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Catalogue

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Sh. Subhash Chand Aggarwal, CEO of M/s. Sultan Chand & Sons, New Delhi was Honored with the 'Golden Award 2010' for 50 Years in Publishing by the Federation of Publishers & Booksellers Associations in India



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Dear Professor/Director/ Reader,

Greetings!

I hope your students are working hard and preparing for a bright career with promising opportunities. The preparation for examinations will be crucial for their career and for that besides what they learn in the class room, they need support from the good text-books related to the subject. No doubt a book is a bridge between the teacher and the taught. They deserve to be provided good text-books which provides greater insight into the subject. M/s Sultan Chand & Sons is committed to fulfil this task by making available low priced more valuable text-books for the students so that they successfully excel in their exams and achieve higher aims.

The books published by us provides more reading material, more solved illustrations, more exercises with answers, more up-to-date information and more interesting and lucidly presented topics. The speciality of our publications are that comparatively the books are lower priced than other books in the market and very well served the purpose of a tutor sitting by side of the students at their home.

The present catalogue provides you some information about our publication which will enable you and your colleagues to decide their suitability for recommendation to the students. We will also send some specimen copies of books, so that you are satisfied with the apt materials provided in our publications and would like to know your esteemed opinion about these books.

We request you to kindly provide us the names of your colleagues along with subject taught by them in the current year so that we can also inform them about our books and execute your order for supply of books.

Please do ask for our descriptive specialized catalogues separately for B.Com./BBM / BBA, M.Com. / MBA / PGDBM, Common Proficiency Test, Accounting, Technician Course, Integrated Professional Competence Course, CA (Final), ICAI (Revised) and ICSI, Executive Programme Courses.

Awaiting your favourable reply.

With kind regards.

Yours sincerely,

SULTAN CHAND & SONS

Notes:

1. While every effort has been made to ensure accuracy of prices in this catalogue, prices are subject to change without prior notice.
2. In case of any disputes jurisdiction will be Delhi only.

Comprehensive List of Books for Different Courses of Indian Universities

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**Books for B.Com. and B.B.M. / B.B.A. / B.B.S. of All Indian Universities
Diploma in Commercial Practice of various Polytechnics**

Management	Y.K. Bhushan	<i>Fundamentals of Business Organisation & Management</i>
	C.B. Gupta	<i>Business Organisation & Management</i>
	Dinkar Pagare	<i>Business Organisation & Management</i>
	Dinkar Pagare	<i>Business Management</i>
	C.B. Gupta	<i>Business Management</i>
	C.B. Gupta	<i>Management Theory & Practice</i>
	L.M. Prasad	<i>Principles and Practice of Management</i>
	Rajan Nair	<i>Marketing</i>
	C.B. Gupta & Rajan Nair	<i>Marketing Management</i>
	D.D. Sharma	<i>Marketing Research</i>
	P.C. Tripathi	<i>Personnel Management and Industrial Relations</i>
	C.B. Gupta	<i>Human Resource Management</i>
	L.M. Prasad	<i>Human Resource Management</i>
	L.M. Prasad	<i>Organizational Behaviour</i>
	R.P. Rustagi	<i>Basic Financial Management</i>
	S.N. Maheshwari	<i>Basic Financial Management</i>
L.M. Prasad	<i>Strategic Management</i>	
P.K. Ghosh	<i>Strategic Planning & Management</i>	
Rajendra Pal and Korlahalli	<i>Essentials of Business Communication</i>	
S.V. Srinivasa Vallabhan	<i>Computer Applications in Business</i>	
Accounting	R.L. Gupta & V.K. Gupta	<i>Principles and Practice of Accountancy</i>
	R.L. Gupta & M. Radhaswamy	<i>Advanced Accountancy, Volumes I & II</i>
	R.L. Gupta & M. Radhaswamy	<i>Corporate Accounting</i>
	S.P. Iyenger	<i>Cost Accounting</i>
	S.N. Maheshwari	<i>Principles of Management Accounting</i>
	V.K. Saxena & C.D. Vashist	<i>Cost Accounting</i>
Dinkar Pagare	<i>Principles & Practice of Auditing</i>	
Quantitative Techniques	D.C. Sancheti & V.K. Kapoor	<i>Business Mathematics</i>
	D.C. Sancheti & V.K. Kapoor	<i>Statistics</i>
	S.P. Gupta	<i>Statistical Methods</i>
	S.P. Gupta & M.P. Gupta	<i>Business Statistics</i>
	S.P. Gupta, Man Mohan & P.K. Gupta	<i>Business Statistics & Operations Research</i>
	V.K. Kapoor	<i>Operations Research</i>
Law	N.D. Kapoor	<i>Elements of Mercantile Law</i>
	N.D. Kapoor	<i>Elements of Company Law</i>
	N.D. Kapoor	<i>Company Law & Secretarial Practice</i>
	P.N. Varshney	<i>Banking Law and Practice</i>
	Joseph Anbarasu & Boominathan	<i>Financial Services</i>
Economics	Deepashree	<i>Microeconomics – Theory & Applications</i>
	K.P.M. Sundharam	<i>Economic Analysis</i>
	R.L. Varshney & K.L. Maheshwari	<i>Managerial Economics</i>
	P.L. Mehta	<i>Managerial Economics</i>
	Sundharam & Varshney	<i>Banking Theory, Law & Practice</i>
	I.C. Dhingra	<i>Indian Economy</i>
Self Dev.	Devesh Bhikshu	<i>Steps to Success</i>
	Prakash J. Shah	<i>Twelve Books that can Change Your Life</i>

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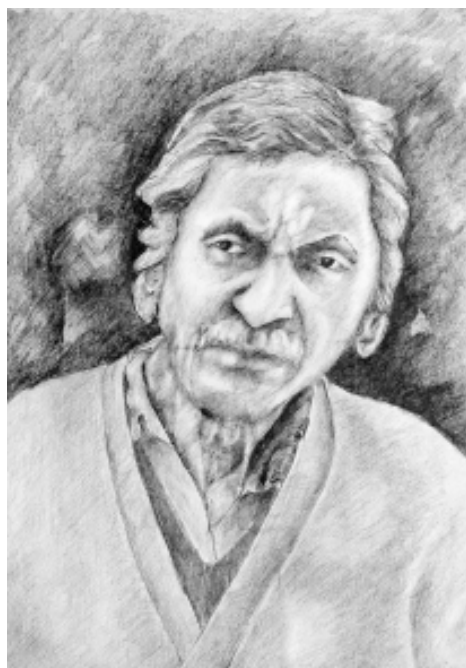
SULTAN CHAND & SONS

Shri Sultan Chandji, Founder

Shri Sultan Chandji, founder of M/s S. Chand & Company (1917) and M/s Sultan Chand & Sons (1950), was pioneer in the field of publication of school and college level text-books by Indian teachers and scholars. He inherited the spirit of nationalism and lofty ideals from his noble father, Master Amir Chandji (born in 1869), a dedicated teacher, a social reformer, a great patriot and revolutionary, who was awarded death sentence in 1915 for his involvement in the Hardinge Bomb Case.

Shri Sultan Chand ji was a great visionary. He realized the need of education both for winning political freedom and for socio-economic development of the country. Due to his commitment for the country, dedicated his entire life to provide high quality text-books by Indian teachers for the promotion of quality-education to Indian students at easily affordable prices.

For nearly sixty years of his life he worked with total commitment and untiring efforts, he was able to gather around him a galaxy of distinguished teachers and authors from all over the country. As a result he formed M/s Sultan Chand & Sons what it is today, a name that evokes trust, reliability and commitment not only among teachers and students alike. A true Karmayogi in practice, he leaves behind him a rich legacy of noble ideas which the Indian publishing industry can be proud of and his successors have solemnly pledged to carry forward with dedication.



Shri Subhash Chand Aggarwal, A Visionary

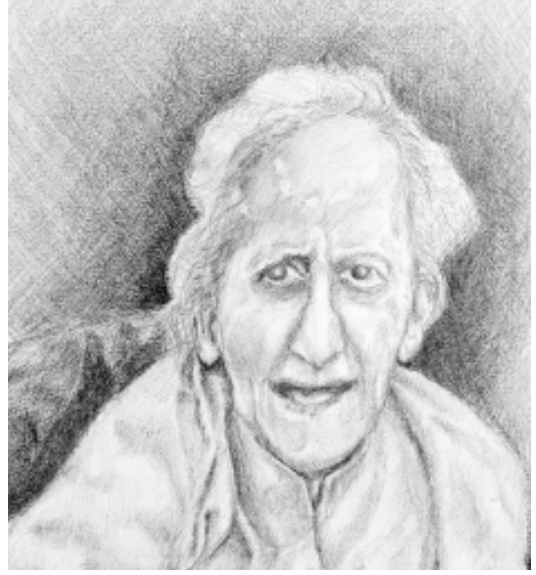
Like his illustrious father Shri Subhash Chand Aggarwal, M.Com, CS, ICWA, dedicated his entire life for the cause of education. He started his teaching career in the Department of Commerce, Ramjas College, Delhi University. He experienced the difficulties which the students and teachers experience in smooth way-faring in their academic curriculum. He understood that besides the lectures in the class there is the need for good textbooks as the support system for the students. He therefore decided to help his father Shri Sultan Chand ji in bringing out books having more value and less price so that each and every student can excel in their studies.

After his retirement as Professor of Commerce in the year 2004, from Ramjas College, Delhi University, he devoted his rest of his life in publishing industry. He worked hard in promoting writings of Indian teachers and scholars (especially School and College level textbooks). He was a visionary who imbibed the spirit of nationalism from his grand father and father alike. He chose a life of austere celibacy over the marital bliss to serve the society with firm commitment. He set up several trusts, prominent being Shri Sultan Chand Trust, Sultan Chand Dropadi Devi Education Foundation and Dr Usha Aggarwal Trust, to award scholarships to meritorious students. He also created Endowment Funds in more than 200 colleges across the country and used the income to provide financial support to students. In addition, free books were given to students/ institutions under the “Book Bank Scheme”.

Dr (Miss) Usha Aggarwal, The Guiding Force

Equally supportive to the cause of his father's dream project Sultan Chand & Sons, is **Dr. Miss Usha Aggarwal** younger sister of Shri Subhash Chand Aggarwal, who is currently working hard to carry on the legacy of his father's and brother's mission and vision. Ushaji is well educated and was awarded a Ph.D for her research on "Philosophic Dramas in Sanskrit" which has been published in English. She has a flair for writing and has published more than 20 books in Sanskrit, Hindi, Literature, etc. She is actively engaged in Social Service and serves needy students by way of free books and scholarship through their respective institutions. She taught in various Government Senior Secondary School for 40 years and retired as Principal. Thereafter, she has committed herself in the project of his father.

After the demise of his brother, she is now a strong guiding force for the organization and relentlessly working hard towards realizing the dreams and mission of her predecessors.



कर्म, आलोकित जीवन पथ हो

हे प्रभो! ज्योतिर्मय जीवन दो,
पावन, उज्ज्वल, शुचि सुकोमल,
सदा-सदा ही मन-तन हर्षित,
रोम-रोम पुलकित हो।

कमल विराजे मध्य हृदय में,
हस्त कमला भूषित हो,
सदा सुवासित सुमन सोरभ से,
कर्म आलोकित जीवन पथ हो

धीर गंभीर सागर-सा विस्तृत,
मन हो, तन हो शुचि मण्डित काया से
अधर कमल निर्मल वाणी से भूषित,
मधु बरसाती रसना हो।

डॉ. ऊषा अग्रवाल

B.Com. (Hons.)

Three year (6 Semester) CBCS Programme

Subjects	Suggested Readings	Author
Semester 1		
<ul style="list-style-type: none">• Environmental Studies• Financial Accounting• Business Law• Micro Economics (GE)• Insurance & Risk Management (GE)	<ul style="list-style-type: none">• <i>A Text Book of Environmental Sciences</i>• <i>Financial Accounting</i>• <i>Financial Accounting</i>• <i>Business Laws</i>• <i>Micro Economics & Indian Economic Environment</i>• <i>Principles of Insurance and Risk Management</i>	<ul style="list-style-type: none">C. MurthyR.L. Gupta & V.K. GuptaParthasarathy & S. SanthanagopalanN.D. KapoorI.C. Dhingra & V.K. GargAlka Mittal & S.L. Gupta
Semester 2		
<ul style="list-style-type: none">• Business (Language – English/Hindi/MIL)• Corporate Accounting• Corporate Laws	<ul style="list-style-type: none">• <i>Essentials of Business Communication Communication</i>• <i>Basic Business Communication</i>• <i>Corporate Accounting</i>• <i>Introductory Corporate Accounting</i>• <i>Lectures on Business and Corporate Laws</i>• <i>Banking Theory Law and Practice</i>• <i>Politics, Ethics and Social Responsibilities of Business</i>	<ul style="list-style-type: none">Rajendra Pal & J.S. KorlahalliC.B. GuptaR.L. Gupta & M. RadhaswamyR.L. Gupta & V.K. GuptaG.K. KapoorK.P.M. Sundharam & P.N. VarshneyC.B. Gupta
Semester 3		
<ul style="list-style-type: none">• Human Resource Management• Income-Tax Law & Practice• Business Statistic (GE)	<ul style="list-style-type: none">• <i>Human Resource Management – Text & Cases</i>• <i>Essentials of Human Resource Management</i>• <i>Income Tax-Law & Practice</i>• <i>Business Statistics</i>• <i>Elements of Business Statistics & Operations Research</i>• <i>Business Statistics – An Introductory Text</i>	<ul style="list-style-type: none">C.B. GuptaC.B. GuptaDinkar PagareS.P. Gupta & M.P. GuptaS.P. Gupta, Man Mohan & P.K. GuptaS.P. Gupta
Semester 4		
<ul style="list-style-type: none">• Cost Accounting• Business Mathematics• Computer Applications in Business	<ul style="list-style-type: none">• <i>Cost Accounting – Textbook</i>• <i>Cost Accounting – Problems & Solutions</i>• <i>Principles of Cost Accounting</i>• <i>Fundamentals of Cost Accounting – Textbook</i>• <i>Cost Accounting – Principles and Practice</i>• <i>Cost Accounting – Theory and Problems</i>• <i>Problems & Solutions in Cost Accounting</i>• <i>Objective Type Questions in Cost Accounting</i>• <i>Studies in Cost Accounting</i>• <i>Business Mathematics</i>• <i>Introduction to Computer Application in Business</i>	<ul style="list-style-type: none">V.K. Saxena & C.D. VashistV.K. Saxena & C.D. VashistS.N. MaheshwariS.N. MaheshwariS.P. IyengarM.N. AroraS.N. MaheshwariM.N. AroraP. DasguptaD.C. Sancheti & V.K. KapoorSrinivasa Vallabhan

- | | | |
|--|---|--------------------------|
| • Indian Economy (GE) | • <i>Indian Economy</i> | I.C. Dhingra |
| | • <i>Indian Economy – Environment & Policy</i> | I.C. Dhingra |
| • Entrepreneurship (SEC) | • <i>Entrepreneurship & Small Business Management</i> | C.B. Gupta & S.S. Khanka |
| • Collective Bargaining & Negotiation Skills (SEC) | • <i>Personnel Management & Industrial Relations</i> | P.C. Tripathi |
| | • <i>Personnel Management</i> | C.B. Gupta |
| | • <i>Human Resource Management – Text & Cases</i> | C.B. Gupta |

Semester 5

- | | | |
|--|--|----------------------------------|
| • Principles of Marketing | • <i>Marketing Management</i> | C.B. Gupta & Rajan Nair |
| | • <i>Marketing</i> | Rajan Nair |
| | • <i>Marketing</i> | C.B. Gupta |
| • Fundamentals of Financial Management | • <i>Fundamentals of Financial Management</i> | S.N. Maheshwari |
| | • <i>Elements of Financial Management</i> | S.N. Maheshwari |
| | • <i>Basic Financial Management</i> | R.P. Rustagi |
| • Management Accounting (DSE) | • <i>Principles of Management Accounting</i> | S.N. Maheshwari |
| | • <i>Cost and Management Accounting</i> | S.N. Maheshwari |
| | • <i>Cost and Management Accounting</i> | S.P. Iyengar |
| | • <i>Elements of Management Accounting</i> | S.N. Maheshwari |
| • Advertising (DSE) | • <i>Advertising and Personal Selling</i> | C.B. Gupta |
| | • <i>Modern Advertising</i> | C.B. Gupta |
| • Financial Markets, Institutions and Financial Services (DSE) | • <i>Banking and Financial System</i> | K.P.M. Sundharam & P.N. Varshney |
| • Industrial Laws (DSE) | • <i>Economic, Labour & Industrial Laws – Text</i> | S.S. Gulshan & G.K. Kapoor |
| | • <i>Elements of Industrial Law</i> | N.D. Kapoor |
| • Organisational Behaviour (DSE) | • <i>Organizational Behaviour</i> | L.M. Prasad |

Semester 6

- | | | |
|--|--|--|
| • Auditing and Corporate Governance | • <i>Basics of Auditing</i> | Dinkar Pagare |
| | • <i>Principles & Practice of Auditing</i> | Dinkar Pagare |
| | • <i>Principles & Practice of Auditing</i> | V.H. Kishnadwala & M.V. Shetty |
| | • <i>Auditing – Principles & Practice</i> | V.H. Kishnadwala, N.H. Kishnadwala & M.V. Shetty |
| • Indirect Tax Laws | • <i>Indirect Taxation</i> | V. Balachandran |
| • Fundamentals of Investment (DSE) | • <i>Investment Management – Theory and Practice</i> | R.P. Rustagi |
| • Business Tax Procedures and Management (DSE) | • <i>Business Taxation – Indirect Taxation</i> | Dinkar Pagare |
| • Industrial Relations and Labour Laws (DSE) | • <i>Personnel Management and Industrial Relations</i> | P.C. Tripathi |
| • Compensation Management (DSE) | • <i>Essentials of Human Resource Management</i> | C.B. Gupta |



