

Mba First Semester Uptu Slibforyou

Fundamentals of Accounting and Financial Analysis (For U.P.T.U.) has been specially designed for entrants into business administration courses. Developed to meet the requirements of the syllabus of the first-semester MBA course of U.P. Technical University, Lucknow, the text has been kept simple for the benefit of students from non-commerce and non-finance backgrounds. It covers the basics of financial accounting, accounting concepts, accounting conventions, accounting postulates, steps to be taken for the construction of the funds-flow statement, preparation of cash flow statements, ratio analysis and the analysis of a company's financial statements.

1. B. Pharma Entrance Examination 2021 is a one-point solution for the entrance exam 2. The book is divided into 4 sections 3. Previous Years' Solved papers are given for the practice 4. Precise and detailed text with illustrations eases in learning the concepts 5. This book uses the easy language for better understanding Bachelor of Pharmacy (B. Pharma) is a 4 years' undergraduate program in which students study the methods and process of preparing medicines. To get into the proper college or institution one needs to clear the entrance exam that tests the suitability and apparent knowledge required for the course. The "Self Study Guide of B. Pharma Entrance Examination 2021" is an on point solution for various B. Pharma Entrances, conceived and designed as according to latest exam pattern. Precise and detailed text with illustrations makes it suitable for all categories of students. Strict approach towards the prescribed syllabus enables students to get focused preparation. Also, Last 9 Years' Solved Papers are provided following the actual trends of the exams and helping students to get prepared accordingly. A Must have book for those who really aspire to be a pharmacist. TOC Solved Papers (2020 - 2012), Physics, Chemistry, Botany, Zoology, Appendix

Financial Accounting for Management: An Analytical Perspective focuses on the analysis and interpretation of financial information for strategic decision making to enable students and managers to formulate business strategies for revenue enhancement, cost economies, efficiency improvements, restructuring of operations, and further expansion or diversification for creating and enhancing the shareholder's value. MBA, MFC and MBE students are its primary audience but its practical orientation will also be useful to corporate sector managers and CA, CWA, CS, CFA and CAIIB students.

Discrete Mathematical Structures for Computer Science

THEORY AND PROBLEMS OF BASIC ELECTRICAL ENGINEERING,, Second Edition

Engineering Physics Theory And Experiments

India Today

Professional Ethics and Human Values

The era of nineties has created a new breed of entrepreneurs whose quest for finance is unending. The lending institutions, on the other hand, have become choosy due to, among other reasons, mounting Non-performing Assets (NPAs). All this has led to increased pressure on the availability of finance to the entrepreneurs. In this setting, careful consideration of Project Appraisal and Financing holds the key to survival. Designed in this context, the book begins with explaining the project's fundamentals—features, identification, and project life cycle. It goes on to explain and analyze project formulation, appraisal of promoters and management, market appraisal, technical appraisal, financial appraisal, project report, institutional risk assessment and financing decision. The book also

focuses on the concepts of project management, overruns, post-completion performance evaluation and contemporary issues like infrastructural financing, and environmental impact assessment. All through the book, the emphasis is on critical analysis and decision-making. Primarily intended for the students of MBA/PGDM/PGDBM and other allied courses such as MFC and MBE, the book will also be of immense value to the students of CA, CWA, CS, CFA, CPA and CAIIB. Besides, it will be equally beneficial for the executive development and in-company training programmes on project appraisal and financing. Project finance executives in consulting firms and lending institutions and banks will also be benefited from the book due to its practical orientation. KEY FEATURES • Highlights the text from practitioner's perspective. • Written in a lecture mode and conversational style; classroom simulative. • Large number of illustrations, exercises and case studies. • Systematic and organized coverage of a full-fledged manufacturing project, including 10 years' financial projections integrated with the text throughout the book. Contemporary issues like infrastructure financing and environmental impact assessment. Unique pedagogical features, as explained in the 'Visual Tour of the Book' section. Chapter-wise PPTs and Solutions Manual available, on demand, for instructors adopting the book.

