

## **Purbanchal University Mba I Semester Lh 32 Course Title**

Key Concepts in Journalism Studies Guidelines for Health Manpower  
Planning Understanding Corporate Law Managerial Economics Business Research  
Methods Developing Vocational Instruction On Being in Charge Analytical Solid  
Geometry ENGG MATH III - WBUT JUNE '12 Handbook of Comparative Studies on  
Community Colleges and Global Counterparts Managerial Economics: Principles and  
Worldwide Application Managerial Economics Water Supply Engineering EFFECTIVE  
BUSINESS COMMUNICATION Recent Advancement in White Biotechnology Through  
Fungi Macroeconomic Analysis English for Business Studies Teacher's Book Physics  
for Degree Students B.Sc. First Year The Project Management Memory  
Jogger Research Methodology: Concepts and Cases TOTAL QUALITY  
MANAGEMENT Basic Abstract Algebra Organization Development and  
Change Business Strategy Essentials You Always Wanted To Know Ram Nath  
Kovind Human Resource Management Financial Institutions and  
Markets Organizational Behaviour Practical Design of Reinforced Concrete  
Buildings CB Beginning Theory The Top Ten Algorithms in Data Mining Basic  
Managerial Skills for All Financial Institutions & Mkts Gender, Power and  
Sexuality Taxonomy of Database Management System Journal of the Indian  
Geophysical Union Ethics for the Professions Universities Handbook Essentials of

## Organizational Behavior

### **Key Concepts in Journalism Studies**

This revised training guide is designed to help health workers, including nurses, midwives, and medical assistants, improve managerial skills. The book is divided into four main parts, each dealing with a different aspect of management. An opening exercise helps readers diagnose managerial weaknesses and turn to appropriate chapters for study. Part I explains general principles and functions of management. Part II on personal relations offers advice on the following topics: how to get to know the community, motivate a health team, delegate authority, supervise supportively, conduct meetings, and encourage high work standards. Part III describes problem-solving methods for management of common problems involving equipment, drug supply, money, time, space in the office or clinic and in the community, and paperwork. Information includes how-to instructions for prepackaging and labeling of routine courses of drugs, advice on preparation of a duty roster, and guidance on what to do when treatment of a single common disease would consume the drug budget. Part IV shows how to apply principles of good management to health care in a community and offers step-by-step advice on how to assess needs, fix priorities, define objectives, monitor progress, and adjust programs. Methods for developing community self-help programs are

described. Each chapter begins with a statement of learning objectives; each part concludes with exercises to aid individual instruction and problem-solving in teams. Seventy pages of illustrative solutions to the exercises are provided. (YLB)

## **Guidelines for Health Manpower Planning**

For courses in computer programming C How to Program is a comprehensive introduction to programming in C. Like other texts of the Deitels' How to Program series, the book serves as a detailed beginner source of information for college students looking to embark on a career in coding, or instructors and software-development professionals seeking to learn how to program with C. The Eighth Edition continues the tradition of the signature Deitel "Live Code" approach--presenting concepts in the context of full-working programs rather than incomplete snips of code. This gives readers a chance to run each program as they study it and see how their learning applies to real world programming scenarios.

## **Understanding Corporate Law**

Examines the function and work of a vocational teacher and suggests means of effecting a systematic program of instruction

## **Managerial Economics**

This book has been written for the students of M.B.A., M.Com., and other Diploma Courses in Management. It would also be useful to the practitioners in the field of Human Resource Management. The book covers the whole syllabus of HRM prescribed by the UGC Course Development Committee on Management. The book makes a presumptions attempt to knead all aspects of HRM logically dividing them into seven sections to enable the readers comprehend the key and vital issues of HRM in a dynamic environment.