B.Com., BBM, BBA & BBS Catalogue

B.Com. (Programme)

CBCS (3 Year) 6 Semester, Delhi University

<i>Subjects</i>	<i>Suggested Readings</i>	<i>Author</i>
Semester I		
Environmental Studies	• <i>A Text Book of Environmental Sciences</i>	C. Murthy
Financial Accounting	• <i>Financial Accounting</i>	RL Gupta & VK Gupta
	• <i>Financial Accounting</i>	Parthasarathy & Santhanagopalan
Business Organisation and Management	• <i>Business Organisation and Management</i>	CB Gupta
	• <i>Business Organisation and Management</i>	Dinkar Pagare
Semester II		
Business Law	• <i>Business Laws</i>	ND Kapoor
Business Mathematics & Statistics	• <i>Business Statistics & Business Mathematics</i>	SP Gupta & PK Gupta
Semester III		
Company Law	• <i>Company Law</i>	ND Kapoor
	• <i>Company Law</i>	GK Kapoor
Income Tax Laws	• <i>Income Tax Laws and Practice</i>	Dinkar Pagare
Semester IV		
Business Communication	• <i>Essentials of Business Communication</i>	Rajendra Pal & JS Korlahalli
Corporate Accounting	• <i>Corporate Accounting (Theory, Method and Application)</i>	RL Gupta & M Radhaswamy
	• <i>Introductory Corporate Accounting</i>	RL Gupta & VK Gupta
Cost Accounting	• <i>Cost Accounting – Theory and Problems</i>	MN Arora
Cost Accounting	• <i>Principles and Practice</i>	SP Iyengar
	• <i>Principles of Cost Accounting</i>	SN Maheshwari
Semester V		
Human Resource Management	• <i>Human Resource Management (Text & Cases)</i>	CB Gupta
	• <i>Essentials of Human Resource Management</i>	CB Gupta
Principles of Marketing	• <i>Essentials of Marketing Management</i>	CB Gupta
	• <i>Marketing</i>	N Rajan Nair
Entrepreneurship	• <i>Entrepreneurship Development in India</i>	CB Gupta & NP Srinivasan
	• <i>Entrepreneurship & Small Business Management</i>	CB Gupta & SS Khanka
Principles of Microeconomics	• <i>Principles of Microeconomics</i>	IC Dhingra & VK Garg
Semester VI		
Banking and Insurance	• <i>Principles of Insurance and Risk Management</i>	Alka Mittal & SL Gupta
Management Accounting	• <i>Principles of Management</i>	SN Maheshwari & CA Sharad K Maheshwari
Fundamentals of Investment	• <i>Investment Management Theory & Practice</i>	RP Rustagi
Personal Selling and Salesmanship	• <i>Advertising and Personal Selling</i>	CB Gupta
Indian Economy	• <i>Indian Economy</i>	IC Dhingra
	• <i>Principles of Macroeconomics</i>	IC Dhingra



B.Com. (Hons.)

(Three Year) Course, School of Open Learning, Delhi University
(Part – I Exam. 2019; Part II 2020 ; Part III 2021)

Subjects	Suggested Readings	Author
1st Year (Part I) 2019		
Business Organization & Management Financial Accounting	<ul style="list-style-type: none"> • <i>Management Concepts and Practice</i> • <i>Financial Accounting</i> • <i>Financial Accounting</i> 	CB Gupta RL Gupta & M Radhaswamy RL Gupta & VK Gupta
Microeconomics Theory & Applications	<ul style="list-style-type: none"> • <i>Microeconomics Theory & Applications-I</i> • <i>Microeconomics</i> 	Deepashree KPM Sundharam & EN Sundharam
Business Statistics	<ul style="list-style-type: none"> • <i>Statistical Methods</i> • <i>Business Statistics</i> 	SP Gupta & Archana Gupta SP Gupta & MP Gupta
Business Law Introduction to Computers and Information Technology Business Communication Politics, Ethics & Social Responsibility of Business	<ul style="list-style-type: none"> • <i>Business Law</i> • <i>Computers and Information Technology</i> • <i>Essentials of Business Communication</i> • <i>Politics, Ethics and Social Responsibility of Business</i> 	ND Kapoor VK Kapoor Rajendra Pal & JS Korlahalli CB Gupta
2nd Year (Part II) 2020		
Corporate Accounting Cost Accounting	<ul style="list-style-type: none"> • <i>Corporate Accounting</i> • <i>Cost Accounting – Principles and Practice</i> • <i>Cost Accounting – Theory and Problems</i> • <i>Problems and Solutions in Cost Accounting</i> • <i>Microeconomics Theory and Applications II</i> • <i>Essentials of Mathematics for Business and Economics</i> • <i>Linear Programming and Decision Making</i> 	RL Gupta & M Radhaswamy SP Iyengar MN Arora SN Maheshwari Deepashree VK Kapoor AS Narag
Microeconomics Theory and Applications II Business Mathematics		
Corporate Laws	<ul style="list-style-type: none"> • <i>Lectures on Business and Corporate Laws</i> • <i>Elements of Company Law</i> • <i>Law and Practice of Income Tax</i> • <i>Principles and Practice of Auditing</i> 	GK Kapoor ND Kapoor Dinkar Pagare Dinkar Pagare
Income Tax Law and Practice Auditing		
3rd Year (Part III) 2021		
Management Accounting	<ul style="list-style-type: none"> • <i>Cost Accounting – Theory and Problems</i> • <i>Cost Accounting – Principles and Practice</i> • <i>Cost and Management Accounting</i> • <i>Principles of Macroeconomics</i> • <i>Indian Economy – Environment and Policy</i> • <i>Principles of Insurance and Risk Management</i> • <i>Marketing Management</i> • <i>Marketing</i> • <i>Marketing</i> • <i>Human Resource Management – Text & Cases</i> • <i>Essentials of Human Resource Management</i> • <i>Direct Tax Planning and Management</i> • <i>Direct Tax Planning and Management</i> • <i>Entrepreneurship Development in India</i> • <i>Entrepreneurship & Small Business Management</i> 	MN Arora SP Iyengar SN Maheshwari IC Dhingra IC Dhingra Alka Mittal & SLGupta CB Gupta and Rajan Nair Rajan Nair CB Gupta CB Gupta CB Gupta Dinkar Pagare Dinkar Pagare CB Gupta & NP Srinivasan CB Gupta & SS Khanka
Macroeconomics Indian Economy Performance and Policies Insurance and Risk Management Principles of Marketing		
Human Resource Management		
Corporate Tax Planning Business Tax Procedures and Management Entrepreneurship Development		



Madras University

Second Year (Third Semester) Effective June 2013

Course	Title	Title of Our Publication	Author	Price ₹
1. Bachelor of Commerce (B.Com.)				
Core-III	Corporate Accounting	• <i>Corporate Accounting, Vol. I & II</i>	R.L. Gupta & M. Radhaswamy	300
Core-IV	Banking Theory, Law & Practice	• <i>Business Law</i>	N.D. Kapoor	175
Core-V	Business & Corporate Laws	• <i>Banking Theory Law and Practice</i>	K.P.M. Sundharam & P.N. Varshney	490
Core-VIII	Marketing	• <i>Marketing</i>	C.B. Gupta	110
Allied-II	Business Statistics & Operation Research – I	• <i>Business Statistics & Operations Research</i>	S.P. Gupta, P.K. Gupta & Manmohan	435
	Environmental Studies	• <i>A Textbook of Environmental Sciences</i>	C. Murthy	110
2. B.Com. Accounting and Finance				
Core-III	Corporate Accounting	• <i>Corporate Accounting, Vol. I & II</i>	R.L. Gupta & M. Radhaswamy	300
Core-VI	Legal Systems in Business	• <i>Legal Systems in Business</i>	N.D. Kapoor	200
Core-IV	Banking Theory Law & Practice	• <i>Banking Theory Law & Practice</i>	K.P.M. Sundharam & P.N. Varshney	490
Core-IX (IIIrd Year)	Entrepreneurial Development	• <i>Entrepreneurial Development in India</i>	C.B. Gupta & N.P. Srinivasan	350
Allied-II	Business Mathematics – I	• <i>Business Mathematics</i>	D.C. Sancheti & V.K. Kapoor	595
	Indian Economy: Problems & Policies	• <i>Indian Economy (Madras)</i>	I.C. Dhingra	260
	Environmental Studies	• <i>A Textbook of Environmental Sciences</i>	C. Murthy	110
3. B.Com (Bank Management)				
Core-III	Corporate Accounting	• <i>Corporate Accounting, Vol. I & II</i>	R.L. Gupta & M. Radhaswamy	300
Core-VI	Legal Systems in Business	• <i>Legal Systems in Business</i>	N.D. Kapoor	200
Core-VII	Banking Theory Law & Practice	• <i>Banking Theory Law & Practice</i>	K.P.M. Sundharam & P.N. Varshney	490
Core-IX (IIIrd Year)	Entrepreneurial Development	• <i>Entrepreneurial Development in India</i>	C.B. Gupta & N.P. Srinivasan	350
Allied-II	Indian Economy: Problems & Policies or	• <i>Indian Economy</i>	I.C. Dhingra	260
	Business Mathematics – I	• <i>Business Mathematics</i>	D.C. Sancheti & V.K. Kapoor	595
	Environmental Studies	• <i>A Textbook of Environmental Sciences</i>	C. Murthy	110
4. B.Com (Marketing Management)				
Core-V	Corporate Accounting	• <i>Corporate Accounting, Vol. I & II</i>	R.L. Gupta & M. Radhaswamy	300
Core-VI	Legal Systems in Business	• <i>Legal Systems in Business</i>	N.D. Kapoor	200
Core-VII	Principles of Marketing	• <i>Marketing Management</i>	C.B. Gupta & Rajan Nair	400
Core VIII (IIIrd Year)	Entrepreneurial Development	• <i>Entrepreneurial Development in India</i>	C.B. Gupta & N.P. Srinivasan	350
Allied-III	Indian Economy: Problems & Policies or	• <i>Indian Economy</i>	I.C. Dhingra	260
	Business Mathematics – I	• <i>Business Mathematics</i>	D.C. Sancheti & V.K. Kapoor	595



Subject	Title	Title of Our Publication	Author	Price ₹
5. Bachelor of Business Administration (B.B.A.)				
Core-V	Financial Management	• <i>Elements of Financial Management</i>	S.N. Maheshwari	350
Core-VI	Organisational Behaviour	• <i>Organizational Behaviour</i>	L.M. Prasad	500
Core-VII	Computer Application in Business	• <i>Introduction to Computer Application in Business</i>	Srinivasa Vallabhan	150
Core-VIII	Marketing Management	• <i>Marketing Management</i>	C.B. Gupta & Rajan Nair	400
Allied-III	Business Statistics	• <i>Business Statistics – An Introductory Text</i>	S.P. Gupta	200
	Environmental Studies	• <i>A Text Book of Environmental Sciences</i>	C. Murthy	110

6. B.Sc. Information Systems Management B.SC (I.S.M.)

Core-V	Financial Management	• <i>Elements of Financial Management</i>	S.N. Maheshwari	350
Core-VIII	Marketing Management	• <i>Marketing Management</i>	C.B. Gupta & Rajan Nair	400
Allied-III	Business Statistics	• <i>Business Statistics – An Introductory Text</i>	S.P. Gupta	200
	Environmental Studies	• <i>A Text Book of Environmental Sciences</i>	C. Murthy	110

7. B.Com (Corporate Secretaryship)

Core-V	Corporate Accounting – I	• <i>Corporate Accounting</i>	R.L. Gupta & M. Radhaswamy	300
Core-VI	Company Law & Secretarial Practice – II	• <i>Company Law & Secretarial Practice</i>	N.D. Kapoor	495
Any one of the following :				
Allied-III	a. Statistics – I	• <i>Business Statistics – An Introductory Text</i>	S.P. Gupta	200
	b. Auditing	• <i>Principles & Practice of Auditing</i>	Dinkar Pagare	375
	c. Environmental Studies	• <i>A Text Book of Environmental Sciences</i>	C. Murthy	110

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	Business Statistics & Operations Research (Core Allied Subjects)	• <i>Business Statistics & Operations Research</i> , S.P. Gupta, P.K. Gupta & Man Mohan • <i>Business Statistics – An Introductory Text</i> , S.P. Gupta	435 200
SEMESTER II, New Syllabus			
V	Financial Accounting-II (Core Course)	• <i>Financial Accounting</i> , R.L. Gupta & V.K. Gupta • <i>Financial Accounting</i> , Parthasarathy & S. Santhana Gopalan	400 200
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III	Corporate Accounting-I (Core Course)	• <i>Corporate Accounting, Vol. I & II</i> , R.L. Gupta & M. Radhaswamy	300
IV	Business Laws	• <i>Business Law</i> , N.D. Kapoor	175
V	Banking Theory, Law & Practice	• <i>Banking Theory, Law & Practice</i> , Sundharam & Varshney	490
X	Marketing	• <i>Marketing</i> , C.B. Gupta	110
	Business Statistics & OR	• <i>Business Statistics & O.R.</i> , S.P. Gupta & P.K. Gupta	435
	Indian Economy-I (Allied Subjects)	• <i>Indian Economy</i> , I.C. Dhingra	260
SEMESTER IV			
XI	Corporate Accounting-I (Core Course)	• <i>Corporate Accounting, Vol. I & II</i> , R.L. Gupta & M. Radhaswamy	300
XII	Company Law (Core Course)	• <i>Company Law</i> , N.D. Kapoor	395
XIII	Business Communication (Core Course)	• <i>Business Communication</i> , Rajendra Pal & Korlahalli	440
XIV	Principles of Management (Core Course)	• <i>Business Management (Madras)</i> , C.B. Gupta	475
	Allied Subject-IV		
	a. Indian Economy-II	• <i>The Indian Economy</i> , I.C. Dhingra	260
	b. Business Mathematics-II	• <i>Business Mathematics</i> , D.C. Sancheti & V.K. Kapoor	595
	c. Computer Applications in Business-II	• <i>Computer Applications in Business</i> , S.V. Srinivasa Vallabhan	160
SEMESTER V			
XV	Financial Services (Core Course)	• <i>Financial Services</i> , V.K. Bhoominathan & Anbarasu	295
XVI	Practical Auditing (Core Course)	• <i>Principles & Practice of Auditing</i> , Dinkar Pagare	375
XVII	Business Taxation	• <i>Business Taxation – Indirect Taxes</i> , Dinkar Pagare	120
XVIII	Entrepreneurial Development (Core Course)	• <i>Entrepreneurial Development in India</i> , C.B. Gupta & Srinivasan	350
XIX	Application Oriented Subject Paper-I		
	a. Income Tax	• <i>Income Tax-Law & Practice</i> , Dinkar Pagare	250
	b. Personnel Management	• <i>Personnel Management</i> , C.B. Gupta	150
	c. Management of Small Business	• <i>Management of Small Business</i> , C.B. Gupta	100
SEMESTER VI			
XX	Management Accounting (Core Course)	• <i>Principles of Management Accounting</i> , S.N. Maheshwari	500
XXI	Cost Accounting (Core Course)	• <i>Principles of Cost Accounting</i> , S.N. Maheshwari	175
XXII	Marketing (Core Course)	• <i>Marketing</i> , Rajan Nair	295
XXIII	Elements of Insurance (Core Course)	• <i>Principles of Insurance and Risk Management</i> , Alka Mittal & S.L. Gupta	350
XXIV	Application Oriented Subject Paper-II		
	a. Income Tax Law & Practice-II	• <i>Income Tax Law & Practice</i> , Dinkar Pagare	250
	b. Industrial Law	• <i>Elements of Industrial Law</i> , N.D. Kapoor	205
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B.Com

(CBCS) Degree Semester Scheme, Bangalore University
Revised on 8-3-2017

Subjects	Suggested Readings	Author
Semester – I		
Financial Accounting	• <i>Advanced Accounting</i>	RL Gupta & M Radhaswamy
Indian Financial System	• <i>Indian Financial System</i>	PN Varshney & DK Mittal
Marketing and Services Management	• <i>Essentials of Marketing Management</i>	CB Gupta
Corporate Administration	• <i>Company Law and Secretarial Practice</i>	ND Kapoor
Methods & Techniques for Business	• <i>Business Mathematics & Statistics</i>	DC Sancheti & VK Kapoor
Semester – II		
Advanced Financial Accounting	• <i>Advanced Accounting</i>	RL Gupta & M Radhaswamy
Banking Law & Operations	• <i>Banking Law & Practice</i>	C Jeevanandam
	• <i>Banking Law & Practice</i>	PN Varshney
	• <i>Banking Theory, Law & Practice</i>	KPM Sundharam & PN Varshney
	• <i>Introductory Banking : Theory, Law & Practice</i>	KPM Sundharam & PN Varshney
Quantitative Analysis for Business	• <i>Statistical Methods</i>	SP Gupta
Decisions – I	• <i>Business Mathematics</i>	DC Sancheti & VK Kapoor
Corporate Accounting	• <i>Financial Accounting</i>	SN Maheshwari
	• <i>Cost and Management Accounting</i>	SN Maheshwari
	• <i>Cost and Management Accounting</i>	SP Iyengar
	• <i>Cost Accounting – Principles & Practice</i>	SP Iyengar
	• <i>Advanced Accountancy</i>	RL Gupta & M Radhaswamy
Semester – III		
Financial Management	• <i>Financial Management</i>	SN Maheshwari
Business Ethics	• <i>Politics, Ethics and Social Responsibility of Business</i>	CB Gupta
Quantitative Analysis for Business	• <i>Fundamentals of Mathematical Statistics</i>	SC Gupta & VK Kapoor
Decisions – II	• <i>Business Mathematics</i>	DC Sancheti & VK Kapoor
Semester – IV		
Advanced Corporate Accounting	• <i>Advanced Accountancy</i>	RL Gupta & M Radhaswamy
	• <i>Financial Accountancy</i>	SN Maheshwari
Cost Accounting	• <i>Cost Accounting – Principles and Practice</i>	SP Iyengar
Semester – V		
Entrepreneurship Development	• <i>Entrepreneurship Development in India</i>	CB Gupta & NP Srinivasan



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Income Tax – I
Costing Methods

- *Law and Practice of Income Tax*
- *Cost Accounting*
- *Cost Accounting- Theory and Problems*
- *Problems and Solutions in Cost Accounting*
- *Advanced Accountancy*
- *Problems and Solutions in Advanced Accounting*
- *Indirect Taxation*
- *Foreign Exchange and Risk Management*

Dinkar Pagare
SP Iyengar
MN Arora
SN Maheshwari
RL Gupta & M Radhaswamy
RL Gupta
V Balachandran
C Jeevanandam

Advanced Accounting

Goods and Services Tax (GST)
International and Forex Management

Semester – VI

Business Regulations
Principles and Practice of Auditing
Income Tax – II
Management Accounting
Business Taxation
Cost Management

- *Business Laws*
- *Principles and Practice of Auditing*
- *Law and Practice of Income Tax*
- *Management Accounting*
- *Business Taxation*
- *Cost and Management Accounting*
- *Cost Accounting – Theory and Problems*
- *Cost and Management Accounting*
- *Principles of Insurance and Risk Management*

ND Kapoor
Dinkar Pagare
Dinkar Pagare
SN Maheshwari
Dinkar Pagare & V Balachandran
SP Iyengar
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SN Maheshwari
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B.B.A.