With the proclamation of human rights and impact of the philosophy of humanism, there has been a worldwide call for providing humane treatment to the disabled and putting an end to their isolation. Written in the same context, the book developed as per the issued directives of NCTE equips its readers with the knowledge, understanding, skills, interests and attitude needed for working in the inclusive schools. It acquaints them with all the essentials related to the nature of the different types of disabilities or impairments, diversities and exceptionalities of the children belonging to an inclusive school, the need and means of introducing the required adaptations in the environmental conditions, curriculum, teaching-learning strategies, teaching-learning aids and equipment, methods of assessing the progress of the diverse children, and likewise so many other things and requirements for fulfilling their responsibilities towards the diverse children in the inclusive set-up of the school. It is primarily designed for the students of secondary and elementary teacher education (B.Ed., B.El. Ed., D.Ed.) of the teacher training institutes. KEY FEATURES • Full coverage of the current syllabi prescribed for B. Ed., B. El. Ed. and D. Ed. in a user-friendly language • Comprehensive description of the various aspects of inclusive education and children with special needs (CWSN) such as historical perspectives to disability and inclusive education, needed pedagogical and assessment approaches for CWSN, educational provisions for the disabled at national and international levels, and so forth • Inclusion of recent topics such as learning styles in the context of different types of disabilities and CWSN, forms of exclusions on various grounds including disabilities in Indian education, approaches and models of inclusion, individual education programme, assistive and adaptive technologies, and so on • Comprises chapter-end summary for quick glance of the concepts TARGET AUDIENCE • B.Ed. • B. El. Ed. • D.Ed.

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Computer Applications In Management, 2010

Management of Financial Services

Papers; 7

Driving Business Strategies with Data Science

Business Statistics Using Excel

Fundamentals of Accounting and Financial Analysis (For U.P.T.U.) Pearson Education

India Fundamentals of Accounting and Financial Analysis (For U.P.T.U.): Pearson Education
India

Contributed articles with special reference to India.

This Book Is Based On The Common Core Syllabus Of Up Technical University. It Explains, In A Simple And Systematic Manner, The Basic Principles And Applications Of Engineering Physics. After Explaining The Special Theory Of Relativity, The Book Presents A Detailed Analysis Of Optics. Scalar And Vector Fields Are Explained Next, Followed By Electrostatics. Magnetic Properties Of Materials Are Then Described. The Basic Concepts And Applications Of X-Rays Are Highlighted Next. Quantum Theory Is Then Explained, Followed By A Lucid Account Of Lasers. After Explaining The Basic Theory, The Book Presents A Series Of Interesting Experiments To Enable The Students To Acquire A Practical Knowledge Of The Subject. A Large Number Of Questions And Model Test Papers Have Also Been Added. Different Chapters Have Been Revised And More Numerical Problems As Per Requirement Have Been Added. The Book Would Serve As An Excellent Text For First Year Engineering Students. Diploma Students Would Also Find It Extremely Useful.

A Guide to Understanding and Surviving B-Schools

Elements Of Mercantile Law

Retailing Management

Manpower Development for Technological Change

Management Research Methods

The organized and accessible format of Introduction to Information Technology, which is part of Express Learning, a series of books designed as quick reference guides to important undergraduate courses, allows students to learn important concepts in

"This second edition maintains the book's basis on fundamentals, whilst including experience gained from the rapid growth of renewable energy technologies as secure national resources and for climate change mitigation, more extensively illustrated with case studies and worked

problems. The presentation has been improved throughout, along with a new chapter on economics and institutional factors. Each chapter begins with fundamental theory from a scientific perspective, then considers applied engineering examples and developments, and includes a set of problems and solutions and a bibliography of printed and web-based material for further study. Common symbols and cross referencing apply throughout, essential data are tabulated in appendices. Sections on social and environmental aspects have been added to each technology chapter." -- back cover.

