
Mba Syllabus Iim

Introduction to Management Science
Advanced Marketing Research
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Management Education for Global Leadership
Mission CAT - Tips, Techniques & Strategies to crack CAT & Other MBA Exams
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How to prepare for CAT - MBA Entrance Exam
The 80 Minute MBA

MARISOL ROSS

Introduction to Management Science Disha Publications
How was IIMA born? Who were the key players? What has made it synonymous to success? These questions become even more relevant as the Indian Institute of Management Ahmedabad (IIMA) marks its Golden Jubilee year in 2011. Established in 1961, IIMA is the first Indian business school to achieve international recognition. In 2002, Economist Intelligence Unit's list declared IIMA as the most selective management school in the world. And in 2011, IIMA has been ranked number 7 in Financial Times (FT)'s global ranking of Masters in Management Programme. In this well researched and timely book, Prafull Anubhai charts the journey of this premier institution from its inception to what is it today—the construction of its iconic campus by American architect Louis Kahn, policies and processes that set the benchmark, exemplary leadership exhibited by its various chairmen and directors, and the vision and future challenges for the institute. In *The IIMA Story*, Prafull weaves all the threads together to present a vivid history of one of India's greatest pride that has shaped the lives of many individuals through generations.

Advanced Marketing Research Wiley Global Education

Valuation is a topic that is extensively covered in business degree programs throughout the country. Damodaran's revisions to "Investment Valuation" are an addition to the needs of these programs.

Negotiating for Success: Essential Strategies and Skills Springer Science & Business Media

The essential guide to financial instruments, logically presented *Fundamentals of Financial Instruments* deals with the global financial markets and the instruments in which they trade. While most books on finance tend to be heavily mathematical, this book emphasizes the concepts in a logical, sequential fashion, introducing mathematical concepts only at the relevant times. As a result, the reader gains conceptual clarity reinforced by just the right level of technical detail to ensure a comprehensive exposure to the skills needed in the financial world. Establishes a strong

foundation for understanding global markets Acts as an invaluable resource for those considering a career in the financial markets Offers an accessible yet in-depth treatise on modern financial instruments Presents a logical navigational path for a typical student of finance who is attempting to come to terms with the intricacies of the subject Covering the fundamentals of various types of assets in a single volume, *Fundamentals of Financial Instruments* is a compact yet comprehensive one-stop reference for students and professionals in finance and economics.

Crowdfunding Hachette UK

This immensely dependable mentoring book is specially published for the aspirants of 'MBA Entrance Examination' organised by the Jamia Millia Islamia University (JMI). Based on the Latest Pattern of the exam, the book also comprises a Solved Model Paper for aspirants to make them familiar with the type of questions asked, and their answers. The book is highly recommended for the aspirants to Sharpen their Problem Solving Skills with intensive practice of numerous important questions provided in the book, and prepare them to face the exam with Confidence, Successfully. The book contains ample amount of Study and Practice Material comprising numerous Solved MCQs on all the relevant Subjects & Topics. Most of the practice questions incorporated in the book have been modelled on questions of various previous exam papers and solved by the respective subject-experts. Detailed explanatory answers have also been provided for selected questions for Better Understanding of readers in a Reader-friendly manner. In short, you can bank upon this book for study, practice and during the precious moments before the exam. While the well-prepared study and practice material of this book is designed for you to Master your Success, your own intelligence and practice with this will definitely Ensure you Success in your Endeavour and help secure a seat in the prestigious course paving the way for a Bright Career.

Managing India Excel Books India

How to Prepare for CAT-MBA Entrance Exam is an attempt to guide and motivate students who aspire to prepare for MBA, specially CAT, entrance exams. • An in-depth assessment of your skills is imperative to begin your CAT - MBA preparation. 'How to

Prepare for CAT - MBA Entrance Exam has conceptualized the idea of analyzing your aptitude before preparing you to attain success in CAT. • The book offers you the most comprehensive tips and strategies by providing you the personalized study plan which best suits your schedule. • The various topics that the book covers are Myths & Realities, Trend Analysis of past CAT exams, Important Tips for GD and PIs, Quick Revision Tips etc. • Time management is one of the most crucial factors of the CAT preparation. So, the book provides you strategies to solve questions in minimum possible time. • The book also emphasizes on Test Taking Strategies which will help a student in devising his own strategy. • The book also accommodates the views and experiences from past years' toppers which will help you stand a great chance of being successful in CAT and attain desired results.

