, Regulatory Framework on Accounting and Reporting and Contemporary Accounting.

About the Author:

Paresh Shah, Visiting Professor, G.H. Patel Post Graduate Institute of Business Management Paresh Shah PhD, FCMA, FDP from the Indian Institute of Management, Ahmedabad (IIMA), is visiting professor at several reputed institutions, such as the G.H. Patel Post Graduate Institute of Business Management, Sardar Patel University, Vallabh Vidyanagar, Gujarat Indian Institute of Planning and Management (IIPM), Ahmedabad and Delhi Entrepreneurship Development Institute of India (EDII), Ahmedabad Som Lalit Institute of Management Studies (SLIMS), Gujarat Technological University, Ahmedabad United World School of Business, Ahmedabad and Anand Institute of Management, Anand.

Features:

- New chapter on Modern Approach of Accounting
- Full-fledged chapter on Regulatory Framework on Accounting and Reporting
- Discussions on important topics like IFRS norms, Indian Accounting Standards (Ind AS), deferred tax assets and deferred tax liabilities, and GST accounting
- Text on business transactions through plastic cards and net banking
- Topics on contemporary revenue and expense recognition practices in different industries such as banking, IT, media, hospitality, and more

Table of Contents:

- Part I – Fundamentals of Accounting
- Part II – Recognition and Types of Transactions
- Part III – Financial Statements
- Part IV – Analytical Accounting
- Part V – Special Topics

Dive deep into core and elective subjects supported by practical case studies and real-world examples.



MARKETING MANAGEMENT

Brand Management

Principles and Practices (Second Edition)



9780190124137

Paperback

488 pp

2022

₹790/-

ONLINE RESOURCES

india.oup.com/orcs/9780190124137

The following resources are available to support the faculty and students using this text:

- For Faculty:
 - PowerPoint slides
 - Instructor Manual
 - Video exercises
- For Students:
 - Video exercises

Branding has always been a vital part of any business, but the current testing times have made it more important than ever before. With the rise in social media consumption, consumers get exposed to information about existing and new brands every day. The second edition of Brand Management—Principles and Practices is a comprehensive textbook that explores the core concepts of branding and illustrates them through numerous real-life examples, chapterend case studies, images, and videos. Designed especially for students of postgraduate management programmes specializing in marketing, the illustrative and practical approach would be beneficial for professionals too.

About the Author:

Kirti Dutta is Dean (Research) & Associate Dean and Professor (Marketing), School of Entrepreneurship, Rishihood University, Sonipat.

Features:

- Provides rich learning from practices of Indian brands like Santoor, Nykaa, Asian Paints, Cornitos, Tanishq, Emami, ITC, and LIC
- Discusses practices of global and Indian companies such as Bentley, Aditya Birla Group, Kia Motors, Lux, and Amul
- Includes exhibits with marketing insights from industry Includes a new chapter on brand building in the new media and how to manage brand reputation online

Table of Contents:

- | | |
|--|--|
| Part I: Overview of Brand Management <ul style="list-style-type: none"> • Chapter 1: Introduction to Branding • Chapter 2: Creating a Brand • Chapter 3: Understanding Organizational Culture for Successful Brand Management Part II: Understanding and Measuring Brand Equity <ul style="list-style-type: none"> • Chapter 4: Brand Equity • Chapter 5: Researching for Brand Equity • Chapter 6: Measuring Brand Equity Part III: Understanding Consumers and Markets <ul style="list-style-type: none"> • Chapter 7: Consumer Behaviour and Brand Buying Decisions | Chapter 8: Brand Positioning
Chapter 9: Branding and the Marketing Programme
Chapter 10: E-branding—Branding the Brand Online
Chapter 11: Branding and Marketing Communications
Chapter 12: Brand Building in the New Media
Part V: Building Resilient Brands
Chapter 13: Brand Strategies
Chapter 14: Managing Brand Architecture
Chapter 15: Brands over Time
Chapter 16: Brands in a Borderless World
About the Author |
|--|--|

Digital Marketing



9780199455447

Paperback

456 pp

2015

₹825/-

ONLINE RESOURCES

india.oup.com/orcs/9780199455447

The following resources are available to support the faculty and students using this book:

- For Faculty:
 - PowerPoint Slides
 - Multiple Choice Questions
- For Students:
 - Flashcard Glossary

Digital Marketing is designed as a textbook for management students specializing in marketing. The book discusses various digital media and analyses how the field of marketing can benefit from them. This book is divided into four sections. The first section, Marketing in the Digital Era, starts with an overview of e-marketing followed by the online marketing mix in the digital framework. It then discusses the role of the online consumer followed by CRM strategies that organizations can use with the help of the digital medium to retain and grow customer relationship. The second section, Business Drivers in the Virtual World, deals with the realm of social media followed by online branding, building traffic, Web business models, and e-commerce.

About the Author:

Vandana Ahuja, Assistant Professor at Jaypee Business School, NOIDA Vandana Ahuja is currently Area Chair, Marketing, and Assistant Professor, Jaypee Business School, NOIDA (a constituent of the Jaypee Institute of Information Technology, NOIDA). A Ph D in Management, she has over 15 years of experience in the industry and academia.

Features:

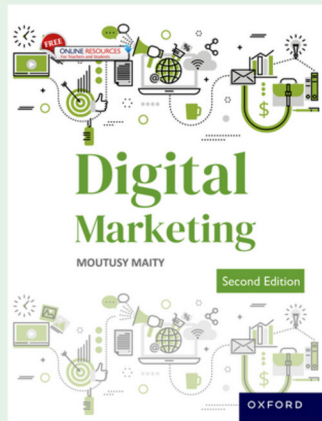
- Provides comprehensive coverage of the developments and use of Internet as a marketing planning tool
- Presents the ability of the digital world to increase efficiency in established marketing functions
- Provides insights on how organizations can leverage the benefits of social media
- Discusses cutting-edge business strategies such as differentiation, and cost leadership that generate revenue while delivering customer value
- Includes both Indian as well as global case studies of companies such as Vodafone, Ford, Aviva India, Bacardi, Amazon

Table of Contents:

- | | |
|---|---|
| Section 1: Marketing in the Digital Era <ul style="list-style-type: none"> • Chapter 1 E-marketing • Chapter 2 The Online Marketing Mix • Chapter 3 The Online Consumer • Chapter 4 Customer Relationship Management in a Web 2.0 World Section 2: Business Drivers in the Virtual World <ul style="list-style-type: none"> • Chapter 5 Social Media • Chapter 6 Online Branding • Chapter 7 Traffic Building • Chapter 8 Web Business Models • Chapter 9 E-commerce Section 3: Online Tools for Marketing <ul style="list-style-type: none"> • Chapter 10 Engagement Marketing through Content Management | <ul style="list-style-type: none"> • Chapter 10 Engagement Marketing through Content Management • Chapter 11 Online Campaign Management • Chapter 12 Consumer Segmentation, Targeting, and Positioning using Online Tools • Chapter 13 Market Influence Analytics in a Digital Ecosystem • Section 4: The Contemporary Digital Revolution • Chapter 14 Online Communities and Co-creation • Chapter 15 The World of Facebook • Chapter 16 The Future of Marketing Gamification and Apps |
|---|---|

Digital Marketing

(Second Edition)



9789354972478

Paperback

504 pp

2022

₹795/-

The second edition of *Digital Marketing* is designed with the purpose of explaining important concepts of the subject with Indian and global examples from real life. It also delves into the opportunities, problems, tactics and strategies associated with incorporating the Internet into the function of marketing. Appropriate for students of MBA specializing in Marketing, its application-oriented approach would also be useful for marketing professionals.

About the Author:

Moutusy Maity is Professor, Department of Marketing, Indian Institute of Management Lucknow (IIM-L). She has also co-authored Marketing Analytics published with OUP

Features:

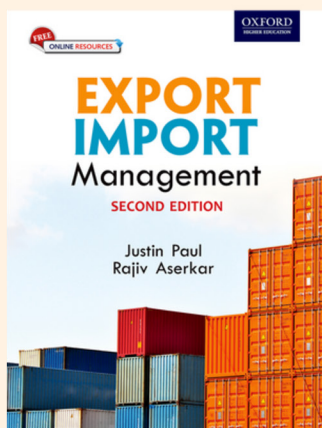
- Updated data and examples throughout the book
- Updated and new analytics-based cases on web analytics, social media analytics and more
- New chapters in the areas of Programmatic advertising, Affiliate marketing, Online privacy and ethical issues, and Legal issues
- Possible impact of Artificial Intelligence on all aspects of digital marketing
- Added activities and chapter-end exercises

Table of Contents:

1. Introduction: The Adoption of Internet in India
2. Search Engine Optimization
3. Search Advertising
4. Display Advertising and Programmatic Advertising
5. Affiliate Marketing
6. Web Analytics
7. Consumers Online
8. Social Media Marketing
9. Social Media Analytics: Structured Data
10. Social Media Analytics: Unstructured Data
11. Mobile Marketing
12. E-mail Marketing
13. Internet Marketing Strategy and Content Marketing
14. Online Privacy and Data Protection: Ethical and Legal Issues
15. Looking Ahead

Export Import Management

(Second Edition)



9780198089407

Paperback

400 pp

2013

₹795/-

The second edition of *Export Import Management* has been updated with two new chapters and new case studies. The text material has been restructured to focus on the changes since the last edition. It now has 21 chapters. Beginning with an introduction to the regulatory norms, related documentation, and letters of credit, the text goes on to discuss pre- and post-shipment finance, and business risks. It delves deep into topics such as logistics, transportation, ports, containerization, and incoterms in detail. The last part of the book analyses markets in the Middle East, ASEAN, Australia and New Zealand, and China and Japan.

About the Authors:

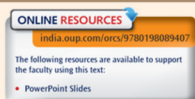
Justin Paul, Associate Professor, University of Washington, and Rajiv Aserkar, Professor, S.P. Jain Centre of Management, Dubai. Rajiv Aserkar is Professor, Logistics and Supply Chain Management at the S P Jain Centre of Management, Dubai.

Features:

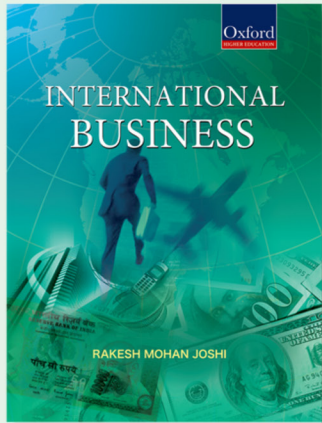
- Contains export documents at appropriate places to exemplify documentation
- Contains specific chapters on regional/country markets that provide an insight into the business, political, economic and legal environment of the host region/country
- Provides end chapter questions to test the reader's understanding as also interesting exercises to put learning into practice
- Includes a Test Your Knowledge section at the end of the book, Includes case studies
- Two new chapters on Incoterms and the World Trade Organisation (WTO)
- New cases related to exporting challenges, exporting dilemma, and export procedures

Table of Contents:

- | | |
|---|---|
| 1. Foreign Trade-Institutional Framework and Basics | 11. World Shipping |
| 2. Export-Import-Documentation and Steps | 12. Containerization and Leasing Practices |
| 3. Methods and Instruments of Payment and Pricing | 13. Export Procedures and Documents |
| 4. Export-Import Strategies and Practice | 14. Information Technology and International Business |
| 5. Export Marketing | 15. Incoterms (new chapter) |
| 6. Methods of Financing Exporters | 16. Export Incentive Schemes |
| 7. Business Risk Management and Coverage | 17. WTO (new chapter) |
| 8. Customs Clearance of Import and Export Cargo | 18. Doing Business with Middle East Countries |
| 9. Logistics and Characteristics of Modes of Transportation | 19. Doing Business with Asean Countries |
| 10. Characteristics of Shipping Industry | 20. Doing Business with Australia and New Zealand |
| | 21. Doing Business with China and Japan |



International Business



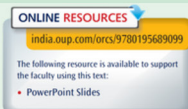
9780195689099

Paperback

932 pp

2009

₹1,095/-



International Business is a comprehensive textbook with a global orientation, specifically designed to meet the requirements of MBA students. It brings out the key concepts of International Business in a very simple and lucid manner with numerous practical managerial examples, vignettes, diagrams, flow-diagrams and illustrations so as to facilitate and reinforce learning. Beginning with an overview of globalization and international business, the book discusses in detail various theories of international trade, international trade patterns and balance of payments, institutional framework, World Trade Organization, and international economic integration. It goes on to discuss international cultural, political and legal environments and policy framework for international trade. It further elucidates country evaluation and selection, modes of international business expansion, foreign direct investment and multinational enterprises. Finally, it expatiates key functional areas of international business such as international marketing, international finance, global operations and supply chain management, global human resource management and international trade procedures and documentations. The book concludes with separate chapters on contemporary issues such as e-business, ethics, and corporate social responsibility.

