



**TAXMANN  
ACADEMICS**

# CATALOGUE 2014



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# ACCOUNTANCY

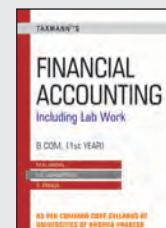
## FINANCIAL ACCOUNTING

### Part A

- ◆ Introduction to Accounting
- ◆ Accounting Principles - Concepts and Conventions
- ◆ Journal, Ledger and Trial Balance
- ◆ Subsidiary Books
- ◆ Bank Reconciliation Statement
- ◆ Rectification of Errors
- ◆ Final Accounts (Financial Statements)
- ◆ Consignment Accounts
- ◆ Joint Venture Accounts
- ◆ Depreciation, Provisions and Reserves

### Part B

- Computerised Accounting
- ◆ Computer Accounting Lab Practice on Tally
- ◆ Appendix : Recent Question Papers of Osmania University



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- ◆ Accounting Concepts and Principles
- ◆ Financial Accounting Standards (including IFRS)
- ◆ Accounting Process
- ◆ Business Income
- ◆ Depreciation
- ◆ Inventory Valuation

- ◆ Final Accounts of Non-corporate Entities
- ◆ Accounts for Non-profit Organisations
- ◆ Final Accounts for Incomplete Records (Single Entry System)
- ◆ Accounting for Hire Purchase and Instalment Systems
- ◆ Accounting for Inland Branches
- ◆ Dissolution of Partnership Firms



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- ◆ Theory Base of Accounting - Accounting Standards and Policies
- ◆ Practical Base of Accounting - Origin & Analysis of Business Transactions
- ◆ Practical Base of Accounting - Accounting for Business Transactions
- ◆ Errors Management
- ◆ Bank Reconciliation Statement
- ◆ Depreciation, Reserves & Provisions
- ◆ Inventory Valuation
- ◆ Capital & Revenue Expenditures and Receipts
- ◆ Financial Statements of Profit-Making Entities - Trading Organisation
- ◆ Financial Statements of Manufacturing *cum* Trading Organisations
- ◆ Financial Statements of Non-Profit-Making Entities
- ◆ Financial Statements of Professional Firms
- ◆ Average Due Date

- ◆ Account Current
- ◆ Multiple Ledger System - Sectional & Self-Balancing Ledgers
- ◆ Accounts of Consignment Transactions
- ◆ Joint Venture Accounts
- ◆ Bills of Exchange
- ◆ Accounting of Partnership Firms - Fundamentals
- ◆ Admission of a Partner
- ◆ Retirement of a Partner
- ◆ Death of a Partner
- ◆ Dissolution of a Partnership firm
- ◆ Branch Accounting
- ◆ Hire Purchase Accounting & Instalment
- ◆ Accounting for Leases
- ◆ Departmental Accounts
- ◆ 'Sale or return' Transactions
- ◆ Insurance Claim
- ◆ Accounts from incomplete records - Single entry System
- ◆ Payroll Accounting



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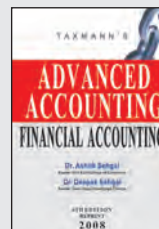
- ◆ Accounting - An Introduction
- ◆ Financial Accounting Principles and Standards
- ◆ Accounting Process
- ◆ Business Income
- ◆ Financial Statements from Incomplete Records
- ◆ Hire Purchase, Instalment Payment and Lease Transactions
- ◆ Lease
- ◆ Accounting for Inland Branches
- ◆ Dissolution of Partnership Firms
- ◆ Depreciation
- ◆ Inventory
- ◆ Capital and Revenue Expenditure and Receipts
- ◆ Financial Statements of Non-Corporate Business entities
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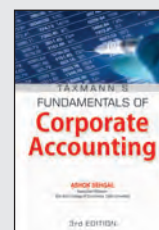
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- ◆ Practical Base of Accounting
- ◆ Bank Reconciliation Statement
- ◆ Depreciation, Reserves and Provisions
- ◆ Inventory Valuation
- ◆ Capital and Revenue Expenditures and Receipts
- ◆ Errors Management
- ◆ Financial Statements of Profit-making entities
- ◆ Financial Statements of 'not-for-profit' Organisations and Professional Firms
- ◆ Average Due Date and Account Current
- ◆ Multiple Ledger System - Sectional and Self-balancing ledgers
- ◆ Accounting for Consignment and Joint venture
- ◆ Bills of Exchange
- ◆ 'Sale or Return' Transactions
- ◆ Insurance Claim
- ◆ Final Accounts of Partnership Firms (Including valuation of goodwill)
- ◆ Reconstitution of a Partnership Firm
- ◆ Dissolution of a Partnership Firm (Including amalgamation of firms)
- ◆ Accounts from Incomplete Records (single entry system)
- ◆ Branch Accounting
- ◆ Departmental Accounts
- ◆ Accounting for hire-purchase and instalment payment transactions
- ◆ Accounting for Leases
- ◆ Contract Accounts
- ◆ Insolvency Accounting
- ◆ Accounting for Investment Transactions
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- ◆ Accounting for Debentures
- ◆ Final Accounts of Companies
- ◆ Valuation of Goodwill
- ◆ Valuation of Shares
- ◆ Amalgamation of Companies
- ◆ Reconstruction of a Company : External and Internal
- ◆ Consolidated Balance Sheet
- ◆ Banking Companies
- ◆ Cash Flow Statement