This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Marketing & Branding

(in S.I. Units)

Self Study Guide B. Pharma Entrance Exam 2021

Fundamentals of Accounting and Financial Analysis (For U.P.T.U.):

A Textbook of Strength of Materials

The new edition of **POWER SYSTEM ANALYSIS AND DESIGN** provides students with an introduction to the basic concepts of power systems along with tools to aid them in applying these skills to real world situations. Physical concepts are highlighted while also giving necessary attention to mathematical techniques. Both theory and modeling are developed from simple beginnings so that they can be readily extended to new and complex situations. The authors incorporate new tools and material to aid students with design issues and reflect recent trends in the field. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

J. Fred Weston provides managers and executives with the information they need to understand essential accounting principles, from vocabulary and financial statements to cash flow and valuation. Covering balance sheets, income statements, reporting measures, and even essential ratios, this practical, in-depth book provides a one-stop, reference for all aspects of finance and accounting, and will help managers take essential steps toward making informed decisions based on the numbers they face every business day.

Part I : Individual Behaviour | Fundamentals Of Human Behaviour | Personality | Perception | Learning & Behaviour Modification | Attitudes And Values |

Motivation Part II : Groupbehaviour | Interpersonal Behaviour And Transactional Analysis| Group Dynamics | Power, Politics And Status | Leadership Andinfluence | Control | Morale And Job Satisfaction Part III :Overall Behaviour | Nature And Types Of Organisations| Organisation And Environment | Nature And Scope Of Organisational Behaviour | Organisational Goals | Organisational Change | Organisation Development | Organisational Climate And Culture| Organisational Conflict | Organisational Effectiveness

Logistics and Supply Chain Management ePub eBook

CREATING AN INCLUSIVE SCHOOL

B. Pharm (Bachelor of Pharmacy) Entrance Exam Guide

Power System Analysis and Design

Fundamentals of Accounting and Financial Analysis (For U.P.T.U.)

The present book has been specially published for the aspirants of 'Bachelor of Pharmacy' Entrance Exam. The book comprises, along with the latest study and practice material, Solved Previous Year Paper which will prove extremely useful for aspirants to be well-conversant with the exam pattern, the type of questions asked and their answers. Detailed Explanatory Answers have also been provided for selected questions for Better Understanding. It will also serve as a true test of your studies and preparation of exam with actual exam-questions and numerous practice-questions given in exhaustive exercises. All questions are solved by the respective subject-experts. The book is highly recommended for the aspirants to study well and sharpen their problem solving skills by practising through it to face the exam with Confidence, Successfully. While the specialised study and practice material of this book is published with the sole aim of Formulating your Success, your own intelligent study and practice, in Synergy with this, will definitely ensure you a seat in the Prestigious course paving the way for a Bright Career.

Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to “ think like a data scientist ” as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to “ think like a data scientist ” Understand appropriate business application of different analytic techniques If you

want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and analytics to make better decisions.