## **Business Research Methods**

Engineering Mathematics-III is designed as per the latest WBUT syllabus for B.Tech. second year 3rd semester as well as 4th semester students of this course. With clear presentation of theoretical concepts and stepwise clarifications of different methods of solving problems, this book seeks to facilitate a thorough understanding of the subject. Each topic is lucidly explained and illustrated with different kinds of examples. The variety of pedagogical features will enhance the quality of practice and enable students to excel in their examinations. feature • Written according to the revised (effective 2011) syllabus of WBUT • Excellent coverage of topics like Fourier Series, Fourier Transform, Complex Analysis, Theory

of Probability, Solution of PDE, Series Solutions of ODE • Solved 2011 WBUT Question Paper on the revised syllabus along with 5 Model Question Papers according to the WBUT pattern

## **Developing Vocational Instruction**

This book will provide comprehensive, practical knowledge for the design of reinforced concrete buildings. The approach will be unique as it will focus primarily on the design of various structures and structural elements as done in design offices with an emphasis on compliance with the relevant codes. It will give an overview of the integrated design of buildings and explain the design of various elements such as slabs, beams, columns, walls, and footings. It will be written in easy-to-use format and refer to all the latest relevant American codes of practice (IBC and ASCE) at every stage. The book will compel users to think critically to enhance their intuitive design capabilities.

## **On Being in Charge**

Identifying some of the most influential algorithms that are widely used in the data mining community, *The Top Ten Algorithms in Data Mining* provides a description of each algorithm, discusses its impact, and reviews current and future research.

Thoroughly evaluated by independent reviewers, each chapter focuses on a particular algorithm and is written by either the original authors of the algorithm or world-class researchers who have extensively studied the respective algorithm. The book concentrates on the following important algorithms: C4.5, k-Means, SVM, Apriori, EM, PageRank, AdaBoost, kNN, Naive Bayes, and CART. Examples illustrate how each algorithm works and highlight its overall performance in a real-world application. The text covers key topics—including classification, clustering, statistical learning, association analysis, and link mining—in data mining research and development as well as in data mining, machine learning, and artificial intelligence courses. By naming the leading algorithms in this field, this book encourages the use of data mining techniques in a broader realm of real-world applications. It should inspire more data mining researchers to further explore the impact and novel research issues of these algorithms.

### **Analytical Solid Geometry**

Communicating a message effectively needs precision—be it verbal or non-verbal. At the professional front, the accuracy of the message to be shared becomes all the more important as the business decisions may depend on the same. This book, in its second edition, continues to detail on the pre-requisites of communicating effectively in the corporate environment and generally. Beginning with an overview of business communication, the book educates on the principles of

communication—oral and written. Divided into nine chapters, the first two chapters deal with oral communication and the next seven deal with different forms of written communication. The book teaches how to write effective letters and prepare persuasive resumé. The chapters are well-supported with many examples and illustrative exhibits wherever required. A new chapter (Chapter 9) has been added titled 'Writing to Communicate' which presents incorrect use of language and phrases that rob the text, be it a report or a letter, of authenticity and credibility. The chapter also presents correct use of the examples and the rationale or logic in the form of explanations. Designed as a textbook for the management students, this book would be equally useful for the management professionals and executives. Key features

- Observes a simple pattern of Read-Comprehend-Test-Follow
- Discusses strategies for identification and improvisation of communication skills (both oral and written)
- Provides numerous examples and illustrations that facilitate proper grasp of the topics discussed.

### **ENGG MATH III - WBUT JUNE'12**

This book provides a complete abstract algebra course, enabling instructors to select the topics for use in individual classes.

### **Handbook of Comparative Studies on Community Colleges and**

## **Global Counterparts**

This text uses the theory of the firm to integrate and link economic theory (microeconomics and macroeconomics), decision sciences (mathematical economics and econometrics), and the functional areas of business (accounting, finance, marketing, personnel or human resource management, and production) and shows how all of these topics are crucial components of managerial decision making. The text is divided into five parts-Part I examines the nature and scope of managerial economics, Part II analyses demand, Part III presents the theory and measurement. It covers the full range of optimization techniques used in managerial decision making. The book offers extensive end-chapter material in the form of the summary, discussion questions, problems, chapter appendixes along with appendix problems, supplementary readings, and Internet site addresses. This seventh edition includes new sections, new case studies, some of which are India based, and five new longer Indian integrated case studies. In addition, the existing case studies, supplementary readings, and Internet site addresses have been revised.