About the Author:

Rakesh Mohan Joshi, Professor, Indian Institute of Foreign Trade, New Delhi

Features:

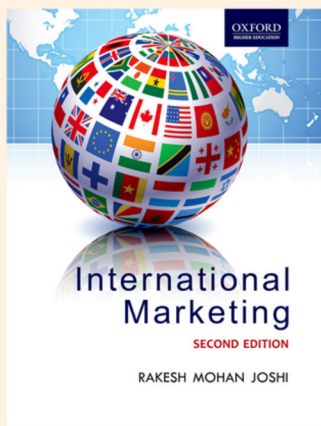
- Authentic and comprehensive with global perspective and critical approach.
- Explores contemporary issues in international business such as e-business, ethics and corporate social responsibility.
- Elucidates major functional areas of international business such as international marketing, international finance, global operations and supply chain management, global human resource management and international trade procedures and documentations in separate chapters.
- Integrated multidisciplinary approach with in-depth coverage.
- Application oriented with managerial focus.

Table of Contents:

- 1: Globalization and International Business
- 2: Theories of International Trade
- 3: International Trade Patterns and Balance of Payments
- 4: Institutional Framework for International Business
- 5: World Trade Organization
- 6: International Economic Integrations
- 7: International Cultural Environment
- 8: Political and Legal Environment
- 9: Policy Framework for International Trade
- 10: Country Evaluation and Selection
- 11: Modes of International Business Expansion
- 12: Foreign Direct Investment
- 13: Multinational Enterprises
- 14: International Marketing
- 15: International Finance
- 16: Global Operations and Supply Chain Management
- 17: International Human Resource Management
- 18: International Trade Procedures and Documentations
- 19: Global e-business
- 20: Ethics and Social Responsibility

International Marketing

(Second Edition)



9780198077022

Paperback

780 pp

2014

₹1,100/-



The second edition of *International Marketing* provides a comprehensive coverage of the fundamental concepts of the subject, which will be useful to postgraduate students as well as practitioners. The book begins with an introduction to international marketing, and slowly delves deep into the subject. All major topics under the subject have been covered. The depth to which each topic has been dealt with is beyond compare. Written in lucid style, *International Marketing 2/e* covers both fundamental as well as advance topics under the area. With latest data on the subject from governmental as well as non-governmental sources from around the world and figures to facilitate deep insight into the concepts, and cases on a large variety of industries, the book provides students with a keen understanding of international marketing.

About the Author:

Rakesh Mohan Joshi, RMJ: Indian Institute of Foreign Trade, New Delhi Rakesh Mohan Joshi, is presently Professor, International Business and International Marketing, at Indian Institute of Foreign Trade, New Delhi. Dr Joshi has over two decades of teaching, consultancy, and training experience in international trade and marketing of commodities from developing countries and has been associated with multilateral organizations, such as the World Bank and the Asian Development Bank. He has authored numerous research papers in leading journals and is the author of *International Business* (OUP, 2009).

Features:

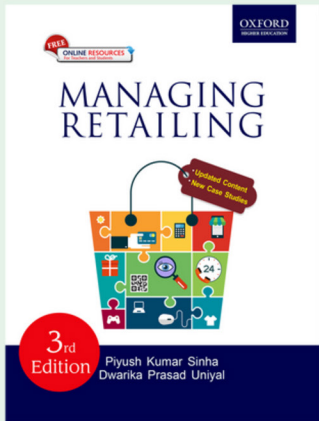
- Provides a thorough understanding of the basic concepts of international marketing
- Includes topics such as international political and legal environment, international cultural environment, trade logistics and international shipping, and managing risks in international trade
- Includes pedagogical features such as exhibits, end-chapter questions and problems, project assignments, key terms, and a recapitulation of the topics covered

Table of Contents:

- Part I – Decision to Internationalise
- Part II – Scanning International Marketing Environment
- Part III – Market Identification, Evaluation and Selection
- Part IV – Entry Mode Decisions
- Part V – Export Import Management
- Part VI – Implementation, Review and Consolidation of International Marketing Operations

Managing Retailing

(Third Edition)



9780199488827

Paperback

528 pp

2018

₹995/-

The third edition of *Managing Retailing* is a comprehensive textbook designed to meet the needs of postgraduate management students specializing in marketing. Based on original research, it provides an in-depth coverage of retailing theory and explains the key concepts through numerous illustrations, examples, exhibits, tables, figures, and cases.

About the Authors:

Piyush Kumar Sinha is Director, CRI Advisory and Research, Ahmedabad. He has over 30 years of academic and industry experience.

Dwarika Prasad Uniyal is Assistant Dean, Executive Education, Indian Institute of Management, Kashipur (Dehradun campus). He has over 20 years of academic and industry experience.

Features:

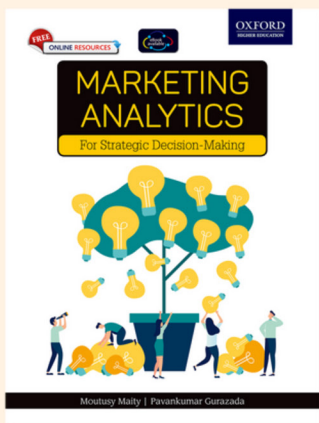
- Extensively revised text and up-to-date data
- New chapter on Online Retailing with an overview of the growing online retail industry
- Real-life cases on Bigbasket.com, Samsung Electronics in India, and Hippo on Twitter
- New sections such as foreign direct investment (FDI), private label brands, third party logistics/warehousing, social media marketing, and new in-store technologies and retailing through mobile

Table of Contents:

1. The Domain of Retailing	11. Store Layout and Design
2. Indian Retail Industry	12. Retail Marketing Strategy
3. Retailing in Other Countries	13. Point of Purchase Communication
4. Understanding Shopping and Shoppers	14. Establishing a Pricing Strategy
5. Delivering Value through Retail Formats	15. Building Store Loyalty
6. Online Retailing	16. Technology in Retailing
7. Deciding Location	
8. Category Management	
9. Supply Chain Management	
10. Retail Buying	

Marketing Analytics

For Strategic Decision-Making



9780190130862

Paperback

480 pp

2021

₹625/-

Analytics is taking up an increasingly larger role in a marketer's everyday decision-making. With a change in the customers' nature of buying behaviour, there is a need for marketers to understand and use technology-enhanced data collection and analysis methods. *Marketing Analytics: For Strategic Decision-Making* has been written from a marketing perspective to provide a comprehensive overview of the analytical methods that are pertinent and important for a marketer through illustrations that make use of appropriate data sets and apply software such as R, SPSS and Excel.

About the Authors:

Moutusy Maity is Professor, Marketing Management, Indian Institute of Management Lucknow.

Pavankumar Gurazada is Faculty (Business and AI), Great Learning, Bengaluru.

Features:

- Provides comprehensive coverage of marketing analytics and its applications in the real world
- Includes a dedicated chapter on understanding machine learning for marketing analytics
- Presents all exercises demonstrating analytical concepts in at least two of the following analytics software: R-language programming, SPSS or Excel
- Includes ample number of examples for students to practise and learn the basics of marketing analytics

Table of Contents:

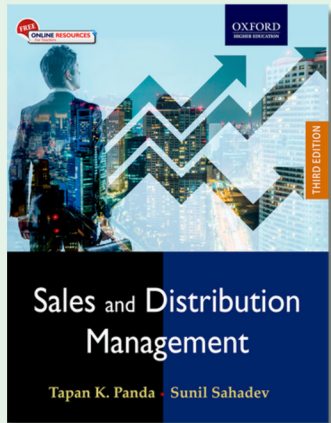
Section I: The Need for Marketing Analytics	<ul style="list-style-type: none"> • Customer Acquisition • Customer Retention
<ul style="list-style-type: none"> • Marketing Analytics and Marketing Research • Marketing Analytics: Data including Web Analytics • Descriptive Analysis • A Primer on Machine Learning for Marketing Analytics 	Section III: Understanding the Consumer and Customer: Using Unstructured Data
Section II: Understanding the Consumer and Customer: Using Structured Data	<ul style="list-style-type: none"> • Collecting and Understanding Social Media Data • Chapter 12: Visualizing Consumer Engagement • Chapter 13: Simulating Social Media Data Generating Mechanisms • Chapter 14: Analyzing Social Network Data • Chapter 15: Mining Meaning from Text • Chapter 16: Collecting Unstructured Data in Offline Marketing Research
<ul style="list-style-type: none"> • Correlation and Regression • Experimental Design • Advertising Analytics • Consumer Perception, Consumer Preference and Customer Portfolio Management 	Section IV: Putting it all together
	<ul style="list-style-type: none"> • Chapter 17: Coda

ONLINE RESOURCES india.oup.com/orcs/9780190130862
The following resources are available to support the faculty using this text:
• Powerpoint Slides
• Instructor Manual

Sales & Distribution Management

(Third Edition)

New Edition
Coming



9780199499045

Paperback

504 pp

2019

₹985/-

Sales & Distribution Management, intended for students of MBA specializing in marketing, undertakes detailed discussions to explain and analyze techniques, and strategies used by marketers to deal with the increasing competition. With the rapid changes in technology, sales and distribution management has become very critical for the success of any business enterprise.

About the Authors:

Tapan Panda, Dean of Jindal Global Business School, O.P. Jindal Global University, and Sunil Sahadev, Senior Lecturer in Marketing Management, University of Sheffield.

Sunil Sahadev is Senior Lecturer in Marketing Management at the University of Sheffield, UK.

Features:

- Written in a reader-friendly and easy to understand language to aid self-study.
- Meticulously revised and updated text as per the current requirements of Management students.
- Contains a new chapter on E-commerce and Distribution Channel Management which cover all aspects of online sales management and distribution channels.
- Provides readers with classroom-tested case studies such as Ola, Flipkart, Amazon Go, Swiggy, etc as well as relevant practical insights.
- Provides numerous chapter-end concept review questions, exercises with critical thinking elements, and classroom and field project assignments.
- Includes exhibits and examples in key areas of sales and distribution management.

Table of Contents:

PART A SALES MANAGEMENT	PART B DISTRIBUTION MANAGEMENT
1. Introduction to Sales Management	14. Distribution Channel Management-An Introduction
2. Selling Skills and Selling Strategies	15. Designing Customer-oriented Marketing Channels
3. The Selling Process	16. Customer-oriented Logistics Management
4. Managing Sales Information	17. E-commerce and Distribution Channel Management
5. Sales Force Automation	18. Channel Information Systems
6. Sales Organization	19. Managing Channel Member Behaviour
7. Management of Sales Territory	20. Managing Wholesalers and Franchisees
8. Management of Sales Quota	21. Retail Management
9. Recruitment and Selection of the Sales Force	22. Managing the International Channels of Distribution
10. Training the Sales Force	
11. Sales Force Motivation	
12. Sales Force Compensation and Evaluation	
13. Sales Force Control	

Services Marketing

Text and Cases (Second Edition)



9780199456161

Paperback

604 pp

2017

₹850/-

The second edition of *Services Marketing* has been revised to reflect the changes in the business environment and the industry since the first edition was published in 2009. It has been updated with new sections, cases, exhibits as well as two new chapters on Managing the Services Brand and Managing Demand and Supply. The text includes classroom case studies as well as chapter-end concept review questions, critical thinking exercises, and project exercises.

