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## **BUSINESS ENVIRONMENT**

**-Francis Cherunilam**

**Published by –Himalaya publishing house**

This edition is characterized by updating of data competition policy and law and foreign policy, trade development and regulation have undergone substantial changes.

The modern business is placed in a very complex and intricate environment. The constraints and opportunities' provided by the nature of the economy.

In this edition, the authors were discussed about business. Business is all about taking advantage of opportunities available in the environment. This book is helps in understanding how markets are changing all the time. It does depend on the type of product the business produces, however a business needs to react or lose customers, business environment concepts have to be understand and absorbed to core.

It includes factors outside the firm which can lead to opportunities or threats to the firm. Although there are many factors the most important of these factors are socio-economic, technological, supplier, competitors and government.

In this book the author discussed about the business environment in five units. He was discussed the introduction, economic structure of India, fiscal policy and balance of payments, foreign trade of India, legal framework of business.

The term business environment refers to the system of moral principles and rules of conducted applied to business. It includes all the commodities and aspects about in detailed environment. In this book we can find all the business essential factors were discussed in a simple manner.

## **HUMAN RESOURCE MANAGEMENT**

**-SCOTT SNELL**

**-GEORGE BOHLANDER**

This book described about human resource management. In this book it will place your students at the forefront in understanding how organizations can gain sustainable competitive advantage through people. The role of HR manager is no longer limited to service functions such as recruiting and selecting employees. Today, HR managers assume an active role in the strategic planning and decision making of an organization.

In this book there are 5 parts each part is explained in a brief and easy to understand manner. These parts consists of fundamentals of human resource manage, strategies, employments opportunity and the recruitment process of the human resource management.

In this book in the part1 there are two important chapters they are the challenges of human resource management, strategy and human resource planning.

In the next part there are equal employment opportunity and human resource management, job analysis, employee involvement, and flexible work schedules.

In the next part it explains expanding the talent pool: recruitment and careers, employee selection, training and development, appraising and improving performance.

In the last part it explains about international human resource management, creating high performance work systems

In this book it is easy to understand and learn in a very easy manner about human resource management. This book is very helpful for the persons who are interested in the field of human resource management

## MARKETING MANAGEMENT

**-TAPAN K PANDA**

In this book it explains changes happens all around us in India are fascinating everyone in the world. The whole world is taking a note of these changes in Indian society and market with rapt attention and trying to learn lessons for success of business. This book is an attempt to capture and illustrate mega changes and paradigm shifts experienced in the Indian market through opening up of the economy, entry of multinational companies were also explained in a very brief manner.

There were 8 blocks in this book in these there were several chapters which give valuable information to the students to know about marketing management.

In the block 1 there are given in detail about introduction and creating and delivering customer value.

In the next it explains about analyzing market opportunities like market planning, demand measurement and forecasting, Indian marketing environment, market segmentation, targeting and positioning.

In the next block it explains mainly about product management decision like managing the product, management of new product developemnt process, managing brands.

In the next it discuss about pricing descions, developing pricing strategies and programs and pricing applications.

In the following chapter it explains channel management decisions like managing market channels, retail management, channel management and Indian distribution system.

In the last block it consists of 4 chapters they are non profit marketing, environmental marketing, rural marketing, global marketing.

In this book it is easy to understand what is marketing and types of marketing and this book also gives very details information about marketing and it is very good and easy book to understand

## MANAGERIAL ECONOMICS

**V L Mote, Samuel Paul, G.S.Gupta**

**Publisher: Tata MC Graw-hill**

The book managerial economics consists of concepts and tools of economic analysis and is essential for anyone who aspires to be a manager. It refers to those aspects of economic theory and applications which are directly relevant to the practice of management and the decision making process within the enterprise. The concepts and applications of managerial economics discussed in this book draw heavily on micro economic theory and only marginally on macro economic theory.

It is necessary to comment briefly on the organization of the book. Chapter 1 is an introduction to the subject and outlines of the scope of the managerial economics. The remaining chapters can be divided into two parts. The first part consists of chapters 2 to 6 and is devoted to a discussion of the concepts and analytical tools of managerial economics.

