

Business Studies Class 12 By Poonam Gandhi Jinkys

Business Studies Class 12 By Poonam Gandhi Jinkys Business Studies Class 12 by Poonam Gandhi Jinkys A Comprehensive Guide to the World of Business This comprehensive guide Business Studies Class 12 by Poonam Gandhi Jinkys is an indispensable resource for students preparing for their board exams and aspiring business professionals It delves into the multifaceted world of business providing a clear and concise understanding of its key concepts theories and practical applications Structure of the Book The book is meticulously structured to ensure a smooth and effective learning experience It is divided into 16 chapters each covering a specific aspect of business studies The chapters are arranged in a logical sequence building upon previous concepts and creating a cohesive understanding of the subject Chapter Overview Part I Foundations of Business 1 Nature and Purpose of Business This chapter introduces the fundamentals of business exploring its nature objectives and its role in society It also delves into the different types of businesses and their functions 2 Forms of Business Organisation A detailed analysis of various forms of business organizations including sole proprietorship partnership cooperative societies and companies The chapter highlights the advantages and disadvantages of each form enabling students to understand their suitability for different business situations 3 Private Public and Global Enterprises This chapter explores the distinctions between private public and global enterprises their characteristics and their respective roles in the economy 4 Business Environment A comprehensive discussion of the various factors influencing the business environment including economic social political technological legal and environmental factors The chapter analyzes how businesses adapt and thrive in this dynamic environment 5 Social Responsibility of Business This chapter explores the ethical and social responsibilities of businesses towards stakeholders including customers employees society and the environment It discusses the importance of sustainability and corporate social responsibility practices Part II Principles and Practices of Management 6 Management Concept and Principles This chapter introduces the core concepts of management defining its functions principles and importance in achieving organizational goals 7 Planning This chapter delves into the crucial aspect of planning outlining the various stages involved types of plans and the importance of effective planning in achieving business success 8 Organizing This chapter explores the process of organizing resources to achieve organizational goals It covers the different organizational structures departmentalization and the role of delegation and authority in effective organization 9 Staffing This chapter focuses on the critical function of staffing covering the steps involved in recruitment selection training and development of human resources It emphasizes the importance of matching employee skills and competencies to organizational needs 10 Directing This chapter explores the process of directing and leading employees to achieve organizational goals It discusses various leadership styles motivation techniques and communication strategies essential for effective direction 11 Controlling This chapter delves into the crucial process of controlling examining the steps involved in monitoring performance identifying deviations and taking corrective action to ensure

that organizational goals are met Part III Business Finance and Marketing 12 Financial Management This chapter introduces the core concepts of financial management covering topics like financial planning capital budgeting working capital management and financial risk management 13 Financial Markets This chapter explores the various financial markets including money markets capital markets and foreign exchange markets analyzing their functions and significance in the financial system 14 Marketing Management This chapter introduces the fundamental principles of marketing encompassing topics like consumer behaviour market segmentation product development pricing strategies distribution channels and promotional activities 15 Consumer Protection This chapter examines the significance of consumer protection discussing various laws and regulations designed to safeguard consumer rights and interests 3 It also delves into the role of consumer organizations and their impact on business practices Part IV Project Work and Business Environment 16 Project Work This chapter focuses on practical project work encouraging students to apply their theoretical knowledge to realworld business scenarios The chapter provides guidance on choosing a project conducting research and presenting their findings Key Features Clear and Concise Language The book is written in a clear and engaging manner making complex business concepts easily understandable for students Comprehensive Coverage It covers the entire syllabus for Class 12 Business Studies providing a holistic understanding of the subject Practical Applications The book integrates realworld examples case studies and practical scenarios to illustrate theoretical concepts Engaging Illustrations The book features numerous diagrams tables and charts to enhance understanding and visual appeal ChapterEnd Exercises Each chapter includes a variety of practice exercises including multiple choice questions short answer questions and applicationbased problems to reinforce learning and prepare students for exams Summary and Each chapter concludes with a concise summary and a list of key terms for quick revision and better retention Target Audience This book is primarily targeted towards students of Class 12 preparing for their board exams in Business Studies It can also be beneficial for students pursuing higher education in business administration management and related fields Conclusion Business Studies Class 12 by Poonam Gandhi Jinkys is a valuable resource for students seeking a comprehensive and engaging learning experience Its wellstructured content practical approach and engaging style make it an ideal companion for understanding the dynamic world of business By delving into the fundamental concepts theories and practical applications the book empowers students to acquire the necessary knowledge and skills to excel in their academic pursuits and embark on a successful career in the business world 4