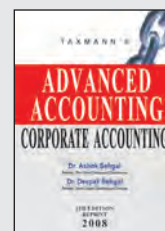


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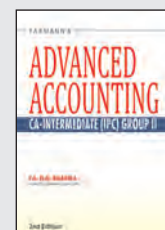
- ◆ Issue and Forfeiture of Shares
- ◆ Redemption of Preference Shares and Buy-back of Shares
- ◆ Accounting for Debentures
- ◆ Underwriting of Issue of Securities
- ◆ Final Accounts of Companies
- ◆ Funds flow Statement
- ◆ Cash flow Statement
- ◆ Earning per Share
- ◆ Financial statement analysis
- ◆ Valuation of Goodwill
- ◆ Valuation of Shares
- ◆ Consolidated Financial Statements
- ◆ Amalgamation and External Reconstruction
- ◆ Internal Reconstruction
- ◆ Accounting for Liquidation of Companies
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- ◆ Accounts of Electricity Supply Companies (Including Railways/Public Utilities)
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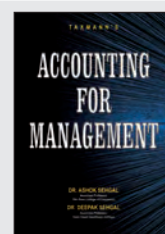
- ◆ Framework for the Preparation & Presentation of the Financial Statements (Issued by the Institute of Chartered Accountants of India)
- ◆ Shares/Debentures (Advanced Issues)
- ◆ Underwriting
- ◆ Liquidation
- ◆ Financial Statements of Banking Company
- ◆ Accounts of Insurance Companies
- ◆ Electricity Company (Double Account System)
- ◆ Department Accounts
- ◆ Branch Accounts
- ◆ Partnership Accounts (Dissolution)
- ◆ Amalgamation (Advanced Problem)
- ◆ Internal Reconstruction (Internal Reconstruction/Capital Reduction/Reorganisation) (Advanced Problems)
- ◆ Accounting Standards



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- ◆ Accounting - Fundamentals
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- ◆ Financial Accounting Standards
- ◆ Accounting Equation and Accounting Process
- ◆ Inventory Valuation
- ◆ Depreciation (Including Amortization of Intangibles)
- ◆ Financial Statements of Non-Corporate Business Entities
- ◆ Financial Statement Analysis
- ◆ Funds Flow Statement
- ◆ Cash Flow Statement



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- ◆ Profit and Loss Account
- ◆ Balance Sheet
- ◆ Cash Flow Statement

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- ◆ Financial Ratios
- ◆ Funds Flow Analysis
- ◆ Economic Value Added
- ◆ Case Analysis

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- ◆ Standard Costing and Variance Analysis
- ◆ Activity Based Costing

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- ◆ Capital Structure Planning
- ◆ Investment Decisions
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- ◆ Accounting Information for Decision Making
- ◆ Understanding Accounting Elements
- ◆ Double Entry Book Keeping Explained
- ◆ Accounting Concepts
- ◆ Accounting Cycle I : Journals and Ledgers
- ◆ Accounting Cycle II : Trial Balance
- ◆ Accounting Cycle III : Preparation of Financial Statements

### PART II - Preparation and Presentation of Financial Statements Advanced Issues

- ◆ Financial Reporting Framework
- ◆ Income Statement
- ◆ Statement of Changes of Equity
- ◆ Balance Sheet
- ◆ Statement of Cash Flows

### PART III - Special Financial Reporting Issues

- ◆ Earnings Per Share
- ◆ Segment Reporting
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- ◆ Currency Translation
- ◆ Income-tax

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- ◆ Impairment Analysis
- ◆ Lease Accounting

- ◆ Investment Property
- ◆ Financial Instruments Explained
- ◆ Accounting for Financial Instruments
- ◆ Compound Financial Instruments and Embedded Derivatives

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- ◆ Provisions, Contingent Liabilities and Contingent Assets

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- ◆ Interests in Joint Venture
- ◆ Accounting for Investments in Associates

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- ◆ Indian Accounting Standards
- ◆ IFRS Convergence and Adoption

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- ◆ Financial Ratios

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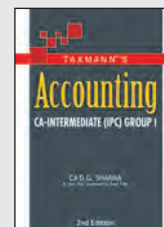
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## ACCOUNTING

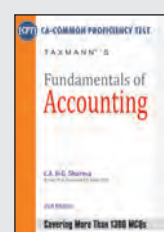
- ◆ Self Balancing & Sectional Balancing System
- ◆ Average Due Date
- ◆ Account Current
- ◆ Account from Incomplete Records
- ◆ Financial Statements of not for profit organization (*charitable organization*)
- ◆ Insurance Claim
- ◆ Account Current
- ◆ Partnership Accounts
- ◆ Shares
- ◆ (Alteration, Conversion in to Stock, Bonus shares)
- ◆ Profit Prior To Incorporation
- ◆ Company Financial Statements
- ◆ Investment Accounts
- ◆ Cash Flow Statement
- ◆ Amalgamation
- ◆ Internal Reconstruction
- ◆ Accounting In Computerised Environment
- ◆ Accounting Standards
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- ◆ Accounting Concepts, Principles and Conventions
- ◆ Accounting Standards - Concepts, Objectives, Benefits
- ◆ Accounting Policies
- ◆ Accounting as a Measurement Discipline - Valuation Principles, Accounting Estimates
- ◆ Accounting Process
- ◆ Basics of Interpretation
- ◆ Simple Mathematics useful for students of Accounting
- ◆ Bills of Exchange and Promissory Notes
- ◆ Rectification of Errors
- ◆ Bank Reconciliation Statement
- ◆ Consignment Accounts
- ◆ Joint Venture Account
- ◆ Depreciation
- ◆ Inventory (Stock) Valuation
- ◆ Sales on Approval
- ◆ Final Accounts
- ◆ Partnership
- ◆ Shares/Debentures