About the Authors:

Vinnie Jauhari, Microsoft Corporation India Pvt. Ltd

Kirti Dutta, Professor of Marketing, Bajaj Institute of Management and Research

Features:

- Integrates theory with corporate examples and provides rich insights into the dynamics of the services sector
- Discusses the practices of Indian and global companies
- Explains concepts through examples, exhibits, tables, and case studies
- Includes Internet-based exercises which will help students apply the concepts learnt to different business situations

Table of Contents:

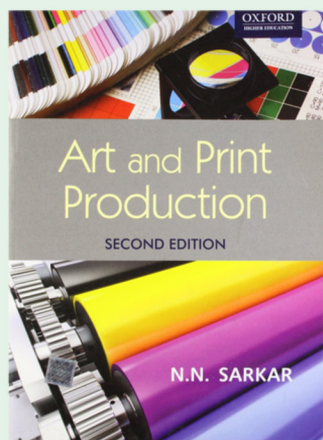
1. Introduction to Service Industry	13. Managing People in Service Industry - The employees
2. The Service Product	14. Managing People in Service Industry - The customers
3. Managing the Services Brand	15. Managing Service Operations and Processes
4. Marketing Research in Service Industry	16. Managing Demand and Supply
5. Understanding Consumer Behaviour	17. Customer Feedback and Service Recovery
6. Segmentation, Targeting, and Positioning for a Services Firm	18. Impact of Technology on Marketing of Services
7. Customer Perceptions of Service	19. Managing Service Quality and Excellence
8. Customer Expectations	20. Ethics in Service Firms
9. Pricing Strategies for Services	21. Strategies for Business Growth
10. Strategies for Promotion for Services Sector	22. Emerging Service Sectors in India
11. Managing Distribution Channels in Service Industry	
12. Physical Evidence	

ONLINE RESOURCES <https://india.oup.com/orcs/9780199456161>
The following resources are available to support the faculty and students using this text:
For Faculty:
• Instructor's Manual
• PowerPoint Slides
• Multiple Choice Questions
For Students:
• Flashcard Glossary

MEDIA / COMMUNICATION

Art and Print Production

(Second Edition)



9780198085560

Paperback

536 pp

2013

₹1,000/-

Beginning with the concept of 'art', the book covers all technical issues arising in any pre-printing or post-printing situation and encompasses layout planning, designing, and graphic technology as a whole. It discusses at length the finer details of paper, colour, type, and the business of graphic design, emphasizing the issues involved in costing and estimating. The book uses visual representations to facilitate the comprehension of technical contents. This book is practical in its approach and will be extremely useful to students as well as practitioners as it identifies and analyses print- and design-related problems and suggests solutions that can be adapted according to the local needs, tastes, and perceptions.

About the Author:

N. N. Sarkar, Formerly Associate Professor, Indian Institute of Mass Communication, New Delhi. He was formerly Associate Professor, Indian Institute of Mass Communication (IIMC), New Delhi. Prior to his stint at IIMC, he was a practising graphic designer for more than two decades at various reputed organizations, advertising agencies, and public and private sector companies.

Features:

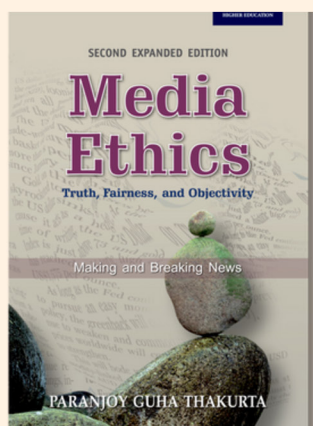
- Contains a new and highly graphic chapter on Outdoor Design
- New topics on Computer to Technology, Handling a Print Project, and Design Software
- Looks at the latest technology and trends in art and print production

Table of Contents:

- | | |
|------------------------------------|----------------------------|
| 1. Art and Production: An Overview | 12. Costing and Estimating |
| 2. Typography | 13. Newspaper Makeup |
| 3. Visual Images | 14. Advertising Design |
| 4. Layout | 15. Identity Design |
| 5. Principles of Design | 16. Periodicals |
| 6. Colour in Design | 17. Poster Design |
| 7. Copy for Printing | 18. Packaging Design |
| 8. Printing Processes | 19. Direct Communication |
| 9. Digital Prepress | 20. Book Design |
| 10. Desktop Publishing | 21. Outdoor Design |
| 11. Paper and Finishing | |

Media Ethics

Truth, Fairness, and Objectivity (Second Expanded Edition)



9780198070870

Paperback

564 pp

2011

₹1,050/-

This second expanded edition of *Media Ethics* is aimed at sensitizing aspiring media students to issues faced by working professionals. It offers a theoretical rationale for acting in an ethical manner and provides practical guidelines as well.

About the Author:

Paranjoy Guha Thakurta, Journalist Paranjoy Guha Thakurta is an eminent journalist with 30 years' experience and has worked across print, Internet, radio, and television media. He has worked with a number of leading publications including Business India, Business World, The Telegraph, India Today, and The Pioneer. He has also directed documentary films and produced radio programmes. He teaches at various educational institutes and is a renowned consultant, speaker, and trainer.

Features:

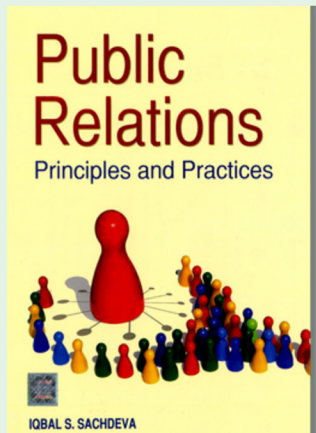
- New chapters on paid news and reality television
- Revised chapters on introduction to media ethics, media market, new media, and ethics of advertising
- New annexures on the scandal surrounding the News of the World reality TV show on engineering education media coverage of the November 2008 Mumbai attacks, etc.
- New case studies on the murder of Father Mario Ross and the flawed placement of advertising

Table of Contents:

1. Introduction
2. Truth, Fairness, and Objectivity
3. Sources of Information
4. Sensitivity
5. Privacy
6. Media Market
7. Paid News: Corruption in the Indian Media
8. Media Laws
9. Ethics of Reality Television
10. Sting Journalism
11. The Internet and Beyond: Web 2.0
12. Ethics of Advertising
13. Ethics of Public Relations
14. Media Freedom

Public Relations

Principles and Practices



9780195699180

Paperback

584 pp

2009

₹1,050/-

Public Relations: Principles and Practices is a comprehensive textbook designed for under- and post-graduate degree/diploma students of mass communication, corporate communications, and public relations (PR). The core concepts of PR have been explained through numerous examples, exhibits, tables, and illustrations. Divided into five parts, the first part Fundamentals and Emergence gives an overview of PR and acquaints the readers with the emergence of PR. The second part on Process and Practice discusses in detail the PR window for developing a PR programme, which includes scanning the environment, creating a communication plan/strategy, implementing the plan, and measuring its impact.

About the Author:

Iqbal Sachdeva, Mr, Former Secretary, Public Relations Society of India

Features:

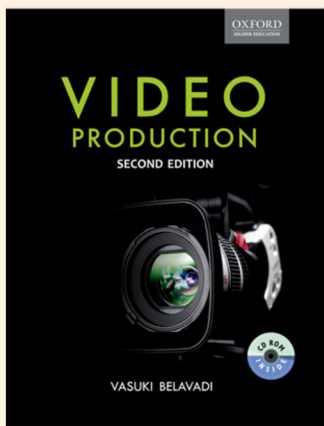
- Uses the four-step public relations window to facilitate the readers' understanding of developing PR and communication programmes
- Includes a section on communication and negotiation skills, which are essential for PR professionals
- Discusses in detail the applications of public relations in various spheres such as government PR, lobbying, event management, and crisis management
- Includes chapters on media relations, corporate social responsibility, corporate identity, corporate image, and PR ethics

Table of Contents:

Chapter 1. Public Relations Fundamentals	Chapter 13. Vendor Relations
Chapter 2. Emergence of Public Relations	Chapter 14. Employee Public Relations
Chapter 3. Public Relations in India	Chapter 15. Investor Relations
Chapter 4. PR Plan Phase I: Scan The Environment	Chapter 16. Media Relations
Chapter 5. PR Plan Phase II: Develop A Communication Plan	Chapter 17. Corporate Social Responsibility and Community Relations
Chapter 6. PR Plan Phase III: Implementation of Communication Plan	Chapter 18. Corporate Image
Chapter 7. PR Plan Phase IV: Evaluation of Impact	Chapter 19. Corporate Identity Management
Chapter 8. Communication and Public Relations	Chapter 20. Event Management
Chapter 9. Negotiating Skills and Public Relations	Chapter 21. PR and Crisis Management
Chapter 10. Marketing PR and Integrated Marketing Communications	Chapter 22. Government Public Relations
Chapter 11. Customer Relations	Chapter 23. PR and Lobbying
Chapter 12. Dealer Relations	Chapter 24. Corporate Advertising
	Chapter 25. Anatomy of a House Journal
	Chapter 26. Ethics and Public Relations
	Chapter 27. Public Relations Agency

Video Production

(Second Edition)



9780198085416

Paperback

432 pp

2013

₹1,300/-

The second edition of *Video Production* has been thoroughly revised to include a new chapter on Multimedia Production apart from a score of new topics combined with new images and anecdotes. Beginning with creating an understanding of visual grammar for video production, the book goes on to discuss the parts of a video camera, the roles of the personnel involved, and the three phases of video production-pre-production, production, and post-production. It moves from the conceptual to the practical-discussing in detail scriptwriting, lighting, sound, and editing; single-camera and multi-camera production processes; and the techniques involved in electronic news gathering and electronic field production. Video and broadcast technology and the various delivery options available in India and abroad are also discussed in detail.

About the Author:

Vasuki Belavadi, Associate Professor and Faculty Fellow, Unesco Chair on Community Media, Department of Communication, University of Hyderabad. Vasuki Belavadi is Associate Professor and Faculty Fellow, Unesco Chair on Community Media, Department of Communication, University of Hyderabad. He has also worked with the Manipal Institute of Communication and Tezpur University since 2000.

Features:

- A new chapter on Multimedia Production, New anecdotes highlighting the nuances encountered on the field
- Thoroughly revised with a score of new topics such as scriptwriting software, storyboard software, video and audio formats, conversion and compression techniques, virtual studio, and video editing software
- The accompanying CD contains new video clips and MCQs for self-study. The flash-based CD is now easier to navigate.

Table of Contents:

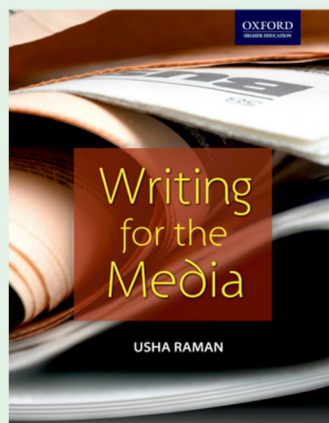
1: Visual Language
2: Video Camera and Support Systems
3: Production Personnel: Roles and Responsibilities
4: Single-camera Production: The Process
5: Elements of Video Production: Scriptwriting
6: Elements of Video Production: Lighting
7: Elements of Video Production: Sound
8: Elements of Video Production: Editing
9: Multimedia Production
10: Introduction to Multi-camera Production: The Video Studio
11: Field Production: ENG and EFP
12: Video and Broadcast Technology

ONLINE RESOURCES Visit www.oup.com/9780198085416
The following resources are available to support the faculty and students using this text.

For Faculty	For Students
• Instructor's Manual	• Flash-based learning material on video production techniques and processes
• PowerPoint Slides	• Multiple choice questions

Writing for the Media

(Third Edition)



9780195699388

Paperback

416 pp

2009

₹925/-



Writing for the Media is a comprehensive textbook designed for students of mass communication and journalism courses. It provides guidelines for writing news and features for newspapers and magazines, and writing for the Web. The book covers the basics of various areas of media such as reporting, editing, newspaper management, layout of stories, etc. in a comprehensive manner with Indian examples. With its practice-based approach and lucid style of presentation, the book would be equally useful for working media professionals.

About the Author:

Usha Raman, PhD, is guest faculty in the Department of Communication, Sarojini Naidu School of Performing Arts, Fine Arts and Communication, University of Hyderabad. Besides being a freelance editor and writer, she is also Associate Director at L.V. Prasad Eye Institute, Hyderabad, and editorial consultant with the International Agency for the Prevention of Blindness. She completed her PhD in Mass Communication in 1996 from the University of Georgia and has over 14 years of teaching experience in India and the USA.