(3 Year) 6 Semester
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Subjects	Suggested Readings	Author
Semester I		
Management Process & Organizational Behaviour	<ul style="list-style-type: none"> • <i>Management Process and Organizational Behaviour</i> • <i>Organizational Behaviour</i> 	LM Prasad LM Prasad
Business Mathematics	<ul style="list-style-type: none"> • <i>Business Statistics and Business Mathematics</i> 	SP Gupta & PK Gupta
Financial Accounting & Analysis	<ul style="list-style-type: none"> • <i>Financial Accountancy</i> • <i>Financial Accountancy</i> 	RL Gupta & M Radhaswamy RL Gupta & VK Gupta
Business Economics	<ul style="list-style-type: none"> • <i>Business Economics</i> 	RL Varshney, KL Maheshwari & RL Maheshwari
Semester II		
Cost Accounting	<ul style="list-style-type: none"> • <i>Problems & Solutions in Cost Accounting</i> 	SN Maheshwari
Quantitative Techniques	<ul style="list-style-type: none"> • <i>Quantitative Techniques and Operations Research</i> 	SP Gupta & PK Gupta
Business Communication	<ul style="list-style-type: none"> • <i>Essentials of Business Communication</i> 	Rajendra Pal & JS Korlahalli
Business Environment	<ul style="list-style-type: none"> • <i>Business Environment</i> • <i>Business Environment</i> 	CB Gupta PK Ghosh
Semester III		
Business Laws	<ul style="list-style-type: none"> • <i>Business Laws</i> 	ND Kapoor
Marketing Management	<ul style="list-style-type: none"> • <i>Marketing Management</i> • <i>Essentials of Marketing Management</i> • <i>Politics, Ethics and Social Responsibility of Business</i> 	CB Gupta & N Rajan Nair CB Gupta CB Gupta
Business Ethics & Corporate Social Responsibility		
Management Accounting	<ul style="list-style-type: none"> • <i>Principles of Management Accounting</i> 	SN Maheshwari & CA Sharad K Maheshwari
Indian Economy	<ul style="list-style-type: none"> • <i>Indian Economy</i> 	IC Dhingra
Environmental Sciences	<ul style="list-style-type: none"> • <i>A Text Book of Environmental Sciences</i> 	C Murthy
Semester IV		
Human Resource Management	<ul style="list-style-type: none"> • <i>Human Resource Management</i> • <i>Human Resource Development</i> 	CB Gupta PC Tripathi
Financial Management	<ul style="list-style-type: none"> • <i>Financial Management: Principles & Practice</i> 	SN Maheshwari
Information Systems Management	<ul style="list-style-type: none"> • <i>Management Information System</i> 	LM Prasad, Usha Prasad
Semester V		
Income Tax Law and Practice	<ul style="list-style-type: none"> • <i>Income Tax Law & Practice</i> 	Dinkar Pagare
Entrepreneurship Development	<ul style="list-style-type: none"> • <i>Entrepreneurship Development in India</i> 	CB Gupta & NP Srinivasan
Goods & Services Tax (GST)	<ul style="list-style-type: none"> • <i>Indirect Taxation</i> 	V. Balachandran
Semester VI		
Project Management	<ul style="list-style-type: none"> • <i>Project Management and Control</i> 	PCK Rao
Business Policy and Strategy	<ul style="list-style-type: none"> • <i>Strategic Management</i> 	LM Prasad



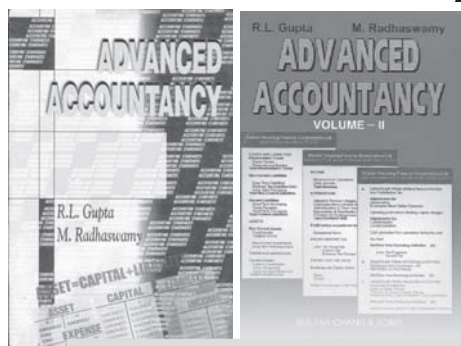
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B.B.A. (Banking & Insurance)

Guru Gobind Singh Indraprastha University, Delhi

(3 Year - 6 Semester w.e.f. 2017-18)

<i>Subjects</i>	<i>Suggested Readings</i>	<i>Author</i>
Semester I		
Management Process & Organizational Behaviour	<ul style="list-style-type: none">• <i>Management Process and Organizational Behaviour</i>• <i>Organizational Behaviour</i>	LM Prasad LM Prasad
Financial Accounting & Analysis	<ul style="list-style-type: none">• <i>Financial Accounting</i>• <i>Financial Accounting</i>	RL Gupta & M Radhaswamy RL Gupta & VK Gupta
Principles of Banking	<ul style="list-style-type: none">• <i>Principles of Banking</i>	PN Varshney, SL Gupta & TD Malhotra
Business Economics	<ul style="list-style-type: none">• <i>Business Economics</i>• <i>Managerial Economics</i>	RL Varshney, KL Maheshwari & RK Maheshwari RL Varshney & KL Maheshwari
Semester II		
Business Mathematics	<ul style="list-style-type: none">• <i>Introductory Business Mathematics</i>• <i>Business Statistics and Business Mathematics</i>	VK Kapoor SP Gupta & PK Gupta
Cost Accounting	<ul style="list-style-type: none">• <i>Principles of Cost Accounting</i>	SN Maheshwari
Principles of Insurance	<ul style="list-style-type: none">• <i>Principles of Insurance & Risk Management</i>	Alka Mittal & SL Gupta
Business Laws	<ul style="list-style-type: none">• <i>Business Laws</i>	ND Kapoor
Business Communication	<ul style="list-style-type: none">• <i>Essentials of Business Communication</i>	Rajendra Pal & JS Korlahalli
Semester III		
Quantitative Techniques	<ul style="list-style-type: none">• <i>Quantitative Techniques & Operations Research</i>	SP Gupta & PK Gupta
Marketing Management	<ul style="list-style-type: none">• <i>Marketing Management – Text & Cases</i>• <i>Marketing Management – Text & Cases An Indian Perspective</i>	CB Gupta & N Rajan Nair RL Varshney, SL Gupta
Management Accounting	<ul style="list-style-type: none">• <i>Principles of Management Accounting</i>	SN Maheshwari
Business Environment	<ul style="list-style-type: none">• <i>Business Environment</i>	CB Gupta
Semester IV		
Banking Law and Practice	<ul style="list-style-type: none">• <i>Banking Law and Practice</i>• <i>Banking Theory Law and Practice</i>	PN Varshney KPM Sundharam & PN Varshney
Financial Management	<ul style="list-style-type: none">• <i>Financial Management: Principles & Practice</i>	SN Maheshwari
Semester V		
Human Resource Management	<ul style="list-style-type: none">• <i>Human Resource Management</i>• <i>Human Resource Development</i>	CB Gupta PC Tripathi
Income Tax Law and Practice	<ul style="list-style-type: none">• <i>Income Tax Law and Practice</i>	Dinkar Pagare
Semester VI		
Goods & Services Tax (GST)	<ul style="list-style-type: none">• <i>Indirect Taxation</i>	V Balachandran



Advanced Accountancy

R.L. Gupta, M. Com., Grad. C.W.A.

Shri Ram College of Commerce, University of Delhi, Delhi

M. Radhaswamy, M. Com., Grad. C.W.A.

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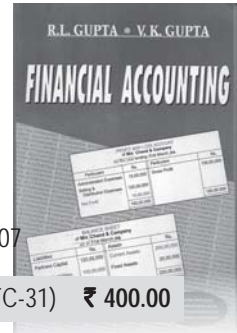


Financial Accounting

R.L. Gupta, M. Com., Grad. C.W.A., Shri Ram College of Commerce, University of Delhi, Delhi-110007

V.K. Gupta, M. Com., Ph.D., A.C.S., Reader in Commerce, Hans Raj College, University of Delhi, Delhi-110007

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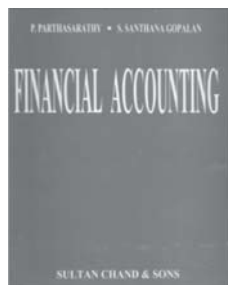
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M.Com.

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S. Santhanagopalan

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New College, Chennai

Second Revised Edition

Pp. *viii* + 617

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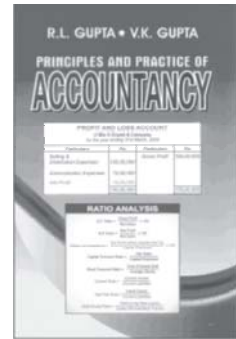
102018



Principles and Practice of Accountancy

R.L. Gupta, M. Com., Grad. C.W.A., Shri Ram College of Commerce, University of Delhi, Delhi-110007

Dr. V.K. Gupta, M. Com., G.D.C.S., Ph.D., Hans Raj College, University of Delhi, Delhi



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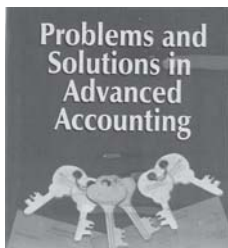
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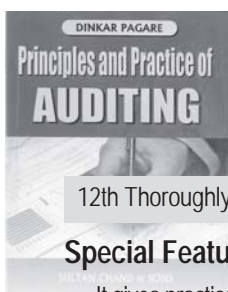
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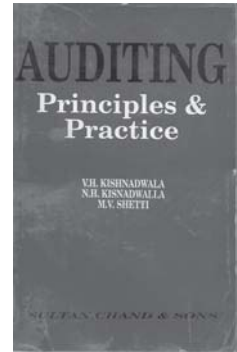
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Dr. S.N. Maheshwari

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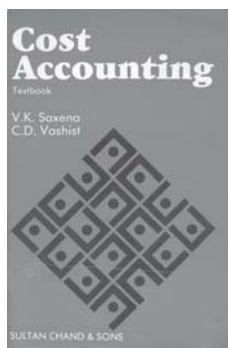
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C.D. Vashist, M. Com., F.I.C.W.A., I.C.A.S.

Ex-Director (Cost)

Department of Company Affairs, New Delhi

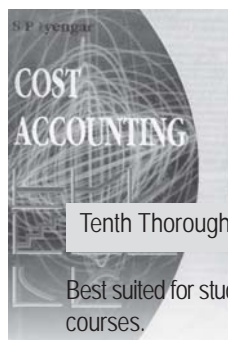
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S.P. Iyengar, M.A., M. Com., LL.B.

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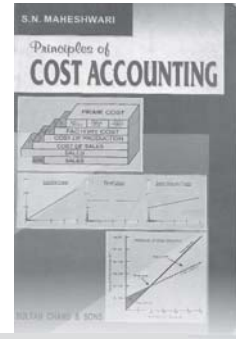


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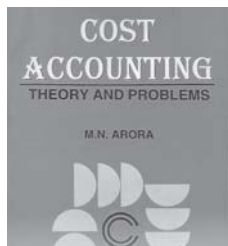
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- Contract Costing
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M.N. Arora, M. Com., A.I.C.W.A.

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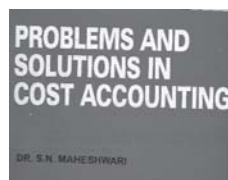
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Dr. S.N. Maheshwari

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Reader in Commerce, Hans Raj College, Delhi

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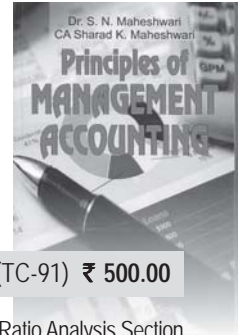
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P. Dasgupta

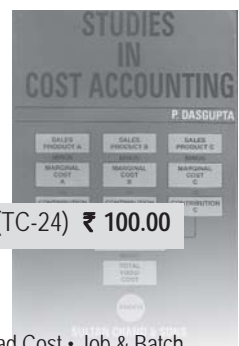
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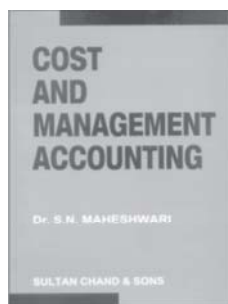
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Cost and Management Accounting

Dr. S.N. Maheshwari

Principal, Hindu College, Delhi University, Delhi
(Formerly Professor & Dean, Faculty of Commerce and Business Management, Goa University)

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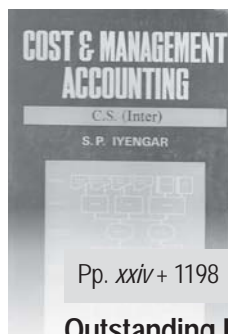
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Elements of Management Accounting

Dr. S.N. Maheshwari

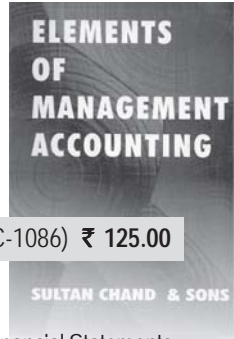
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Professor Y.K. Bhushan, M. Com. M.B.A. (U.S.A.)

Director, N.M. Institute of Management, Bombay

Director Indian Business School

Hiranandani Knowledge Park, Powai, Mumbai

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Part Two – Ownership of Business Firms Pp. 80

Sole Proprietorship and Partnership • Joint Stock Company • Limited Liability Partnership • Co-operative Organisation • Ownership Organisation Decision.

Part Three – Company Management, Pp. 62

Organs of Company Management • Company Meetings and Resolutions • Company Office – Its Organisation and Management. • Corporate Governance.

Part Four – Principles of Management, Pp. 160

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Personnel Selection and Development • Employee Remuneration • Industrial Relations • Productivity and Labour Welfare • Industrial Psychology.

Part Seven – Marketing Function of Management, Pp. 176

Marketing Functions • Pricing Policies • Channels of Distribution • Salesmanship and Advertising • Insurance & Transport • Organised Commodity Markets • International Marketing.

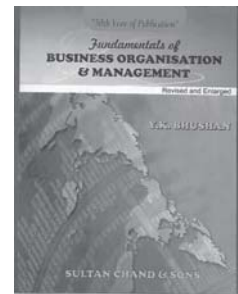
Part Eight – Financial Function of Management, Pp. 118

Financial Planning • Methods of Planning • Institutional Financing of Industry • Securities Market.

Part Nine – Business and its Environment, Pp. 140

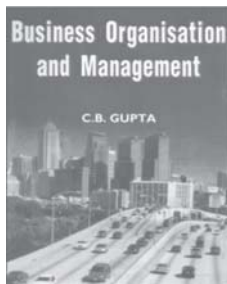
Social Responsibilities of Business and Public Relations • Rationalisation and Automation (Business Firm, Industry and Technological Change) • Business Combinations and Monopoly • Government and Business • Public Enterprise • Public Utilities.

Supplement.





B.Com., BBM, BBA & BBS Catalogue



Business Organisation and Management

Dr. C.B. Gupta, M. Com., Ph.D., AMIMA
Associate Professor, Deptt. of Commerce
Shri Ram College of Commerce
University of Delhi, Delhi

16th Edition 2017 24 × 16 cm. Pp. xxiv + 696 ISBN 978-93-5161-113-4 (TC-169) ₹ 400.00

Special Features

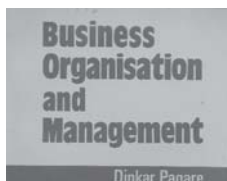
- Learning Objectives at the beginning of each Chapter to provide at a glance the topics cover.
- Lucid and simple language
- Tables and Diagrams to Illustrate the text
- Summary at the end of each chapter for quick revision
- Key terms at the end of each chapter to enhance conceptual clarity
- Test Questions Culled from B.Com and BBA Examination of various University for self examination
- Select Bibliography at the end.