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this book has been specifically designed to meet the academic requirements of the new syllabus issued by the cbse board it is divided into two parts part a covers the syllabus of foundations of business and part b covers finance and trade for a better understanding of the topic keywords and flow charts are provided after each topic the use of diagrams tables etc has been made to make the subject matter self explanatory it includes objective type questions and case studies based on the most recent cbse guidelines understanding based questions and case studies are included to help students expand their knowledge previous year s questions are also included to help students prepare for the board exam quick revision and flow chart to help you quickly review all of the topics there are also project guidelines and a project sample

key highlights of the book updated and revised as per the latest cbse syllabus solved cbse sample paper 2023 has been attached at the end of the textbook examination questions previous year questions released by the cbse board have been included within the chapter flow charts and examples have been provided wherever necessary at the end of each chapter questions asked in the last 9 years board exams are given to help students prepare alongside the main features of the book are each chapter begins with the learning objectives after every topic objective type questions and case studies are given based on the latest cbse sample paper hints of their answers are given at the end of each chapter keywords of each topic are given at the end of each topic to help students solve case studies a flow chart of each is given at the end to recap the topics covered in that chapter quick revision is given to revise all the topics in a short time at the end of each chapter questions asked in the last 9 years board exam are given so that the students get an idea of the types of questions expected from the chapter hints of answers to these questions are also given case studies are framed as per the ncert the language is very simple and the style is examination oriented the subject is presented in a self explanatory manner so that students may find it easy to understand topics are explained in points so that students may find it easy to learn and understand charts and diagrams are drawn after every topic

this conference proceedings of the national seminar entitled multidisciplinary research and practice compiled by dr m

kanika priya records various research papers written by eminent scholars professors and students the articles range from english literature to tamil literature arts humanities social science education performing arts information and communication technology engineering technology and science medicine and pharmaceutical research economics sociology philosophy business management commerce and accounting teacher education higher education primary and secondary education law science mathematics physics chemistry zoology botany agriculture and computer science researchers and faculty members from various disciplines have contributed their research papers this book contains articles in three languages namely english tamil and hindi as a editor dr m kanika priya has taken up the tedious job of checking the validity and correctness of the research work in bringing out this conference proceedings in a beautiful manner in its present shape and size this anthology will hopefully find a place on the library shelves and enlighten the academics all round the world

this book presents an exploration of organizational citizenship behaviour ocb a concept with a long standing history it offers contemporary studies and discusses possible future directions for workplaces the diverse range of topics this book covers makes it an engaging resource for anyone interested in ocb the section on the pandemic covers citizenship acts performed by indian organizations ocb among teachers and its significant work related correlates in post pandemic india the second section covers contemporary correlates of ocb such as work life balance compliance counter productive workplace behaviours cwbs and employee expectations the future workplaces section discusses challenges to ocb the measurement of ocb in evolving work environments the role of machine learning ml in recruitment and the importance of diversity management in ensuring ocb in inclusive workplaces the book makes a valuable source of relevant issues on ocb while providing a broader perspective on future possibilities it serves as reference material for students and researchers in fields like organizational behaviour human resource management and development and industrial psychology to study contemporary issues in ocb the book also serves as a handy guide for managers looking to harness the benefits of citizenship behaviours to give their organizations an edge over competitors in the near future

this handbook presents the latest information on all aspects of global aging with a focus on asia including policies age associated diseases and conditions health services long term care living arrangements income and social security preventing abuse and the impact of migration on the elderly furthermore the book presents a synthesis of research on population aging social protection policies crimes against the elderly new analyses of trends and discussions of major social policy strategies written by academics practitioners and policymakers in the field of gerontology the book offers an informative resource for demographers gerontologists economists anthropologists and other social scientists studying various facets of aging as well as students in the social and health sciences

this open access book addresses the problem of global urban development that excludes various groups of people from the benefits of urban growth and sustainable development using the intersectionality and agency of urban dwellers and citizens it outlines possibilities of responsive urban governance that builds on principles of the inclusive city the book s first section presents various cases of digital smart logistical and green infrastructure that drive a city s