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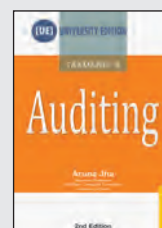
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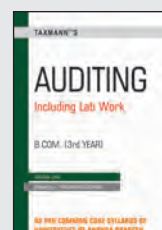
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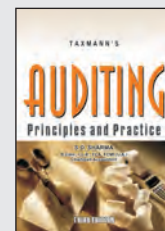
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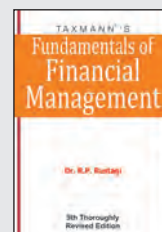
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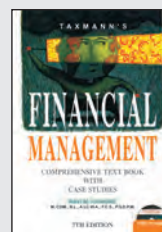
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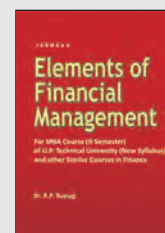
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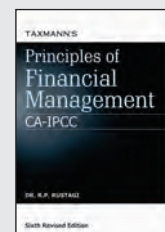
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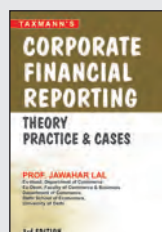
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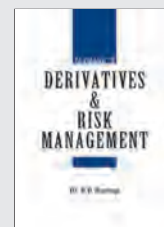
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- ◆ Output Costing, Job Costing and Batch Costing
- ◆ Contract Costing
- ◆ Service Costing
- ◆ Process Costing
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- ◆ Job Order and Contract Costing

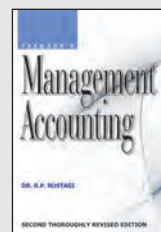
- ◆ Process Costing
- ◆ Absorption Costing and Variable Costing

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- ◆ Relevant Costs and Alternative Choice Decisions
- ◆ Activity Based Costing

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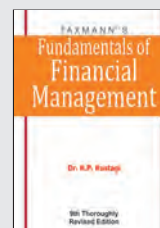
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- ◆ Relevant Costs and Alternative Choice Decisions

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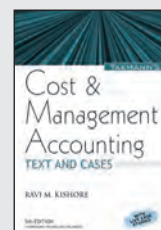
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- ◆ Inventory Management
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- ◆ Output Costing, Job Costing and Batch Costing
- ◆ Contract Costing
- ◆ Service Costing

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- ◆ Uniform Costing and Interfirm Comparisons
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- ◆ Marginal Costing
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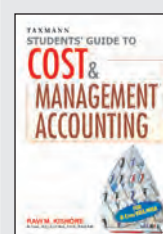
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- ◆ Direct Labour
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- ◆ Contract Costing
- ◆ Service Costing
- ◆ Process Costing
- ◆ Reconciliation of Cost and Financial Accounts
- ◆ Marginal Costing and Break-Even Analysis
- ◆ Budgetary Control
- ◆ Standard Costing and Variance Analysis
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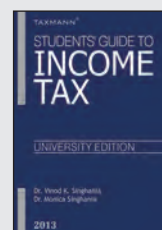
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- ◆ Income under the head "Profits and gains of business or profession" and its computation
- ◆ Income under the head "Capital gains" and its computation
- ◆ Income under the head "Income from other sources" and its computation
- ◆ Clubbing of income
- ◆ Set off and carry forward of losses
- ◆ Permissible deductions from gross total income
- ◆ Meaning of agricultural income and its tax treatment
- ◆ Individuals - Computation of taxable income
- ◆ Hindu undivided families - Computation of taxable income
- ◆ Firms and associations of persons - Computation of taxable income
- ◆ Return of income
- ◆ Advance payment of tax
- ◆ Deduction and collection of tax at source
- ◆ Interest payable by assessee/Government



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- ◆ Income under the head "Profits and gains of business or profession" and its computation
- ◆ Income under the head "Capital gains" and its computation
- ◆ Income under the head "Income from other sources" and its computation
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- ◆ Meaning of agricultural income and its tax treatment
- ◆ Individuals - Computation of taxable income
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- ◆ Firms and associations of persons - Computation of taxable income
- ◆ Return of income
- ◆ Advance payment of tax
- ◆ Deduction and collection of tax at source
- ◆ Interest payable by assessee/Government

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- ◆ Meaning of "service"
- ◆ Negative list
- ◆ Mega Exemption Notification
- ◆ Service provided in taxable territory
- ◆ Computation of service tax liability
- ◆ Point of taxation
- ◆ Reverse charge mechanism
- ◆ Small service provider
- ◆ Service tax procedures