The second part consists only of cases which may be used in the class room in conjunction with the chapters of part 1. The cases are based on real life Indian situations and are drawn from a variety of industries.

The two authors of the present volume are Mote and Paul were co-authors along with the late Prof. Warren Haynes of a book, managerial economics, which has been out of print for the past three years. The present book has been written to fill the void created by the non availability of the book referred to above.

The present volume is more concise and makes a somewhat increased use of mathematics and econometrics in its exposition. This should be an advantage for students of management have been exposed to quantitative methods increasingly in recent years.

The production and cost analysis consists of the combination of inputs and returns to scale. The uses of production function, cost concepts and economic costs and estimation of cost output relationship also consists.

The pricing is the combination of determinants of price, pricing under different objectives and pricing under different market structure.

## QUANTITATIVE TECHNIQUES IN MANGEMENT

**N.D.VOHRA**

**Publisher: Tata MC Graw-hill**

The book quantitative techniques in management consist of a variety of practical problems and the lucidity of presentation of the subject matter of the previous edition has been retained.

The student's resources are statistics refresher and mathematics, including matrix algebras, differential calculus, theory of probability and probability distributions. The statistical and other tables are also included.

The instructor's resources also include solutions manual, containing detailed solutions to practical problems given at the end of the chapters. A set of power point presentations are also given.

Decision making is a fundamental part of the management process and it pervades the activities of every business manager. In fact it is the manager's competence as a decision maker to distinguish between a good and a bad manager. Modern management is adopting and applying quantitative techniques to aid the process of decision making to increasing measure.

The author used analytical tools in a wise manner only if he comprehends fully the underlying assumptions like what the analysis achieves, what comprises the model used makes with reality. Besides these decision making as an integral constituent of the management of nearly all universities and professional institutions.

The book is intended to provide a comprehensive presentation of the essential topics of quantitative decision making. They have been included because they not only help to develop various topics without restoring to rigorous mathematical sophistication but at the same time without an undue sacrifice in pedagogical foundation. The book presents the application of techniques through a number of examples.



**Title : Essentials of Business Communication.****Authors Rajendrapal, J.S. Korlahalli.****Sultan chand & sons publications.**

The main objective of this book is to develop ability to communicate clearly and correctly in written English, on matters having relevance to day-to-day business operations with emphasis on quality of presentation.

Main contents of the book is Essentials of communication, To sharpen the tools of communication, written communication, Oral and other forms of communication, Essay writing ,essays in outlines.

Communication is the process by which information is transmitted between individuals and/or understanding response results.

“According to W.H.Newman and C.F.Summer communication is an exchange of facts, ideas, opinions, or emotions by two or more persons”.

When someone asked him the secret of his success, he simply said I could communicate. That is the importance of communication.

Right now you have two goals

- short-term
- long-term

Short-term goal is to pass your examinations creditably. It covers your course completely comprehensively.

Long-term goal also to learn a subject that holds the key to your success.

Most of your syllabus deals with written communication.

We are confident that the book will meet all your requirements and come up to your expectations. In this book we have tried to keep the language very simple and racy, so that you are inspired to read on.

## PRINCIPLES AND PRACTICES OF MANAGEMENT

**AUTHOR: JOSEPH M PUTTI**

**Published by: Macmillan publishers India ltd.**

This book is meant for educational and learning purposes, which is dedicated to the underprivileged.

This book establishes the relationship between the principles and the practices that managers will need to apply to tasks they are likely to encounter everyday in the workplace.

It is written by a seasoned academic with extensive consulting experience which relates to theory for understanding the relationship between management principles and management.

The main focus of this book is on general management.

The principles and practices of management book take a step beyond the standard functional a view taught in the introductory-level courses in management.

Contents reviewed in this book are:

- Business ecology-> which reviewed that studying business in relation to its environment is known as business ecology.
- Nature and meaning of management-> overviewed about managers functions.
- Evolution of management thought.
- Human relations in management.
- The planning function.
- Decision-making process.
- The organizing process.
- Organization design and development.
- Authority in organization.
- Control function.
- HRM- staffing function.
- Leadership for management.

