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Modern Business Organisation S. Chand Publishing

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham's vital study offers an alternative to the traditional American focused teaching materials currently available. This second edition has been fully revised and updated, including a new chapter on digital marketing written by Dr Wilson Ouzem. Topics covered include: consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate, MBA and masters students in marketing management classes, Essentials of Marketing Management builds on the successful earlier edition to provide a solid foundation to understanding this core topic.

ISC Business Studies for Class XII (A.Y. 2023-24) Onward S. Chand Publishing

This book presents a broad introduction to the field of Auditing and Corporate Governance realistically and practically while offering the largest and most diverse collection of issues on the company or organization. This book is divided into two parts: The first part covers "Auditing" which consists of 13 chapters that express the detailed concepts of auditing concisely and clearly. The second part covers "Corporate Governance" which consists of 11 chapters that express corporate governance's detailed concepts simply and lucidly. The material presented in this book revolves around the following themes: Audit Planning, Audit Process, Audit Report, Auditing Standard, Whistle Blowing, Business Ethics, and Corporate Social Responsibility, etc

Auditing and Corporate Governance SBPD Publications

An excellent book for commerce students appearing in competitive, professional and other examinations. CONTENT 1. Management—Meaning, Characteristics and Functional Area, 2. Management—Nature, Principles, Levels and Limitations, 3. Functions of Management and Managerial Roles, 4. Development of Management Thought, 5. Planning, 6. Types of Plans and Corporate Planning, 7. Management By Objectives (M.B.O.), 8. Decision-Making, 9. Environment Analysis and Diagnosis, 10. Nature and Process of Organisation, 11. Organisation Structure and Forms of Organisation, 12. Departmentation, 13. Authority, Responsibility and Delegation of Authority, 14. Centralisation and Decentralisation, 15. Direction—Concept and Techniques, 16. Managerial Control, 17. Techniques of Control, 18. Motivation, 19. Leading and Leadership, 20. Co-ordination—Meaning and Nature, 21. Communication, 22. Management of Change. SYLLABUS Unit I Introduction : Concept, Nature, Process and Significance of Management; Managerial Roles (Mintzberg); An Overview of Functional Areas of Management; Development of Management Thought; Classical and Neo-classical System; Contingency Approach. Planning : Concept, Process and Types; Decision-making : Concept and Process : Management by Objectives. Unit II Organising : Concept, Nature, Process and Significance : Authority and Responsibility Relationships : Centralisation and Decentralization; Departmentation; Organisational Structure-Forms and Contingency Factors. Corporate Planning; Environment Analysis and Diagnosis; Strategy Formulation. Unit III Direction : Concept and Techniques, Managerial Control— Concept and Process, Effective Control System. Techniques of Control; Motivation and Leading People at Work : Motivation— Concept, Theories—Maslow, Herzberg, McGregor and Quchi, Financial and Non Financial Incentives, Leadership—Concept and Leadership Styles, Likert's Four System of Leadership. Unit IV Co-ordination as an Essence of Management, Communication— Nature, Process, Networks and Barriers. Effective Communication. Management of Change : Concept, Nature and Process of Planned Change, Resistance to Change, Emerging Horizons of Management in a Changing Environment.

Principles of MANAGEMENT Sultan Chand & Sons

Gives chapter outline to indicate the topics covered in each chapter. Provides diagrams and tables to illustrate the text. Includes examples from Indian organisations. Incorporates chapter-end summary for quick recapitulation. Gives test questions culled from MBA, M.Com and BBA examinations Includes case studies at the end of every chapter. This textbook is designed for the students of MBA and M.Com. Besides, it will also be useful to the students of MHROD, MIB and MBE. Students of postgraduate diploma in global business operations, chartered accountancy and BBA will also find this book useful.

Business Policy and Strategy (For BBA Course of GGSIP University, Delhi) S. Chand Publishing

It is a great pleasure in presenting 'Business Organisation as a Text Book for B. Com. classes. The Book has been written strictly in accordance with the latest syllabus of different universities. 1. Concept, Nature and Scope of Business, 2. Business Organisation—Nature and Concept, 3. Organisational Structure and Forms of Organisation, 4. Establishing a New Business Unit, 5. Promotion of a Company, 6. Plant Location, 7. Plant Layout, 8. Size of Business Unit, 9. Sole Proprietorship, 10. Partnership Firm, 11. Joint Stock Company, 12. Co-operative Form of Organisation, 13. Business Combinations, 14. Mergers, Takeovers and Acquisitions, 15. Business Finance—Need, Sources and Methods, 16. Securities Market, 17. Money Market, 18. Stock Exchange and SEBI.