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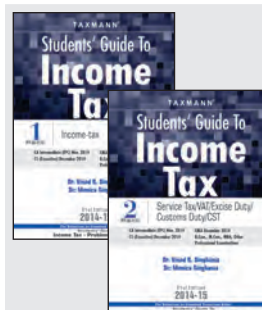
- ◆ Background
- ◆ Input tax credit available in VAT
- ◆ Different modes of computation
- ◆ Procedures
- ◆ Problems on VAT

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- ◆ Law of excise duty in brief
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- ◆ Central sales tax
- ◆ *Appendix*
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- 3 *Appendix*
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- 4 *Appendix*
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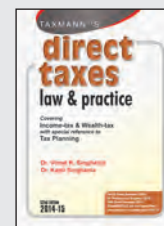
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- ◆ Set off and carry forward of losses
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- ◆ Income under the head "Income from house property" and its computation
- ◆ Income under the head "Profits and gains of business or profession" and its computation
- ◆ Income under the head "Capital gains" and its computation
- ◆ Income under the head "Income from other sources" and its computation
- ◆ Clubbing of income
- ◆ Set off and carry forward of losses
- ◆ Permissible deductions from gross total income
- ◆ Meaning of agricultural income and its tax treatment
- ◆ Individuals - Computation of Taxable income
- ◆ Tax management
- ◆ Wealth-tax
- ◆ Service tax
- ◆ Value Added Tax (VAT)
- ◆ Excise duty
- ◆ Customs Duty

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- ◆ Income under the head "Income from house property" and its computation
- ◆ Income under the head "Profits and gains of business or profession" and its computation
- ◆ Income under the head "Capital gains" and its computation
- ◆ Income under the head "Income from other sources" and its computation
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- ◆ Individuals - Computation of taxable income
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- ◆ Nature of Service Tax
- ◆ Negative list of Services
- ◆ Exemptions from Service Tax
- ◆ Abatements and Composition Schemes
- ◆ Exemption to Small Service Providers
- ◆ Interpretation of specific Description of Services
- ◆ Value of Taxable Service
- ◆ Reverse Charge under Service Tax
- ◆ Taxable Territory
- ◆ Place of Provision of Service
- ◆ Point of Taxation
- ◆ Service Portion of Works Contract
- ◆ Construction Activity
- ◆ Renting of Immovable Property
- ◆ Refrain from Act or Tolerating an Act
- ◆ Telecom Related Services
- ◆ Hire of Goods
- ◆ Software Related Services
- ◆ Intellectual Property Right Related Services
- ◆ Job Work
- ◆ Banking and Financial Services
- ◆ Transport of Goods by Road, Rail or Water
- ◆ Transport of Passengers
- ◆ Renting and Hire of Motor Vehicles to Carry Passengers
- ◆ Educational Services
- ◆ Food Related Services
- ◆ Services by or to Government or Local Authority
- ◆ Agriculture Related Services
- ◆ Manpower Supply Related Services
- ◆ Other Taxable Services
- ◆ Export of Services
- ◆ Import of Services
- ◆ Services provided to and by SEZ and EOU
- ◆ Basic Procedures of Service Tax
- ◆ Payment of Tax and Filing of Returns
- ◆ Assessments and Adjudication
- ◆ Demand, Recovery and Refunds
- ◆ Penalties under Service tax

- ◆ Prosecution and Compounding
- ◆ Miscellaneous Provisions

### Division 3 : Central Excise

- ◆ Liability of Central Excise Duty
- ◆ Manufacture and Production
- ◆ Classification of Goods
- ◆ Transaction Value in Excise
- ◆ Valuation Rules
- ◆ MRP Based Valuation
- ◆ Other Modes of Valuation of a Product
- ◆ Basic Procedures in Excise
- ◆ Other Procedures in Central Excise
- ◆ Excise concession to SSI
- ◆ Exemption from Duty
- ◆ Refund of Duty
- ◆ Demands of Duty
- ◆ Captive Consumption and Job Work in Excise
- ◆ Other Topics in Central Excise

### Division 4 : Cenvat

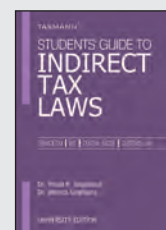
- ◆ Basics of Cenvat Credit
- ◆ Cenvat Credit of Input Service
- ◆ Inputs and Capital Goods for Cenvat
- ◆ Availment and Utilisation of Cenvat Credit
- ◆ Duty Paying Documents for Cenvat
- ◆ Exempted Goods/Exempted Output Services
- ◆ Other Provisions of Cenvat

### Division 5 : Customs

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- ◆ Valuation for Customs Duty
- ◆ Customs Procedures
- ◆ Baggage, Courier and Post
- ◆ Exemptions, Remission and Demands in Customs
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- ◆ Foreign Trade Policy
- ◆ Input Customs Duty Neutralisation Schemes
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- ◆ Meaning of Service and Bundled Services
- ◆ Rate of Tax and Point of Taxation
- ◆ Valuation of Taxable Services
- ◆ Service Tax - Place of Provision/Import/Export
- ◆ Service Tax : Negative List/General Exemptions
- ◆ Taxable Services/Declared Services
- ◆ Service Tax : Procedures