- Motivating employees.
- Communication for management.
- Participation in organizations.
- Productivity and quality management.
- Managing performance.
- Improvement.
- Managing corporate culture.
- Cultural impact of management.
- Management and society.

Conclusion:

This book can be easily understood by every student in effective and efficient manner.

## **BUSINESS ENVIRONMENT**

**RAJ AGRAWAL**

**PUBLISHER: Excel books**

This edition is characterized by updating of data about competition policy and law and foreign trade development and regulation have undergone substantial changes.

This particular book covers the entire gamut of this core course, ideas for a thorough study by students. Further, the scope of the book also facilitates the strategic decision makers.

The unique feature of this book is that besides covering the traditional curriculum which includes economic environment, industrial environment. Regulatory and political environment also emphasis on social audit, business etc.

In this addition, the author was discussed about the business. Business is all about taking advantage of opportunities available in the environment. This book helps in understanding how markets are changing all the time. It does depend on type of product the business producers, however a business needs to react or lose customers .business environment concepts have to be understand and absorbed to core.

Each chapter dissects major issues related to problems, currently policy changes and emerging issue in current business environment while illustrating major issues.

At the end of the chapter, review exercise are provided so that readers an asses the understanding of the subject matter. The focus on variance dimensions of management is an exclusive feature of this book.

## **BUSINESS LAW**

**SATISH B MATHUR**

**PUBLISHER: Tata Mc Graw Hill Education pvt ltd.**

On a quick scanning of the book titled ‘ Business law’, I noticed that it has been written in a lucid and convincing style, containing chapters pertaining to almost all topics of mercantile law in a special style, which will be of utmost use to the students of business administration ,law and commerce as well as bank executives.

In this edition the author write a one book i.e ‘Law Of Contracts’ is sure to be an excellent addition to the legal literature on the subject of contract. A quick glance at the topic reveals the comprehensives and thoroughness of the book. Every aspect of contract law every principle underlying the Indian contract act, find appropriate places in the pages of this part.

The law governing the sale, transfer and contract of sale of goods are available in several legislations making access difficult for the laity the legal professionals and the judiciary.

The author in his masterly work on the law of partnership has done us invaluable service by a comprehensive coverage of the laws bearing on partnership deeds.

Since the author says the contents are scholarly , it will be very useful for the law and MBA students ,who seek to acquire academic knowledge of the subject.

## **Marketing Management**

**Dr.k.karunakaran**

This book marketing management was written by “Dr.K.KARUNAKARAN”. It was published by Himalaya publishing house pvt.Ltd.

The entire content of this book was divided into twenty concepts. This book marketing management addresses these issues like connecting what we learned about a theory or concept into practice in a real life situation.

Each chapter opens with a preview case which will provide you some fundamental ideas about the practical side of the concepts discussed there in.

In this book ten case studies on successful marketing practices of products and services in the Indian market are included for the benefit of students.

This book discussed about the concepts such as marketing environment, pricing decisions etc.

## **Human Resource Management**

**VSP RAO**

This book human resource management was written by “VSP RAO”. It was published by excel books in the year 2008. The total content of this book was divided into twenty chapters.

Each and every unit of this book HRM contains summary at the end .keywords which we have to know the meaning and remember are stressed here.

Review questions for each and every chapter were given at the end of the chapter. In every chapter the concepts which are very important were enclosed in the boxes. Therefore students can easily understand the importance of those concepts.

Diagrammatic representation can be very easy to understand to the students. So with that intention the author presented various tables and diagrams to explain the concepts in a very easy manner.

This book says that human resource management is a process of bringing people and organizations together so that the goals of each are met.

## FINANCIAL ACCOUNTING AND ANALYSIS

**-BY K.K.VERMA**

The book financial accounting and analysis by 'k.k.Verma', 'according to 1<sup>st</sup> semester, MBA syllabus of JNTU'. AP. in the year '2008'.