Features:

- Includes a language refresher, with examples of how writing can be made more crisp and correct
- Uses examples drawn from newspapers and magazines
- Provides interviews with working journalists across the print media to give a hands-on perspective
- Contains critical thinking questions throughout the text for classroom discussions
- Provides project ideas at the end of each chapter for practical assignments

Table of Contents:

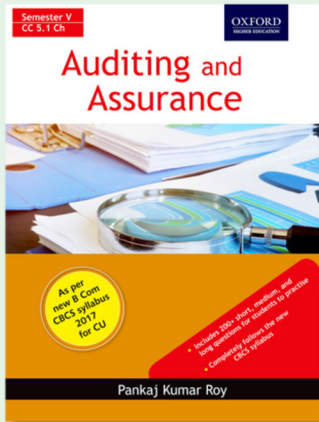
- Chapter 1. Understanding What Makes News
- Chapter 2. Putting Together the Newspaper Chapter
- Chapter 3. Beginning to Write
- Chapter 4. Laying the Foundations for Stories: Collecting Information
- Chapter 5. Developing Sources
- Chapter 6. Interviewing: Drawing Information from People
- Chapter 7. Putting It All Together Chapter 8. From 'Fits' to 'Starts'
- Chapter 9. Building Body Into a Story
- Chapter 10. Taking It to the Field
- Chapter 11. Press Conferences, Press Releases, and Managed Events
- Chapter 12. Development and Social Issue Reporting
- Chapter 13. Feature Genres
- Chapter 14. From Copy to Printed Page



- Multiple licensing models available including single licences, library acquisition models and multi-year subscription packages.
- Flexible access types including single sign-on, remote access and username password to suit the needs of your specific institution.
- Anytime access through secure credentials make it easier than ever before to learn using Oxford University Press content.
- By embracing eBooks, your institution actively participates in an eco-friendly initiative in collaboration with us at OUP.

COMMERCE

Auditing and Assurance



9780199499731

Paperback

296 pp

2019

₹415/-

ONLINE RESOURCES

india.oup.com/orcs/9780199499731

The following resources are available to support the faculty and students using this text:

For Faculty
• Hints to Sample Question Papers

For Students
• Hints to Sample Question Papers

The book contains all the related Sections and related case laws with facts and judgements with a large number of illustrations. Realistic illustrations give the book a different magnitude. The book is written as a textbook for university students and on the line of professional approach to cater to students pursuing professional courses like ICAI (both Chartered and Cost), CS as well as law, management, and engineering students. The book is completely updated with the Companies Act, 2013 with up-to-date amendment, Standard on Auditing, and Accounting Standard CARO, 2016. Although the book is primarily based on the University of Calcutta syllabus, it covers the syllabi of other leading universities of India. The book will be accepted equally well by the students and teachers for its lucid presentation covering a wide spectrum of course contents.

About the Author:

Pankaj Kumar Roy is Principal at Jogesh Chandra Chaudhuri College, Kolkata. He has 31 years of teaching experience. He is also the author of Business Laws and Company Law, both published by OUP.

Features:

- Completely meets the requirements of the CBCS syllabus for CU B Com course on Auditing and Assurance
- Includes examples of legal cases to support the concepts being discussed
- Contains the last four years' solved question papers and two model question papers
- Provides over 200 review questions as per the latest examination pattern at the end of every chapter
- Includes 215 multiple choice questions to help students test their knowledge

Table of Contents:

MODULE I

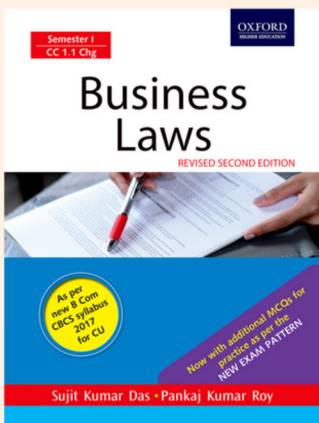
- Introduction to Auditing
- Audit Procedures and Techniques
- Internal Control and Internal Audit
- Vouching of Different Items

MODULE II

- Company Audit
- Audit Report and Certificate
- Other Thrust Areas in Auditing

Business Laws

(Revised Second Edition)



9780199490660

Paperback

352 pp

2018

₹550/-

ONLINE RESOURCES

india.oup.com/orcs/9780199490660

The following resources are available to support the faculty and students using this text:

For Faculty
• Additional reading on Consumer Protection Act, 2019

For Students
• Additional reading on Consumer Protection Act, 2019

Business Laws is specially designed to serve as an undergraduate textbook for B. Com students. The book seeks to provide a comprehensive coverage of the various topics relating to business laws. The book provides a comprehensive overview of various Acts which include The Indian Contract Act, 1872, The Sale of Goods Act, 1930, Indian Partnership Act, 1932, Limited Liability Partnership Act, 2008, The Negotiable Instruments Act, 1881, and the Consumer Protection Act, 1986. Written in a simple language, the book cuts through complex legal terminology, which will be appreciated by the students. The theoretical constructs are further elucidated through several real cases, examples, and chapter end case studies.

About the Authors:

Sujit Kumar Das was formerly Principal at New Alipore College Kolkata.

Pankaj Kumar Roy is currently Principal at Jogesh Chandra Chaudhuri College.

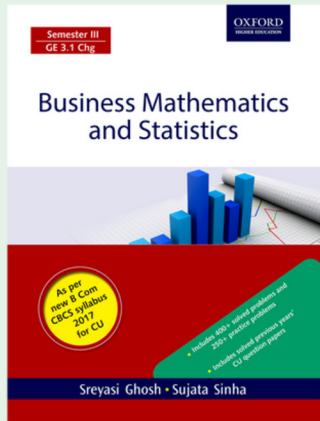
Features:

- Completely meets the requirements of the new CU B.Com first semester course on Business Laws
- Provides numerous case studies including facts of the case and decision, as well as a separate section on relevant case laws
- Includes additional multiple choice questions following the new examination pattern for students to practise
- Also provides a comprehensive question bank of solved questions to help students prepare for examinations

Table of Contents:

1. Introduction
2. Jurisprudence
3. Introduction to the Indian Contract Act, 1872
4. Offer, Acceptance, and Revocation
5. Consideration
6. Capacity of Parties to Contract
7. Free Consent
8. Void, Voidable, and Illegal Agreements
9. Discharge of Contract
10. Special Contract
11. Introduction to the Sale of Goods Act, 1930
12. Conditions and Warranties
13. Transfer of Ownership
14. Transfer of Title By Non-owners
15. Introduction to the Indian Partnership Act, 1932
16. Types of Partners
17. Registration of Partnership Firm
18. Minor's Position in Partnership
19. Rights and Duties of the Partners
20. Dissolution of Firms
21. Negotiable Instruments Act, 1881
22. Endorsement
23. Dishonour of a Negotiable Instrument
24. Introduction to the Consumer Protection Act, 1986
25. Consumer Protection Council—Composition and Objectives
26. Consumer Dispute Redressal Agencies
27. Manner of Lodging a Complaint
28. Limited Liability Partnership Act, 2008

Business Mathematics and Statistics



9780199476480

Paperback

432 pp

2018

₹725/-

Business Mathematics and Statistics is specially designed to serve as an undergraduate textbook for B Com (General and Honours) students. This book seeks to provide the students with a clear understanding of various concepts. The book is divided into two modules. The first module covers topics on mathematics such as permutations and combinations, theory of sets, logarithms, binomial theorem, compound interest, and annuities. The second module covers advanced statistical concepts such as measures of dispersion, moments, correlation and regression, index numbers, time series analysis, and probability theory. Written in simple language with a clear presentation of concepts and supported by numerous solved examples, the book makes the subject easy for students to understand and master.

About the Authors:

Sreyashi Ghosh is currently working as a full-time faculty at the Bhawanipur Education Society College, Kolkata. Sujata Sinha was formerly working as Associate Professor at Bangabasi Morning College, Kolkata.

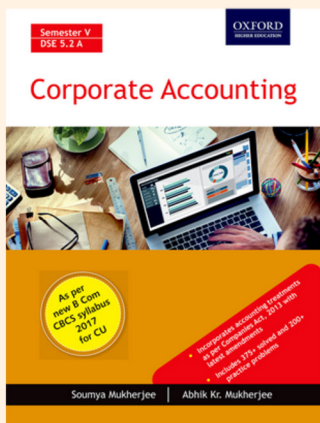
Features:

- Completely meets the requirements of the University of Calcutta B Com course on Business Mathematics and Statistics
- Provides clear definitions of important concepts and precise proofs of theorems
- Incorporates a large number of solved problems from the last 20 years' university question papers
- Provides exhaustive end-chapter exercises that follow the university question paper pattern

Table of Contents:

1. Permutation
2. Combinations
3. Theory of Sets
4. Binomial Theorem
5. Logarithms
6. Compound Interest
7. Annuities
8. Correlation and Regression
9. Index Numbers
10. Time Series Analysis
11. Probability

Corporate Accounting



9780190124052

Paperback

872 pp

2019

₹810/-

Corporate Accounting is specially designed as a textbook for the courses of B.Com, BBA, BMS, B.Voc as per the latest CBCS syllabus of Calcutta University and also other universities of the country. Moreover, it covers some portions of the curriculum of professional courses like CA, CS, CMA, MBA, etc. Written in a crisp, and easy-to-understand style, the book incorporates a large number of worked-out problems, and exhaustive exercises making it ideal for self-study.

About the Authors:

Soumya Mukherjee is Assistant Professor in the Department of Commerce, Maharaja Manindra Chandra College, University of Calcutta. Abhik Kr. Mukherjee is Assistant Professor in the Department of Business Administration, The University of Burdwan.

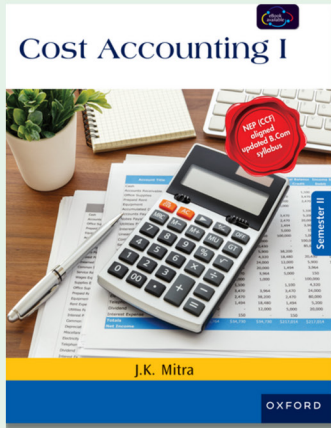
Features:

- Complete coverage of the syllabus of the fifth semester paper on Corporate Accounting of the B Com course of University of Calcutta
- Incorporates accounting treatments as per Companies Act, 2013 with latest amendments
- Contains more than 375 solved and over 200 practice problems for clear understanding
- Provides key conceptual issues in the form of numerous Student Notes and Concept Notes throughout the book

Table of Contents:

- | | |
|--|---|
| Chapter 1. Introduction to Corporate Accounting | Chapter 11. Redemption of Preference Shares |
| Chapter 2. Overview of Corporate Financial Statements | Chapter 12. Accounting for Buy-Back of Securities |
| Chapter 3. Shares and Share Capital | Chapter 13. Redemption of Debentures |
| Chapter 4. Accounting for Issue of Shares | Chapter 14. Accounting for Changes in Capital Structure |
| Chapter 5. Accounting for Issue of Right Shares | Chapter 15. Corporate Financial Statements |
| Chapter 6. Accounting for Issue of Bonus Shares | Chapter 16. Valuation of Goodwill |
| Chapter 7. Accounting for Issue of Sweat Equity Shares | Chapter 17. Valuation of Shares |
| Chapter 8. Accounting for Employee Stock Plans | Chapter 18. Accounting for Merger and External Reconstruction |
| Chapter 9. Accounting for Issue of Debentures | Chapter 19. Accounting for Internal Reconstruction |
| Chapter 10. Underwriting of Shares and Debentures | |

Cost Accounting I



9789354979293

Paperback

320 pp

2024

₹675/-

The aim of this book is to acquaint the readers with a conceptual understanding on various principles of cost accounting in a logical and systematic manner. This book intends to provide practical knowledge on various methods and techniques of cost accounting. It helps students in learning the basics of cost accounting and gathering information it needs to make important decisions. It also provides exhaustive treatment of various concepts and principles of cost accounting. This will enable students and professionals to understand and use accounting data in various managerial decisions. This knowledge will help students in exploring many career opportunities available in the field of cost accounting. Students and professionals will get benefitted by using relevant cost data in making various business decisions. The materials available in this book will cater well to the requirements of the desired target group of students and the book will turn out to be a student friendly textbook.

About the Author:

J.K. Mitra is presently Associate Professor at Durgapur Government College. He has previously served at Goenka College of Commerce and Business Administration for 20 years. He is also the author of Principles and Practice of Management published by Oxford University Press India.