### PART 2 : VAT

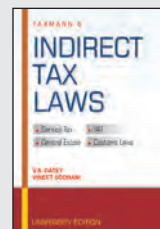
- ◆ Value Added Tax (VAT) - Basics and Taxonomy
- ◆ Value Added Tax (VAT) - Input Credit and Scheme for Small Dealers
- ◆ Procedures under Value Added Tax (VAT)

### PART 3 : CENTRAL EXCISE

- ◆ Basic Concepts under Central Excise
- ◆ Duty Based on Annual Capacity, Compounded Levy Scheme, Tariff Value & Mrp-based Excise Duty
- ◆ Transaction Value Based Duty
- ◆ Cenvat Credit - Basics
- ◆ Cenvat Credit - Availment and Utilization
- ◆ Job Work
- ◆ SSI Exemption
- ◆ Basic Procedures under Central Excise

### PART 4 : CUSTOMS

- ◆ Customs : Basics and Charge of Duty
- ◆ Customs : Valuation of Goods
- ◆ Customs : Various Types of Duties
- ◆ Import & Export Procedures
- ◆ Customs : Baggage & Other Topics



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### Division One : Basics of Indirect Tax & Central Excise

- ◆ Basic Concepts of Indirect Taxes
- ◆ Basic Concepts in Central Excise
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- ◆ SSI Exemption
- ◆ Basic Procedures under Central Excise

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- ◆ Cenvat credit - Availment and utilization
- ◆ Cenvat credit - Exempted goods & services
- ◆ Cenvat credit - Procedures

### Division Three : Customs

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- ◆ Customs Valuation of Goods
- ◆ Customs Classification and Various Types of Duties
- ◆ Import and Export Procedures

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- ◆ Charge of Service Tax & Person

- ◆ Service
- ◆ Relevant Date for Taxation (Point of Taxation)
- ◆ Valuation of Services, Interpretation and Bundled Services
- ◆ Services used for Export and SEZs
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- ◆ Taxability of Services (Negative List, exemptions and abatements)
- ◆ Procedures Under Service Tax

### Division Five : Value Added Tax (VAT)

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- ◆ VAT in special transactions

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- ◆ Value of Taxable Service
- ◆ Point of Taxation
- ◆ Some Taxable Services
- ◆ Introduction to Cenvat

- ◆ Eligibility of Cenvat Credit
- ◆ Availment and Utilisation of Cenvat Credit
- ◆ Exempted Goods/Exempted Output Services
- ◆ Other Provisions Relating to Cenvat
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- ◆ Cenvat Credit - Procedures

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- ◆ General Procedures under Central Excise
- ◆ Export Incentives and Procedures

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- ◆ Customs : Powers, Control & Procedures
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### Division 4

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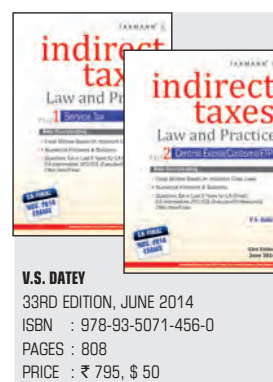


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- ◆ Indirect Tax Laws (IDTL) : Settlement of Cases
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- ◆ Nature of service tax
- ◆ Negative list of services
- ◆ Exemptions from service tax
- ◆ Abatements and composition schemes
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- ◆ Interpretation of specific description of services
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- ◆ Refrain from Act or Tolerating an Act
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- ◆ Job work
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- ◆ Services by or to Government or Local Authority
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- ◆ Point of Taxation
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- ◆ Software related services
- ◆ Intellectual Property Right Related Services
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- ◆ Renting and hire of motor vehicles to carry passengers
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- ◆ Food Related Services
- ◆ Services by or to Government or Local Authority
- ◆ Agriculture Related Services
- ◆ Manpower Supply Related Services

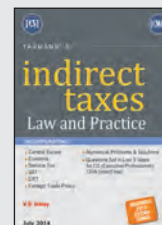
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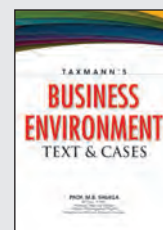
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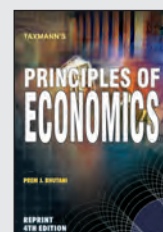
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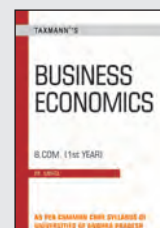
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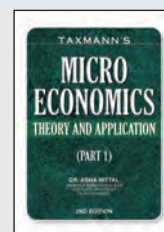
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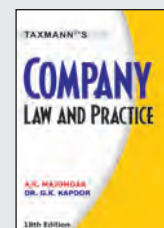


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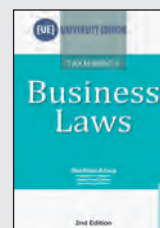
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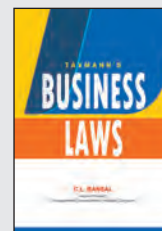
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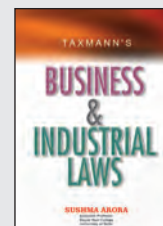
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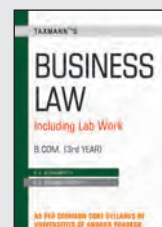
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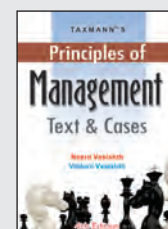
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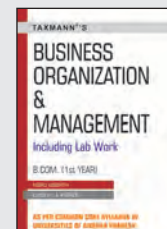
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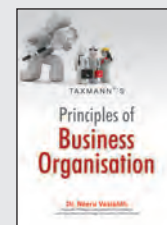
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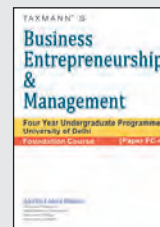
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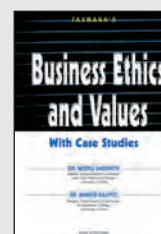
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### **DIVISION ONE : Value Education**