The following topics have been added in this edition:

- CSR under the Companies Act 2013
- One Person Company (OPC)
- Causes of Small Business Failure
- Insurance vs. LLP
- Difference between Fixed Capital and Working Capital
- Importance of Marketing.

Contents

- Section I – Introduction (Pp. 62): Nature and Scope of Business • Business Systems and Its Environment • Objectives of Business • Social Responsibilities of Business.
- Section II – Organising a Business (Pp. 106): Promotion–Legal and Procedural Aspects (Launching a Business Enterprise) • Location–Selection of Region and Site • Forms of Ownership Organisation-I (Proprietorship and Partnership) • Forms of Ownership Organisation-II (Company and Cooperative) • Choice of Suitable Form of Business Organisation.
- Section III – Marketing of Products (Pp. 140): Nature and Functions of Marketing • Channels of Distribution (Home Trade) • Exports and Imports (Foreign Trade) • Advertising, Salesmanship and Sales Promotion • Business Risks • Elements of Insurance.
- Section IV – Financing the Business (Pp. 88): Financial Planning (Capitalisation and Capital Structure) • Sources of Corporate Finance • Special Financial Institutions • Stock Exchange and SEBI.
- Section V – Business Horizons (Pp. 52): Public Enterprises and Public Utilities • Small Business in India.
- Section VI – Principles of Management (Pp. 230): Bibliography, Index. (Pp. 18).



Business Organisation and Management

Dinkar Pagare

Reader, Department of Commerce, Hans Raj College, Delhi University, Delhi

Pp. xvi + 564 ISBN 81-7014-675-5 (TC-201) ₹ 110.00

Special Features

- The language of the book is fascinatingly crisp and lucid.
- A Case study in each chapter in Part on Management.
- Liberal use of charts and diagrams.

Contents

- Part A – Business Organisation
 - Concept of Business • Objectives of Modern Business • Forms of Private and Public Sector Enterprises • Sole Proprietorship • Joint Hindu Family Business • Partnership • Cooperative Societies • Joint Stock

- Company • Public Sector Enterprises • Trade Association, Stock and Commodity Exchanges.
- Part B – Management
 - Introductory • Pioneers of Management Thought • Schools of Management Thought • Scientific Management • Fayol's Theory of Management • Hawthorne Experiment • Meaning, Nature and Importance of Planning • Process of Planning • Decision Making • Methods of Planning • Nature and Importance of Organisation • Organisation Theory • Types of Organisation • Authority and Responsibility • Groups in Organisation • Meaning and Importance of Communication • Methods of Communication • Motivation • Directing • Leadership • Nature and Process of Control • Control Devices • Coordination.

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Industrial Organisation & Management

Dr. C.B. Gupta, M. Com., Ph.D., AMIMA

Fifth Revised and Enlarged Edition

Pp. *xvi* + 468

ISBN 81-8054-254-8 (TC-171) ₹ 125.00

Unique Features

- Lucid, simple and conversational language.
- Authoritative and up-to-date description.
- Latest data and policy guidelines.
- Systematic and sequential arrangement of various topics.
- Learning objectives at the beginning.
- Liberal use of tables and charts.
- Suggested Readings and Discussion Questions at the end of every chapter.

Contents

Unit – I : Introduction — Nature and Scope of Business • Objectives of Business • Forms of Business Organisation • Sole Proprietorship

- Joint Hindu Family Business • Partnership • Joint Stock Company • Company Promotion and Documentation • Co-operative societies.
- Unit – II : Structure and Size of Industry — Industrial Structure • Public Sector and public Utilities • Size of Unit and Scale of Operations.
- Unit – III : State and Industry and Industrial Finance — State and Industry • Industrialisation and Privatisation • Globalisation and Multinationals • Small-Scale Industries • Industrial Finance • Stock Exchange and SEBI • Investment Trusts and Mutual Funds.
- Unit – IV : Introduction to Management — Nature and Scope of Management • Functions and Principles of Management • Coordination — The Essence of Management • Approaches to Management.
- Unit – V : Planning and Organisation — Nature and Importance of Planning • Process and Types of Plans • Nature and Process of Organising • Forms of Organisation Structure • Delegation of Authority.

Operations Management and Control

Dr. C.B. Gupta, M.Com., Ph.D., AMIMA

4th Edition Reprint

Pp. *xvi* + 656

ISBN 978-81-8054-603-7 (TC-167) ₹ 175.00

Operations Management and Control is a standard textbook useful for various professional and post-graduate courses like ICAI Final, BBA, BBM, MBA, M.Com., Industrial Engineering, etc.

Special Features

Comprehensive and authentic treatment • Logical arrangement of topics • Charts, diagrams and tables • Minimum use of mathematics • Solved and unsolved practical problems for self-assessment • Case studies from Indian Industry.

Contents

- Part I Technology of Production Techniques (Pp. 54).
- Part II Production Planning, Scheduling and Monitoring System (Pp. 44).
- Part III Production Economics (Pp. 172).
- Part IV Productivity (Pp. 96).
- Part V Cost Implications of Production and Operations Management (Pp. 8).
- Part VI Appendices (Pp. 202).
- Part VII Additional Problems (Pp. 72).

Modern Business Organisation

Dr. G.L. Tayal M. Com., Ph.D., L.L.B.

Former Reader in Commerce, Ramjas College, University of Delhi, Delhi

Second Thoroughly Revised Edn.

Knowledge Packed Pp *viii* + 604

ISBN 81-7014-382-9 (TC-232) ₹ 100.00

It can be used profitably by students of modern business.

Special Features

- A systematic presentation.
- Lucid, simple and conversational language.
- Emphasis on conceptual clarity.
- Liberal use of figures and tables to illustrate the text.

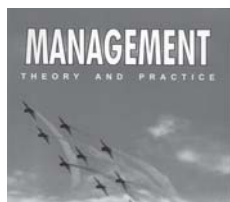
Contents

Part A: Business : Concept, Nature and Scope • Business System • Business and Environment Interface • Business Objectives • Business Ethics and Values.

Part B: Entrepreneurship : Concept and nature • Choice of Ownership Form • Location of Business Enterprise • Promotion of Corporate Enterprise.

- Part C: Business Growth Strategies • Business Combinations : Chambers of Business.
- Part D: Financial Planning • Sources of Finance & Capital Structure • Stock Exchange.
- Part E: Production Planning and Control • Plant Layout • Productivity and Quality.
- Part F: Marketing Concept—Marketing Mix • Product Planning and Development • Channel Decisions • Pricing • Promotion—Advertising and Personal Selling.
- Part G: Human Resource Management : Objectives and Functions • Human Resource Acquisition • Development of Employee Potential • Compensation and Maintenance • Industrial Relations.
- Part H: Small Business • Government and Business Interface • Multinationals.





B.Com., BBM, BBA & BBS Catalogue

Management – Theory and Practice

Dr. C.B. Gupta, M. Com., Ph.D., MIMA

19th Revised & Enlarged Edition 2017 24 × 18 cm. Pp. xxxii + 888 ISBN 978-93-5161-093-9 (TC-158) ₹ 570.00
Knowledge Packed

This book has been designed as a text-book for the students of courses like B.Com., M.Com., A.I.M.A. M.B.A., P.G. Diploma in Management.

Salient Features

- Conversational, lucid and simple language.
- Extensive use of diagrams and tables to give visual view of key concepts and techniques.
- Full coverage of the syllabi of P.G.D.B.M., MBA, M.Com., etc.
- Chapter outline at the beginning of each chapter to give a bird's eyeview of the topics covered in the chapter.
- Points to remember at the end of each chapter for quick revision.
- Chapter-wise questions from the questions papers of various examinations to help students in self-examination.
- Supplementary Readings at the end of each chapter for advanced study.
- Case study at the end of each chapter for practical learning.

The following topics have been added in this edition :

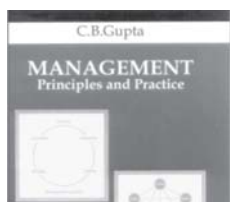
- Digital Taylorism • Types of Followers • Holacracy • The Immelt Way • Bradley's Lesson • Requirements for Successes • Agility • Issues Management.

Changes and improvements have been made in the following chapters :

- Evolution of Management Thought • Leadership • Nature and Principles of Organisation • Techniques of Control • Management by Objectives • Forecasting • Strategic Management Process.

Brief Contents

- Part I – Introduction of Management (132 pp): 1. Concept and Nature and Scope of Management 2. Management Process–Functions and Principles 3. Coordination–The Essence of Managing 4. Evolution of Management Thought 5. Modern Management Gurus 6. Management and Environment.
- Part II – Planning and Decision-making (102 pp) : 1. Nature, Process and Types of Planning 2. Forecasting. 3. Management by Objectives 4. Decision-making 5. Strategic Management Process 6. Problem Solving.
- Part III – Organising (192 pp): 1. Nature and Principles of Organisation 2. Departmentation 3. Span of Management 4. Authority and Responsibility 5. Delegation and Decentralisation 6. Forms of Organisation Structure 7. Line and Staff Relations 8. Theories of Organisation 9. Management of Change 10. Organisation Development 11. Organisation Charts and Manuals 12. Organisational Climate and Culture 13. Organisational Conflicts 14. Organisational Politics.
- Part IV – Staffing (74 pp): 1. Nature and Scope of Staffing 2. Selection, Training and Development 3. Human Resources–Appraisal and Accounting • Knowledge Management • Learning Organisation.
- Part V – Directing (146 pp): 1. Nature and Scope of Directing 2. Motivation and Morale 3. Communication 4. Leadership 5. Supervision 6. Team Building 7. Crisis Management 8. Corporate Governance.
- Part VI – Controlling (46 pp): 1. Nature and Process of Controlling 2. Techniques of Control.
- Part VII – Management and Society (196 pp) : 1. Management of Public Undertakings 2. Social Responsibilities of Business 3. Business Ethics 4. Japanese Management 5. International Management 6. Excellence in Management 7. Management of Time 8. Management of Family Business 9. Management of Non-profit Organisation 10. Management in Future 11. Modern Management Techniques 12. The Entrepreneurship Development • Some Syllabi on Management • Bibliography • Index.



Management Principles and Practice

Dr. C.B. Gupta

Associate Professor, Sri Ram College of Commerce, Delhi University

3rd Rev. & Enlarged Edition Reprint 24 × 18 cm. Pp. xvi + 438 ISBN 978-81-8054-888-8 (TC-1172) ₹ 350.00

The present text is designed to be a standard text book for students of BBA, B.Com., BBM, BBS etc. it is in response to the demand for a text dealing with the essentials of management. In addition to providing a conceptual framework, the book lays threadbare the fundamentals of management and presents managerial concepts and techniques in a simple but concise manner. The vast area of knowledge on the subject has been distilled and organised into four units. Some of the distinctive features of the book are as follows :

- Chapter contents in the beginning of every chapter to provide a bird's eyeview of the contents.
- Tables and Diagrams to illustrate the text.
- Conceptual, Objective Type and Long Answer Questions at the end of every chapter.

- Case Study at the end of each chapter.
- A concise and to the point description of the object.
- Lucid, simple and conversational language.
- Based on the Author's experience of four decades.

Contents

- Unit – I : Nature and Scope of management • Evolution of management Thought • Business Ethics and Social Responsibility.
- Unit – II : Planning • Forecasting • Decision making • Organising.
- Unit – III : Staffing • Directing • Motivation and Morale • Quality of Work Life.
- Unit – IV : Leadership • Communication • Controlling • Total quality management • Organisational Change • Organisation Development.
- Appendix : Cases in Management.

102018



Business Management

Dr. C.B. Gupta, M. Com., Ph.D., MIMA

Shri Ram College of Commerce, University of Delhi, Delhi



14th Revised Edition 2017

Pp. xx + 558

ISBN 978-93-5161-114-1 (TC-159) ₹ 475.00

This book has been especially designed and written as the standard Textbook for B.Com., B.B.A., B.B.M., B.A. and other similar undergraduate courses.

Unique Features

- Test Questions at the end of every chapter as per the pattern of question papers.
- Chapter outline at the beginning of every chapter to provide overview of the chapter content.
- Logical and Sequential arrangement of all the topics.
- Simple, Concise and Conversational Language.
- Full Coverage of the Prescribed Syllabi.
- Liberal use of Tables and Diagrams to illustrate the text.
- Summary and Keywords at the end of each chapter.

The following topics added in the revised edition:

- Problems of Departmentation • Suitability of Types of Departmentation • Type of Grapevine • Total Quality Management (TQM).

Contents

Unit I : Introduction (Pp. 96) – 1. Nature and Scope of Management 2. Management Process, Functions and

Principles 3. Evolution of Management Thought 4. Social Responsibility and Ethics.

Unit II : Planning and Decision-making (Pp. 78) – 1. Nature and Process of Planning 2. Methods and Types of Plans 3. Forecasting and Decision-making. 4. Management Information System.

Unit III : Organising (Pp. 120) – 1. Nature and Process of Organising 2. Theories of Organisation 3. Departmentation 4. Span of Management 5. Authority and Responsibility 6. Delegation and Decentralisation 7. Types of Organisation Structure 8. Groups in Organisation 9. Organisation Charts and Manuals.

Unit IV : Staffing (Pp. 60) – 1. Nature and Scope of Staffing 2. Recruitment, Selection and Training 3. Performance Appraisal and Promotion 4. Job Analysis and Job Evaluation.

Unit V : Directing (Pp. 82) – 1. Nature and Scope of Directing 2. Supervision 3. Motivation and Morale 4. Leadership 5. Communication.

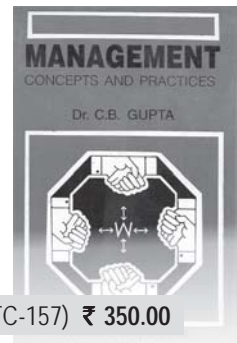
Unit VI : Control and Coordination (Pp. 66) – 1. Nature and Process of Controlling 2. Techniques of Managerial Control 3. Coordination. The Essence of Management 4. Techniques of Management.

Case Studies (Pp. 20).

Select Bibliography (p. 4).

Some Syllabi on Management (Pp. 12).

Some Question Papers (Pp. 26).



Management *Concepts and Practices*

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi, Delhi

14th Edition Reprint

Pp. xvi + 488

ISBN 978-93-5161-025-0 (TC-157) ₹ 350.00

Unique Features

- Lucid, Simple and conversational language.
- Systematic and sequential arrangement of various topics.
- Liberal use of tables and diagrams to provide a visual view of key concepts.
- Chapter outline to indicate at a glance the topics covered in each chapter.

Contents

Unit I – Introduction : • Concept and Nature of Management • Process and Significance of Management • Roles and Areas of Management & Coordination • Development of Management Thought.

Unit II – Planning and Decision-making : • Nature, Scope and Objectives of Planning • Decision-making • Management by Objectives • Corporate Planning and Environment • Business Forecasting.

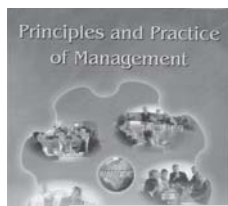
Unit III – Organising and Staffing : • Nature and Process of Organising • Authority and Responsibility Relationships • Delegation and Decentralisation • Departmentation • Formal and Informal Organisations • Span of Control • Types of Organisation • Concept, nature and Importance of Staffing.

Unit IV – Motivating and leading People : Concept and Nature of Directing • Motivation and Morale • Leadership • Communication.

Unit V – Managerial Control : • Concept and Process of Control • Techniques of Managerial Control.

Unit VI – Objective Type Questions.

Unit VII – Case Studies • Select Bibliography • Questions Papers of BBA Examinations of GGS Indraprastha University.



Principles and Practice of Management

Dr. L.M. Prasad, Ph.D.

9th Edn. Reprint 2018 24 × 18 cm. Pp. *xvi* + 536 ISBN 978-93-5161-050-2 (TC-209) ₹ 495.00

Contents

Part I – Framework of Management

- Introduction to Management
- Development of Management Thought.
- Managers and Environment.
- Social Responsibility and Ethics.

Part II – Planning

- Fundamentals of Planning
- Organizational Plans.
- Decision-making.

Part III – Organizing

- Fundamentals of Organising
- Power and Authority.
- Conflict and Coordination.
- Organisational Change.

Part IV – Staffing

- Fundamentals of Staffing

- Employee Development and Performance Appraisal.

Part V – Directing

- Fundamentals of Directing
- Motivation.
- Leadership.
- Communication.

Part VI – Controlling

- Fundamentals of Controlling
- Control Techniques.

Part VII – Management Practices

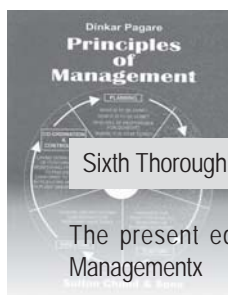
- Management Practices of Prominent and Business Leaders.

Appendices

- Learning Through Cases.
- Method of Scoring and Score Interpretation of Awareness Developer.

Name Index.

Subject Index.