Marketing & Branding DESCRIPTION Before you invest your time in this book, you should find the answers to the following questions; How can this book help you get a job? Why not study online? Why this book? Social Media Marketing and Digital Branding are one of the top 15 in-demand skills for getting a job in 2019-20, along with Content Marketing and Influencer Marketing. A complete module is dedicated to getting you a job. In this book, you ' ll get a Career Guide for Digital Marketing Jobs, CV templates, Chapter-Wise Interview Questions, and a Guide on Personal Branding for getting better jobs. Completing this book will get you an exclusive certificate in Digital Campaign Design and will prepare you to directly appear for Facebook™, Twitter™, Hootsuite™ and HubSpot™ certifications. While most online course and blogs concentrate on quick tips to use digital tools and platforms. **KEY FEATURES** Complete this book to earn an exclusive certificate in “ Digital Campaign Design ” and “ Social Media Marketing ” Prepare for Social Media Certification from Facebook, Twitter and more Digital Marketing Career Guide Included Free Resume templates 45 Digitally Interactive Chapters 20+ Case Studies 160+ Chapter-wise Interview Questions Become Job ready in 4-weeks ! **WHAT WILL YOU LEARN** Book has 45 easy to grasp chapters grouped into 13 interactive modules dedicated to teaching you the step by step process of using digital platforms to develop successful marketing campaigns using effective advertising strategies based on consumer behaviour, segmentation, positioning, brand management, and the customer lifecycle. Live link case studies and process guides have been included for a hands-on learning experience. **WHO THIS BOOK IS FOR** You could be a student, a fresh graduate, or a working professional with any educational background and you will be able to start your career in digital marketing with the help of this book. **Table of Contents** Social Media Marketing for Each Step of the Digital Customer ' s Life Cycle The Digital Customer Life Cycle Phases and Stages of the Customer Experience Funnel Digital Ads (Part 1) Programmatic and Real Time Digital Ad Buying (How Digital Ads Work) Programmatic Bidding for ADS on Facebook Setting up A Facebook & Instagram Ad Campaign Facebook Ad Types Creating Facebook Ad ' s Creative and Copy Ad Reporting and Optimization Segmentation Convectional Segmentation Segmenting Audience with Facebook Remarketing with Facebook ' s Custom Audience Digital Behavioral Segmentation Using Custom Audience Creating Buyer Personas Digital Value and Marketing Message Unique Digital Value Proposition Perceived Benefits, Hassel Factor, and Means End Theory for Crafting A Marketing Message Designing a Unique Digital Value Proposition Digital Media and Engagement Paid, Earned, and Owned Media Social Media Engagement Content Marketing for Social Engagement and Story Telling Content Marketing User-Generated Content Transmedia Storytelling Digital Influence Driven Marketing Digital Influence Influencer Marketing UI, UX, CX, and BX for Digital Marketing Understanding UI, UX, CX and BX CX and UX for Social Media Digital Brand Experience and Management Digital Branding Brand Promotors and Detractors Social Listening, Selling, Care, and Crisis Social Listening Social Selling Social Media for Customer Service, Support, and Delight Setting Up Social Customer Care Managing a Social Media Crisis Agile Testing for Social Media A/B Testing A/B Testing Facebook Ad Campaigns Digital Ads (Part 2) LinkedIn

Ad Campaigns Instagram Story Ads Snapchat Ads Twitter Ads Advertising on Pinterest, Quora, and Reddit GDPR, Budgeting, and Behavioral Psychology Digital Career Guide A Repository of Campaign Case Studies Job Guide Resume Tips and LinkedIn for Jobs Chapter-wise Interview Questions Certifications

Mechanical and Industrial Engineering

Renewable Energy Resources

Finance and Accounting for Nonfinancial Managers

PROJECT APPRAISAL AND FINANCING

Computer Organization

Offering a comprehensive, "step-by-step" approach to the subject, Business Statistics Using Excel, Second Edition, gives students the tools and skills they need to succeed in their coursework. FEATURES - "Techniques in Practice" exercises at the end of each chapter encourage self-assessment - Excel screenshots provide clear and helpful examples that illustrate how to apply Excel skills to business statistics - Full integration of Excel exercises and applications--both in the textbook and on the Companion Website--enable both classroom-led learning or self-directed study NEW TO THIS EDITION - Expanded coverage of probability and probability distributions - Updated checklists help students to link the skills to their own development portfolios - All chapters have been fully revised and updated to include additional examples, explanations, and discussion questions - Greater emphasis on employability skills, which enables students to contextualize their learning and also helps them to identify how these skills can be applied and valued in real business environments The accompanying Companion Website offers a variety of features: For students: - Introduction to Microsoft Excel 2010 - Self-test multiple-choice questions - Data from the exercises in the book - Links to key websites - Online glossary - Revision tips - Visual walk-throughs - Numerical-skills workbook: New to the second edition, this online refresher course covering basic math and Microsoft Excel helps reinforce students' confidence in their mathematical ability For instructors: - Instructor's Manual containing a guide to structuring lectures and worked-out answers to exercises in the book - PowerPoint slides - A Testbank with thirty questions per chapter

This book covers historical aspects and future directions of mechanical and industrial engineering. Chapters of this book include applied mechanics and design, tribology, machining, additive manufacturing and management of industrial technologies.