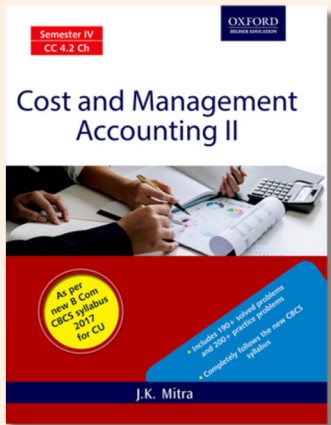
Features:

- Lays emphasis on conceptual clarity, formulae, detailed illustrations, and work practice
- Incorporates numerous graded worked-out problems having full-length solutions
- Provides exhaustive chapter-end exercises that include both theoretical questions and practice problems

Table of Contents:

1. Basics on Cost Accounting
2. Analysis of Costs and Cost Sheet
3. Materials Cost
4. Labour (Employee) Cost
5. Expenses
6. Overhead

Cost and Management Accounting II



9780199494279

Paperback

312 pp

2018

₹520/-

Cost and Management Accounting II is specially designed to serve as an undergraduate textbook for B Com students. The book aims at providing a complete coverage of the different techniques of cost accounting and management accounting to enable the readers to specifically understand its usage in various managerial decisions. Beginning with joint product and by-product costing, the book goes on to discuss activity-based costing, standard costing, and marginal costing in detail. It also elaborates on the importance of budget and budgetary control along with cost-volume-profit (CVP) analysis. The concluding chapter discusses stages in the decision-making process and guidelines for a profitable product-mix. Written in a crisp and easy-to-understand style, the book also incorporates a large number of worked-out problems and unsolved numerical problems, thereby making it ideal for self-study.

About the Author:

J.K. Mitra is Associate Professor at Durgapur Government College, Durgapur. He has previously served at Goenka College of Commerce and Business Administration, Kolkata, for 20 years. He is also the author of Principles of Management for the first year B Com course of CU, published by Oxford University Press India (2017).

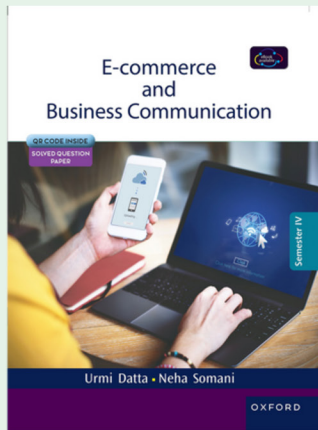
Features:

- Completely meets the requirements of the CU B Com course on Cost and Management Accounting II
- Provides exhaustive treatment of various methods of CMA in practical business situations
- Incorporates numerous worked-out problems with full-length solutions
- Provides exhaustive chapter-end exercises that include both theoretical questions and practice problems

Table of Contents:

1. Joint Products and By-products Costing and Activity-based Costing
2. Budget and Budgetary Control
3. Standard Costing
4. Marginal Costing and CVP Analysis
5. Short-term Decision Making

E-commerce and Business Communication



9789367256664

Paperback

248 pp

2025

₹399/-

The book is designed to meet the requirements of the B.Com course on E-commerce and Business Communication and aligns with the new syllabus under the Curriculum and Credit Framework (CCF) of the New Education Policy. Written in a student-friendly manner, it offers comprehensive coverage of the syllabus and supports theoretical concepts with numerous examples and case studies. The book is divided into two modules. The first module focuses on E-commerce, discussing various e-commerce models, the significance of e-governance, and strategies for building a successful e-CRM business framework. It also covers topics such as e-payments, the phases of ERP implementation, and the latest trends in e-commerce, including the role of social media. The second module addresses Business Communication. It introduces the concept of effective communication, its types, and the tools used to facilitate it.

About the Authors:

Urmi Datta is Faculty, Shri Shikshayatan College, University of Calcutta.

Neha Somani is Practising Company Secretary, LLB and B.Com (Hons.).

Features:

- Provides complete coverage of the syllabus for E-commerce & Business Communication
- Contains Solved Question Papers for Business Communication (2019 – 2024)
- Includes a Question Bank with Select Answers
- Discusses new trends in the field of e-commerce including e-payments and also the emergence of communication technology and modern forms of communication used Key

Table of Contents:

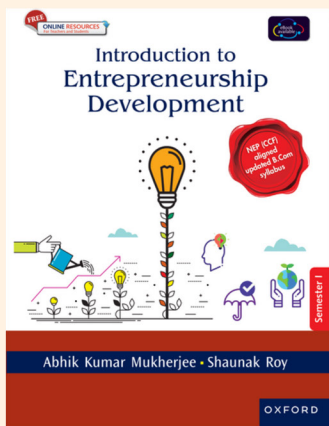
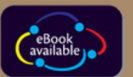
Module I: E-commerce

1. Introduction to E-commerce
2. Applications of E-Commerce
3. E-commerce Business Model
4. E-Payment System
5. New Trends in E-commerce

Module II: Business Communication

6. Basics of Communication
7. Types of Communication
8. Tools of Communication
9. Drafting

Introduction to Entrepreneurship Development



9789354979255

Paperback

232 pp

2023

₹470/-

Entrepreneurship Development is specially designed specifically for undergraduate students to meet the requirements of the NEP (CCF) aligned updated B.Com syllabus. The book provides a comprehensive coverage of all the various topics relating to fundamentals of entrepreneurship. The book begins with introducing the concept and the qualities of a successful entrepreneur. Following this, the module discusses various aspects of entrepreneurship such as business ideas, documents of entrepreneurial planning, business incubators, start-up ventures, family-owned business, MSMEs, feasibility study, and entrepreneurship support system with particular focus on the Indian context.

About the Authors:

Abhik Kumar Mukherjee is Assistant Professor in the Department of Business Administration, The University of Burdwan.

Shaunak Roy is Assistant Professor in the Department of Commerce & Management Studies, St. Xavier's College (Autonomous), Kolkata.

Features:

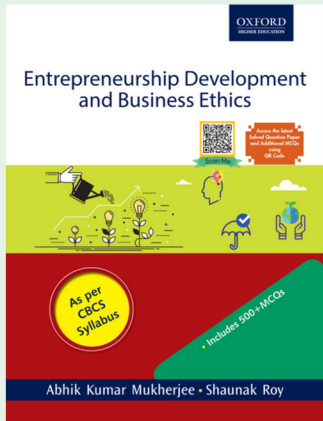
- Includes 'Concept Note' and 'Fact Files' across all chapters to enhance learning
- Provides around 100 multiple choice and 200 review questions for practice
- Contains mini cases at the end of all chapters to help students hone their application-oriented skills
- Provides model question paper (online) to ensure complete preparation of students under the current examination pattern.

Table of Contents:

- 1 Introduction to Entrepreneurship and the Entrepreneur
- 2 Creativity, Innovation and Entrepreneurship
- 3 Family Owned Business and Entrepreneurship
- 4 Stimulation, Support and Sustainability in Entrepreneurship
- 5 Actors of Entrepreneurship Support System
- 6 Preparation for Entrepreneurial Ventures
- 7 Establishment and Operations of Business Ventures
- 8 Mobilization of Resources for Entrepreneurship
- 9 Micro, Small, and Medium Enterprises
- 10 Start-Up Ventures

ONLINE RESOURCES
india.oup.com/orcs/9789354979255
The following resources are available to support the faculty and students using this text:
• Additional readings on Entrepreneurship
• Brief discussion on Mini Cases
• Model Question Papers

Entrepreneurship Development and Business Ethics



9780199494460

Paperback

352 pp

2018

₹525/-

Entrepreneurship Development and Business Ethics is specially designed to serve as an undergraduate textbook for BCom students. The book is divided into 2 modules. Module I, Entrepreneurship Development begins with introducing the concept and the qualities of a successful entrepreneur. Following this, the module discusses various aspects of entrepreneurship such as business ideas, documents of entrepreneurial planning, business incubators, start-up ventures, family-owned business, MSMEs, feasibility study, and entrepreneurship support system with particular focus on the Indian context. Module II on Business Ethics discusses the fundamentals of ethics and relevance of business ethics, especially in the Indian context. Ethical applications in different functional domains of business including Marketing, HRM, Finance, and Operations along with the role of corporate culture in making ethical decisions, and the relevance of business ethics in global business is covered in detail.

About the Authors:

Abhik Kumar Mukherjee is Assistant Professor in the Department of Business Administration, The University of Burdwan.

Shaunak Roy is Assistant Professor in the Department of Commerce & Business Administration at St Xavier's College (Autonomous), Kolkata.

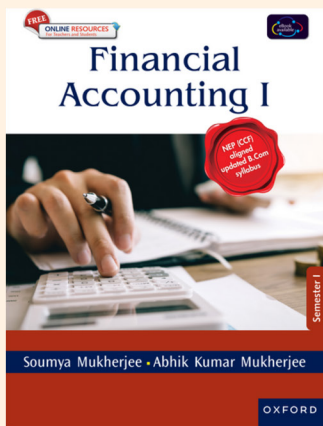
Features:

- Completely meets the requirements of CBCS BCom course on Entrepreneurship Development and Business Ethics
- Provides interesting fact files, examples, and snapshots to support the concepts being discussed
- Includes numerous multiple-choice questions (MCQs) as per the latest examination pattern at the end of every chapter

Table of Contents:

1. Introduction to Entrepreneurship and Entrepreneur	10. Entrepreneurship and Start-up Ventures
2. Entrepreneurship and Creative Behaviour	Module II: Business Ethics
3. Entrepreneurship and Micro, Small, and Medium Enterprises	11. Fundamental Concepts of Ethics
4. Entrepreneurship and Family-owned Business	12. Introduction to Business Ethics
5. Stimulation, Support, and Sustainability in Entrepreneurship	13. Ethics and Corporate Social Responsibility
6. Actors of Entrepreneurship Support System	14. Principles of Business Ethics
7. Preparation for Entrepreneurial Ventures	15. Ethical Applications in Functional Areas of Business
8. Establishment and Operations of Business Ventures	16. Values and Ethics in the Workplace
9. Mobilization of Resources	17. Ethics and Corporate Culture
	18. Globalization and Cross Culture Issues in Ethics
	19. Ethics and Corporate Governance

Financial Accounting I



9789354979262

Paperback

688 pp

2023

₹900/-

Financial Accounting I has been developed to introduce the readers to the world of financial accountancy. This book seeks to provide a comprehensive coverage of the basic principles of financial accounting, incorporating the latest accounting norms and standards. This title has been specifically designed as per the National Education Policy 2020 (Credit & Curriculum Framework), and it meets the requirements of NEP aligned syllabus of most Universities and Institutions. This book will also be useful for professional courses like CA, CMA, CS and MBA.

About the Authors

Soumya Mukherjee is Associate Professor in the Department of Commerce, Maharaja Manindra Chandra College, Kolkata.

Abhik Kr. Mukherjee is Assistant Professor in the Department of Business Administration, The University of Burdwan.

Features:

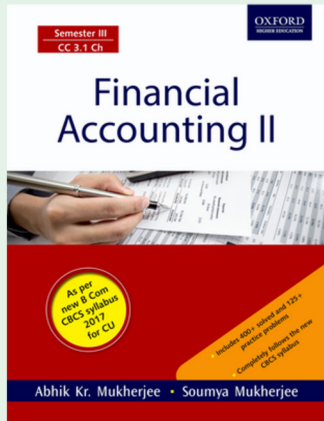
- Concepts discussed in lucid, yet technical language which would enable the readers to understand the nuances of financial accounting
- Includes innovative 'Concept Notes', 'Students Notes' and 'Problem Notes' across all chapters to enhance understanding while learning
- Contains more than 375 graded, solved illustrations with Problem Notes and detailed Working Notes
- Contains 'Chapter-end Exercises' to enable students practice exam oriented questions – both theoretical (more than 125 questions) as well as numerical (more than 150 questions)
- Easy navigation of numerical questions set at CU B.Com examinations (since 2011) through 'Ready Access to Examination Problems' tables
- Provides model question paper

Table of Contents:

1. Introduction to Accounting	15. Final Accounts from Incomplete Records
2. Double Entry Book-keeping System	
3. Bases of Accounting	16. Final Accounts of Non-profit Organizations
4. Accounting Concepts & Conventions	
5. Revenue Recognition	17. Self-Balancing and Sectional-Balancing System
6. Accounting for Inventories	
7. Accounting for Fixed Assets and Depreciation	
8. Reserves and Provisions	
9. Provisions on Debtors	
10. Capital & Revenue Transactions	
11. Adjustment Entries	
12. Rectification of Errors	
13. Final Accounts of Sole Proprietorship Trading Concerns	
14. Final Accounts of Manufacturing Concerns	

ONLINE RESOURCES
india.oup.com/orcs/9789354979262
The following resources are available to support the faculty and students using this text:
For Faculty and Students
• Additional Chapters of Financial Accounting,
Model Question Papers, Solutions to Selected
Practice Problems

Financial Accounting II



9780199489510

Paperback

792 pp

2018

₹795/-

Financial Accounting II is specially designed as an undergraduate textbook for B Com students as per the latest CBCS syllabus. Written in a crisp and easy-to-understand style, the book incorporates a large number of worked-out problems and exhaustive exercises making it ideal for self-study. The book is divided into 7 units comprising 17 chapters. Units 1 and 2 discuss the various aspects of partnership accounting, namely finalization of partnership firms (including appropriation and distribution of profits), valuation and accounting for goodwill, accounting for life policies and change in constitution of the firm (i.e., admission, retirement, death of a partner, and change in profit sharing ratio between the partners), dissolution of partnership firms and piecemeal distribution. Branch accounting, accounting for hire purchase & instalment payment, departmental accounting and accounting for investments are covered over Units 3, 4, 5 and 6, respectively. The concluding unit covers profit/loss prior to incorporation, accounting for acquisition of business and conversion of partnership into limited company.