Principles of Management

Dinkar Pagare

Sixth Thoroughly Revised Edition 2018 Pp. *ix* + 412 ISBN 978-93-5161-120-2 (TC-199) ₹ 250.00

The present edition tries to focus on all aspects of Managementx

Brief Contents

1. Introductory
2. Evolution of Management Thought and Practice
3. School of Management
4. Scientific Management
5. Fayol's Theory of Management
6. Hawthorne Experiment
7. Nature and Importance of Planning
8. Process of Planning
9. Decision Making
10. Methods of Planning
11. Nature and Importance of Organization
12. Organization Theory
13. Types of Organization
14. Assignment of Responsibility and Delegation of Authority
15. Informal Groups within Formal Organization
16. Role of Communication in Management
17. Methods of Communication
18. Nature and Functions of Personnel Management
19. Personnel Planning
20. Recruitment
21. Selection
22. Types and Techniques of Training
23. Motivations
24. Job, Design, Job Analysis and Job Evaluation
25. Personnel Compensation and Methods of Wage Payment
26. Directing Function of Management
27. Directing Function – Leadership
28. Nature and Process of Control
29. Control Devices
30. Coordination
31. Business Objectives and Social Resonsibilities

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Marketing Management – Text & Cases

Dr. C.B. Gupta

Associate Professor of Commerce
Shri Ram College of Commerce
University of Delhi

Dr. N. Rajan Nair

Professor & Head
Deptt. of Rural Marketing Management
Kerala Agricultural University

Nineteenth Thoroughly Revised Edition Reprint 2018 Pp. xvi+ 588 ISBN 978-93-5161-121-9 (TC-187) ₹ 400.00

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

- Lucid, concise and simple language.
- Real life illustrations from Indian industry.
- Liberal use of tables and diagrams to illustrate the text.
- Learning Objectives to give a bird's eyeview of the topics covered in each chapter.
- Summary at the end of every chapter for quick revision.
- Case Study at the end of each chapter.
- Test Questions culled from examinations of various Universities and Business Schools.
- Select Bibliography for further study.

Contents

Introduction (Pp. 157) :

- Nature, Scope and Importance of Marketing
- Modern Marketing Concept
- Marketing Environment and Marketing System
- Consumer or Buyer Behaviour
- Market Segmentation and Marketing Mix
- Marketing Research and Marketing Information System.

Product Mix (Pp. 74) :

- Product Planning and Product Mix
- New Product Development.

Pricing (Pp. 29) :

- Price Mix.

Distribution (Pp. 75) :

- Channels of Distribution

Modern Advertising

C.B. Gupta

First Edition 2018, Reprint 2019 Pp. xvi+ 216 ISBN 978-93-5161-130-1 (TC-1235) ₹ 200.00

About the Book

This book has been especially designed and written for B.Com. (Hons) and B.Com Courses of Delhi University. Some of the distinctive features of the book are as follows:

- Learning objectives to indicate at a glance the topics covered in each chapter.

The following topics have been added in the revised edition :

- How to avoid failure of a new product.
- Five Cs of Pricing
- Elements of Public Relation
- Steps in an Ad Campaign
- Main Elements in Products Positioning
- Importance of Physical Distribution
- Service Gap Model

- Physical Distribution of Goods.

Promotion (Pp. 96) :

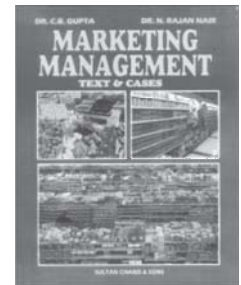
- Promotion Mix
- Advertising
- Personal Selling
- Sales Promotion. Publicity and Public Relations.

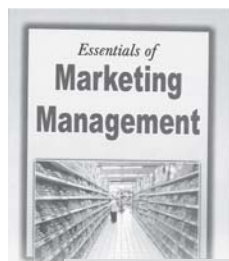
Marketing and Society (Pp. 112) :

- Consumer Protection in India
- Marketing of Services
- Rural Marketing
- Strategic Marketing Recent Issues and Developments in Marketing.

Appendix (Pp. 38) :

- Some Syllabi on Marketing Management
- Select Bibliography
- Index.





Essentials of Marketing Management

Dr. C.B. Gupta

Shri Ram College of Commerce
University of Delhi

7th Revised Edition 2017

Pp. *xvi* + 248

ISBN 978-93-5161-108-0 (TC-1149) ₹ 210.00

Salient Features

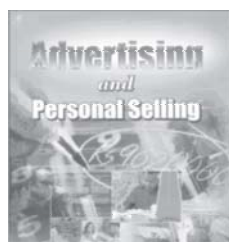
- Comprehensive coverage of various topics.
- Systematic arrangement and analytical presentation.
- Contains several topics of contemporary interest e.g. Relationship Marketing, Social Marketing, Rural Marketing, Marketing of Services, Consumer protection, Strategic Marketing, Online Marketing, and so on.
- Lucid and Simple language.
- Emphasis on conceptual clarity.
- Precise and clear exposition of the text.

Pedagogical Features

- Learning Objectives in the beginning of every chapter to provide a bird's eye view of the contents.
- Boxes to provide a view of practices in Indian industry.
- Extensive use of tables and diagrams to illustrate the text.
- Summary at the end of every chapter for quick recapitulation.
- Review Questions culled from various examinations of universities and business schools.
- Case study at the end of every chapter.

Contents

- Introduction to Marketing • Marketing Environment and Consumer Behaviour • Market Segmentation and Product Positioning • Product Decisions • Pricing Decisions • Distribution Decisions • Promotion Decisions • Development and Issues in Marketing • Appendix.



Advertising and Personal Selling

Dr. C.B. Gupta

9th Revised Edition 2017

Pp. *xx* + 348

ISBN 978-93-5161-091-5 (TC-1133) ₹ 295.00

Salient Features

- Comprehensive coverage of all the prescribed topics.
- Systematic arrangement and analytical presentation.
- Lucid and simple language.
- Focus on conceptual clarity.
- Precise and clear exposition of the text.
- Chapter outline in the beginning of every chapter to provide a bird's eye view of the contents.
- Extensive use of tables and diagrams to illustrate the text.
- Summary at the end of every chapter for quick recapitulation.
- Test Questions at the end of every chapter for self-examination.

The following additions and improvements have been made in this new addition:

- Advertising Self-regulation
- Information Needs of Sales-force
- Changing Role of Personal Selling
- Forms of Internet Advertising

Contents

Section A : Advertising : Introduction to Advertising • Media Decisions • Message Development • Measuring Advertising Effectiveness • Advertising Agency • Ethical and Legal Aspects of Advertising.

Section B : Personal Selling : Introduction to Personal Selling • Process of Effective Selling • Sales Planning and Control • Management of Sales Force • Appendix.

102018



Marketing

Dr. N. Rajan Nair, M. Com., Ph.D. & **Sanjith R. Nair**

Professor, Kerala Agricultural University, Trichur, Formerly Professor of Commerce, Pioneer Kumaraswamy College, Nagercoil

Seventh Rev. Edn. Reprint 22 × 14 cm. Pp. viii + 472 ISBN 978-81-8054-577-1 (TC-185) ₹ 295.00

Distinguishing Features

- Each chapter is a module with a central theme and has been developed logically from basics to advanced concepts.
- Summary is given at the end of each chapter.

Contents

Part I : Marketing – A Macro Approach (Pp. 133)

Markets : Meaning and Classification • Evolution of Marketing Concept • Marketing–Macro and Micro • Features of Modern Marketing • Approaches to Study of

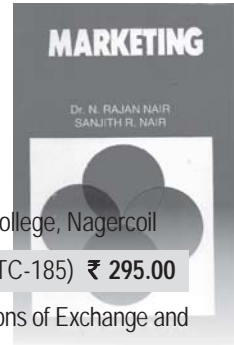
Marketing • Marketing Environment • Functions of Exchange and Physical Distribution • Facilitating Functions.

Part II : Marketing – A Micro Approach (Pp. 244)

Marketing Management & Planning Process • Marketing Organisation • Marketing Research and MIS • Consumer Behaviour • Product Mix • Price Mix • Sales Promotion and Advertising • Personal Selling • Physical Distribution Mix.

Part III : Marketing – Specialities (Pp. 81)

Marketing of Industrial Products • Marketing of Consumer Products • Marketing of Services • Marketing of Agricultural Products • Rural Marketing • Bibliography.



Marketing

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi

1st Edition Pp. xvi + 172 ISBN 978-81-8054-539-9 (TC-1164) ₹ 110.00

Special Features

The present book has been specially designed and written for Core subject VIII Marketing of B.Com (III Semester) of Mardras University. Some of the distinguishing features of the book are as follows :

- Full coverage of the prescribed syllabus.
- Learning Objectives at the beginning of every chapter.
- Tables and diagrams to illustrate the text.

- Lucid and simple language.
- 'Unit at a Glance' for quick revision.
- Test Questions for self-examination.

Contents

Introduction • Marketing Environment • Market Segmentation and Positioning • Product Decisions • Pricing Decisions • Distribution Decisions • Promotions Decisions • Recent Developments in Marketing • Objective Type Questions.



Economic and Commercial Geography

K.K. Khanna, M.Com.

Reader in Commerce

Zakir Hussain College, University of Delhi, Delhi

V.K. Gupta, M.Com., Ph.D, G.D.C.S.,

Reader in Commerce

Hans Raj College, University of Delhi, Delhi

17th Revised Edition Reprint 22 × 14 cm. Pp. xiv + 640 ISBN 81-7014- 857-X (TC-711) ₹ 195.00

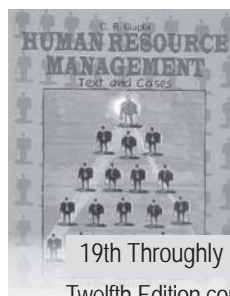
In the present edition, the subject-matter has been revised and the latest available figures have been incorporated.

Contents

Economic and Commercial Geography–Introduction • Environment • Natural Regions & Types of Economies • World

Population • Agricultural Resources • Fish, Animal and Forest Resources • Energy Resources • Mineral Resources • Manufacturing Industries • Transportation • Appendices.

052018



Human Resource Management – Text & Cases

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi, Delhi

19th Thoroughly Revised Edn. 2018

Pp. xxiv + 856

ISBN 978-93-5161-123-3 (TC-163) ₹ 605.00

Twelfth Edition contains the following New Topics :

- Strategic HRM • Systems Approach to HRM • Competency Mapping • Human Engineering • Work-life Balance • Out Placement • Stay Interviews • Moonlighting • Six Sigma • Autonomous Work Groups • HR Score Card • HR Value Chain • Stress and Burnout • Business Process Re-engineering • Quality of Work Life • Benchmarking • Human Capital • Mentoring • 360 Degree Appraisal • Exit Policy • Sexual harassment • Workforce Diversity • Downsizing and VRS • HRM in Knowledge Industry • International HRM • E-Learning • TQM and Kiazen • Strategies to attract talent • Employee Retention • HRM as Competitive Advantage • Potential Appraisal • Pay Band Compensation Systems • Role Specific and Competency Based Training.

Brief Contents

- Part I – Introduction to HRM (Pp. 84) :** Nature and Scope of HRM • Organising the HRF • Strategic HRM • Human Resource Policies.
- Part II – Acquiring Human Resources (Pp. 108):** Human Resource Planning, Job Analysis & Job Design • Recruitment and Selection, Placement, Induction and Socialisation.

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Part IV – Managing Performance & Compensation (Pp. 106) : Performance Appraisal • Job Evaluation, Wage and Salary Administration • Incentive Compensation.

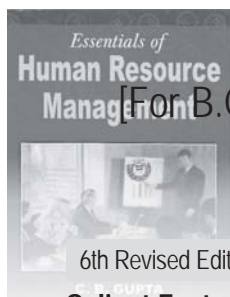
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Part VI – Integrating Human Resources (Pp. 140): Industrial Relations and Industrial Disputes • Trade Unions • Collective Bargaining • Workers' Participation in Management • Morale • Job Satisfaction • Human Relations • Quality of Working Life • Management of Stress and Burnout.

Part VII – Human Resource Control (Pp. 32): Human Resources Records, Research and Audit • Human Resource Accounting and Information System.

Part VIII – Emerging Horizons in HRM (Pp. 72) Human Resource Management in Virtual Organisation • International HRM • HRM in a Changing Environment.

Appendix (Pp. 42) Some Syllabi on HRM • Bibliography • Index.



Essentials of Human Resource Management

[For B.Com. (Part III) course of Delhi University and other Similar Courses]

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi, Delhi

6th Revised Edition 2018

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- Test Questions at the end of every chapter for self-examination.
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Introduction • Procurement • Training and Development • Performance Management System • Compensation Management • Emerging Horizons in HRM • Cases • Question papers of B.Com. Examination.

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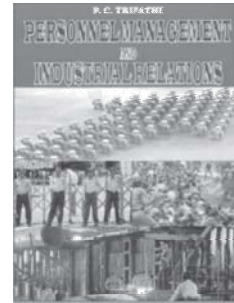
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Personnel Management & Industrial Relations

Dr. P.C. Tripathi, Ph.D.

Formerly Prof. and Head of the Deptt. of Business Administration, Sukhadia University, Udaipur



21st Revised Edn. Rep. 2017

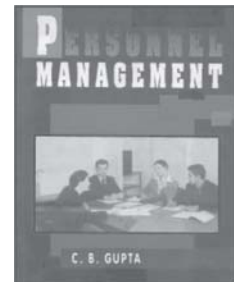
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Pp. xx + 512

ISBN 978-81-8054-844-4 (TC-234) ₹ 285.00

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- Future Personnel Manager
- Planning the Personnel Function
- Organising the Personnel Function
- Leadership
- Motivation
- Job Satisfaction and Morale
- Employee Communication
- Control and Audit
- Procurement of Personnel
- Performance Appraisal
- Training and Development
- Career Planning Promotion
- Change, Absenteeism & Turnover
- Employee Compensation
- Labour Welfare and Social Security
- Grievance
- Employee Discipline
- Trade Unions
- Collective Bargaining
- Industrial Relations and Industrial Disputes in India
- Worker Participation in Management
- Records and Research
- Test Yourself (Objective Type Questions)
- Bibliography
- Glossary.



Personnel Management

Dr. C.B. Gupta

First Edition

Pp. xvi + 320

ISBN 81-8054-592-X (TC-1127) ₹ 150.00

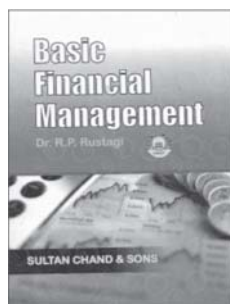
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- Very short, short and long answer questions.
- Lucid, Simple and Conversational Language.

Contents

- Unit I – Personnel Function (Pp. 26).
- Unit II – Selection Motivation and Appraisal (Pp. 116).
- Unit III – Compensation Planning (Pp. 48).
- Unit IV – Managing Industrial Relations (Pp. 46) .
- Unit V – Union and Management (Pp. 62).
- Appendix – Syllabus • Model Test Papers • Question Papers (Pp. 16).



Basic Financial Management

Dr. R.P. Rustagi, M.Com., M.Phil., F.C.S., Ph.D.
Shri Ram College of Commerce, University of Delhi

8th Edition Reprint 2018

24 × 18 cm.

Pp. *xvi* + 416

ISBN 978-93-5161-116-5 (TC-1151) ₹ 290.00

'Basic Financial Management' has been designed as a first book on the fundamental concepts of financial management. It aims to fulfill the requirements of the students of undergraduate courses. Subject matter has been provided in a lucid, simple and non-mathematical way.

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- Extensive use of chart, graphs and diagrams.

Brief Contents

	<i>Pp.</i>	<i>Solved Illustrations</i>	<i>Exercises</i>
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3. Capital Budgeting – An Introduction	28	10	4
4. Capital Budgeting – Techniques of Evaluation	52	25	10
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6. Leverage Analysis	26	14	6
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8. Leverage, Cost of Capital and Value of the Firm	28	16	5
9. Factors of Capital Structure	8	—	—
Part Four	36		
10. Dividend Decision and Valuation of the Firm	28	15	9
11. Dividend Policy : Determinants and Constraints	8	—	—
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12. Introduction to Working Capital	24	4	—
13. Working Capital : Estimation and Calculations	18	10	5
14. Management of Cash	22	5	6
15. Receivables Management	14	6	4
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17. Appendices	44		



Elements of Financial Management

Dr. S.N. Maheshwari

Eleventh Revised Edition Reprint 2017 24 × 16 cm. Pp. xvii + 548 ISBN 978-93-5161-008-3 (TC-181) ₹ 350.00



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- Contains Test questions and 149 Practical Problems with short answers.

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Investment Management — Theory and Practice

Dr. R.P. Rustagi, M.Com., M.Phil., F.C.S., Ph.D.,
Shri Ram College of Commerce, University of Delhi

10th Edition 2018 Pp. xx + 412 ISBN 978-93-5161-127-1 (TC-1058) ₹ 395.00



Investment Management focuses on the investment analysis in the context of Indian Financial System. The book has been designed as a first book on Investment Management. It can be well adopted for some postgraduate courses as well. The book contains a lot of numerical examples and solved illustrations. Structure and emerging trends in the Indian Capital Market are given in capsuled form.

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Brief Contents

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Management of Small Business

Dr. C.B. Gupta

First Edition 24 × 18 cm. Pp. xii + 208 ISBN 81-8054-615-2 (TC-1138) ₹ 100.00

This book has been especially designed for B.Com, BBA, BBM, BBS, and similar courses.

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Contents

• Nature and Scope of Small Business • Setting up a Small-scale Unit • Organising a Small-scale Unit •



Office Organisation and Management

Dr. C.B. Gupta, M.Com., Ph.D., AMIMA

Associate Professor, Department of Commerce, Shri Ram College of Commerce, University of Delhi

Third Edition Reprint Pp. xiv + 292 ISBN 978-81-8054-690-7 (TC-166) ₹ 85.00

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Prasanta K. Ghosh, M.A. (Com.)

Head of the Deptt. of Commerce, Raja Peary Mohan College, Uttarpara, W.B.

12th Enlarged Edition Reprint 24 × 16 cm. Pp. xii + 468 ISBN 978-81-8054-828-4 (TC-144) ₹ 350.00

The applied aspects of the matter have been particularly kept in view for the benefit of the students of job-oriented courses as well as supervisors.