Business Organisation by Dr. Niranjana Jeswal (eBook) (English) SBPD Publications

Managers are people who steer organizations towards meeting their objectives effectively and efficiently. Modern-day managers need to understand contemporary issues in management to achieve these objectives. Spread over nine parts, this book addresses these issues in simple and student-friendly language, and explains concepts through rich diagrams and examples.

Modern Business Organisation and Management sbpd publications

Despite the complications faced by the common man in implementation of GST in their concerned organizations as well as gaining an understanding of the new taxation system put in place, an attempt has been made to provide an insight to the taxation system introduced by the Government effective from 1st July, 2017. All the acts, rules, notifications, circulars and other relevant text have been compiled in a meticulous and methodical manner with the sole purpose of providing an insight to the readers. We have made an attempt to transform technicalities in legal provisions into simplified analysis thereby providing the readers a wholistic insight on each topic covered under several chapters compiled in this book. Series of illustrations, FAQs, MCQs, unsolved problems under the heading of knowledge testers incorporated in each chapter is devised in a way to maximize the understanding of readers on each topic with ease.

Business Law S. Chand Publishing

Management Process and Organisational Behaviour

A Textbook of Organisational Behaviour with Text and Cases Sultan Chand & Sons

The Seventh Revised Edition of "Business Law" as per Tamil Nadu University syllabus for all BBA, B.Com. students. The new edition, like its predecessors, attempts to present the basic principles of Law in a way that makes the subject easily intelligible even to a non-specialist. This object has been achieved by dividing into IV units: Unit I - The Indian Contract Act consists of 157 Illustrative Cases, 213 Test Questions, 326 Practical Problems (with Hints and Solutions), 174 Multiple-choice Questions, 194 True & False Questions and 644 Examples with the idea of testing the depth of knowledge of the reader, basic understanding of concepts and his ability to apply whatever he has learnt to a particular situation or problem. Unit II - The Sale of Goods Act, 1930. Unit III - Law Relating to The Indian Partnership Act, 1932 and The Limited Liability Partnership Act, 2008. It facilitate the reader in understanding the Nature of Partnership, Relations of Partners & Dissolution

of Firm followed by a chapter on 'Limited Liability Partnership' popularly known as LLP has been added in the present edition. LLP combines the advantage of both the Company and Partnership into a single form of organization. The Limited Liability Partnership Act, 2008 was published in Official Gazette of India on 9th January, 2009 and has been notified with effect from 31st March, 2009. Unit IV – The Companies Act, 2013 as Amended upto 2019. The Companies Act, 2013 (Schedules) which has been thoroughly updated and amended upto 2019 to our esteemed readers.

Business Organisation and Management S. Chand Publishing

The book 'Business Organisation' has been written in accordance with the latest syllabus prescribed for B. Com. Semester 1 for different universities who have adopted the common unified syllabus under National Education Policy 2020. The author has made sure to avoid unnecessary information from the book. The text of the book has been class-tested. The matter has been presented in a readable and thought-provoking style, and examples from Indian businesses have been included to make the content relatable and easily understandable for students.

Introduction to Business Pearson Education India

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Business Organisation by Dr. F. C. Sharma (eBook) Pearson Education India

The book in its tenth edition has been thoroughly restructured and revised. All the chapters of the present edition have been re-written not only to incorporate the latest developments in management but also to make presentation of subject-matter more lucid and crisp. Chapter 3 of the previous edition (Managers and Environment) has been named as Management Challenges and Opportunities in the present edition so that proper focus is put on these issues. Thus, the present edition is ideally suited to management students as well as management practitioners, particularly those who have not gone through formal management education.

Strategic Management (Text and Cases) SBPD Publications

Black & white print. Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

Business Organisation and Management FK Publications

An excellent book for commerce students appearing in competitive, professional and other examinations. 1. Business–Meaning, Definition, Elements, Nature and Object, 2. Business Organisation : Importance and Forms, 3. Sole Proprietorship, 4. Partnership Organisation, 5. Joint

Stock Company, 6. Incorporation of a Company, 7. Co-operative Organisation or Co-operative Ownership, 8. Public Enterprises, 9. Size of Business Unit, 10. Management and Administration, 11. Organisation : Meaning, Objects and Principles, 12. Types of Organisation, 13. Business Combinations, 14. Scientific Management, 15. Rationalisation, 16. Employee's Remuneration, 17. Sources of Finance, 18. Stock Exchange, SEBI, NSEIL and OTCEI, 19. Produce Exchange, 20. Plant Location.

Principles of Management S. Chand Publishing

Principles of Management

Corporate Accounting Sultan Chand & Sons

ISC Commerce Class-XI (Vol.I)

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Business Organisation: According to Minimum Uniform Syllabus Prescribed by National Education Policy Goyal Brothers Prakashan

For B.Com.(Pass & Hons.),M.Com.,B.B.A., B.B.S., M.B.A., C.A., C.S., & I.C.W.A., students of all Indian Universities.

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