It gives me immense pleasure to present this work financial accounting and analysis. This book is strictly written in accordance with the latest syllabi of MBA and PGDBM of the various universities.

It will also serve the students of finance, commerce and accounting related courses. Although, there is a good no. of books on the financial accounting and financial analysis, they partially cover the syllabus of this paper.

This book is designed keeping requirement of the students appearing in the MBA examinations.

At the time of developing this book, an Endeavour is made to tailor the accounting concepts, principles and relevant subject matter and their applications for the non-accounting financial management students.

This book contains 10 chapters. Each chapter discuss about different topics. The salient features of this book are:

- It is the authored in a simple and lucid manner to provide the basic knowledge of accounting for non-accounting students.
- At the time of developing this book, the latest amendments of the Indian companies act
- The chapters of the book are written as per accounting standards
- At the end of the chapters, to grasp the subject matter easily, the summary of the chapter, explanation of key words, review questions have been provided

Conclusion:

I am quite confident that all of the students and my friends of management, commerce, finance and accounting will be find this book extremely useful.



## **Management Concepts And Practices**

**-by Dr.Manmohan Prasad**

The book management concepts and practices by DR.Manmohan Prasad published by Himalaya publishing house in the year 2008. In this edition some prominent additions are i.e., risk and sensitivity analysis in management, project management and several chapters in organization. In this book has been providing its readers with a sound foundation of management. The no. of chapters, chapter topics and the content of each chapter have carefully chosen to introduce the readers to all important concepts trough this book.

He will welcome suggestions for improvement in future edition.

The book management concepts and practices in the 4<sup>th</sup> edition by Manmohan Prasad. Before he published 1<sup>st</sup> edition of the book.

In the 1<sup>st</sup> edition, the book has been designed as a basic text for students who have to study management concepts as a part of their commerce or management. Management and planning and organization of management form of bed-rock of the subject. He gives sufficient detail techniques of management study and organization of measurement help in managing the affairs more effectively.

He give tell about only management, planning, organizing in the 1<sup>st</sup> edition. But in 4<sup>th</sup> edition he explain about management principles, planning, organizing, controlling, motivation, leadership, communication etc. and cases, problems, discussions etc.

In 4<sup>th</sup> edition he discusses each and every chapter briefly. In further edition he tells, he will improvement the edition of the book. This book contains 6 parts. In each part what he explained is mentioned in above.

At the end of the book he gives case studies by covering all the topics and discussing briefly.

Conclusion:

This book is very useful to management students, not only for management to all everyone who know about the awareness about planning, organizing, motivation etc.

Management concepts and practices

-by Dr.Manmohan Prasad

The book management concepts and practices by DR.Manmohan Prasad published by Himalaya publishing house in the year 2008. This book in the fourth edition has been thoroughly revised and enlarged so as to cover new principles required in the performance of management thoughts and functions.

In this edition some prominent additions are i.e., risk and sensitivity analysis in management, project management and several chapters in organization. In this book has been providing its readers with a sound foundation of management. The no. of chapters, chapter topics and the content of each chapter have carefully chosen to introduce the readers to all important concepts trough this book.

In the 1<sup>st</sup> edition, the book has been designed as a basic text for students who have to study management concepts as a part of their commerce or management. Management and planning and organization of management form of bed-rock of the subject. He gives sufficient detail techniques of management study and organization of measurement help in managing the affairs more effectively.

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Conclusion:This book is very useful to management students, not only for management to all everyone who know about the awareness about planning, organizing, motivation etc.

## Research Methodology

- C.R Kothari

As a management student I know about the research. But after going through the preface written by C.R. Kothari. I understand how it plays a major role in our life. The foremost thing that I understood from the book research methodology is research lies in its quality and not in quantity.

I this book it covers

Techniques of Defining a Research Problem:

Implementation of different research will help the growth of new products. It helps the generation.