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Special Features of the present edition are:

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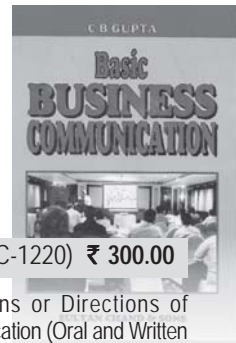
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Basic Business Communication

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi, Delhi.



10th Edition

Pp. *xvi* + 312

ISBN 978-93-5161-062-5 (TC-1220) ₹ 300.00

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Part IV – Minutes and E-correspondence : Writing Notifications, Agenda, Minutes of Meeting and Press Release • Business Correspondence and Electronic Mail.

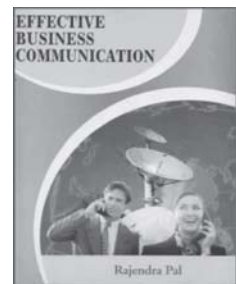
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Rajendra Pal

Reader in English, Hans Raj College, Delhi



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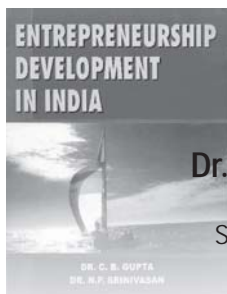
Pp. *xvi* + 284

ISBN 81-8054-625-X (TC-1139) ₹ 150.00

Contents

- Introducing Communication
- Forms of Communication
- The Communication Media
- Barriers to Communication
- Non-Verbal Communication
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- Interpersonal Communication
- Critical Thinking and Active Listening
- Emotional Intelligence
- Leadership
- Group Dynamics

- Negotiating and Bargaining
- Presentation Skills
- Conducting Meetings
- Communication Ethics
- Communicating Corporate Culture, Change and Innovative Spirit
- Principles of Effective Written Communication
- Planning Business Messages
- The Layout
- Interdepartmental Communication
- Company Meetings
- Press Conferences and Press Releases
- Basic Understanding of Legal Deeds & Documents.



Entrepreneurship Development in India

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Associate Professor,
Shri Ram College of Commerce,
University of Delhi, Delhi

Dr. N.P. Srinivasan, M.Com., Ph.D.
IFCI Professor of Commerce,
University of Madras, Madras

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Synopsis in the beginning of every chapter to indicate at a glance the topics covered in the chapter. • Tables and diagrams to illustrate • Comprehensive Coverage of various subjects • Very short answer, short and long answer questions at the each chapter. • Case studies of Indian Entrepreneurs • Model Feasibility Reports • Bibliography for Advanced Study and Research • Latest Question Papers • Lucid and Simple Language.

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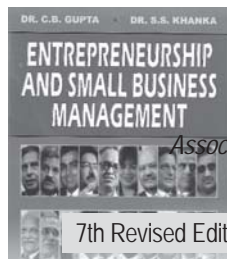
Part IV – Women Entrepreneurs • Rural Entrepreneurship • Growth of Entrepreneurs in India • Entrepreneurial Development Programmes in India.

Part V – Financial Analysis • Social Cost Benefit Analysis • Sources of Project Finance • Institutions Assisting Entrepreneurs.

Part VI – Case Studies of Successful and Unsuccessful Entrepreneurs • Model Feasibility Reports • Bibliography • Questions Papers.

Brief Contents

Part I – Entrepreneurial Culture and Structure • Competing Theories of Entrepreneurship • Entrepreneurial Traits and Types • Entrepreneurial Motivation • Establishing Entrepreneurial Systems.



Entrepreneurship & Small Business Management

Dr. C.B. Gupta
Associate Professor, SR College of Commerce
University of Delhi, Delhi

Dr. S.S. Khanka
Dean, School of Management
Assam Central University

7th Revised Edition 2017

24 × 18 cm.

Pp. *xii* + 402

ISBN 978-93-5161-094-6 (TC-176) ₹ 320.00

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Lucid, simple and conversational language • Concise description of the subject • Chapter outline to give a Bird's Eyeview of the topics covered in each chapter • Step-wise development of each topic to facilitate learning • Logical and sequential arrangement of different topics • Diagrams and table to illustrate the text • Questions Culled from University Examinations.

The following Topics have been added in this edition of the book :

- OPC vs. Proprietorship
- Business Incubators
- Business Plan
- Franchising
- Operating Leverage and Financial Leverage
- E-commerce
- Product Planning and Development
- Crisis in Growth Process
- ED in Backward Areas.

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Part I : Entrepreneurship (Pp. 52)

Entrepreneur and Entrepreneurship • Entrepreneurship Development in India • Entrepreneurial Motivation. Nature and Scope of Business.

Part II : Small Business Management (Pp. 332)

Small Business–An Introductory Framework • Establishing Small Enterprise • Forms of Ownership • Financing Small Business • Lease Financing and Hire Purchase • Working Capital Management • Purchasing and Inventory Management • Production and Operations Management • Issues in Small Business Marketing • Small Entrepreneur in International Business • Profit Planning and Budgeting • Accounting for Small Business • Growth Strategies for Small Business • Office Organisation for Small Business • Sickness in Small Scale Industries • Institutional Assistance to Small Scale Industries • Policy Support to Small Scale Industries • Legal Framework for Small Business • Management Process in Small Business • Rural Entrepreneurship • Family Business • Syllabi • Bibliography.



Corporate Planning and Policy

Dr. C.B. Gupta, M.Com., Ph.D., MIMA.

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About Author

Dr. C.B. Gupta has a distinguished career. He topped the M.Com. Examination of Delhi University in 1970. Dr. Gupta has completed a post-doctoral UGC project on 'Managerial Effectiveness'. He has taught Business Management and Business Policy to post-graduate and professional classes.



Business Environment

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi

10th Thoroughly Revised & Enlarged Edition 2017

Pp. *xx* + 556

ISBN 978-93-5161-103-5 (TC-1047) ₹ 500.00

This book has been especially designed and written for B.Com., BBA, B.B.M., M.Com., M.B.A., P.G.D.B.M. courses of all universities in the country.

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The Constitutional Environment • Functions and Role of the State • Legal Environment.

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- Development indicators
- Black money estimate
- Seventh Pay Commission.

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Economic Systems • Economic Planning • Economic Parameters • Economic Policies.

Brief Contents

Unit I : An Overview of Business Environment

Introduction to Business Environment • Environmental Analysis • Managing Diversity • Nature and Scope of Business.

Unit V : Financial Environment

Indian Financial System • Reserve Bank of India • Commercial Banking • Financial Institutions • Stock Exchange and SEBI.

Unit VI : Natural and Technological Environment

Natural Environment • Technological Environment.

Unit VII : Global / International Environment

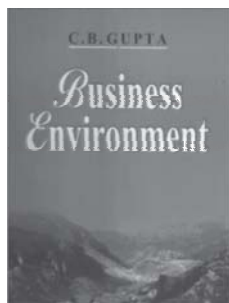
Globalisation • Foreign Direct Investment • Multinational Corporations • India WTO and Trading Blocks.

Unit VIII : Industrial and Labour Environment

Public Enterprises & Privatisation • Small Scale & Cottage Industries • Industrial Sickness • Industrial Labour in India.

Appendix : Some Syllabi on Business Environment • Objective Type Questions.





Business Environment

Dr. C.B. Gupta

Shri Ram College of Commerce,
University of Delhi

10th Thoroughly Revised & Enlarged Edition 2017 Pp. xvi + 392 ISBN 978-93-5161-118-9 (TC-1046) ₹ 350.00

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- Adequate coverage of the course contents.
- Latest Policies and Regulations.
- Systematic and Sequential arrangement of various topics.
- Summary at the end of every chapter for quick revision.
- Very short answer, short answer and long answer question.
- Lucid, simple and concise language.
- Test questions.

Contents

Part I : An Overview of Business Environment

Introduction to Business Environment • Environmental Analysis • Managing Diversity • Nature and scope of business.

Part II : Political and Legal Environment

Constitutional Environment • Functions and Role of the State • Legal environment.

Part III : Social and Cultural Environment

Demographic Environment • Culture and Business • Business and Society • Social Responsibilities of Business • Business Ethics and Values • Corporate Governance.

Part IV : Economic Environment

Economic Systems • Economic Planning • Economic Parameters • Economic Policies.

Part V : Financial Environment

Indian Financial System • Reserve Bank of India • Commercial Banking • Financial Institutions • Stock Exchange and SEBI • Question Papers.



1st Edn. Pp. xx + 580 ISBN 978-81-8054-774-4 (TC-1163) ₹ 300.00

Business Environment

Dr. P.K. Ghosh

Formerly Professor of Commerce, University of Delhi, Delhi

Contents

- Business Environment – Dynamics and Specificity
- Environmental Analysis – Why and How
- Changing Business Perspective – An Overview
- Emerging Dimensions of Business Environment
- Macro-Economic Environment – Structural Aspects
- Fiscal and Monetary Policy
- Industrial Policy and Reforms

- Public Sector – Performance, Investment, Privatisation
- Small and Medium Scale Industries : Problems and Prospects
- Money Market and Banking Sector Developments
- Infrastructure and Services Sector
- Foreign Investments and Collaboration
- Globalisation : Implications and Impact
- Securities Market – Regulatory Framework
- Trade Policy Reforms
- Consumer Protection – Legal and Administrative Measures
- Appendix: Cases

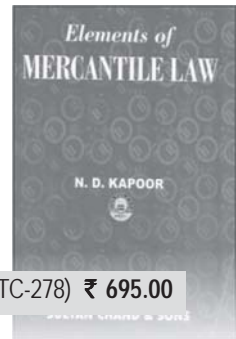
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Elements of Mercantile Law

N.D. Kapoor

Head of the Deptt. of Commerce,
Hans Raj College, University of Delhi, Delhi



37th Thoroughly Revised Edition Reprint 2018 24 × 18 cm. Pp. *xvi* + 1361 ISBN 978-93-5161-039-7 (TC-278) ₹ 695.00

An indispensable book for the students of B.Com., BBM and B.A. Corporate Secretaryship courses and a handy volume for managers. It discusses the fundamental principles in an easily intelligible language.

Special Features

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- Brings out the most important points into sharp relief.
- Illustrates the intricate points of law with examples based mostly on the facts of decided cases.
- Discusses the subject in the light of the statute law and *ratio decidendi*.
- Incorporates the latest amendments to various Acts and the most recent and important decided cases.
- Includes Test Questions, Practical Problems and Hints for their Solution.

Contents

Volume I (649 Pp.) : Law of Contract – General Principles • Indemnity and Guarantee • Bailment and Pledge • Agency • Sale of Goods • Partnership • Negotiable Instruments • Arbitration • Insurance • Carriage of Goods • Law of Insolvency • Consumer Protection • FEMA, IT Act, Competition Act.

Volume II (384 Pp.) : Company Law. The Companies Act, 2013 (Schedules).

Volume III (328 Pp.) Industrial Law: The Factories Act • The Workmen's Compensation Act • The Employee State Insurance Act • The Employees' Provident Funds & Miscellaneous Provisions Act • The Payment of Gratuity Act • The Maternity Benefit Act • The Payment of Wages Act • The Minimum Wages Act • The Industrial Disputes Act • The Industrial Employment (Standing Orders) Act • The Trade Unions Act • The Payment of Bonus Act • The Apprentices Act • The Employment Exchanges (Compulsory Notification of Vacancies) Act • The Collection of Statistics Act.

Business Laws

N.D. Kapoor

Head of the Deptt. of Commerce, Hans Raj College, University of Delhi



30th Revised Edition Reprint 2018 Pp. *xvii* + 580 ISBN 978-93-5161-065-6 (TC-1160) ₹ 300.00

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- The Book has been written for B.B.A. and other equivalent courses.

Politics, Ethics and Social Responsibility of Business

C.B. Gupta

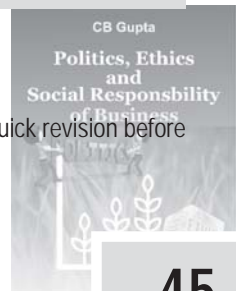
4th thoroughly Revised Edition 2018 Pp. *xvi* + 217 ISBN 978-93-5161-126-4 (TC-1214) ₹ 185.00

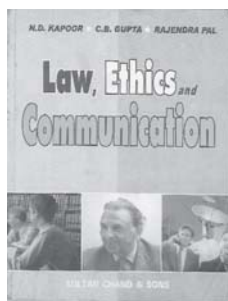
About the Book

This book has been especially designed and written for B.Com. (Hons). Course of Delhi University (SoL). Some of the distinctive features of the book are as follows:

- Learning objectives to indicate at a glance the topics covered in each chapter.

- Tables and diagrams to illustrate the text.
- Examples from India's corporate sector.
- Summary at the end of each chapter for quick revision before the examination.
- Simple language and lucid style.





Law, Ethics and Communication

For Professional Competence Course of the Institute of Chartered Accountants of India

N.D. Kapoor

Formerly Head of the Department of Commerce, Hans Raj College, University of Delhi, Delhi

C.B. Gupta & Rajendra Pal

First Edition

Pp. *xii* + 960

ISBN 978-81-8054-652-5 (TC-1154) ₹ 375.00

The present Book has been designed for professional Competence Course of the Institute of Chartered Accountants of India. The book takes account of the latest amendments to the Company Law.

The subject has been dealt with in the light of Statute law and *ratio decidendi*. At places reference has also been made to English Law which is the most important source of all our laws.

Contents

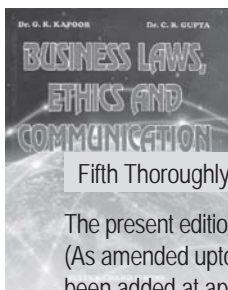
Section One – Business law

- Part One – General Principles of Law of Contract
- Part Two – Special Contracts
- Part Three – Labour Law

Section Two – Company Law

Section three – Business Ethics

Section Four – Business Communication



Business Law, Ethics and Communication

Dr. G.K. Kapoor & Dr. C.B. Gupta

Fifth Thoroughly Revised Edition

24 × 18 cm.

Pp. *xii* + 818

ISBN 978-93-5161-045-8 (TC-1143) ₹ 500.00

The present edition includes updated SEBI Regulations, 2009 (As amended upto 1st April 2015). Latest Case Law has also been added at appropriate places. Besides we have use the opportunity to recast the text and made it more student friendly.

Contents

Unit – I : The Indian Contract Act, 1872

- Unit – II : Special Contracts
- Unit – III : Negotiable Instruments Act, 1881
- Unit – IV : Labour Laws
- Unit – V : Company Law
- Unit – VI : Ethics
- Unit – VII : Communication



Values and Ethics in Business

Dr. C.B. Gupta

Shri Ram College of Commerce, University of Delhi, Delhi

First Edition

Pp. *xii* + 160

ISBN 978-81-8054-566-5 (TC-1158) ₹ 100.00

Salient Features

- Lucid and simple language.
- Focus on conceptual clarity.
- Precise and clear exposition of the text.
- Comprehensive coverage of all the Prescribed topics.
- Systematic arrangement and analytical presentation.

Pedagogical Features

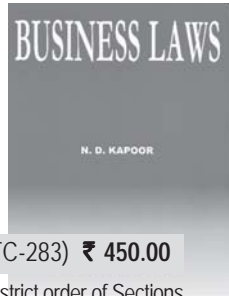
- Chapter outline in the beginning of every chapter to provide a bird's eye-view of the contents.

- Extensive use of tables and diagrams to illustrate the text.
- Summary at the end of every chapter for quick revision.
- Test Questions at the end of every chapter for self-examination.

Contents

Value • Ethics • Management of Ethics • Corporate Social Responsibility • Corporate Governance • Consumerism and Consumer Protection • Progress and Results • Managing Transformation and Change • Success • Knowledge and Wisdom • Stress Management • Dharma and Karmayoga • Total Quality Management • Quality of Life and Quality of Work Life • Corporate Culture • Appendix: Question Papers.

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Business Laws

N.D. Kapoor

Head of the Deptt. of Commerce, Hans Raj College, University of Delhi, Delhi

Sixth Revised Edn. Reprint 2017 Pp. viii + 592, Soft Binding ISBN 978-93-5161-073-1 (TC-283) ₹ 450.00

The book has been written for Paper on Business Laws (Core Subject) of B. Com. II year of all Universities in TN.

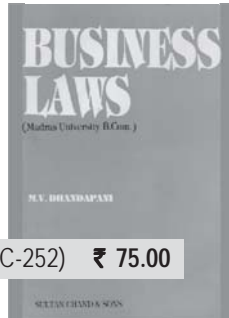
Salient Features

- Deals with the subject with utmost care in an easily assimilable manner and in as logical an order as possible.
- Avoids quagmire of legal jargon.
- Illustrates the intricate points of law with a large number of illustrative examples with facts culled from decided cases and day-to-day practical experience.
- Discusses the subject in the light of Statute Law and *ratio decidendi*.
- Brings out the most important points into sharp relief by using (a) centre headings, (b) shoulder headings, (c) para headings, (d) paras, and (e) sub-paras.

- Deals with the subject by topics rather than in the strict order of Sections in the various Statutes. The relevant Sections on a point of law have, however, been given in parentheses.
- Includes a comprehensive section of Test Questions and Problems (with hints for their solution) set in various University and Professional Examinations.
- An indispensable book for students.