About the Authors

Abhik Kr. Mukherjee is Assistant Professor in the Department of Business Administration, The University of Burdwan.

Soumya Mukherjee is Assistant Professor in the Department of Commerce, Maharaja Manindra Chandra College, University of Calcutta.

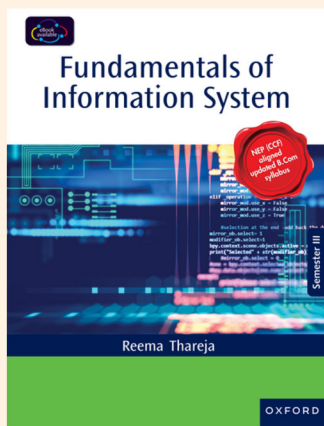
Features:

- Complete coverage of the syllabus of the third semester paper on Financial Accounting II of the B Com course of CU
- Contains more than 400 graded illustrations with Problem Notes and detailed Working Notes
- Includes relevant problems from last 20 years' examinations of CU B Com, CA, CS and CMA,
- Provides key conceptual issues in the form of numerous Student Notes and Concept Notes throughout the book

Table of Contents:

- | | |
|---|---|
| 1. Partnership Accounting: Profit & Loss Appropriation | 10. Partnership Accounting: Piecemeal Distribution |
| 2. Partnership Accounting: Treatment of Goodwill | 11. Branch Accounting: Dependent Branches |
| 3. Partnership Accounting: Treatment of Life Policy | 12. Branch Accounting: Independent Branch |
| 4. Partnership Accounting: Admission of Partner | 13. Hire Purchase, Instalment Payment & Lease |
| 5. Partnership Accounting: Retirement of Partner | 14. Departmental Accounting |
| 6. Partnership Accounting: Retirement-cum-Admission of Partners | 15. Accounting for Investments |
| 7. Partnership Accounting: Change in Profit Sharing Ratio | 16. Business Acquisition: Profit or Loss Prior to Incorporation |
| 8. Partnership Accounting: Death of Partner | 17. Accounting for Business Acquisitions |
| 9. Partnership Accounting: Dissolution of Firm | |
| 10. Partnership Accounting: Piecemeal Distribution | |

Fundamentals of Information System



9789367250020

Paperback

208 pp

2024

₹445/-

Fundamentals of Information System is a comprehensive textbook designed for undergraduate students. It provides in-depth coverage of topics related to information systems, specifically tailored for commerce studies. Organized into five chapters, the book begins with the basics of information systems, including MIS, AIS, DSS, GDSS, EIS, and KES. The second chapter explores various enterprise systems, their requirements, and types. The third chapter delves into number systems, problem-solving using flowcharts, and decision tables. The fourth chapter focuses on knowledge management systems, covering intelligent agents, machine learning, fuzzy logic systems, and genetic algorithms. The final chapter explains data communication, computer networks, and introduces concepts of the Internet and email basics.

About the Author

Dr. Reema Thareja is an Assistant Professor in the School of Open Learning, University of Delhi. With over 20 years of teaching experience, she has taught a wide range of courses including BA, BSc, MSc, BBA, MBA, BCA, and MCA.

Features:

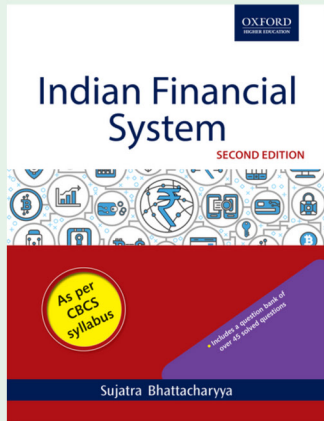
- Uses clear, accessible language and real-life examples to enhance understanding and retention
- Intersperses text with notes that highlight important concepts
- Incorporates numerous well-labelled diagrams and screenshots to illustrate concepts
- Includes a glossary and summary at the end of each chapter
- Provides short and long answer-type questions at the end of each chapter for assessment

Table of Contents:

1. Information System
2. Enterprise Systems
3. Number System
4. Knowledge Management System
5. Data Communication and Computer Network System

Indian Financial System

(Second Edition)



9780199489343

Paperback

360 pp

2018

₹655/-

The second edition of *Indian Financial System* is designed specially to serve as an undergraduate textbook for B Com students of University. Written in simple language, supported by numerous flow charts, comparison tables, and case studies, the book will help students master the subject. The book begins by explaining the significance, role, and components of a financial system along with the structure of the Indian financial system. Following this, a detailed chapter on financial markets including money and capital markets discussing their functions, instruments, and evolution in the Indian markets has been provided. Financial institutions covering commercial banking, Reserve Bank of India, life insurance and general insurance companies in India, and role of mutual funds in the Indian capital market have been discussed too. The concluding chapters focus discussion on financial services including SEBI regulations and merchant banks, and investors' protection along with grievance redressal mechanism.

About the Author:

Sujatra Bhattacharyya is currently Associate Professor of Economics at Maharaja Srischandra College, Kolkata.

Features:

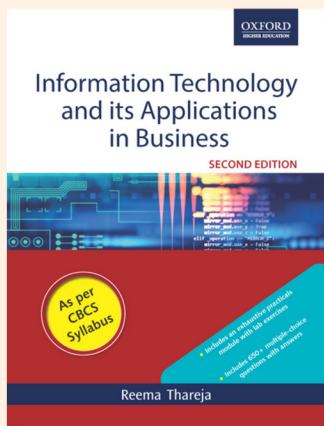
- Completely meets the requirements of the CU B Com course on Indian financial system and follows the new CBCS syllabus
- Comprises last four years' solved CU question papers and two model question papers which will benefit the students immensely
- Includes a chapter-wise solved question bank for students to better prepare for their exams
- Includes numerous diagrams, tables, and a glossary of key terms in every chapter to aid students in easy understanding of concepts

Table of Contents:

1. Financial System and Its Components
2. Money and Capital Market
3. Other Financial Institutions
4. Financial Services
5. Investors' Protection

Information Technology and its Applications in Business

(Second Edition)



9780199489299

Paperback

344 pp

2018

₹570/-

Information Technology and its Applications in Business 2e is designed to serve as a textbook for the third semester B Com students. It covers all aspects of computer science and Information Technology (IT) that apply to the study of commerce subjects. The book has been divided into 2 modules (Theory and Practical). Module I, starts with an overview of Information Technology, types of Information Systems and their relevance to business. Following this, the book delves into explaining data organization, database management systems, and big data analysis. The module also talks about internet applications including cloud and mobile computing, and discusses security and encryption covering topics such as hacking, spoofing, phishing, website auditing, and more. The concluding chapter of the module focuses on the discussion of the Information Technology Act 2000 and cybercrimes. Module II provides an exhaustive practicals section covering word processing, presentations, spreadsheets, and their usage in business applications. Database management systems and website designing in the fields of accounting, inventory, and HRM have also been covered.

About the Author:

Dr. Reema Thareja is an Assistant Professor in the School of Open Learning, University of Delhi. With over 20 years of teaching experience, she has taught a wide range of courses including BA, BSc, MSc, BBA, MBA, BCA, and MCA.

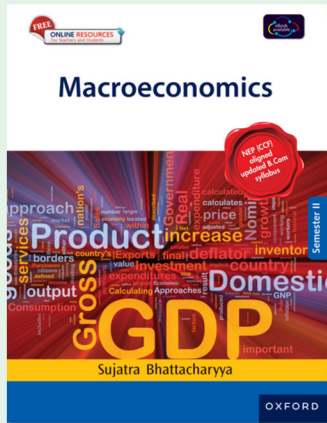
Features:

- Meets the requirements of B Com course on Information Technology and its Applications in Business completely
- Incorporates numerous well-labelled figures, images, and screenshots throughout the text to elucidate the concepts discussed
- Includes an entire module on practicals also comprising lab exercises on database management systems and web designing
- Contains over 650 multiple-choice questions for students to test their knowledge

Table of Contents:

- Chapter 1: Information Technology and Business
- Chapter 2: Data Organization and Database Management System
- Chapter 3: Internet and its Applications
- Chapter 4: Security and Encryption
- Chapter 5: IT Act 2000 and Cybercrimes
- Chapter 6: Elements of Word Processing
- Chapter 7: Applications of Presentations
- Chapter 8: Spreadsheet
- Chapter 9: MS Access: A Database Management System
- Chapter 10: Website Designing – HTML

Macroeconomics



9789354979316

Paperback

136 pp

2024

₹300/-

Key Features

- Several diagrams are given to facilitate understanding and learning of the subject matter better.
- Along with the graphical description, economic interpretations are also provided.
- Numerical examples and numerical problems from previous years' question papers have been added in relevant portions for better understanding of the theory.
- Application of derivatives along with diagrams are given for advanced learners.

Macroeconomics is designed to meet the requirements of the B.Com course and follows the new syllabus under Curriculum and Credit Framework (CCF) of New Education Policy. Written in a simple and lucid style, the book provides theoretical knowledge with suitable examples. It will also be suitable for students of MBA and other undergraduate courses. This book begins with discussing basic concepts of macroeconomics, national income accounting and equilibrium level of national income in detail. Following this, detailed discussions on inflation have been provided. The book also focuses on covering budget, one of the most important aspects of public finance covering detailed analysis of its structure, components and objectives along with the different budget deficits in an economy.

About the Author:

Sujatra Bhattacharyya is Associate Professor, Economics at Maharaja Srischandra College, Kolkata. He is also a visiting faculty at the Department of Commerce at Calcutta University. He holds a Ph.D in Economics from Jadavpur University. Prof. Bhattacharyya has more than 20 years of academic experience.

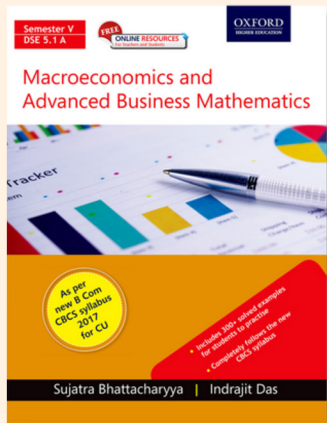
Features:

- Several diagrams are given to facilitate understanding and learning of the subject matter better.
- Along with the graphical description, economic interpretations are also provided.
- Numerical examples and numerical problems from previous years' question papers have been added in relevant portions for better understanding of the theory.
- Application of derivatives along with diagrams are given for advanced learners.

Table of Contents:

- Unit 1 – Basic Concepts
- Unit 2 – National Income
- Unit 3 – Determination of Equilibrium Income in Simple Keynesian Model
- Unit 4 – Money and Inflation
- Unit 5 – Public Finance

Macroeconomics and Advanced Business Mathematics



9780199499892

Paperback

344 pp

2019

₹620/-

Economics and mathematics are interlinked. It will be very difficult to pursue economics without mathematics. This high interdependence between these two subjects led to the combined paper of *Macroeconomics and Advanced Business Mathematics* at the University of Calcutta (CU). Macroeconomics is the study of aggregates that helps us formulate various strategies for growth, reduction of unemployment, control of inflation and business cycle, stability of price, etc. In order to formulate these strategies, mathematical knowledge is necessary. Statistical techniques like regression and probability along with basic mathematical techniques like integration and differentiation are indispensable in economic analysis. The public policies formulated by planners comprise fiscal and monetary policies. Fiscal policy attempts to stimulate the product market and thus affect price and output levels.