Details of survey sampling:

By this sampling survey it gives a clear idea about

- How to implement
- What to implement
- Where we have to implement

E.g.: A major problem arising in GDP growth

So, for that it collects the data depending on the previous data, they will take the necessary arrangements and corrections that should be made.

Major objectives of author:

- To enable researchers, irrespective of their discipline in developing the most appropriate methodology for the research studies.
  
- By using different research technologies, methods we can do the research in a easiest manner

## Business Communications For Managers

### - MYERS

Over the years the way we communicate in business has changed. Today we rely on internet and associated technologies. We continue to move away from hard copy-based messages such as memos and letters.

The new technologies that effect how we communicate introduce new media and improve upon old ones. A few years ago fax machines, pages and cell phones were at the beginning of their life cycle.

Cell phones are moving through many concurrent internet connections, video capability and text messaging for business tool.

E.g.: in order to pass information the latest technology is very necessary for the employees.

Suppose if a company kept order for the spear parts from other countries. If the communication is not so good Means the other person cant receive proper information.

The author clearly explains about the written communication and oral communication.

The importance of communication well has not diminished. Especially for the managers, the value of a powerful power point presentation, a persuasive proposal, well organized instruction.

## INTERNATIONAL FINANCE MANAGEMENT

**-Ephraim Clark**

This book contains the information about the financial environment has undergone a profound change over the past 30 years. The elimination of most controls on capital movements. The exceptional technological advances in the processing and dissemination of information of financial markets and reduction of transaction costs.

Discounting techniques and a knowledge of basic statistics such as standard deviation, correlation and covariance would help us and get some familiarity by this book. However, this book is, for practical purposes. It is intended for student reference without training in modern financial theory. The basic principles models and techniques of finance and investment are explained with examples. The techniques particular to the international dimension are then developed, analyzed with numerous examples. The more complicated mathematical tools necessary for the more applications are presented in the end of every chapter.

Besides the technical aspects of international finance, authors have also developed the institutional aspects. There is however, no specific national perspective taken in the book. The major international institutions, both public and private as well as the major markets and their participants have been analyzed. This book given the importance of exchange rates in all the international financial transactions.

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## INTERNATIONAL MARKETING

**-PHILIP R CATEORA**

**-JHON L GRAHAM**

**-PRASHANT SALWAN**

This book contains the information about international marketing which was written by PHILIP R CATEORA, JHON L GRAHAM, and PRASHANT SALWAN. International Marketing plays a key role in providing positive answers to all the questions. We know the causes and prosperity by promoting creativity, mutual understanding .Markets are raising in emerging country Eastern Europe, the common wealth of independent states, china, Indonesia, India, Mexico in short .These economies hold the promise of huge market in the future. The consumers taste has become more sophisticated and complex and also increases in purchasing power provide consumers with new means of satisfying new demands.

This book addresses global issues and describes the concepts relevant to all international markets, regardless of the extent of their international involvement not all firms engaged in overseas marketing have a global perspective, nor do they need to, some companies foreign marketing is limited to one country ,other market in a number of countries, treating each as a separate market and still others the global enterprises, look for market segment with common needs and want across political and economic boundaries. All however are effected by competitive activity in the global market place.

The expanded topics in this 13<sup>th</sup> edition reflects issues in competition, changing marketing structure, ethics and social responsibility, negotiations and the development of the manger. The global market is changing from a seller's market to a buyer's market.

The nature of the international market place is reflected in the number of substantially improved and expanded topics in this 13<sup>th</sup> edition.

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## FINANCIAL ACCOUNTING REPORTING AND ANALYSIS

**Earl K. Stice**

**James D. Stice**

The book 'Financial Accounting Reporting and Analysis' by Earl K. Stice, James D. Stice provide the information about the role of accounting in business and analysis of financial statement. Through this book of financial accounting students can learn the tools with which organization's problems can be solved. Accounting issues and decisions related topics are also discussed which help a lot in terms of organizations view.

Each chapter is prepared by taking real world data available like company's financial statements. By this way students can understand, learn effectively. Each chapter also contains analytical techniques related to the concepts. Authors also provided some cases for better understanding of the concepts and then students can analyze the case and answer to the questions. This process improves the understandability of the concepts covered.