Verbal Ability & Reading Comprehension Random House India
Accounting: Text and Cases is a product of lifelong dedication to the discipline of accounting. Covering both financial and managerial accounting as well as broader managerial issues, the book incorporates a breadth of experience that is sure to enrich your course and your students. The 109 cases that make up most of the end of chapter material are a combination of classic Harvard style cases and extended problems, with 12 complete new cases added to the thirteenth edition. --Book Jacket.
HBR's 10 Must Reads on Strategy (including featured article "What Is Strategy?" by Michael E. Porter) Ramesh Publishing House

We all negotiate on a daily basis. We negotiate with our spouses, children, parents, and friends. We negotiate when we rent an apartment, buy a car, purchase a house, and apply for a job. Your ability to negotiate might even be the most important factor in your career advancement. Negotiation is also the key to business success. No organization can survive without contracts that produce profits. At a strategic level, businesses are concerned with value creation and achieving competitive advantage. But the success of high-level business strategies depends on contracts made with suppliers, customers, and other stakeholders. Contracting capability—the ability to negotiate and perform successful contracts—is the most important function in any

organization. This book is designed to help you achieve success in your personal negotiations and in your business transactions. The book is unique in two ways. First, the book not only covers negotiation concepts, but also provides practical actions you can take in future negotiations. This includes a Negotiation Planning Checklist and a completed example of the checklist for your use in future negotiations. The book also includes (1) a tool you can use to assess your negotiation style; (2) examples of “decision trees,” which are useful in calculating your alternatives if your negotiation is unsuccessful; (3) a three-part strategy for increasing your power during negotiations; (4) a practical plan for analyzing your negotiations based on your reservation price, stretch goal, most-likely target, and zone of potential agreement; (5) clear guidelines on ethical standards that apply to negotiations; (6) factors to consider when deciding whether you should negotiate through an agent; (7) psychological tools you can use in negotiations—and traps to avoid when the other side uses them; (8) key elements of contract law that arise during negotiations; and (9) a checklist of factors to use when you evaluate your performance as a negotiator. Second, the book is unique in its holistic approach to the negotiation process. Other books often focus narrowly either on negotiation or on contract law. Furthermore, the books on negotiation tend to focus on what happens at the bargaining table without addressing the performance of an agreement. These books make the mistaken assumption that success is determined by evaluating the negotiation rather than evaluating performance of the agreement. Similarly, the books on contract law tend to focus on the legal requirements for a contract to be valid, thus giving short shrift to the negotiation process that precedes the contract and to the performance that follows. In the real world, the contracting process is not divided into independent phases. What happens during a negotiation has a profound impact on the contract and on the performance that follows. The contract’s legal content should reflect the realities of what happened at the bargaining table and the performance that is to follow. This book, in contrast to others, covers the entire negotiation process in chronological order beginning with your decision to negotiate and continuing through the evaluation of your performance as a negotiator. A business executive in one of the negotiation seminars the author teaches as a University of Michigan professor summarized

negotiation as follows: “Life is negotiation!” No one ever stated it better. As a mother with young children and as a company leader, the executive realized that negotiations are pervasive in our personal and business lives. With its emphasis on practical action, and with its chronological, holistic approach, this book provides a roadmap you can use when navigating through your life as a negotiator.

For the Free Flow of Ideas Random House India

Publisher's Note: Products purchased from third-party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitles included with the product. <
 Manhattan Prep’s All the GMAT set is an updated and expanded version of the 10-book Complete GMAT Strategy Guide Set (6th Ed). We’ve taken the 10 guides, consolidated them into three books, and expanded coverage of the content and strategies that will help you to get a higher score on the GMAT. Online bonus materials include 2 exclusive ebooks with harder content, an online study syllabus that tracks your progress, 6 full-length adaptive practice tests, and GMAT Navigator with full Official Guide solutions. All the GMAT comes with access to the Atlas online learning platform. Your Atlas All the GMAT study plan includes: Two exclusive e-books covering harder quant and verbal content, for those aiming for an especially high GMAT score A study syllabus, integrating reading, practice problem, and practice test assignments; we’ll tell you what to do and when to do it Six full-length GMAT computer adaptive tests (CATs) Full access to Manhattan Prep’s GMAT Navigator, which contains solutions for all problems in the main GMAT Official Guide book (book sold separately) from the makers of the official test Additional practice problems, interactive video lessons, strategies for time management, and more Lessons and practice problems created by expert instructors with 99th-percentile scores on the GMAT The All the GMAT book set includes three volumes: GMAT All the Quant guide GMAT All the Verbal guide GMAT Integrated Reasoning & Essay guide Executive Assessment (EA) test-takers: The IR guide is fully built out for both EA and GMAT test-takers. The All the Quant and All the Verbal guides are also effective for EA studiers; ignore the non-coordinate-plane geometry chapters in the Quant guide and study everything else. Manhattan Prep guides are the top-selling GMAT prep guides worldwide for a reason; we have the most in-depth, comprehensive, and effective

materials available for GMAT studies. For an even bigger boost to your studies, check out Manhattan Prep’s Self-Study Toolkit, which contains 100% of the study materials and resources that we give to students in our live courses.