## **Managerial Economics: Principles and Worldwide Application**

## **Managerial Economics**

This course is intended for training health service managers, planners, and educators to apply the principles and methods of health manpower planning. It consists of 12 half-day sessions and is for use in a group learning setting such as a workshop or seminar. Each session contains the following: a summary of content; statement of the specific educational objectives of the session; the session structure; learning materials, including practical examples, covering the topic area directly linked to the educational objectives; reference list of additional background reading; and work exercises. Evaluation instruments provided are a pre-course questionnaire, daily evaluation of the session covered, and end-of-course questionnaire. Session topics are (1) Health Manpower Planning; (2) Ten Steps to Health Manpower Planning; (3) Health Manpower Situation Report on Existing Manpower and Services; (4) Future Supply of Manpower; (5) Manpower Requirements--Quantity, Quality, and Distribution; (6) Mismatches between Supply and Requirements; (7) Solving Mismatches; (8) Organizational and Management Problems; (9) Manpower Strategy and Outline Plan; (10) Detailed Health Manpower Development Plan; (11) Implementation and Monitoring; and (12) Concluding Session. An annotated bibliography cites 61 references on manpower planning activities applicable to developing countries. (YLB)

## **Water Supply Engineering**

Cooper and Schindler's Business Research Methods offers students and instructors thorough coverage of business research topics backed by solid theory. The authors are successful marketing research consultants and that is evident in the rich and realistic case studies found in the text. Managerial decision making is the underlying theme, topics and applications are presented and organized in a manner that allow students to thoroughly understand business research topics and functions. Consequently, the structure of the text encourages and supports completion of an in-depth business research project during the semester.

## **EFFECTIVE BUSINESS COMMUNICATION**

This is a course for upper-intermediate and advanced level students who need to understand and talk about the key concepts in business and economics. Covering the most important areas of management, production, marketing, finance and macroeconomics, it helps students to understand and talk about a wide range of business topics. Reflecting recent changes in the world's business and economic environment, the course now covers subjects like wikinomics, viral marketing, hedge funds, the subprime crisis and energy policy. This student book comes with a teacher's book and two CDs. Suitable for independent study.

## **Recent Advancement in White Biotechnology Through Fungi**

RESEARCH METHODOLOGY CONCEPT AND CASES provides a comprehensive and stepwise understanding of the research process with a balanced blend of theory, techniques and Indian illustrations from a wide cross-section of business areas. This book makes no presumptions and can be used with confidence and conviction by both students and experienced managers who need to make business sense of the data and information that is culled out through research groups. The conceptual base has been provided in comprehensive, yet simplistic detail, addressing even the minutest explanations required by the reader. The language maintains a careful balance between technical know-how and business jargon. Every chapter is profusely illustrated with business problems related to all domains—marketing, finance, human resource and operations. Thus, no matter what the interest area may be, the universal and adaptable nature of the research process is concisely demonstrated.

## **Macroeconomic Analysis**

## **English for Business Studies Teacher's Book**

## **Physics for Degree Students B.Sc.First Year**

### **The Project Management Memory Jogger**

White biotechnology is industrial biotechnology dealing with various biotech products through applications of microbes. The main application of white biotechnology is commercial production of various useful organic substances, such as acetic acid, citric acid, acetone, glycerine, etc., and antibiotics like penicillin, streptomycin, mitomycin, etc., and value added product through the use of microorganisms especially fungi and bacteria. The value-added products included bioactive compounds, secondary metabolites, pigments and industrially important enzymes for potential applications in agriculture, pharmaceuticals, medicine and allied sectors for human welfare. In the 21st century, techniques were developed to harness fungi to protect human health (through antibiotics, antimicrobial, immunosuppressive agents, value-added products etc.), which led to industrial scale production of enzymes, alkaloids, detergents, acids, biosurfactants. The first large-scale industrial applications of modern biotechnology have been made in the areas of food and animal feed production (agricultural/green biotechnology) and pharmaceuticals (medical/red biotechnology). In contrast, the production of bio-active compounds through fermentation or enzymatic conversion is known

industrial or white biotechnology. The beneficial fungal strains may play important role in agriculture, industry and the medical sectors. The beneficial fungi play a significance role in plant growth promotion, and soil fertility using both, direct (solubilization of phosphorus, potassium and zinc; production of indole acetic acid, gibberellic acid, cytokinin and siderophores) and indirect (production of hydrolytic enzymes, siderophores, ammonia, hydrogen cyanides and antibiotics) mechanisms of plant growth promotion for sustainable agriculture. The fungal strains and their products (enzymes, bio-active compounds and secondary metabolites) are very useful for industry. The discovery of antibiotics is a milestone in the development of white biotechnology. Since then, white biotechnology has steadily developed and now plays a key role in several industrial sectors, providing both high valued nutraceuticals and pharmaceutical products. The fungal strains and bio-active compounds also play important role in the environmental cleaning. This volume covers the latest research developments related to value-added products in white biotechnology through fungi.