Authors of this book also included key points, key terms by which concepts can be explained briefly and meaning of new terms can also be known which helps students to clearly know about the concepts.

This book included a new chapter that is earning management. It is because of accounting changes made, earning management is drawing more attention and also attention is paid to quality of reported earnings. Internet search is provided, which in most cases help the student to find financial information about company.

Questions, exercises are also provided at the end of each part which helps students to have clear idea about the topics covered.

## **HUMAN RESOURCE MANAGEMENT**

**Scott Snell**

**George Bohlander**

The book 'Human Resource Management' by Scott Snell and George Bohlander help the students to learn about how an organization gains competitive advantage by recruiting, selecting, training, effective utilization of human resource. Challenges to human resource management, employee concerns, human resource practices, management processes are also discussed in each of the chapters discussed.

In this book features and content explains the human resource management and the issues in it. Human resource information system is mainly focused throughout the book by which effective performance, employee management can be understood. Up to date real world examples are also provided by the authors so that students can understand effectively.

Key terms are also included by which the meaning of the key terms can be known. It appears at the end of the book. Summary is provided which gives overview of the corresponding chapter.

Questions at the end of the chapter help students to test the extent to which they learned the concepts. Authors not only considered literature but also considered the current practices which are being carried out in the organization.

A graphic material, flowcharts are provided which visually enable a student to directly understand the concept.



## **BUSINESS COMMUNICATION AND SOFT SKILLS**

- **K. Srinivasa Krishna**
- **B. Kuberudu**

**Published by: Excel books, 2008**

The “Business Communication and Soft Skills” written by K. Srinivasa and B. Kubera. The authors gave a brief knowledge about the business communication and soft skills.

The authors have mentioned about basic sentence structures like parts of speech, subjects, verbs, adjectives etc...They have also mentioned the sentence correction tips, Grammar concepts, rules of grammar etc... and the important topic Ambiguity. It means it is the property of words, terms, notations and the concepts. They are different types of Ambiguities. They are lexical ambiguity, structural ambiguity, ambiguity contrasted etc...

The authors more concentrated on conversation, purpose of conversation and the goal of communication. Because, as the world is globalized and the English has become an international language. Each and every individual in the organization must be able to communicate with each other. The working environment must support the employees to do the work efficiently and the employees must be motivated to do the optimum work.

They are different types of communication written, oral (verbal) and non-verbal etc.... The oral communication and the written communication individually have their own importance. Most of the business organizations will depend on the written communication. The reading is a broad objective must be developed by each and every employee. The presentation skills are very much essential to an individual to communicate properly.

The video conferencing, telephone conferencing, e- mails etc...are some the electronic ways of communication. The author has mentioned about interviews and their types.

Finally, the book tells about each and every aspect of the business communication and soft skills. The authors have mentioned each and every aspect. The book is helpful in better understanding of business communication skills.

## FINANCIAL ACCOUNTING AND ANALYSIS

- Dr. Prashanta Athma

**Published by: Himalayan Publishing House, 2013**

The book “Financial Accounting and Analysis” by Dr. Prashanta Athma particularly tells about the fundamentals of accounting, accounting standards and analysis of financial statements. It is used for the better understanding of the information in financial statements. The book is non-technical, simple in nature so as to enable the reader to understand the subject matter without difficulty. The book consists of five units.

The unit-1 consists of basics in financial accounting, journal entries, ledgers and trail balance. The basics in financial accounting tells about the need of accounting in business organization and the golden rules like personal account, nominal account and the real account. Journal entries will have the debit and credit double entry systems. For example in journal entries all the purchases will be debited and all the sales will be credited. The main objective of Ledgers is to divide all account separately. For example all the cash transactions must be brought together and all the customer transactions must be brought together. Coming to the Trail balance it has balances of all the accounts of ledger in order to avoid the necessity of going to the paper of ledger to find out them.