Managing Education for Business and Commerce in a Globalized World Thakur Publication Private Limited

In the contemporary debate on the modern corporation and its impact on the economy, society and nation, the focus has shifted from growth with only profitability to growth with sustainable development, which includes the stakeholders. While there is considerable debate on the corporations' obligations to civil society in the Western world, in the developing countries the debate is sporadic; the present publication is an effort to initiate a nationwide discourse on the concepts and practices of corporate social action in India. The book is divided in two sections; section one contains papers, which analyze the conceptual framework of Corporate Social Responsibility. The unique feature of this book is the case studies on different aspects of CSR presented in section Two. The cases focus on such segments as education, healthcare and environment, among others. It is for the first time that under the aegis of UNDP-CII-AICTE-MDI the business schools in the country participated in preparing cases from various industries focusing on the process and decision making content implicit in the introduction, implementation, and evaluation of various facets of Corporate Social Responsibility. The cases are illustrative and they will help in identifying further areas of research. The teaching notes have been developed by the individual authors, and will be available on request.

Principles of Corporate Finance Harvard Business Press

The overarching principle that once integrated India’s institutions is often described by the word ‘dharma’. The notion of dharma goes well beyond what is known as ‘rule of law’. Rule of law is about publicly disclosed legal codes and processes. Dharma, on the other hand, is the holding principle that encompasses the whole of nature, including human nature. Dharma is much more nuanced and yet, paradoxically, more unambiguous than rule of law. The research presented in *Globalizing Indian Thought* tells us that India will do well to hark back to its ‘sanatana dharma’. The book decodes and deliberates on a few big ideas with the hope to shape India’s story on the world stage. It would be of interest to anyone who wishes to know how we can bring in ideas that are

inherently Indian to broaden the discourse on matters of national and international importance.

Snapshots From Hell McGraw-Hill Education

This work is an attempt to provide an answer to the paramount question every prospective student asks, "What is business school really like?" During his first year at Stanford Business School, the author began keeping a journal of his day-to-day impressions which evolved into this book, the writing of which he came to see as a "simple act of decency, like going back to the last calm bend in the river and nailing up a sign that reads 'Waterfall Ahead'". From his initial harrowing days at "maths camp" through the dizzying phalanx of core courses, the frenzy of the exam week, the pitfalls and triumphs of the interview process (including a surreal interview with Robert Maxwell) to being wined and dined by some of the most prestigious companies in the world, Robinson's account is an irreverent story peopled with a wide range of characters.

Corporate Social Responsibility John Wiley & Sons

The Official Guide for GMAT Review, 12th Edition is the only book on the market written by the creators of the GMAT exam. Inside you'll find more than 800 actual GMAT questions from previous tests with answers and detailed explanations. There's also a grammar review, math review, actual essay topics, sample responses, and scoring information insights into the GMAT exam that debunk test-taking myths. Plus, use the diagnostic section to pinpoint your skill level and focus on the areas where you need the most help.

Communication Strategies for Corporate Leaders Pearson Education India

Robert M. Grant combines a highly accessible writing style with a concentration on the fundamentals of value creation and an emphasis on practicality in this leading strategy text. In this new edition, he includes an even greater focus on strategy implementation that reflects the needs of firms to reconcile scale economies with entrepreneurial flexibility, innovation with cost efficiency, and globalization with local responsiveness. This edition also incorporates some of the key strategic issues of today including: post-financial crisis adjustment, the continuing rise of China, India and Brazil, and the increased emphasis on ethics and sustainability. Coverage is also provided on strategy in not-for-profit organizations. *Contemporary Strategy Analysis*, 8th Edition,

is suitable for both MBA and advanced undergraduate students. It has been adopted by leading business schools all across the world.

Investment Valuation Arihant Publications India limited

"Slick, short, funny and focused. And . . . more than 4,000 times cheaper than an MBA" -Independent The 80 Minute MBA is your short-cut to business brilliance. A traditional MBA is for either the time-rich, very wealthy or lucky few with a generous corporate sponsor. So what happens if you want to get a hit of high-quality business inspiration without spending two years back at school? The 80 Minute MBA is the gateway to fresh thinking, in less time than it takes a standard meeting to get past coffee and biscuits. Managers need the encouragement to think differently, not in the same straight lines. The 80 Minute MBA is an injection of inspiration, creative thinking and dynamic approaches which will help you see the world of business differently.

