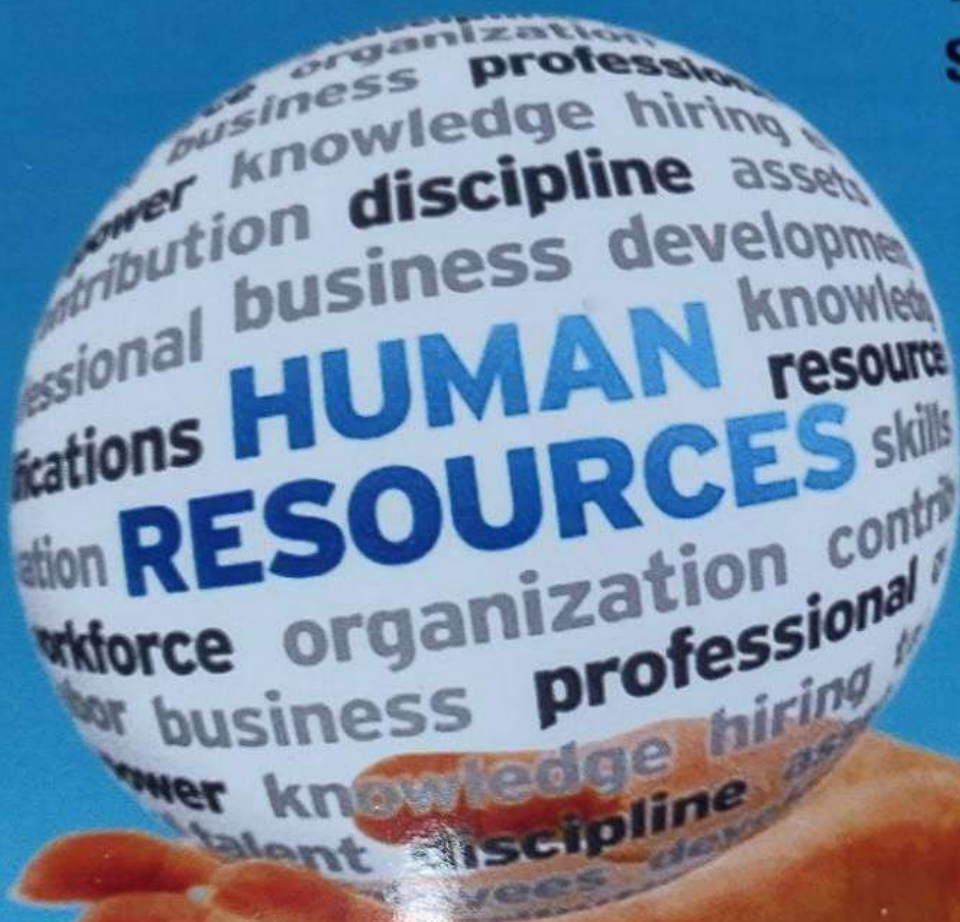


HUMAN RESOURCE MANAGEMENT

UGCF (NEP)

Dr. Arpita Kaul
Sunita Chhabra

2nd Edition



Marketing for Beginners

(According to the Syllabus of Generic Elective Paper of Marketing for Beginners offered by Department of Commerce, First Semester, BCH - GE - 1.3 under UGCF 2022 based on NEP 2020)

This book is designed according to the National Education Policy 2020 - Undergraduate Curriculum Framework 2022 of University of Delhi. This book focuses not only on conceptual clarity but makes the subject interesting by using mind maps, diagrams, figures, illustrations, case studies of different organizations and interviews of several marketing professionals.

This book covers the entire syllabus of the General Elective - 3 subject, Marketing for Beginners. The topics have been further sub-divided into sub-topics and preferably further in points. The book has numerous illustrations which make the concepts understandable and fun. Instructors are also given resources with the help of in class and out of class activities mentioned at the end of the chapters.