The unit-2 financial statements, financial accounts, depreciation and value of inventories. The financial statement helps the management to take right decisions at right time. The management will have sufficient past and present information. The final accounts are divided into trading account, profit and loss account and balance sheet. The final accounts are used to analyze the financial condition of an organization. The balance sheet is very crucial for the organization. Here, in the balance sheet the assets and liabilities must be equal. The depreciation is calculated on the fixed assets of an organization and the depreciation is the permanent decrease in the value of an asset. The inventories are nothing but the unsold goods purchased or manufactured by organization.

The unit-3 tells about the financial statements analysis and ratio analysis. The financial statements evaluate the financial position of company. The ratio analysis is a mathematical expression involves in determine the numerical relationship of financial statements.

The unit-4 tells about the funds flow analysis and cash flow analysis. The funds flow is used to calculate the funds in the company and it means 'change in funds' and 'change in work capital'. The cash flow analysis deals with cash in the organization.

The unit-5 describes about the accounting standards, Human Resource Accounting and balance score card. Accounting standards are the statement of code of practice of regulatory accounting bodies. The HRA tells about to attain the personal monitory of each employee for improving organization behavior. The balance score card tells about performance measurement.

In this book the author has given all the working notes where ever it is needed and the book is user friendly to all the readers.

## MANAGERIAL ECONOMICS

**DR. D.M. MITHANI**

The book managerial economics is written by D.m.mithani. He presents comprehensive expositions of the theory and tools of managerial economics analysis with their practical application. His approach provides a unique integration of cases and the text in a meaningful way to understand real business economy.

In nature and scope of managerial economics he discussed the objective of firm, economic theory and managerial theory, managerial economists role & responsibilities and fundamental economic concept where briefly explained.

In demand analysis the author covered topics like individual and market demand function, law of demand, determinants of demand, elasticity of demand and price elasticity, income elasticity.

In theory of consumer choice the author covered the cardinal utility approach, indifference approach and theory of consumer choice under risk and demand estimation and consumer durable & non durable production & demand forecasting techniques.

The author briefly discussed about production theory and its includes production function and with two or more variables & stages of production and economies of scale and estimation of production function, cost theory In short run and long run cost functions and law of variable proportion and law of returns to scale

In price determination under different market conditions he covered topics like price determination and firm equilibrium in short and long run under perfect competition, monopolistic competition, oligopoly and monopoly. He discussed about pricing practices and pricing discrimination and dumping and transfer pricing

The author also gave topics like business cycle and theories of business cycles. Psychological profit, monetary, innovation, cob web, hick's theories. The author also covered topics of inflation and inflation interims of demand-pull and cost push factors, effects of inflation

## MANAGEMENT THEORY & PRACTICE

**J.S.CHANDAN**

The book management theory & practice by 'J.S.Chandan'. The author mainly concentrated on three different areas. The first area covers the general concepts of management & managerial roles & responsibilities. He briefly explained about the approach of management by objective.

In the second area the author covers the management function. The functions are planning, organizing, staffing, directing and controlling

The planning function includes a study of strategic planning, goal setting & forecasting. Organizing functions covers the concepts of centralization and decentralization and delegation of authority & responsibility. The organizational design includes groups and committees within the organization and line and staff functional, project and more recent matrix organization. In staffing the author covers the management of human resources including job and recruitment process in directing the author covered topics like various theories of leadership and its styles and characteristics of leaders, motivational types and he discussed communication process models oral & written communication and overcoming barriers in communication and he discussed about conflict management.

The function of management is controlling in this the author covered topics like control techniques including zero based budgeting, budgetary control, PERT & CPM.

In the third area the author covered topics like managerial decisions making, individual and group decision making includes various aspects of management science and operation research including the use of quantitative methods in solving some business and industrial problems, production and operations management including production planning and scheduling work design, inventory management, quality control

The author covered the social and ethical responsibilities of management in a universal way. The international management covers the operations of multinational corporations

## ORGANIZATIONAL BEHAVIOR

**-L m Prasad**

**-sultan Chand and sons**

Organisational behavior is understanding and managing people's behavior in the work organizations. It has contributed the development of knowledge for managing people's behavior at work.