Jamia Millia Islamia John Wiley & Sons

Introduction to Management Science, 2e offers a unique case study approach and integrates the use of Excel. Each chapter includes a case study that is meant to show the students a real and interesting application of the topics addressed in that chapter. This most recent revision has been thoroughly updated to be more "user-friendly" and more technologically advanced. These changes include, a completely new chapter on the art of modeling with spreadsheets. This unique chapter goes far beyond anything found in other textbooks and are based on the award winning methodologies used by Mark Hillier in his own course. The technology package has also been greatly enhanced to include, Crystal Ball 2000 (Professional Edition) a Management Science Online Learning Center, and an Excel add-in called Alver Table for performing sensitivity analysis. Crystal Ball is the most popular Excel add-in for computer simulation and includes OptQuest (an optimizer with simulation) as well as a forecasting module. The Management Science Online Learning Center (website) includes several modules that enable students to interactively explore certain management science techniques in depth. Solver Table is an Excel add-in developed by the author to help perform sensitivity analysis systematically, as well as substantially expanded coverage of computer simulation, including Crystal Ball. We now have two chapters on computer simulation instead of one, where the second chapter features the use of Crystal Ball.all.

All the GMAT Van Rye Publishing, LLC

The economy isn't just for the economists to debate on. All of us are affected by its ups and downs—global recession, rise in interest rates, or hike in food prices. But do we understand the principles at work and how and why they really affect us? *Day to Day Economics* is an enjoyable, accessible, and extremely user-friendly book that explains the modern day Indian economy to the layperson. In this relevant book, Professor Deodhar explains the role of the government and its involvement in different aspects of the economy; the need for the RBI and its functions; and how taxes, stock markets, and recessions work. *Day to Day Economics* will help you go beyond the facts and figures in the budget and connect the trends to your daily life. As with all IIMA Business Books, it comes illustrated with numerous Indian examples and case studies making this the ultimate rookie's guide to the Indian economy.

Contemporary Strategy Analysis Text Only Harvard Business Press

Effective communication is of immense significance to all organizations as the professional world thrives on its capacity to be articulate and expressive, innovative and improvising. The book, based on the vast and variegated experience of the authors gathered while training thousands of aspiring professionals, discusses how to hone the career management skills such as writing good resumés, presenting oneself in job interviews, and making a good impression in group discussions. The text explains in detail all the elements of communication, for example, different types of speeches, group discussions and interviews. The book also deals with the art of developing a speech in a planned manner, preparing an outline, and writing catchy introductions and emphatic conclusions. In addition, it shows how to combat nervousness in a scientific manner, and use microphones and lecterns. **KEY FEATURES :** Gives a number of sample speeches, model interviews, model group discussions. Provides cartoons and illustrations throughout the text that make the book interesting to read. Gives tips to employ body language, audio-visual aids, humour, wit, and quotations. Contains in-depth discussion on communication anxiety and its management. Intended primarily for courses in public speaking, communicative English and managerial communication, this practical text should also be of great utility and worth to students who have to appear for civil

services examination at the interview and those pursuing professional courses in their group discussion part. Finally, it would be of help to all those who wish to engage themselves in debates and public speaking.

The IIMA Story Taylor & Francis

"Kiss me, With the moisture of your love To evangelize my lacerated mind Into something, As calm as the bottom of an ocean." 'A Young Petal & Gustly Winds' is a collection of poems about love, life, heartbreak, despair, pain and emotional crisis. Crafted with elegant language and vivid imagery, each poem takes the readers to a magical world of rhythm and beauty. The poems are simple to read and convey a deeper meaning that would often shatter your heart, fill you with pleasure of intimate

love-making and compel you to rethink the purpose of your life. Anyone who loves, and dreams, and craves will see his or her reflection in the beautiful pages of this book.

11th Standard English Questions and Answers - Tamil Nadu State Board Syllabus Manhattan Prep Publishing

This book over the years has proved to be a great architect in shaping student's ability to master Logical Reasoning and Data Interpretation for CAT examination. The fifth edition covers all the fundamental and advanced topics, supported by ample number of worked out examples, caselets, and exercises. It also provides clarity and knowledge of the concepts and questions that are asked in various MBA entrance examinations such as XAT, SNAP, IIFT, IRMA, MAT, NMAT, etc.

Rethinking the MBA John Wiley & Sons

An individual's success as a manager is largely dependent on the effectiveness of the training and education they received. However, as new technologies and management techniques emerge within the field, it becomes necessary to evaluate ways to optimize management education programs. Management Education for Global Leadership examines the complexities and challenges present in improvising the learning process in education programs. Highlighting real-life experiences, theoretical concepts, and practical applications within the field, as well as the role of information technologies in management education and training programs, this publication is a critical reference for scholars, practitioners, policy makers, students, politicians, and managers.

Best Sellers - Books :

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