## **Research Methodology: Concepts and Cases**

## **TOTAL QUALITY MANAGEMENT**

This book explores the complexities of community colleges and global counterparts by focusing on critical analysis of governance, leadership, and mission. These complexities represent emerging and evolving phenomena that impact the institutions' ability to a) serve students; b) offer sound curricula; c) admit and retain students; d) increase completion rates; e) create viable and sustained partnerships locally and internationally; f) address the needs of unique populations; g) funding and sustainability, and h) support staff development to enhance faculty and staff excellence. This work will introduce and elaborate upon these topics to highlight not only the challenges of the field in a variety of countries worldwide, but to also begin to build comparative understanding of the field at large. In that these institutions are now identified, it is time to academically address their role in higher education.

### **Basic Abstract Algebra**

Business Strategy Essentials You Always Wanted To Know prepares new managers and leaders with the building blocks of business strategy. You will learn how to define strategy, different levels of strategy for the business versus departments, and how to plan tactics to implement those strategies. You are given tools to assist you with some of the more challenging aspects of strategy such as environmental scanning, SWOT analysis, and strategy analysis. After you have learned how to execute some of these strategies, you will learn what organization structures fit

best with specific strategies. These timeless elements of strategy will provide you the fundamentals with a 21st century point of view. Business Strategy Essentials is part of the Management Essentials series that helps working professionals moving into management roles. The series addresses every aspect of business from HR to finance, marketing, and operations. Each book includes fundamentals, important concepts, and well-known principles, as well as practical applications of the subject matter.

## **Organization Development and Change**

This new edition continues to offer the readers, a complete understanding of the functioning of the whole set of banking and non-banking institutions as well as all the markets for short-term and long-term financial instruments and financial services. It places significant emphasis on recent financial reforms as updates reflecting the most current financial developments, changes, and trends in the financial industry, especially in India. Salient Features: - Restructured and revised chapters with latest theoretical concepts and data - Discussion on major issues in financial system in India - Discussion on demonetization and its impact in India

## **Business Strategy Essentials You Always Wanted To Know**

**Ram Nath Kovind**

**Human Resource Management**

**Financial Institutions and Markets**

Understanding Corporate Law is designed to assist students by offering a clear and comprehensive treatment of key concepts in corporate law. It is a popular study guide for students and has been used by professors to supplement their casebook or as recommended reading. Significant business, economic, and policy issues are highlighted in connection with a thorough analysis of the important cases and statutory provisions used in the study of corporations. It includes the major theoretical approaches used in current corporate law literature. In each chapter, the authors identify important policies and discuss the relationship of the law as it has developed to those policies. Statutory issues are covered under both the General Corporation Law of the State of Delaware and the Revised Model Business Corporation Act. Understanding Corporate Law discusses developing case law including the Delaware courts' use of good faith in fiduciary duty cases. The book also reflects the corporate governance issues raised by the corporate scandals and

the passage of the Sarbanes-Oxley Act of 2002. A section of Chapter 5 deals generally with that Act, but its impact is also covered in relevant sections throughout the book. This Understanding treatise is designed to be used in conjunction with all of the major corporate law casebooks.

## **Organizational Behaviour**

Providing accessible coverage of the basics and practical aspects of total quality management, this book is intended for students of management and engineering. The text adopts a realistic approach to the teaching of the subject with the principal focus on the philosophy of total quality management and its role in today's world of fierce business competition. Discusses the mechanism of quality control, quality assurance and different types of quality control tools and their usage. Features the Japanese management philosophy, quality awards and standards. Presents the differences between total quality management and business process re-engineering and approaches to integrate them. Describes the various aspects of benchmarking, capability maturity model and customer relationship management.

## **Practical Design of Reinforced Concrete Buildings**

Updated to correspond with A Guide to the Project Management Body of Knowledge, a second edition outlines proven tips and techniques for effective project management and is augmented by new coverage of such topics as project communications, organizational change management and project contingencies.