- ◆ Value Education
- ◆ Self Exploration
- ◆ Human Aspirations
- ◆ Prosperity
- ◆ Happiness
- ◆ Living in Harmony

### **DIVISION TWO : Self Harmony**

- ◆ Human Body
- ◆ Mind
- ◆ Intellect
- ◆ Self, sukh, suvidha, sanyam and swasthya
- ◆ Living in Self-Harmony

### **DIVISION THREE : Relationship Harmony**

- ◆ Relationship Harmony
- ◆ Values in human relationship
- ◆ Family Harmony

- ◆ Societal Harmony
- ◆ Spiritual Harmony

### **DIVISION FOUR : Cosmic Harmony**

- ◆ Harmony in Nature
- ◆ Renewable Energy
- ◆ Bio-diversity
- ◆ Interconnectedness
- ◆ Existence and Co-existence
- ◆ Living in Holistic Harmony

### **DIVISION FIVE : Holistic Harmony**

- ◆ Human Values
- ◆ Professional Ethics
- ◆ Values and Code of Conduct
- ◆ Human Civilization and Humanistic Universal Order
- ◆ Eco-friendly technologies
- ◆ Holistic Models
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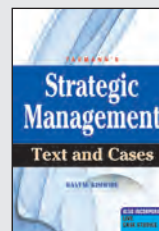
### PART ONE : TEXT

- ◆ Overview of Strategic Management
- ◆ External Environment Analysis
- ◆ Internal Organization Analysis
- ◆ Strategic Planning
- ◆ Strategy Formulation
- ◆ Organization Redesign
- ◆ Strategy Implementation and Control
- ◆ Social Responsibility, Corporate Governance and Synergy
- ◆ Business Portfolio Analysis
- ◆ Reaching Strategic Edge
- ◆ Marketing Management Strategies
- ◆ Financial Management Strategies
- ◆ Cost Management Strategies
- ◆ Operations Management Strategies
- ◆ Human Resources Management Strategies
- ◆ Risk Management Strategies

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- ◆ SWOT Analysis of Indian IT Sector
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- ◆ Application of Theory of Constraints : Rain Commodities Ltd.
- ◆ Application of Theory of Constraints to Improve Production : Shree Cements Ltd.
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- ◆ Choose Correct Answer
- ◆ Answers



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### PART 1 : Communication - An Overview

- ◆ Communication : Its Meaning and Nature
- ◆ Importance and Purpose of Communication
- ◆ Dimensions of Communication
- ◆ Channels of Communication : Formal vs. Informal
- ◆ Patterns of Communication or 'Communication Nets' in Organisations
- ◆ Means/Media of Communication : Importance of Verbalization or Use of Words
- ◆ A Look at Some Prominent Trade Names
- ◆ Verbal Communication : Oral
- ◆ Telephone Conversation
- ◆ Verbal Communication : Written
- ◆ Non-Verbal Communication : Kinesics or Body Language
- ◆ Non-Verbal Communication : Paralanguage or Paralinguistics
- ◆ Non-Verbal Communication : Proxemics or Space Language, Time Language & Surroundings
- ◆ Non-Verbal Communication : Sign Language - Visual and Audio Elements
- ◆ Culture and Communication
- ◆ Functions of Communication
- ◆ Emotional Intelligence

- ◆ Conflict and Negotiation
- ◆ Group Decision-Making
- ◆ Presentations and Interviews
- ◆ Speeches : Prepared vs. Impromptu
- ◆ Communication and Customer Care/Customer Relations
- ◆ Business Etiquette
- ◆ Advertising
- ◆ Communication for Public Relations
- ◆ Corporate Communication
- ◆ Technology of Business Communication
- ◆ Ethics and Values in Business Communication
- ◆ Barriers and Breakdowns in Communication
- ◆ Guidelines for Effective Communication

### PART 2 : English for Effective Business Communication

- ◆ Business English or English for Business?
- ◆ Tips for Clear Writing
- ◆ Tips for Persuasive Writing
- ◆ Avoiding Substandard Writing
- ◆ Punctuation
- ◆ English Spelling
- ◆ English Pronunciation
- ◆ Ways to Enrich Vocabulary



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- ◆ Some Foreign Words and Phrases
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- ◆ Numerals
- ◆ Documentation and Research Tools

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- ◆ Essentials of Effective Correspondence
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- ◆ Planning the Letter
- ◆ Kinds of Business Letter
- ◆ Enquiries and Replies
- ◆ Placing and Fulfilling Orders
- ◆ Complaints and Follow Up
- ◆ Status Enquiries
- ◆ Collection or dunning Letters
- ◆ Sales Letters or Offers
- ◆ Goodwill Letters, Greetings, etc.
- ◆ Circular Letters
- ◆ Applications for Employment
- ◆ Employment Related Correspondence (Other Than Application)
- ◆ Correspondence of a Company Secretary
- ◆ Correspondence with Banks
- ◆ Import-Export Correspondence
- ◆ Insurance Correspondence
- ◆ Agency Correspondence
- ◆ Correspondence with Government Authorities
- ◆ Representations to Public Authorities, Trade Associations and Chambers of Commerce