Contents

- Part One : General Principles of Law of Contract
 - Part Two : Special Contracts – Indemnity, Guarantee – Bailment, Pledge, Contract of Agency Agency – Sale of Goods, Partnership
 - Part Three : Company Law
- Highlights of Companies Act, 2013



Business Laws

M.V. Dhandapani

Head of the Deptt. of Commerce, Guru Nanak College, University of Madras, Chennai

Second Edition Pp. xvi + 456, Soft Binding (TC-252) ₹ 75.00

Special Features

- The book has been written for new syllabus of First Year B. Com. of Madras University.
- It presents the fundamental principles of Business Laws in a simple and easily intelligible manner.
- The intricate points of law have been discussed and illustrated by examples and decided cases.
- Further, the subject has been dealt with by topics rather than in the strict order of Sections in the various Acts. This has been done to avoid cross-referencing to enable the students to grasp each aspect of the subject thoroughly.

Contents

- Unit I** – Mercantile Law • Sources of Law • General Principles of Law of Contract • Indemnity, Guarantee • Bailment • Pledge • Lien • Hypothecation • Charge • Mortgage
- Unit II** – Agency
- Unit III** – Sale of Goods
- Unit IV** – Negotiable Instruments
- Unit V** – Partnership Law

Company Law

N.D. Kapoor

6th Thoroughly Revised Edn. Reprint 22 × 14 cm Pp. xvi + 404 ISBN 978-81-8054-620-4 (TC-287) ₹ 235.00

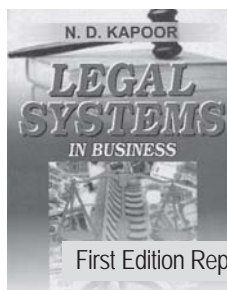
Special Features

- The subject-matter is discussed in a simple and easily intelligible language.
- The book deals with the fundamental principles of company law in concise manner.
- More than 200 Practical Problems (with Hints for their solution) and Multiple Choice Questions (with Answers) have been given at the end of each chapter.

Contents

- Nature of Company • Kinds of Companies • Formation of Company • Memorandum of Association • Articles of Association • Prospectus • Share Capital • Membership in a Company • Shares • Dividends and Bonus Shares • Borrowing Powers • Debentures • Contracts, Deeds & Seal • Company Management • Other Managerial Personnel • Meetings and Proceedings • Majority Rule & Minority Rights • Prevention of Oppression and Mismanagement • Compromises, Arrangements, Reconstructions & Amalgamations • Winding up • Corporate Governance • Producer Company • The Depositories Act. Scanner • Madras Univ. B.Com. Question Papers.

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Legal Systems in Business

N.D. Kapoor

Head of the Deptt. of Commerce, Hans Raj College, University of Delhi, Delhi

First Edition Reprint 22 × 14 cm. Pp. viii + 496 ISBN 978-81-8054-522-1 (TC-1166) ₹ 200.00

An indispensable book for the students of B.Com. courses (Accounting and Finance) B.Com. (Bank Management and B.Com. (Marketing Management) It discusses the fundamental principles in an easily intelligible language.

- Discusses the subject in the light of the statute law and *ratio decidendi*.
- Incorporates the latest amendments to various Acts and the most recent and important decided cases.
- Includes Test Questions, Practical Problems and Hints for their Solution.

Special Features

- Deals with the subject by topics rather than in the strict order of Sections in the Acts.
- Brings out the most important points into sharp relief.
- Illustrates the intricate points of law with examples based mostly on the facts of decided cases.

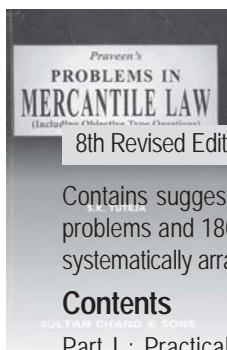
Contents

Volume I (272 Pp.) : Law of Contract—General Principles • Special Contracts • Sale of Goods.
 Volume II (136 Pp.): Company Law.
 Volume III (88 Pp.) : FEMA, IT Act, Intellectual Property Rights Act. SEBI.

Problems in Mercantile Law – Including Objective Type Questions

For B.A., B.Com., I.A.S., LL.B., C.S. (Foundation and Inter), PE II, C.W.A. Inter

Dr. S.K. Tuteja



8th Revised Edition 22 × 14 cm. Pp. v + 400, Soft Cover ISBN 81-8054-237-8 (TC-323) ₹ 90.00

Contains suggested answer to 800 typical assorted case problems and 1800 objective type questions from all Acts, systematically arranged.

- Insolvency Act • The Negotiable Instruments Act • Company Law

Contents

Part I : Practical Problem – • Law of Contract • Indian Partnership Act • The Sale of Goods Act • Insurance Law

Part II : Objective Type Questions – • Law of Contract • Indemnity and Guarantee • Bailment and Pledge • Agency • Partnership • Sale of Goods • Negotiable Instruments Act • Company Law • Answer to Objective Type Questions.

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Praveen



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Contains answers to 197 selected questions. Be practical, stop and think how many working hours you have to complete study of each subject before examination and how many questions you can prepare.

Contents

The Law of Contract – General Principles • The Law relating to Indemnity and Guarantee • The Law relating to Bailment, Pledge and Agency • The Indian Partnership Act • The Sale of Goods Act • The Negotiable Instruments Act • The Law relating to Insolvency • The Law relating to Arbitration • The Law relating to Insurance • The Law relating to Carriage of Goods • The Companies Act.

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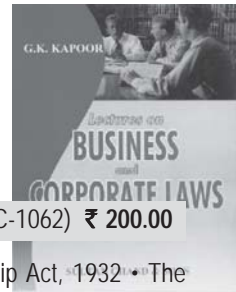
Lectures on Business and Corporate Laws

Dr. G.K. Kapoor

Fourth Edition Reprint

Pp. xx + 500, Practical Problems 234

ISBN 81-8054-413-3 (TC-1062) ₹ 200.00



Features

Easy Language • Most Authentic and Updated Material • Practical Problems with Hints to Suggested Answers • Precise but Comprehensive • Summary at the *end of each topic* for better recall • Check Your Progress – Objective-type Questions at the *end of each topic*.

Contents

Section A : Business Laws

The Indian Contract Act, 1872 including indemnity, guarantee, bailment, pledge and agency • The Sale of

Goods Act, 1930 • The Indian Partnership Act, 1932 • The Negotiable Instruments Act, 1881 • The Payment of Bonus Act, 1965 • The Employees Provident Fund and Miscellaneous Provisions Act, 1952 • The Co-operative Societies Act, 1912 including Multi-state Co-operative Societies Act, 1984.

Law of Contract : Introductory • General Principles of Law of Contract • Special Contracts : Indemnity and Guarantee • Bailment and Pledge • Contract of Agency • Sale of Goods • Negotiable Instruments Act .

Section B : Corporate Laws

Elements of Company Law

N.D. Kapoor

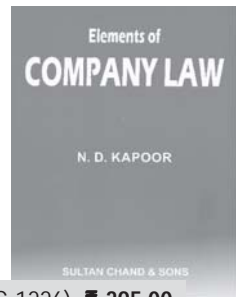
Hans Raj College, University of Delhi, Delhi

30th Revised Edn. Reprint 2018

24 × 16 cm.

Pp. xxiv + 424

ISBN 978-93-5161-046-5 (TC-1226) ₹ 395.00



COMPANIES ACT, 2013

Special Features

- The book deals with all aspects of company law in detail.
- The subject-matter is discussed in a simple and easily intelligible language under appropriate headings.
- Multiple Choice Questions (with Answers) have been given.

Contents

- Nature of Company
- Kinds of Companies
- Formation of Company
- Memorandum of Association
- Articles of Association
- Prospectus
- Share Capital and Debentures
- Acceptance of Deposits by Companies
- Registration of Charges
- Management and Administration
- Declaration and Payment of Dividend
- Accounts of Companies

- Audit and Auditors
- Appointment of Directors
- Meeting of Board and its Powers
- Appointment and Remuneration of Managerial Personnel
- Inspection, Inquiry and Investigation
- Compromises, Arrangements and Amalgamations
- Prevention of Oppression and Mismanagement
- Registered Valuers
- Removal of Names of Companies from the Register of Companies
- Revival and Rehabilitation of Sick Companies
- Winding up
- Companies Authorised to Register under Companies Act
- Companies Incorporated Outside India
- Government Companies
- Registration Offices and Fees
- Companies to Furnish Information or Statistics
- Nidhi
- National Company Law Tribunal and Appellate Tribunal
- Special Courts
- Miscellaneous Highlights of Companies Act, 2013
- The Companies Act, 2013 (Schedules)
- Question Papers of Executive Programme of Institute of Company Secretaries of India.



Company Law and Secretarial Practice

With Supplement : Companies Act, 2013

N.D. Kapoor

30th Revised Edition Reprint 2017 22 × 14 cm. Pp. viii + 520 ISBN 978-93-5161-063-2 (TC-288) ₹ 495.00

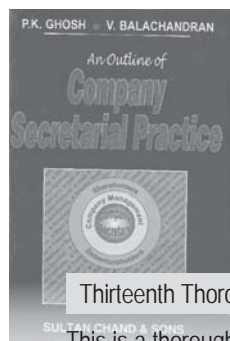
Special Features

- The book does justice both to the company law as well as the Secretary's duties. The language is simple and well within the grasp of an average student.
- The subject is discussed under topics rather than in the strict order of Sections in the Companies Act.
- The Companies Act, 2013.

Contents

Nature of Company • Kind of Companies • Formation of Company • Memorandum of Association • Prospectus • Share Capital and Debentures • Acceptance of Deposits by

Companies • Registrar of Charges • Management and Administration • Declaration and Payment of Dividend • Accounts of Companies • Audit and Auditors • Appointment of Directors • Meeting of Board and its Power • Appointment and Remuneration of Managerial Personnel • Inspection, Inquiry and Investigation • Compromises, Arrangements and Amalgamations • Prevention of Oppression and Mismanagement • Registered Valuers • Removal of Names of Companies from the Registrar of Companies • Revival and Rehabilitation of Sick Company • Winding up • Companies Authorised to Register under Companies Act • Companies Incorporated Outside India • Government Companies • Registration Offices and Fees • Company to Furnish Information or Statistics • Nidhi • National Company Law Tribunal and Appellate Tribunal • Special Courts • Miscellaneous.



Outline of Company Secretarial Practice

Prasanta K. Ghosh

Dr. V. Balachandran, M.Com., A.C.S., B.G.L., Ph.D.

Senior Lecturer in Corporate Secretaryship, Alagappa University, Karaikudi

Thirteenth Thoroughly Revised Edition Pp. xvii + 400 ISBN 978-81-8054-582-5 (TC-141) ₹ 150.00

This is a thoroughly revised and enlarged edition of the title which will be found immensely useful to students preparing for undergraduate and postgraduate courses in Commerce, as well as students preparing for the Examination in B.A. Corporate Secretaryship and the Diploma Examination in Commercial and Secretarial Practice/Corporate Secretaryship.

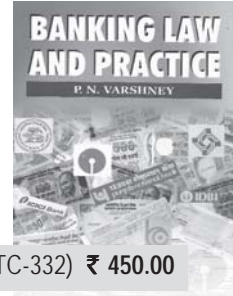
Special Features

- Practical aspect of the subject has been emphasised all through.
- As far as possible, the language has been kept simple and lucid.

Contents

Company Secretary and Secretarial Functions • Joint Stock Companies • Incorporation of Company – Promotion, Incorporation, Memorandum and Articles of Association • Incorporation of Company – Subscription and Prospectus • Commencement of Business • Share Capital • Share Certificate and Share Warrants • Call and Forefeiture of Shares • Transfer and Transmission of Shares • Issues and Redemption of Debentures • Dividend • Company Meetings – Law and Practice • Company Meetings – Board Meetings • Company Meetings – Statutory Meetings • Company Meetings – Meetings of Members and Debenture Holders • Company Meetings – Resolutions and Minutes • Books and Returns • Alteration of Capital.

102018



Banking Law and Practice

P.N. Varshney, M. Com., Ph.D.

Professor of Business Economics, University of Delhi, New Delhi

25th Thoroughly Revised Edition 2018 24 × 18 cm. Pp. xvi + 653 ISBN 978-81-8054-994-6 (TC-332) ₹ 450.00

Special Features

- The coverage of the subject-matter is exhaustive followed by numerous exam. questions and practical problems.
- It is an ideal textbook for the under-graduate and post-graduate students of all Indian Universities.

Brief Contents

Part I – Banking System in India: Financial Institutions in India – An Overview • Reserve Bank of India.

Part II – Banker and Customer : Relationship between Banker and Customer • Customers Accounts with the Banker • Special Types of Banker's Customers.

Part III – Law Relating to Negotiable Instruments: Negotiable Instruments • Endorsements • Crossing of Cheques • Payment of Cheques • Collection of Cheques

• Bills of Exchange and Promissory Notes • Rights and Liabilities of Parties and Negotiable Instruments.

Part IV – Employment of Bank Funds: The Liquid Assets; Investment in Securities • Loans and Advances Assessing Credit worthness of Borrowers • Appraisal of Term Loan Proposal • Secured Advances–Modes of Creating Charge • Secured Advances–Types of Securities • Purchase and Discounting of Bills • Letters of Credit • Documentation • Guarantees • Analysis of Financial Statements • Priority Sectors–Concept, Coverage and Targets • Financing of Micro, Small and Medium Enterprises • Financing of Agriculture & Other Priority Sectors • Ancillary Services of a Banker.

Part V – Regulation on Banks: Credit Policy of Reserve Bank of India • Prudential Regulation over Banks • Customer's Grievances and Redressal • Securitisation and Reconstruction of Final Assets and Enforcement of Security Interest Act 2002.

Supplement – January 2018.

Banking Law and Practice

C. Jeevanandam

Author: Foreign Exchange : Practice, Concepts and Control; Practice and Law of Banking; International Business, etc.

1st Edition Pp. xii + 272 ISBN 978-81-8054-976-2 (TC-1192) ₹ 200.00

Special Features

The present work is an attempt to present a lucid, simple and current textbook on Banking Law and Practice suitable for undergraduate students of commerce. The coverage of topics has been broadly guided by the syllabi for B.Com. degree course of all Indian universities.

Increasing computerisation of operations, networking of branches and emergence of e-banking have added new dimensions to the way banking services are rendered. At the same time, these developments have not outmoded the foundations of traditional banking. This book presents both conventional services and the newer services with latest information in both areas.

Contents

Part I – Introduction : Origin and Functions of Banks
• Banking Structure

Part II – Banking Regulations : Banking Regulation Act • Central Banking • Reserve Bank of India.

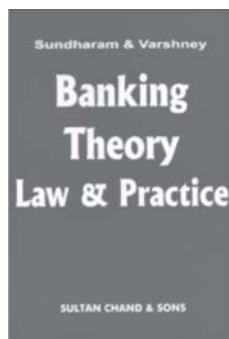
Part III – Banker and Customer : Banker and Customer Relationship • Special Types of Customers.

Part IV – Bank Deposits : Bank Deposits : Types • Bank Deposits : Operations.

Part V – Negotiable Instruments : Negotiable Instruments
• Endorsement • Cheque • Paying Banker • Collecting Banker.

Part VI – Bank Lending : Principles and Types of Lending
• Securities for Bank Advance.

Part VII – Services Banking : E-Banking • Ancillary Services
• Customer Relations.



Banking Theory, Law and Practice

K.P.M. Sundharam

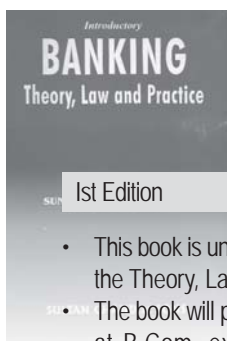
P.N. Varshney, M.Com., Ph.D.

20th Revised Edn. Reprint with Supplement 2018 24 × 18 cm. Pp. *xii* + 612 ISBN 978-93-5161-015-1 (TC-336) ₹ 490.00

- This book is unique in the sense that it admirably combines the Theory, Law and Practice of Banking in India.
- In Part IV of the book we have added two new chapters on Ancillary services of a banker and customer grievances and redressal, which have gain considerable significance in recent times.
- The book will prove immensely useful for those appearing at B.Com. examinations of Indian Universities and Polytechnics.

Brief Contents

- Part I – Theory of Banking and Indian Banking (Pp. 140).
- Part II – Banker & Customer (Pp. 118).
- Part III – Law Relating to Negotiable Instruments (Pp. 130).
- Part IV – Employment of Bank Funds (Pp. 168).
- Appendix: Syllabus and Question Papers.
- Supplement – January 2016.



Introductory Banking : Theory, Law and Practice

K.P.M. Sundharam & P.N. Varshney

1st Edition 22 × 14 cm. Pp. *xii* + 348 ISBN 81-8054-630-6 (TC-1144) ₹ 150.00

- This book is unique in the sense that it admirably combines the Theory, Law and Practice of Banking in India.
- The book will prove immensely useful for those appearing at B.Com. examinations of Indian Universities and Polytechnics.

Brief Contents

- Part A – Theory of Banking (Pp. 44).
- Part B – Law & Practice of Banking (Pp. 296).

Banking and Financial System

K.P.M. Sundharam & P.N. Varshney

Eighth Edition Pp. *xvi* + 610 ISBN 81-7014-964-9 (TC-338) ₹ 135.00

The book introduces B.Com. students to all the financial institutions in the country, the Reserve Bank of India, the Securities market, and the financial service and law and practice of banking in India.

Contents

- Unit 1 – Banking and Financial System in India.
- Unit 2 – Banking Law.
- Unit 3 – Banking Practice.
- Unit 4 – Reserve Bank of India.
- Unit 5 – Financial Markets and Services.