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Organizational behaviour affects all of us, every single day. But do your students struggle to see the subject's relevance? Do they have difficulty going beyond its most commonplace theories? Do they wonder how it will help them in their future career? Then take a step into the lobby of Junction Hotel! We follow the experiences of its managers and employees as a new consortium tries to rebuild the success of a once-great establishment that has fallen on hard times. This fictional running case study helps students see how theory translates into practice in a familiar setting. For example, what kind of leadership styles do the new management team use? Are personality tests any use for hiring new staff for the gym? How do the staff on the receiving end of various management techniques feel and react? Follow the management dilemmas faced, and the techniques employed with varying rates of success, by a wide range of characters. The running case is interwoven throughout the book, encouraging students to make links between the different topic areas and gain a holistic view of organizational behaviour. The book covers all the core topics found on undergraduate modules,

while also going a step further to consider alternative approaches and compare them with mainstream theories. Students are encouraged to develop a critical mindset and think about the context of the theories they come across and the values embedded within them. A wealth of real-life case studies, including those drawn from the public and not-for-profit sectors, bring the subject to life. Innovative on-page learning features link study and employability skills to the topics being discussed so students can apply theories from the book directly to their own lives and future careers. Interviews with students, employees and business leaders are included online, and show just how relevant organizational behaviour is to people's everyday lives. The real-life examples in the second edition have been augmented with new international and European examples in every chapter, and the book's Online Resource Centre now features seminar and group activities and a lecturer guide to help lecturers make full and effective use of the book and online material in their teaching. A unique, lively package makes this core reading for all business students taking an introductory module in organizational behaviour.

### **Beginning Theory**

'The five authors have drawn on their enormous range of experience in newspaper and broadcast journalism, at national and regional level, as well as their teaching expertise for this book, which will be essential reading for students in journalism, and as invaluable reference tool for their professional careers'

-[www.HoldtheFrontPage.co.uk](http://www.HoldtheFrontPage.co.uk) 'At long last, the undergraduate journalism A-Z. This is an excellent and much needed resource which should be on the list of every undergraduate journalism and media student' -Tim Rodgers, Kingston College The SAGE Key Concepts series provide students with accessible and authoritative knowledge of the essential topics in a variety of disciplines. Cross-referenced throughout, the format encourages critical evaluation through understanding. Written by experienced and respected academics, the books are indispensable study aids and guides to comprehension. Key Concepts in Journalism offers: - a systematic and accessible introduction to the terms, processes and effects of journalism - a combination of practical considerations with theoretical issues - further reading suggestions The authors bring an enormous range of experience in newspaper and broadcast journalism, at national and regional level, as well as their teaching expertise. This book will be essential reading for students in journalism, and an invaluable reference tool for their professional careers.

## **The Top Ten Algorithms in Data Mining**

## **Basic Managerial Skills for All**

## **Financial Institutions & Mkts**

For B.Sc I yr students as per the new syllabus of UGC curriculum for all Indian Universities. The present book has two sections. Section I covers 1 which includes chapters on Mechanics, oscillations and Properties of Matter. Section II covers course 2 which includes chapters on Electricity, Magnetism and Electromagnetic theory.

## **Gender, Power and Sexuality**

## **Taxonomy of Database Management System**

Gender, Power and Sexuality is a collection of original and exciting articles by well-known feminists which makes a major contribution to our understanding of the ways in which men exercise control over girls and women in their daily lives, in the home, at school, at work and in the courts. Women are seen to resent and challenge male power, but, the institutionalisation of male power is shown to mitigate against women taking control over their own lives.

## **Journal of the Indian Geophysical Union**

An introduction to literary and cultural theory for beginners. The emphasis is on theory in practice with exercises and questions to help the student understand the methodology and practice of literary theory. Topics covered include: liberal humanism; Marxism; new historicism; cultural materialism; postcolonialism; feminism; queer theory; structuralism; postmodernism; stylistics; psychoanalytic theory.

## **Ethics for the Professions**

This text introduces business and management students to economic concepts and shows economics students the skills needed in the world of business. Coverage includes: product differentiation; price discrimination; hiring and training workers; labour-management relations; and international trade.

## **Universities Handbook**

## **Essentials of Organizational Behavior**

This new text provides students with the tools necessary to make ethically sound decisions in the professions they choose for themselves. The text combines lucid

explanations of leading philosophical moral theories with detailed discussion of how those theories are to be applied. Each chapter concludes with short cases and questions to engage students in solving perplexing professional ethics issues.

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