### **PART 4 : Intra-Organisational Communication**

- ◆ Memoranda
- ◆ Notices, Circulars and Orders
- ◆ Staff Suggestions and Complaints
- ◆ Correspondence with Regional/Branch Offices
- ◆ Agenda and Minutes
- ◆ Summarising or Precise Writing
- ◆ Report Writing-1
- ◆ Report Writing-2

- ◆ Proposal Writing
- ◆ Periodical Publications for Internal Circulation

### **PART 5 : External Communication**

- ◆ Press Releases and Notices
- ◆ Invitations to Tender and Bid, Auction Notices, etc.
- ◆ Expression of Interest (EOI)
- ◆ Press Conferences, Exhibitions, Launches
- ◆ Magazines, Brochures, etc.
- ◆ Mailshots and Reply Coupons
- ◆ Advertisements for Senior Positions
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- ◆ Internet and E-Commerce
- ◆ Brands vis-a-vis Social Networking

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- ◆ Trade Fairs
- ◆ Science and Industry
- ◆ Industrial Pollution
- ◆ Business Morality
- ◆ The Expanding Role of a Company Secretary
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- ◆ The Emergence of New Financial Institutions
- ◆ Media in Advertising
- ◆ Tackling the Problem of Unemployment
- ◆ Public Relations In India Today
- ◆ The Problem of Unaccounted Money
- ◆ Suggested Reading
- ◆ Index

## **FUNDAMENTALS OF BUSINESS COMMUNICATION**

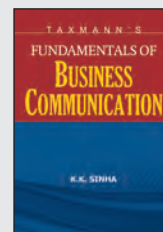
### **PART ONE : Communication - A Brief Survey**

- ◆ What is Communication ?
- ◆ Some Important Models of Communication
- ◆ Business Communication : Its Functions and Importance
- ◆ Dimensions or Directions of The Flow of Communication
- ◆ Formal and Informal Communication - Communication Networks and Grapevine Chains
- ◆ Verbal and Non-verbal Communication
- ◆ Principles of Effective Communication and The Seven C's of Communication
- ◆ Barriers to Communication
- ◆ Corporate Communication
- ◆ The Art of Listening and Silence

- ◆ Group Discussion, Conferences, Seminars and Workshops
- ◆ Presentations and Interviews
- ◆ Making Speeches
- ◆ Culture and Communication
- ◆ Some Important Concepts For Communication

### **PART TWO : Business Letter Writing**

- ◆ Essentials of Effective Correspondence
- ◆ The Layout of A Business Letter
- ◆ Planning The Letter
- ◆ Kinds of Business Letters
- ◆ Enquiries and Replies
- ◆ Placing and Fulfilling Orders



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- ◆ Complaints and Follow Up
- ◆ Collection or Dunning Letters
- ◆ Sales Letters or Offers
- ◆ Circular Letters
- ◆ Applications for Employment
- ◆ Correspondence With Banks
- ◆ Insurance Correspondence
- ◆ Correspondence With Government Authorities

#### **PART THREE : Communication within the Organization**

- ◆ Memoranda
- ◆ Notices, Circulars and Orders
- ◆ Agenda and Minutes

- ◆ Report Writing
- ◆ Proposal Writing

#### **PART FOUR : Modes of Quick Transmission of Messages**

- ◆ Technology of Business Communication
- ◆ Telegram, Telex, Fax Messages, Cellphone, Sms, Electronic Mail, Blog And Twitter

#### **PART FIVE : Appendices**

- ◆ Appendix A : Tips For Clear Writing
- ◆ Appendix B : Avoiding Ungrammatical Writing
- ◆ Appendix C : Punctuation
- ◆ Appendix D : English Spelling
- ◆ Appendix E : Ways To Enrich Vocabulary

## **TECHNICAL COMMUNICATION**

#### **Part 1 : Some fundamental Concepts**

- ◆ The Rudiments of Communication
- ◆ Salient Features of Technical Communication
- ◆ Visual Aids in Technical Communication
- ◆ Information Structuring in Technical Communication
- ◆ Importance and objectives of Technical Communication
- ◆ Barriers and Breakdowns in Communication
- ◆ Guidelines for effective communication

#### **Part 2 : English for effective technical communication**

- ◆ EST (English for Science and Technology) - A Distinct Variety of English
- ◆ A Rapid Review of English Grammar
- ◆ Avoiding Ungrammatical Writing
- ◆ Punctuation
- ◆ Ways to Enrich Vocabulary
- ◆ English Spelling
- ◆ A look at the Emerging Lingo
- ◆ Numerals

#### **Part 3 : Listening Skills For Technical Communication**

- ◆ Importance of Listening
- ◆ Listening for scientific/Technical information and the art of note taking
- ◆ Barriers to listening and their remedies

#### **Part 4 : Speaking Skills for technical communication**

- ◆ Production of Speech and the sounds of English
- ◆ Effective Speaking
- ◆ Group decision Making
- ◆ Presentations and Interviews