Dr. Arpita Kaul is Assistant Professor at the Department of Commerce, Sri Venkateswara College, University of Delhi. She has 12 years of teaching experience and have 10 research articles published in international journals, 1 in national journal, 4 in conference proceedings. She has contributed in a project called e pg Pathshala, Project by UGC on e-Content Development for PG Courses in Commerce Subjects under NMEICT, MHRD, Government of India.

At Sri Venkateswara college, she has been the Convener of many Faculty Development Programs. She has been the Convener of the Digital Marketing, Value Added Course at Sri Venkateswara College. Has been Technical Coordinator for The Tenth International Conference on Millennium Development Goals: Challenges and Perspectives from June 22-25, 2009 organized by Delhi School of Professional Studies and Research, Delhi, India in association with Szent Istvan University, Hungary, Europe, have also organized an extended tour to Austria, Prague and Vienna. She has been an active part of the team involved in course design for the National Education Policy 2020 at University of Delhi.

She has been resource person in many Faculty Development Programs/ Webinars and Conferences in University of Delhi Colleges and other colleges in India. She has written 2 books.

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MARKETING FOR BEGINNERS

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PRINCIPLES OF MARKETING

Dr. Arpita Kaul

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BUSINESS ORGANISATION AND MANAGEMENT

As per Discipline Specific Core Course (DSC – 1.1),
B.Com., Semester I under NEP

DR. SHVETA KALRA
DR. NEHA SINGHAL

About the Book

Business Organisation & Management is a complete & lucid book designed for Students of B.Com., Semester I (Paper BC: DSC-1.1) under National Education Policy (NEP) program of University of Delhi and other commerce & management courses. Unit 1 discusses role of organisation & management, functions of management, forms of business ownership, business formats, MSME's; Unit 2 covers business environment & entrepreneurship (including social entrepreneurship); Unit 3 includes planning, decision making & organising; Unit 4 includes motivation, leadership, communication, controlling, techniques of control; Unit 5 covers contemporary issues in management including workforce diversity.

Key Features:

- Chapter outline to give an overview of topics covered in each chapter.
- Comprehensive text catering to the learning needs of the graduate level students.
- Full coverage of the prescribed syllabus.
- Diagrams, relevant pictures, tables have been inserted to make reading text an experience.
- A set of discussion questions for reviewing the concepts learned in the chapter have been given at the end.
- Practical Activities at the end of chapters to give Practical Approach.

About the Authors

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PRINCIPLES OF MARKETING



DR. POOJA JAIN
DR. NEHA SINGHAL

About the Book

Principle of Marketing is a complete and lucid book designed for students of B.Com (Hons.), Semester V (Paper BCH 5.1) under CBCS program of University of Delhi and other Commerce and Management Courses. Keeping in consideration the suggestions of the readers and colleagues, the book have been thoroughly revised and updated.

Some of the unique features of the book are as follows:

1. Full coverage of the prescribed syllabus.
2. Systematic arrangement of the topics.
3. Extensive use of Tables and diagrams to explain the text.
4. Easy and understandable language.
5. Case studies from the Indian Industry.
6. Summary at the end of each chapter for quick revision.
7. Review questions at the end of each chapter.

We are confident that with all these distinctive features, the revised edition of the book will better meet the requirements of the readers. We request the users to send their suggestions and comments for improvement in subsequent editions of the book.

About the Authors

Dr. Pooja Jain is currently working as an Assistant Professor in Commerce at Sri Venkateswara College, University of Delhi. She has been teaching there for more than 13 years. She has done B.Com (Hons.) from I.P. College and has been amongst the top rank holders. She has completed her M.Com., M.Phil and Ph.D. from Department of Commerce, DSE, DU. She has several research papers to her credit which have been published in reputed journals. She has presented various research papers at National seminars. Her areas of interest include Marketing, Management Accounting and Information Technology.

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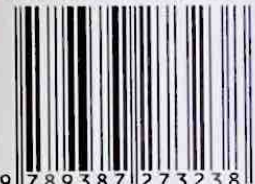
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