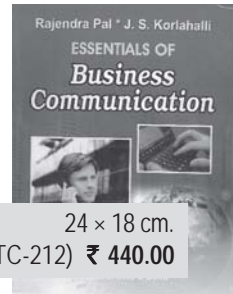


Essentials of Business Communication

Rajendra Pal & J.S. Korlahalli

13th Thoroughly Revised and Enlarged Edition Reprint 2017
Pp. xxiv + 843

24 × 18 cm.
ISBN 978-81-8054-729-4 (TC-212) ₹ 440.00



Whatever course you are pursuing, whether you are an MBA or a BBA student, whether you are appearing at the B.Com. examination of some university, or whether you are enrolled with a professional body like ICSI, your ultimate success in your examination, or in your life later, will depend upon your communication skills. Intelligence, integrity, energy are all important – they are indispensable qualities – but they will always remain subservient to interpersonal skills – your ability to relate with others, to communicate with others. This is what *Essentials of Business Communication* aims at teaching you. So, we are not merely giving you a book, we are giving you a *friend*, who will ever remain with you – to smoothen the journey of your life.

Right now you have two goals.

Your short-term goal is to pass your examination creditably. This book will substantially help you to do it. It covers your course completely, comprehensively.

But you have a long-term goal also – to learn a subject that holds *the key to your success*. For this, we had to go a little beyond the syllabus and give you something additional. We wanted to teach you the subject in its entirety. So, we decided to prepare a comprehensive textbook that covers *every aspect basic to the understanding of the subject*. We suggest that you should read the whole book, a little at a time, contemplating over what you have read, internalising it, and translating it into your speech and actions. Later, you will be glad you read the book like this.

- The following sections, whether your syllabus includes them or not, need your special attention :
 - Essentials of Communication (including Non-verbal Communication),
 - Electronic Communication,
 - Intercultural Communication, and
 - Oral Communication, particularly, Interviews, Group Discussions, Presentation Skills, Negotiating and Bargaining.
- The section *English for Effective Business Communication* will help you to keep your language free from grammatical and spelling errors. It will also help you to enrich your vocabulary.

Contents

Section

- I Essentials of Communication (Pp. 126)
- II English for Effective Business Communication (Pp. 90)
- III Business Correspondence (Pp. 174)
- IV Employment Related Communication (Pp. 26)
- V Inter Departmental Communication (Pp. 26)
- VI Other Forms of Written Communication (Pp. 92)
- VII Precis Writing (Pp. 20)
- VIII Electronic Communication (Pp. 42)
- IX Intercultural Communications (Pp. 32)
- X Oral and other Forms of Communication (Pp. 70)
- XI Essay Writing (Pp. 38)
- Appendix (Pp. 78)

Business Ethics and Communication

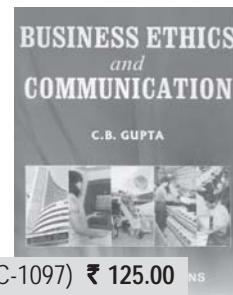
Dr. C.B. Gupta

Sri Ram College of Commerce, University of Delhi

First Edition

Pp. xiv + 212

ISBN 81-8054-542-3 (TC-1097) ₹ 125.00 NS

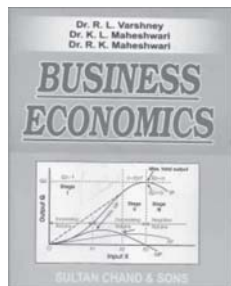


Salient Features

- Lucid, simple and conversational language.
- Tables and diagrams to illustrate the text.
- Full coverage of the prescribed syllabus.
- Test questions at the end of every chapter for self-examination.

Brief Contents

- Business Ethics (Pp. 83)
- Business Communication (Pp. 127)



Business Economics

Dr. R.L. Varshney

Ex-Director, Indian Institute of Foreign Trade, New Delhi

Dr. K.L. Maheshwari

*Ex-Professor and Head,
Department of Applied Economics and Dean, Faculty of Commerce, Lucknow University*

Dr. R.K. Maheshwari

*Reader, Dept. of Applied Economics, and Director, MBA (International Business Programme)
Institute of Management Sciences, Lucknow University*

1st Edition 24 × 18 cm. Pp. xx + 540 ISBN-978-81-8054-738-6 (TC-1169) ₹ 200.00

Salient Features

- The first book on Business Economics based on Unit-wise structure of course contents to facilitate teaching, study and examination in Guru Govind Singh Indraprastha University, Delhi Business Economics Curriculum.
- Metrical Dimension of the Subject is also duly emphasized.
- A number of decision-making situations in the form of practical illustrations of solved practical problems and case study illustration have been included.
- A good number of Indian examples and experiences specially relevant for Indian Student have been incorporated.
- Numerous Tables, Diagrams and Charts Illustrate analysis of different concepts/principles and their applications.
- A large number of Practical Problems with Solutions. Objective Type Questions – Multiple choice type and True and False type and Review Questions at chapter end are given so as to provide ample material for class discussion, Homework assignments and University Examinations.
- Plenty of solved numericals (non-calculus as well as involving elementary calculus) are given.
- A number of Cases for class discussion and home assignments are provided.
- A rich Question Bank follows comprising solved short answer questions and True / False and Correct / Incorrect type questions besides recent examination paper of GGSIP University Delhi.

Brief Contents

Section I : Introduction to Business Economics and Fundamental Concepts

Nature, Scope and Importance of Business Economics • Fundamental Concepts in Business Economics.

Section II : Economic Theories of Consumer Behaviour

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Appendices



B.Com., BBM, BBA & BBS Catalogue

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Dr. R.L. Varshney, Ph.D.

Former Director, Indian Institute of Foreign Trade, New Delhi

Dr. K.L. Maheshwari, Ph.D.

Professor of Applied Economics, Lucknow University, Lucknow

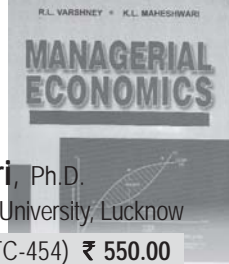
22nd Revised Edn. Reprint 2018 24 × 16 cm. Pp. xxiv + 984 ISBN 978-81-8054-914-4 (TC-454) ₹ 550.00

A concerted effort has been made to impart empirical content or practice-orientation to the various concepts of Pure Economics. The book contains many decision-making situations in the form of illustrations.

Brief Contents

- Part I Introduction (Pp. 28)
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- Part III Cost Analysis (Pp. 56)
- Part IV Production and Supply Analysis (Pp. 24)
- Part V Price and Output Decisions under Different Market Structures (Pp. 56)
- Part VI Pricing Policies and Practices (Pp. 69)
- Part VII Profit Management (Pp. 44)

- Part VIII Capital Management (Pp. 48)
- Part IX Macro Economics and Business Decisions (Pp. 58)
- Part X Linear Programming for Economic Analysis (Pp. 32)
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- Part XIII Managerial Economics in the context of Globalisation (Pp. 48)
- Part XIV Government & Business Indian Perspective (Pp. 20)
- Part XV Case Methodology cases with Work-outs and Caselets with Answers (Pp. 24)
- Part XVI Economic Environment of Business Decision-Making (Pp. 48)
- Part XVII Further Topics on Monopoly and Oligopoly (Pp. 26)
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Business Economics

K.P.M. Sundharam

Formerly Senior Lecturer in Economics,
S.R. College of Commerce, Delhi University, Delhi

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Economic Analysis

K.P.M. Sundharam

Formerly Senior Lecturer in Economics,
Shri Ram College of Commerce, Delhi University

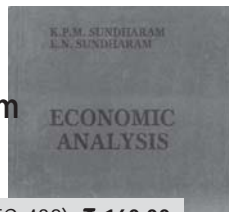
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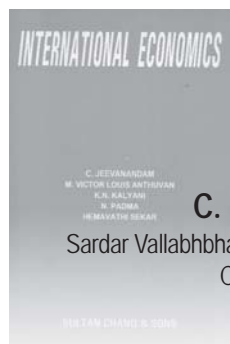
There are still many courses which require students to have a comprehensive knowledge of Economic Analysis. This book has been specially prepared to meet the requirements of B.Com. and other similar courses of all Universities.

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(For First Year B.Com. of University of Madras and Similar Courses)

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Contents

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The Indian Economy : Environment and Policy

I.C. Dhingra

Reader in Economics, Bhagat Singh College, University of Delhi, Delhi

30th Thoroughly Revised Edition 2019

18.5 × 24 cm. Pp. *xxii* + 862

ISBN 978-93-5161-133-2 (TC-379) ₹ 680.00

- The subject matter in the book has undergone total methodical churning (in Hindi called *Manthan*). Nectar has been retained for use by our ever-increasing readership extending over last four decades.
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- With the termination of centralized planning and disbanding of the Planning Commission many earlier contentious issues have been laid to rest. Instead new issues have flourished arising out of the wave of new Policies and Programmes launched and implemented by the governments, both at centre and states.
- Institutional and structural transformation is on cards. Each of the developments, at all fronts have been fine combed in an effort to present a simplified view of the emerging structure of the Indian Economy.

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- The art and craft of presentation has advanced further with the use of new technology. It is simple, easy to understand and novel.
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Indian Economy

I.C. Dhingra

Thoroughly Revised Edition 2019 18.5 × 24 cm. Pp. xx + 476 ISBN 978- 98-5161-134-9 (TC-1165) ₹ 260.00

As India moves rapidly in its journey towards inclusive and sustained development we got confronted with new issues, challenges and of course opportunities. We as a nation responded to these changes by making desired changes and modifications in our strategy and models of growth. From this perspective three different stages as follows can be marked out. Stage one gets marked out as a period of centralized planning and covered the period 1951-1991. The second period, 1991 to 2014, can be labelled as the period of liberalized planning. The final and the third stage began in 2014 and has attempted to prepare a holistic strategy to bring out a structural and institutional transformation of the economy. We have presented the different aspects of economic activity through these different stages of growth.

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Indian Economy

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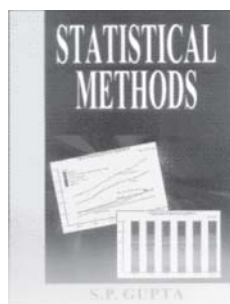
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Statistics

D.C. Sancheti

Ex-Principal, Shri Ram College of Commerce,
University of Delhi, Delhi
Formerly, Joint Director, Board of Studies,
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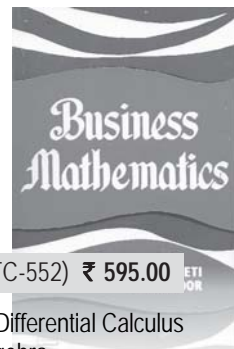
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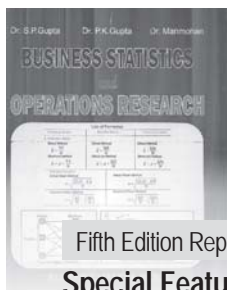
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Dr. S.P. Gupta

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Dr. S.P. Gupta

Management Consultant

Formerly Head & Dean, Faculty of Management Studies, University of Delhi, Delhi

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Operations Research

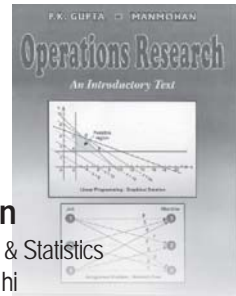
An Introductory Text

Dr. P.K. Gupta

Reader in Mathematics (Retd.)
J.V. Jain College, Saharanpur

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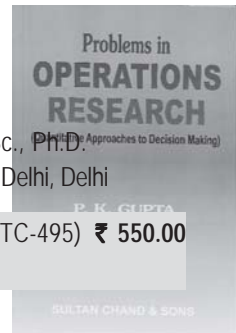
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Dr. P.K. Gupta, Ph.D.

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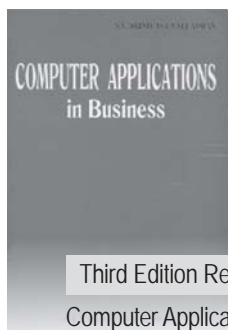
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Reader in Commerce

National College, Tiruchirapalli-620001

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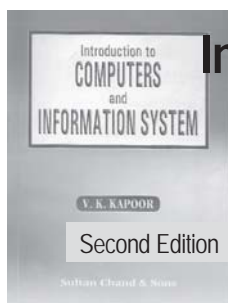
Computer Applications in business is growing significantly in the recent years and the students of all disciplines have to compulsorily study computer as a subject in their undergraduate or postgraduate studies.

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Lesson 5 : Introduction to Internet	24	4
Lesson 6 : MS Powerpoint	11	7
Lesson 7 : MS Access	31	16
Lesson 8 : Introduction to Tally	25	10
Lesson 9 : Tally Inventories & Reports	17	2
Model for Practical Laboratory Work	35	—
	<u>306</u>	<u>78</u>



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V.K. Kapoor

Reader, Shri Ram College of Commerce, University of Delhi, Delhi

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Indirect Taxation

Dr. V. Balachandran

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Professor (Corporate Secretary)

School of Management, Aligappa University, Karaikudi-630 004



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- Customs Act
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About the Author

Dr. D.D. Sharma is M.B.A., and Ph.D. (MIS). He is Professor & Head, in National Institute of Technical Teachers' Training and Research (NITTTR), Chandigarh. Dr. Sharma had worked as Associate Professor in Department of Business Management in Punjab Agricultural University, Ludhiana and Himachal Pradesh Institute of Public Administration, Shimla. Dr. Sharma had also served on Faculty of Business Management in Karnataka University, Dharwad (Karnataka) and Punjabi University, Patiala.

Dr. Sharma has published more than one hundred research papers and authored a number of monographs and research reports. Dr. Sharma has also produced 12 video films on various aspects of management. His two standard popular books for Post-Graduate students of business schools are : *Marketing Research* and *Total Quality Management*.

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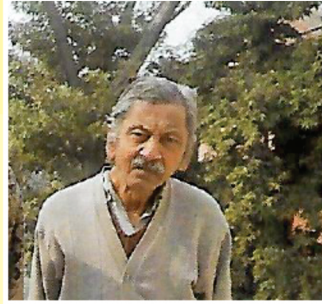
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REMEMBRANCE



Late Shri Subhash Chand Aggarwal
(1-11-1939 to 17-6-2017)

Shri Subhash Chand Aggarwal, an esteemed teacher, pioneer in publishing college-level texts and renowned philanthropist, was a true karmayogi. He dedicated his entire life of seventy-eight years to the service of humanity, mainly committed to the teachers and students in particular. After his retirement as a Professor of Commerce from Ramjas College, University of Delhi, he devoted his remaining life to publishing industry and social service.

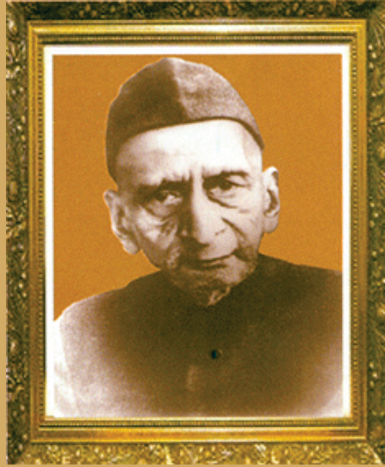
Shri Subhash Chand Aggarwal belonged to an illustrious family. His grandfather, Master Amir Chand ji, was a dedicated teacher, social reformer and revolutionary, who took an active part in the freedom movement. He was awarded death sentence in 1915 for his involvement in the Hardinge Bomb Case by the then British Government. His father, Shri Sultan Chand ji, was the founder of M/s S. Chand & Company (1917) and M/s Sultan Chand & Sons (1950) and a pioneer in the field of publishing school and college-level text books by Indian teachers. He set up several trusts, prominent being Shri Sultan Chand Trust, Sultan Chand Dropadi Devi Education Foundation and Dr Usha Aggarwal Trust, to award scholarships to meritorious

students. Besides creating Endowment Funds in more than two hundred colleges across the country providing financial support to students / institutions under the book bank scheme.

Besides giving charity in the field of education Shri Aggarwal Ji was also a great philanthropist who donated funds to Ramakrishna Sevashram, Vrindavan for building a female hospital block. Such acts of charity by him will be remembered by the society and the beneficiaries across the country.

At present Dr (Miss) Usha Aggarwal, the younger sister of Shri Subhash Chand Aggarwal is carrying on the rich legacy of her visionary father and energetic brother. She is a strong guiding force to the publishing house who work relentlessly towards realizing the dreams and mission of her predecessors.

Needless to mention that the authors, chartered accountants, the staff of M/s Sultan Chand & Sons and all other individuals who are directly or indirectly associated with Shri Aggarwal like a 'family' will always cherish the moments spent with him and continue to support with full commitment.



Shri Sultan Chand ji
(20.12.1896 – 01.02.1975)
Founder of M/s Sultan Chand & Sons,
Pioneer Educational Publishers

Shri Sultan Chand ji, founder of M/s S. Chand & Company (1917) and of M/s Sultan Chand & Sons (1950), was pioneer in the field of the publication of school and college level text-books by Indian teachers. He inherited the spirit of nationalism and lofty ideals from his noble father, Master Amir Chand ji (born in 1869), a dedicated teacher, a social reformer, a great patriot and revolutionary, who was awarded death sentence in 1915 for his involvement in the Hardinge Bomb Case.

Shri Sultan Chand ji was a great visionary. He realized the need of education both for winning political freedom and for socio-economic development of the country. Due to his commitment for the country dedicated his

entire life to provide high quality text-books by Indian teachers for the promotion of quality-education to Indian students at easily affordable prices.

For nearly sixty years of his life he worked with total commitment and untiring efforts, he was able to gather around him a galaxy of distinguished teachers and authors from all over the country. As a result he formed M/s Sultan Chand & Sons what it is today, a name that evokes trust, reliability and commitment not only among teachers and but students alike. A true *Karmayogi* in practice, he leaves behind him a rich legacy of noble ideas which the Indian publishing industry can be proud of and his successors have solemnly pledged to carry forward with dedication.

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