#### **Part 5 : Reading Skills for Technical Communication**

- ◆ The importance, nature and functions of Reading
- ◆ Reading for different purposes (Other than science and Technology)

- ◆ Reading strategies for scientific/Technical Materials
- ◆ The Art of note Making

#### **Part 6 : Writing Skills for Technical Communication**

- ◆ Technical writing - An Overview
- ◆ Condensation/Summarising or précis Writing
- ◆ Report Writing - 1
- ◆ Report Writing - 2
- ◆ Proposal Writing
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- ◆ Documentation and Research Tools

#### **Part 7 : Professional writing : business letters, memos, etc.**

- ◆ Essentials of Effective Correspondence
- ◆ The Layout of a business letter
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- ◆ Kinds of Business letters
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- ◆ Placing and Fulfilling Orders
- ◆ Complaints and Follow up
- ◆ Status Enquiries
- ◆ Collection or Dunning Letters
- ◆ Sales Letters or Offers
- ◆ Goodwill Letters, Greetings, Etc.
- ◆ Circular Letters
- ◆ Applications for Employment
- ◆ Employment Related Correspondence (other than application)
- ◆ Correspondence with Govt. Authorities
- ◆ Memoranda
- ◆ Notices, Circulars and Orders

#### **Part 8 : Essay/Article Writing**



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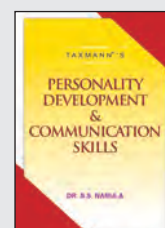


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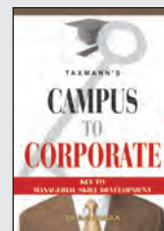
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- ◆ Etiquette and Manners
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- ◆ Resume Writing
- ◆ Making Positive Attitude a Way of Life
- ◆ Group Discussion, Aptitude & Reasoning Test
- ◆ Facing an Interview
- ◆ Boss Management - Difficult Boss can be Handled with Ease!
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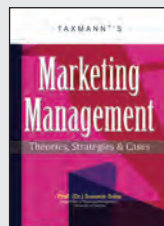
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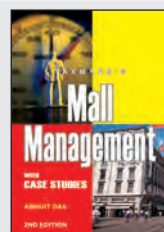
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- ◆ Application of Differentiation

##### Unit III : Calculus-II

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- ◆ Applications of Partial Differentiation

- ◆ Integration
- ◆ Application of Integration

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- ◆ Mathematics of Finance

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##### Unit I : Analysis of uni-variate data

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- ◆ Correlation Analysis
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**Unit iii : Analysis of time series and forecasting**

- ◆ Analysis of Time Series and Forecasting

**Unit iv : Probability distributions**

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- ◆ Probability Distributions

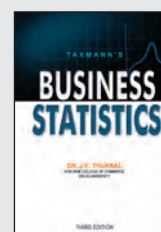
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- ◆ Sampling and Sampling Distributions
- ◆ Theory of Estimation

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- ◆ Statistics : An Overview
- ◆ Collection, Classification and Presentation of Data
- ◆ Measures of Central Tendency
- ◆ Measures of Dispersion
- ◆ Moments, Skewness and Kurtosis
- ◆ Correlation Analysis
- ◆ Regression Analysis

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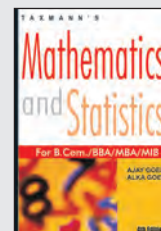
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- ◆ Functions
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- ◆ Applications of Derivatives
- ◆ Integration and its Applications
- ◆ Mathematics of Finance

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- ◆ Measures of Dispersion
- ◆ Correlation and Regression
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- ◆ Probability Distributions
- ◆ Sampling and Estimation
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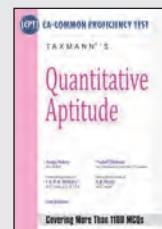
### Division 1 : Mathematics

- ◆ Theory of indices
- ◆ Logarithm
- ◆ Ratio
- ◆ Arithmetic and Geometric Progressions
- ◆ Permutations and Combinations
- ◆ Equations
- ◆ Graph of Linear Inequalities
- ◆ Simple Interest, Compound Interest and Annuity
- ◆ Sets, Relations and Functions
- ◆ Limits and Continuity

- ◆ Differential Calculus
- ◆ Integral Calculus

### Division 2 : Statistics

- ◆ Introduction, Classification & Tabulation
- ◆ Measures of Central Tendency & Dispersion
- ◆ Correlation & Regression Analysis
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- ◆ Sampling & Test of Significance
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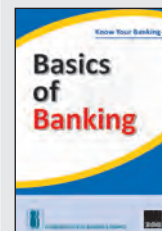
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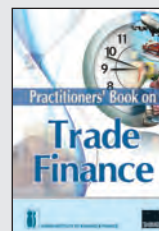
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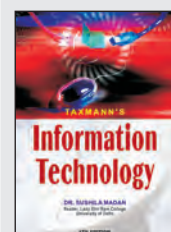
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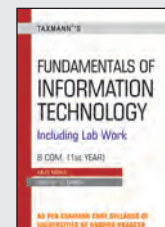
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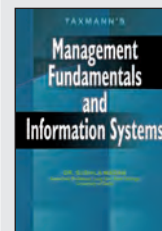
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