About the Authors:

Sujatra Bhattacharyya is Associate Professor, Economics at Maharaja Srischandra College, Kolkata.

Indrajit Das is a chartered accountant. With over 25 years of teaching experience, he is also one of the key contributors to the Mathematics and Statistics study material (Quantitative Aptitude for CPT) provided by the Institute of Chartered Accountants of India (ICAI).

Features:

- Completely meets the requirements of the CBCS syllabus for CU B Com course on Macroeconomics and Advanced Business Mathematics
- Includes numerous questions as per the latest examination pattern at the end of every chapter
- Provides figures and 300+ solved examples throughout the chapters to support the concepts being discussed
- Provides previous year's solved question paper

Table of Contents:

- | | |
|--|---|
| MODULE I
Unit 1 Macroeconomics—Scope and Basic Concepts
Unit 2 National Income Accounting
Unit 3 Determination of Equilibrium Level of National Income
Unit 4 Commodity Market and Money Market Equilibrium
Unit 5 Money and Inflation
MODULE II
Unit 1
Chapter 1 Function
Chapter 2 Limit
Chapter 3 Continuity of a Function
Unit 2
Chapter 4 Differentiation of Simple Functions
Chapter 5 Differentiation of Composite Functions
Chapter 6 Second Order Derivative
Chapter 7 Significance of Derivative
Chapter 8 Indefinite Integral | Unit 3
Chapter 9 Application of Derivative: Maximum and Minimum (Algebraic Problems)
Chapter 10 Maximum and Minimum: Application in Economics
Chapter 11 Area of Bounded Regions (by Integration)
Unit 4
Chapter 12 Determinants
Unit 5
Chapter 13 Matrix: Definitions and Types of and Operations on Matrices
Chapter 14 Matrix: Adjoint, Inverse and Solution of System of Equations
Solved Question Paper |
|--|---|

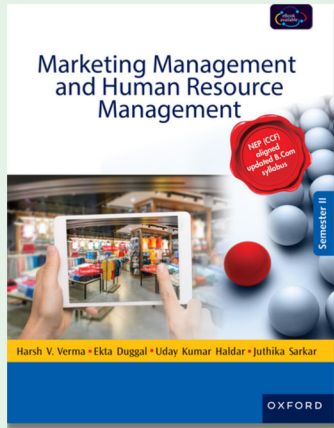
ONLINE RESOURCES <https://media.oup.com/orcs/9780199499892>

The following resources are available to support the faculty and students using this text:

For Faculty	For Students
• Solved Question Papers	• Solved Question Papers
• Answers to Practice Exercises	• Answers to Practice Exercises



Marketing Management and Human Resource Management



9788194358695

Paperback

248 pp

2024

₹495/-

Marketing Management and Human Resource Management is designed to serve as an undergraduate textbook for B. Com students. Written in a simple language, the book elucidates theory through several examples. The book is divided into two modules. The first module deals with Marketing Management. It begins with giving an overview of the nature and importance of Marketing. Following this, the book provides detailed discussions on Consumer Behaviour, Market Segmentation, Product Life Cycle, Pricing Distribution, and Promotion. Recent developments in the field of marketing including social and green marketing have been covered as well. Module II of the title on Human Resource Management also begins with introducing the concept of HRM along its scope and functions. Subsequent chapters cover Human Resource Planning, Recruitment and Selection, Training and Development, and Performance Appraisal at length.

About the Authors:

Harsh V. Verma is Professor at Faculty of Management Studies (FMS), University of Delhi.

Ekta Duggal is Professor of Commerce at Motilal Nehru College, University of Delhi.

Uday Kumar Halder is engaged as Advisor and Strategic Skill Consultant, Skill Consultancy Services, Kolkata; and Chief Editor and Author, Skill Hub Publication, Kolkata.

Juthika Sarkar is engaged as Skill Consultant, Skill Consultancy Services, Kolkata; Proprietor and author of Skill Hub Publication.

Features:

- Discusses newer techniques used for promotion and some of the real-life practices applied in the field of HRM
- Provides exhaustive end-chapter exercises including MCQs
- Comes with boxed items such as Exhibits, Marketing Theory, and Marketing Practice, in various chapters

Table of Contents:

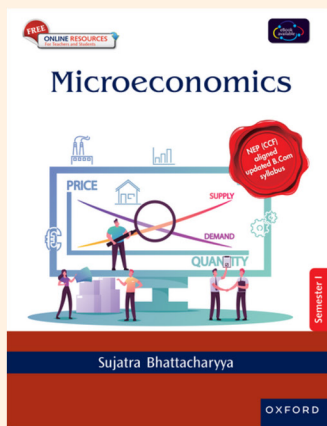
MODULE – I

1. Introduction to Marketing
2. Consumer Behaviour and Market Segmentation
3. Product
4. Pricing, Distribution Channels, and Physical Distribution
5. Promotion and Recent Developments in Marketing

MODULE – II

6. Nature and Scope
7. Human Resource Planning
8. Recruitment and Selection
9. Training and Development
10. Job Evaluation and Performance Appraisal

Microeconomics



9789354979279

Paperback

256 pp

2023

₹525/-

This book begins with a basic description of the study of economics and the importance of studying economics. Then it goes into providing a lucid exposition of the Microeconomic models. It uses simple language and real-life examples to explain Microeconomic decision making for a clear understanding of the concepts. The book is based on the current National Education Policy and follows the curriculum and credit framework of the University of Calcutta. The book will be appealing to students who are newly inducted into a course in economics as it explains each concept from the scratch. It also has scope for higher level of understanding and developing deeper insights through info bubbles incorporated in each chapter that delves into more complex analysis of the concepts. The book is suitable for B.Com, B.Sc. (Economics), and BBA students in India. The book takes the students on an enjoyable journey through the basic tenets of microeconomics. It makes learning a pleasant experience with detailed explanations with diagrams and simple mathematical expressions. It also deals with complex matters in separate sections for students willing to dive deeper into the subject matter. It covers areas such as consumer behaviour, production, cost, revenue and competitive and monopoly market structures.

About the Author:

Sujatra Bhattacharyya is Associate Professor, Department of Economics at Maharaja Srischandra College, Kolkata. He is presently serving as a member of Undergraduate Board of Studies, Economics, University of Calcutta. He is also a visiting faculty at the Department of Commerce, University of Calcutta. He holds a Ph.D degree in Economics from Jadavpur University and has authored many books from internationally renowned publishers. He has contributed several articles in reputed national and international journals in his academic journey of more than 20 years.

Features:

- Provides figures, graphs, numerical examples and tables throughout the chapters to support textual concepts
- Includes relevant exercises, summary at the end of each chapter
- Includes mathematical explanations along with graphical representations for the advanced learners

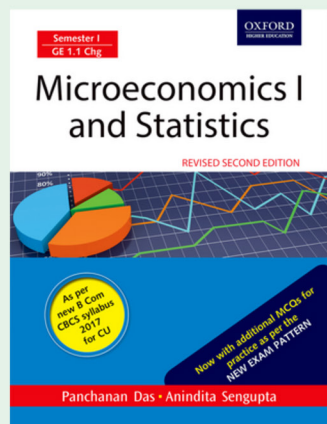
Table of Contents:

1. Introduction
2. Theory of Demand and Supply
3. Theory of Consumer Behaviour
4. Theory of Production and Cost
5. Revenue and Market

ONLINE RESOURCES <https://india.oup.com/orcs/9789354979279>
 The following resources are available to support the faculty and students using this text:
 • Additional reading material
 • Model Question Papers
 • Solution of selected questions from the book

Microeconomics I and Statistics

(Revised Second Edition)



9780199490653

Paperback

352 pp

2018

₹550/-

Microeconomics I and Statistics is specially designed to serve as an undergraduate textbook for first semester B Com students. The book seeks to provide a comprehensive coverage of the various topics relating to microeconomics, as well as a thorough grounding of statistics fundamentals. The book is divided into two sections. The first section, Microeconomics I provides a detailed coverage of the basics of demand, theories of consumer behaviour, production, and cost, and the market system characterized by perfect competition. The second section, Statistics, provides an overview of the basic statistical concepts followed by a requisite coverage of topics such as measures of central tendency, measures of dispersion, concepts of moments, skewness and kurtosis, and interpolation.

About the Authors:

Panchanan Das is currently Professor of Economics, Department of Economics, University of Calcutta.

Anindita Sengupta is currently Associate Professor of Economics, Department of Economics, Hooghly Women's College, University of Burdwan.

Features:

- Completely meets the requirements of the new CU B Com first semester course on Microeconomics I and Statistics
- Provides exhaustive chapter-end exercises that include multiple-choice questions, short-, medium-, and long-answer type questions for practice
- Includes additional multiple choice questions following the new examination pattern for students to practise
- Provides numerous additional solved questions with answers in a question bank for students to prepare for examinations

Table of Contents:

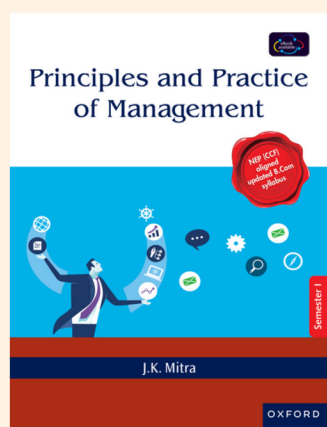
Part I: Microeconomics I

- Basics of Demand
- Theory of Consumer Behaviour
- Theory of Production
- Theory of Cost
- Perfect Competition

Part II: Statistics

- Fundamentals
- Measures of Central Tendency
- Measures of Dispersion
- Moments, Skewness, and Kurtosis
- Interpolation

Principles and Practice of Management



9789354979286

Paperback

200 pp

2023

₹460/-

Principles and Practice of Management is designed specifically for undergraduate students to meet the requirements of the NEP (CCF) aligned updated B.Com syllabus. The book provides a comprehensive coverage of the various topics relating to management fundamentals. The book starts by introducing the concept of management and different schools of management thought, followed by a thorough coverage of different facets of management such as planning, organizing, directing and staffing, motivation, leadership, coordination, and control. The book starts by introducing the concept of management and different schools of management thought, followed by a thorough coverage of different facets of management such as planning, organizing, directing and staffing, motivation, leadership, coordination, and control. Through its precision of expression, simple language, and lucid style, this book seeks to prepare students effectively by providing conceptual understanding in a logical and systematic manner and to orient them to meet the examination requirements. This effort is suitably complemented by numerous examples, figures, charts, and tables.

About the Author:

J. K. Mitra is presently Associate Professor in Durgapur Government College. He has previously served at Goenka College of Commerce and Business Administration for 20 years.

Features:

- Provides an exhaustive coverage of different concepts and principles of Management
- Incorporates latest trends, current thoughts, and balancing theories with real life examples
- Includes numerous multiple-choice questions for practice
- Provides a gist at the end of every chapter for students

Table of Contents:

1. Basics of Management
2. Schools of Management Thought
3. Planning
4. Organizing
5. Directing and Staffing
6. Motivation
7. Leadership
8. Coordination
9. Controlling

An essential reading and must have for all graduate and post-graduate students of management, teachers, industry executives, and practitioners.



INDIA BUSINESS CASE STUDIES (VOLUME 1-8)

VOLUME I:

Authored by Sandeep, Pachpande, Asha Pachpande and J. A. Kulkarni, this volume has twenty cases from different fields like marketing, strategy, finance etc. Some of the prominent case studies involved *Managing Business with Respect: ITC*, *Building an Ethical and Smart Organization*, *Can SpiceJet be Resurrected?*, *Tata Motors: The Indian Auto Giant*, *Hyundai and Kia: The Journey of the Twins*, *Ranbaxy: The Indian Pharma Giant*, *Transfer Pricing in Cross-Border Taxation* etc.

