

M.B.A. (U.P.All India) Contents

Semester: First / Second

350-1 ₹ 180.00	Principles of Management <i>Rajul Dutt</i>	First Edition
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* Definition, Nature and Significance of Management * Evolution of Management Thought * Planning and Objectives * Decision-Making * Organisation Structure * Line and Staff Authority * Centralization and Decentralization Authority * Span of Management and Control * Organisational Culture * Organisations as a Social System * Organisational Change * Organisational Conflict * Organisational Power and Politics * Human Resource Planning * Job Analysis and Job Satisfaction * Recruitment * Selection * Training and Development * Motivation * Leadership * Communication * Co-ordination * Controlling * Human Behaviour (Factors of Individual Behaviour) * Group Behaviour * Interpersonal Relationship.

519-3 ₹ 170.00	Accounting & Financial Management <i>Meghna Arora</i>	Third Edition
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* **Accounting Management** * Accounting Fundamentals * Concepts and Conventions of Accounting * Journalising of Transactions and Ledger Posting * Final Accounts * Analysis of Financial Statement * Statement of Changes in Financial Position * Depreciation * Costing * **Financial Management** * Nature of Financial Management * Working Capital Management * Investment Decisions * Financing Decisions * Dividend Policies * Computer Based Accounting.

341-2 ₹ 125.00	Organisational Behaviour <i>Rajul Dutt</i>	Second Edition
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* Organisational Behaviour * Future Trends in Organisational Behaviour * Organisational Change * Perception * Attitude * Personality * Learning * Motivation * Leadership * Communication * Interpersonal Relationship * Group Dynamics * Organisational Structure and Design * Group Decision-Making * Organisational Power and Politics * Organisational Conflict * International Organisational Behaviour.

516-11 ₹ 410.00	Statistics in Management Studies <i>K.K. Sharma, Arun Kumar & Alka Chaudhary</i>	Eleventh Edition
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* Statistics: An Introduction * Collection of Primary and Secondary Data * Classification and Tabulation * Diagrammatic Presentation * Graphical Presentation * Measures of Central Tendency * Measures of Dispersion * Correlation Analysis * Regression Analysis * Multiple Regression * Time Series Analysis * Index Numbers * Probability and Expected Value * Theoretical Probability Distributions * Sampling Theory and Tests of Significance * Analysis of Variance * Statistical Decision Theory * Statistical Quality Control * **Appendix I:** Case Studies * **Appendix II:** Statistical Tables * Index.

576-1 ₹ 165.00	Communication for Management <i>Malti Agarwal</i>	First Edition
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* **Communication: Purposes and Process** * Basics of Communication * Seven C's of Communication * Barriers to Communication * Gateways to Communication * Employment Communication * Impact of Technological Advancement on Business Communication * **Oral and Written Communication** * Oral Communication * Importance of Listening Skills * Nonverbal Communication * Written Communication * **Written Business Communication** * Business Letters * Memos Writing * Writing Reports * Case Study: A Method of Hearing * **Business and Professional Presentations** * Presentation Strategy * Group Communication * Media Management * Business Etiquette.

562-2 ₹ 335.00	Operations Research <i>R.K. Gupta</i>	Second Edition
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* Mathematical Preliminaries * Introduction * Decision Theory * Linear Programming Problems (Formulation and Graphical Solution) * Simplex Method * Duality in Linear Programming * Sensitivity Analysis * Transportation Problem * Assignment Problem * Game Theory * Sequencing Problem (Including Travelling Salesman Problem) * Queuing Theory (Waiting Lines) * Replacement Problems * Project Management (PERT/CPM).

349-1 ₹ 160.00	Sales and Distribution Management <i>Rajul Dutt</i>	First Edition
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* Selling as Apart of Marketing * Role of Sales Manager * Concept of Personal Selling * Sales Management and Salesmanship * Theories and Process of Personal Selling * Analysing Market Demand and Sales Potential * Techniques of Sales Forecasting * Preparation of Sales Budget * Formulating Selling Strategies * Designing Sales Territories * Sales Quotas * Organising the Sales Force-its Structure and Size * Recruitment of Sales Personnel * Selection of Sales Personnel * Leading and Motivating the Sales Force * Training Sales Personnel * Compensating Sales Personnel * Sales Contests Evaluation and Analysis * Motivation * Channel Management.

342-1 ₹ 195.00	Total Quality Management (TQM) <i>Pankaj Madan</i>	First Edition
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* **Quality Management Today** * Management and Organization Today * Introduction to Total Quality * Components of Total Quality * **Implementing TQM** * How to Implement TQM * Reengineering to Change * Unleashing the Power of People * **Managing Total Quality** * Statistical Process Control and Improvement * Quality Standards and Lead Assessment * Six-Sigma * Total Quality in Services * Supply Chain Management (SCM) and JIT * TQ and Total Productive Maintenance (TPM) * TQ and Enterprise Resource Planning (ERP) * TQ and World Class Manufacturing (WCM), Key Terms * Appendix * Table Glossary.

598-1 ₹ 135.00	Managerial Economics <i>Rajul Dutt</i>	First Edition
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* Nature & Scope of Economics * Demand & Demand Analysis * Meaning and Methods of Demand Forecasting * Production Function * Overview of Cost * Market Structure * National Income and Measurement * Inflation & Deflation * Phases of Business Cycles.