It is study and application of knowledge about people as individuals and as groups act within organizations. It is how people behave and how their behavior so that their efforts results into organizational effectiveness.

An organizational behavior is affected by

- His personality, perception, learning, attitudes, values, emotional intelligence and motivation.
- Group of individuals in which he works and
- Organisational factors like organizational structure, work system and organizational behavior.

Some efforts have been directed to the following aspects.

- First effort is to understand the individual behavior and organizational behavior affected through interact with others.
- Second effort is happening in the present development in the field of organizational behavior.
- Third emphasis, to guide a long-term process of self-education in the dynamics of human behavior in organizations.
- Fourth, how Indian organizations are applying various concepts developed in the field.

Organisational behavior is a field of study that investigates the impact that individuals, groups and structures have on behavior within organizations for the purpose of applying such knowledge towards fulfillment organization effectiveness.

## PRODUCTION AND OPERATIONS MANAGEMENT

**-R.panneerselvam**

In the growing global competition, the productivity is the key for any business organizations. Maximizing the value addition automatically results in productivity improvement.

Production management means the set of inter-related management activities which are involve in the products is called as production management.

If you extent the same set of inter-related management activities to the corresponding activities of a production, we called as operations management.

The amounts to tackling the management issues in each and every subsystem of the production/operations management.

The production system concept aims product design and product analysis, capacity planning, investment decisions, forecasting, modern production management tools, inventory control, facility location, project management, plant layout design, production scheduling, line balancing etc.,

This can be done starting from the stage of product development and concentrating on various other intermediate tasks and finally through implementation of proper quality control system and maintenance of equipments.

It can be improved by the usage of suitable techniques with fitting algorithms for decision making in each of the subsystems of production/operations function.

For any business organization, capacity planning is a vital topic because it forms the basis for all other activities of the production/operations function.



## MARKETING MANAGEMENT

**-TAPAN K PANDA**

In this book it explains changes happens all around us in India are fascinating everyone in the world. The whole world is taking a note of these changes in Indian society and market with rapt attention and trying to learn lessons for success of business. This book is an attempt to capture and illustrate mega changes and paradigm shifts experienced in the Indian market through opening up of the economy, entry of multinational companies were also explained in a very brief manner.

There were 8 blocks in this book in these there were several chapters which give valuable information to the students to know about marketing management.

In the block 1 there are given in detail about introduction and creating and delivering customer value.

In the next it explains about analyzing market opportunities like market planning, demand measurement and forecasting, Indian marketing environment, market segmentation, targeting and positioning.

In the next block it explains mainly about product management decision like managing the product, management of new product development process, managing brands.

In the next it discuss about pricing decisions, developing pricing strategies and programs and pricing applications.

In the following chapter it explains channel management decisions like managing market channels, retail management, channel management and Indian distribution system.

In the next chapter it is marketing communication decisions, advertising management, sales management, direct marketing.

In the last block it consists of 4 chapters they are non profit marketing, environmental marketing, rural marketing, global marketing.

## **Business Environment**

**-Justin Paul**

The business environment book was written by “Prof. Justin Paul” is with Nagoya university of commerce and business Japan, accredited by the association of advance collegiate schools of business (AACSB) and association of MBAs.

Now the author can describe the business environment book. The end of the first decade in the 21<sup>st</sup> century saw the global economic crisis hampering commerce around the world, particularly in the developed countries.

The economic growth of china and India has been remarkable over the last decade and the former is expected to overtake the position of united states as the largest economy in the world. Organizations will have to formulate new growth strategies for success, expansion and increasing gains based on day-to-day developments and the fast moving world.

In this book the author declared that nature and dynamics of business environment, the pros and cons of capital account convertibility, lessons from the US sub-prime crisis and great recession.

Political Environment and economic systems, history of economic thought and economic systems market economy or capitalism, planned economy or command economy, mixed economy.

Economic growth and development economic growth and national income, measuring “development”” measurement of poverty-issues.