9780192869371 | PB | ₹ 895/-

VOLUME II:

This volume captures some important cases related to Banking like *ING Vysya Bank Vs Kotak Mahindra Bank*, *The Ghost of NPAs*, *Information Technology & Banking Industry*. Also presents cases from other business fields and some of these cases are *Starbucks: The 'Coffee House' Expert*, *Great Thought: Difficult for Business*, *Microsoft's Acquisition of Nokia*, *Coca-Cola: Taste the Controversy*, *The Price of Owning a Big Cat*, *Power Play and Ethics*, and *The Culture Vs Strategy*.

9780192869388 | PB | ₹ 895/-

VOLUME III:

Creating A Seamless Organization, Tata Group's Succession Saga, Tactics in Talent Management, Rich Owners and Their Poor Companies, Cafe Coffee Day: Way to Its Doomsday?, Never Flip Our Cart: We Are Flipkart, Lenovo India, Voltas AC Puts LG on Heat are some of the cases this volume presents to its readers. This one is authored by Lalit Kanore and Priti Mastakar.

9780192869395 | PB | ₹ 895/-

VOLUME IV:

This volume has some of the important cases related to corporate strategy like *Future of the 'Future Group', ITC at Crossroads, The BSNL Saga, What Really Went Wrong With Snapdeal?, Collapse of an Empire* etc. It also captures cases from other fields of business and cases such as *Maruti's Sanjeevani, Motivating Through Uncertainty, Wrong Signals for FDI Climate, A Good Strategy for Growth, The Candy Lounge, One Nation One Tax* etc.

9780192869401 | PB | ₹ 895/-

VOLUME V:

This volume has multidisciplinary Indian case studies from different areas of management like finance, human resource management, marketing, and strategic operations management. Some important ones are *Sony Pictures Network, The Nerves of Steel: Tackling Hard Core Issues, AI and the Ethical Dilemma, The Monster of Non-Productive Assets, An Audacious Acquisition, The Survival Instinct, Zomato's Tryst With Food, The Midnight Sun, Leveraging China, The Hindustan Bank Ltd, Indian Telecom Industry*.

9780192869418 | PB | ₹ 895/-

VOLUME VI:

This volume has twenty Indian cases related to different aspects of business management. From cases of the big companies like *The Patanjali Effect, Vedanta Resources and Cairns India Merger, Kelloggs in India, CEAT as We See It, Maruti's Lanka* to the cases which presents great learning experiences such as *When The Leader Trips, Making an Elephant Dance, Impact of Demonetization and GST, Washing Linens to Cementing Structures, Who Can Beat the Goliath?*, this volume has case studies from across the business spectrum.

9780192869425 | PB | ₹ 895/-

VOLUME VII:

This has cases that give inside views of the organizations and how matters should be tackled. Prominent cases this volume includes are *Employee Unrest and the Role of Labour Unions, Entrepreneurial Spirit and Ethics, The Generation and Technology Gap, Building an Ethical and Smart Organization, Counter-Cyclical Investment Strategy, Delayed Wisdom, Merger of ING Vysya With Kotak Mahindra Bank, Nokia Manufacturing Unit Knocked Out of India, The Prestigious Growth, Domino's India Supply Chain Management* etc.

9780192869432 | PB | ₹ 895/-

VOLUME VIII:

The cases in this volume cover some of the prominent disciplines of management like marketing, finance, strategy and operations management. Some of the cases are *Corporate Governance Under Threat?, Transformational Leadership, Bosch is the Boss, Corporate Social Responsibility, Wrong Signals For Investment Climate, Jet Airways: Rise and Fall, Tug of War Between On and Off-line in Retail, Can Toyota Regain its Footing in India?, Ford: Can It Afford?, Biyani V/S Ambani, The First Mover Disadvantage, Managing Investments Through PE Funds* etc.

9780192869449 | PB | ₹ 895/-

TITLE LIST

ISBN	Title	Author	Price (INR)	eBook
GENERAL MANAGEMENT				
9780199457588	Principles of Management: Competencies, Processes, Practices	Anil Bhat, Arya Kumar	700	Available
9780198098621	Business Environment	B.N. Ghosh	1,050	Available
9780199458912	Environmental Management	Ajith Sankar R. N	1,100	
9789354978548	Managerial Economics: Principles and Worldwide Applications (Tenth Edition)	Dominick Salvatore and Siddhartha K. Rastogi	999	Available
9780198061113	Managerial Economics	Suma Damodaran	1,470	Available
9780199463152	Business Communication: Connecting at Work	Hory Sankar Mukerjee	965	Available
9780198077053	Business Communication	Meenakshi Raman, Prakash Singh	905	Available
9780199496570	Communicating for Results	Carolyn Meyer & N. Bringi Dev	825	Available
9780199457069	Communication Skills, Second Edition	Sanjay Kumar, Pushp Lata	745	Available
9780198069836	Corporate Social Responsibility	Madhumita Chatterji	795	Available
9780198062233	Corporate Governance	Satheesh Kumar	1,050	Available
9780199463169	Legal Aspects of Business	Daniel Albuquerque	1,050	Available
9780190125301	Entrepreneurship	Rajeev Roy	850	Available
9780198070795	Strategic Management	N Chandrasekaran, P.S. Anathanarayanan	1,100	Available
9780198094739	Business Research Methods	Prahlad Mishra	975	Available
9780198080985	Innovation Management	Vinnie Jauhari & Sudhanshu Bhushan	750	Available
9789354978371	Personality Development and Soft Skills	Barun.K.Mitra	525	Available
9780195699647	Business Ethics	Daniel Albuquerque	1,100	Available

ISBN	Title	Author	Price (INR)	eBook
MARKETING MANAGEMENT				
9780199459100	Marketing	Harsh V. Verma & Ekta Duggal	900	Available
9780199499045	Sales & Distribution Management	Tapan Panda, Sunil Sahadev	990	Available
9780198072027	Sales Management	Pradip Mallik	850	
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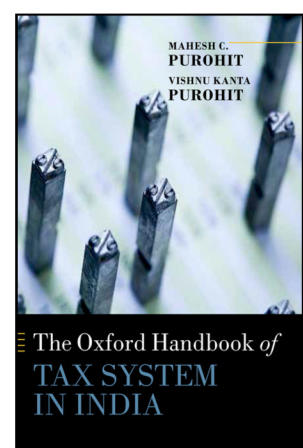
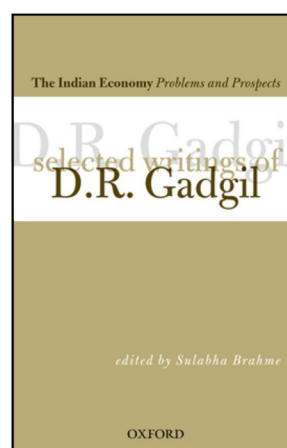
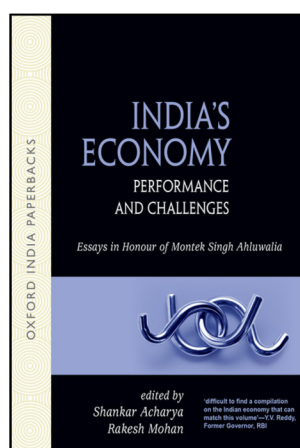
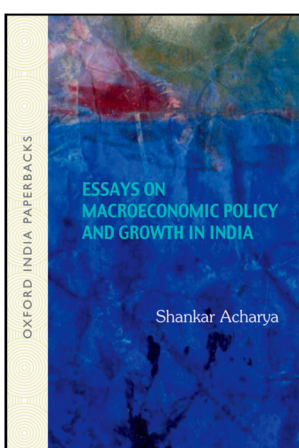
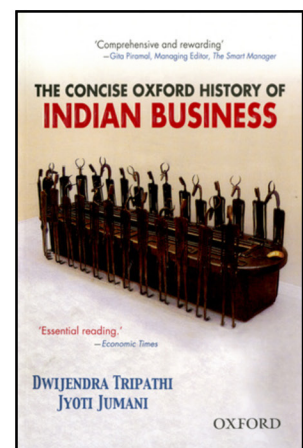
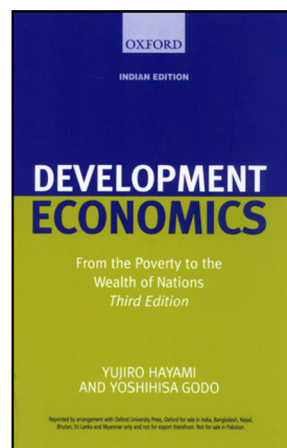
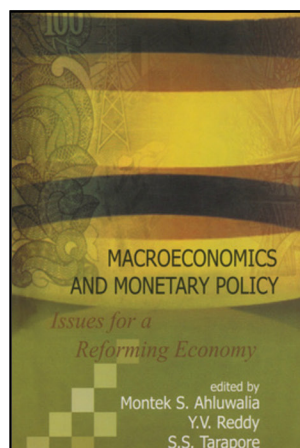
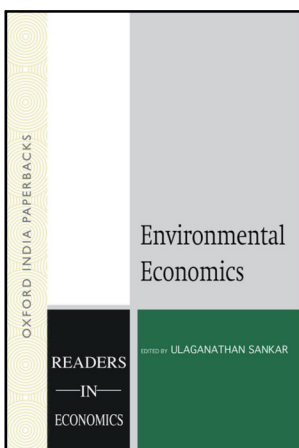
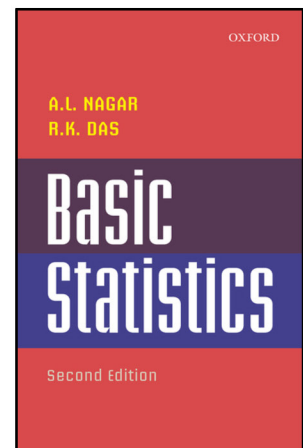
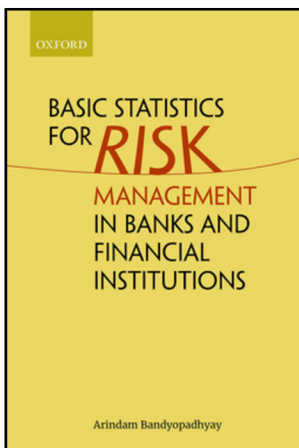
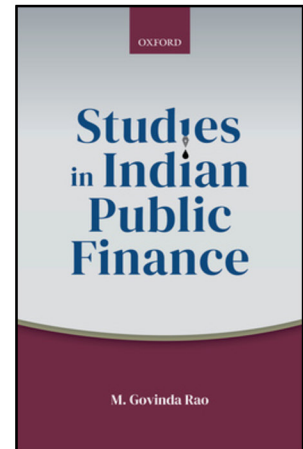
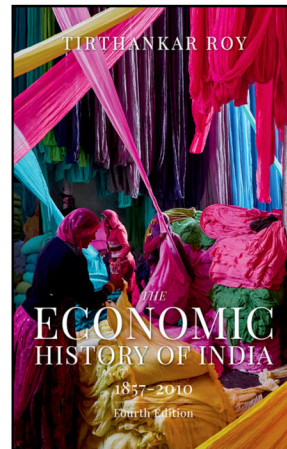
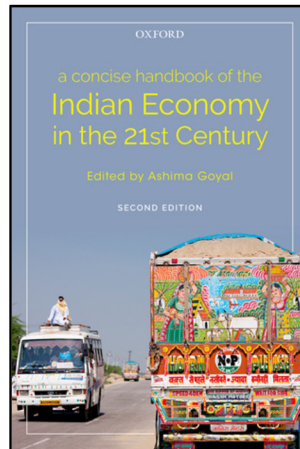
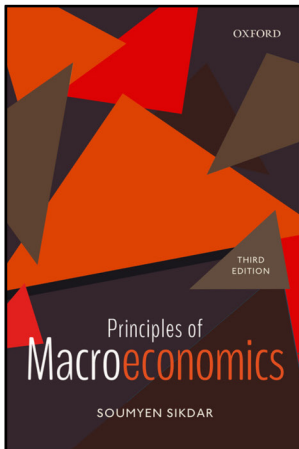


Amartya Sen, one of the world's foremost thinkers, teaches economics and philosophy at Harvard University, and was earlier Master of Trinity College, Cambridge. He has served as President of the American Economic Association, the Indian Economic Association, the International Economic Association, and the Econometric Society. His awards include the Bharat Ratna (India), Commandeur de la légion d'honneur (France), the National Humanities Medal (USA), Honorary Companion of Honour (UK), Ordem Nacional do Mérito Científico (Brazil), and the Nobel Prize in Economics.



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