growth and sustainable development while excluding various citizens from these benefits the second and third sections focus on the intersectionality and agency of urban citizens vulnerable to marginalization in different urban contexts such as the elderly people with various physical and mental challenges women and children the last section presents the cases of potential forms of responsive governance and possibilities for future inclusive city planning and development this book appeals to students of urban and development studies and planning and related disciplines such as human and cultural geography applied anthropology sociology sustainability sciences architecture and design it is also helpful for activists and practitioners as illustrative cases presented in the book show various experiences and possibilities for making a city inclusive

ila arun burst into public view with the controversial song from khal nayak 1993 choli ke peechhey but several years before that she was already well known for her contribution to rajasthani folk music mumbai soon became her home and it was in this city of glamour that ila made a name for herself in every genre of the performing arts film television music and playback singing and also as a composer and lyricist in the course of her creative journey of almost fifty years ila has been associated with several of the best known names in this field actors and directors singers and music directors classical and folk singers who appear as characters in her story her passion however remains theatre a writer herself with several original plays and many adaptations to her credit this is her first book an autobiography which records her life from childhood to the present it is an honest depiction of her successes and disappointments in the world of theatre film and music told in her inimitable style with sincerity and a touch of humour this is ila at her candid best sharing a glimpse into her life and experience onstage and backstage parde ke peechhey

gandhi s tiger and sita s smile presents a collection of compelling essays which interrogate a variety of indian texts and contexts along intersecting axes of gender nation and desire the primary theme that weaves these varied essays together written at different points of time with varying focal points of interest is intertextuality vanita examines the way in which medieval texts speak to each other and draw on earlier canonical works rewriting and transforming narrative in a spirit of respectful conversation she also looks at modern texts such as nineteenth century poetry and twentieth century fiction and cinema as they converse with each other and with older texts in doing so she tries to explore how such pre modern and modern texts are received in later periods or by other cultures in the same period these captivating and intensely thought provoking writings demonstrate the author s superb ability to turn the norm whether right wing or left wing on its head and find a fresh way to appreciate diversity and change and the valuable dialogue they give rise to

vk entrepreneurship textbook for class 11th is a complete package of all the study material required for the cbse 2023 2024 session compiled by experienced academician poonam gandhi the cbse class 11th entrepreneurship book includes a plethora of significant features like simple and easy to understand text along with diagrams it covers the following topics entrepreneurial opportunities entrepreneurial planning enterprise marketing enterprise growth strategies business arithmetic resource mobilisation glimpses section at the end of each chapter for a quick recap of the topics covered

higher order thinking skills along with their answers questions from cbse exam papers to give an idea of expected questions from every chapter evaluate yourself after each chapter with a variety of questions like objective questions short answer questions long answer questions under the cbse exam pattern

cardiac critical care is an emerging technology the existing literature has bundles of protocols applied in cardiac critical care intensive care unit however there is no textbook that exists for students reference for undergraduates postgraduates and paramedical staff in cardiac critical care medicine the increased demand and growth in critical care for cardiac patients necessitates further training textbook of cardiac critical care a brand new practical resource helps meet that need the cardiac critical care division worldwide is still in its infancy but the book has taken up the challenges of developing this evolving specialty with the entire modern infrastructure at its disposal for state of the art delivery of health care to the most critically ill adult and pediatric cardiac patients key highlights a straightforward approach abundant detailed images and latest references provide step by step guidance on the principles and effective use of important imaging modality in both diagnosis and assistance with specific procedures coverage includes the latest advances in ecmo echo and cardiac critical care this must have resource will help postgraduates in cardiac anaesthesia surgery cardiology medicine paediatrics critical care and ecmo specialists

few men in their lifetime have aroused stronger emotions or touched deeper chords than gandhi b r nanda s biography widely acclaimed upon its publication in 1958 has been established over time as a full authoritative account compelling carefully researched and objective it is the biography of a remarkable figure the events of whose life have lost none of their relevance capturing all the nuances of the momentous events it covers it is a record and analysis of a critical period in south asian history that all interested in the area will value this is the complete and unabridged version of the biography in oxford india paperbacks for the first time

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