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Computer Applications in Management

By Abhishek Yadava, Kajal Rana, S.C. Arya

Global Vision Publishing House, 2011. Hardcover. Book Condition: New. This book entitled, Computer Applications in Management covers all the various facets of computers and its applicability in management. The focus of the book is not merely on theoretical explanation of various concepts but relating them with the real life business situations thereby facilitating the business processes. The book, therefore, aims to serve a wide array of students of under-graduate and post-graduate courses in business management, computer applications and other related streams. It will also come in handy for business managers, computer professionals, and almost all categories of end users, etc. This is a student oriented book and covers syllabus of universities like UGC in general and UPTU in particular as model syllabus for adoption in MBA programme conducted by universities in the country. The authors have tried to cover various concepts related to the theme in a simple language along with examples. Contents Preface (v) UNIT?1 1. Introduction to Computer 3 2. Memory and Programmable Logic 18 3. Memory Organization 50 4. Operating System 86 5. Digital System and Binary Numbers 116 UNIT?2 6. MS Word 183 7. MS Excel 195 8. MS Power Point 221 9. Overview of MS...



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