A thirty-day vocabulary building program which includes a pronunciation guide and word origins and histories

Social Media

Second Edition

Mathematics for M.B.A (fully Solved)

Financial Accounting for Management: An Analytical Perspective

AIA 7 Management Accounting

Effective development and management of a supply chain network is an invaluable source of sustainable advantage in today's turbulent global marketplace, where demand is difficult to predict and supply chains need to be more flexible as a result. This updated 4th edition of the bestselling Logistics and Supply Chain Management is a clear-headed guide to all the key topics in an integrated approach to supply chains, including:

- The link between logistics and customer value.
- Logistics and the bottom line measuring costs and performance.
- Creating a responsive supply chain.
- Managing the global pipeline.
- Managing supply chain relationships.
- Managing risk in the supply chain.
- Matching supply and demand.
- Creating a sustainable supply chain.
- Product design in the supply chain.

The Pearson Guide to Quantitative Aptitude for CAT 2/e has everything you need to secure a top score in the quantitative aptitude papers of the CAT and other MBA entrance examinations. Written in a student-friendly style, this book explains concepts in a concise manner and includes numerous examples and worked-out problems. It also contains ample practice problems, scientifically designed and arranged in four levels (in an increasing order of difficulty). The text also contains a chapter on Vedic mathematics, which provides unique time-saving and easy techniques for complex calculations.

This text has been designed as a complete introduction to discrete mathematics, primarily for computer science majors in either a one or two semester course. The topics addressed are of genuine use in computer science, and are presented in a logically coherent fashion. The material has been organized and interrelated to minimize the mass of definitions and the abstraction of some of the theory. For example, relations and directed graphs are treated as two aspects of the same mathematical idea. Whenever possible each new idea uses previously encountered material, and then developed in such a way that it simplifies the more complex ideas that follow.

The Pearson Guide to Quantitative Aptitude for CAT 2/e

Big Data MBA

Beyond the MBA Hype

Making Sense of Wine Tasting

Computer Organization & Architecture 7e

Management Research Methods, first published in 2007, is a comprehensive guide to the design and conduct of research in management-related disciplines such as organisational behaviour, human resource management, industrial relations, and the general field of management. Specifically, the text begins by providing an overview of the research process and in subsequent chapters explains the major types of design used in management research (correlational field studies, experimental and quasi-experimental designs, case studies, historical analysis, and action research). There are also chapters that describe the methods of data collection (interviews,

questionnaires, documentation and observation) commonly employed by management researchers. In addition, the text examines the issues of reliability and validity, the construction of multi-item scales, and the methods of quantitative and qualitative analysis. The text concludes with a practical guide explaining how to report research findings and a discussion of the ethical issues in the conduct and practice of research.

This comprehensive book with a blend of theory and solved problems on Basic Electrical Engineering has been updated and upgraded in the Second Edition as per the current needs to cater undergraduate students of all branches of engineering and to all those who are appearing in competitive examinations such as AMIE, GATE and graduate IETE. The text provides a lucid yet exhaustive exposition of the fundamental concepts, techniques and devices in basic electrical engineering through a series of carefully crafted solved examples, multiple choice (objective type) questions and review questions. The book covers, in general, three major areas: electric circuit theory, electric machines, and measurement and instrumentation systems.

Learning and Practice Workbook

Introduction to Information Technology:

A Textbook of Organisational Behaviour with Text and Cases

A Text Book of Engineering Mathematics