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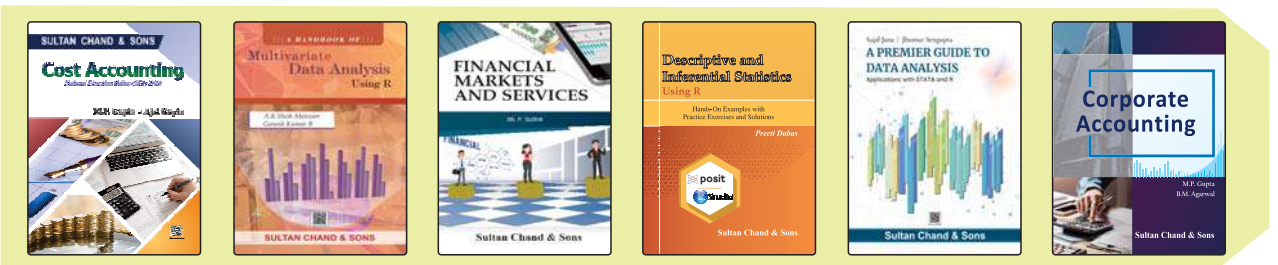
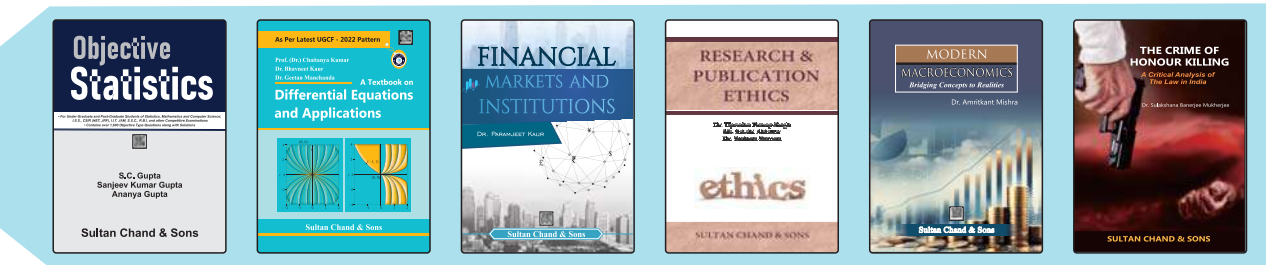
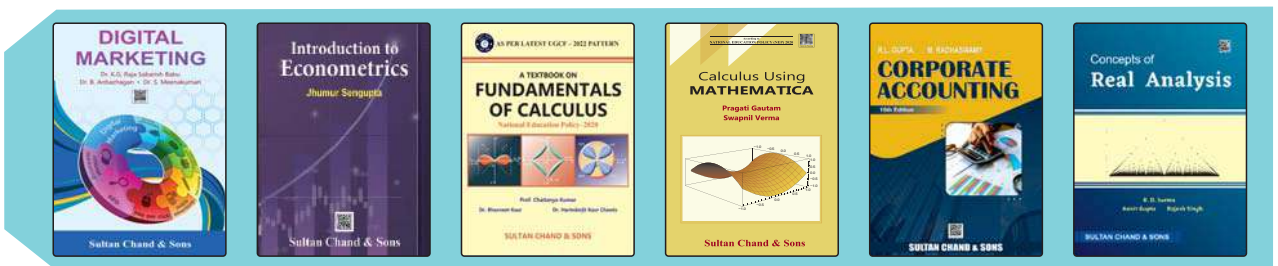
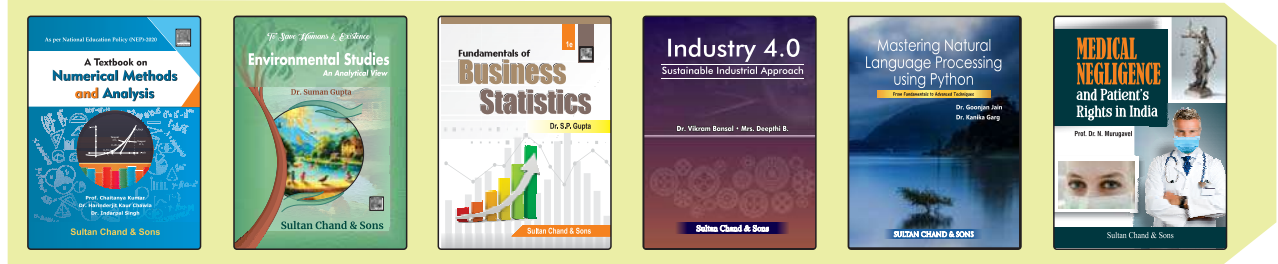
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*For B.Com. (General) & B.Com. (Accounting & Finance)*



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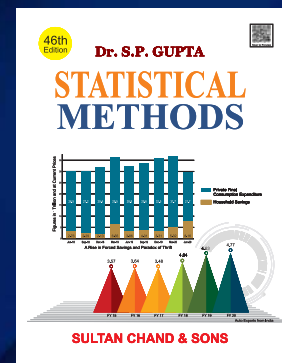
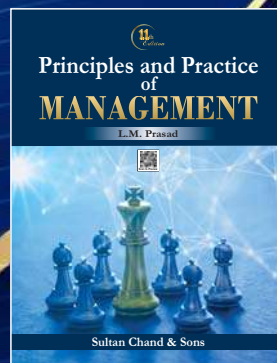
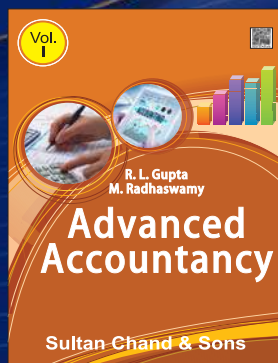
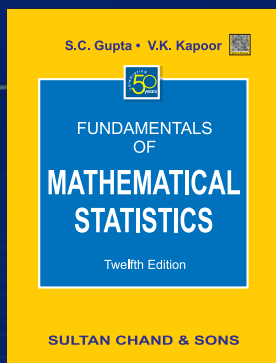
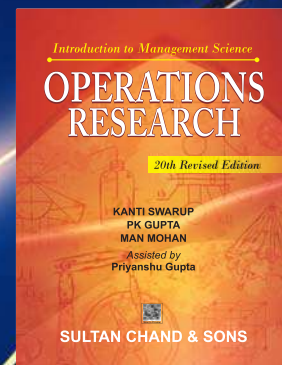
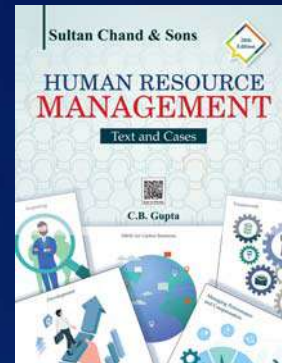
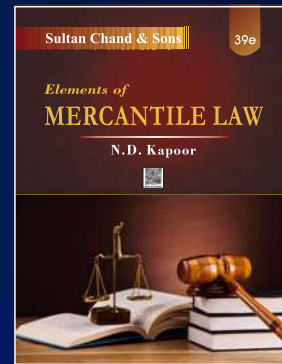
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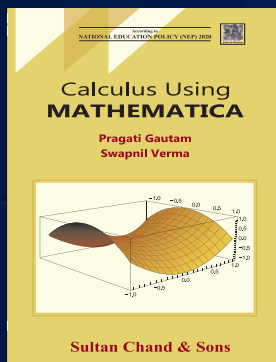
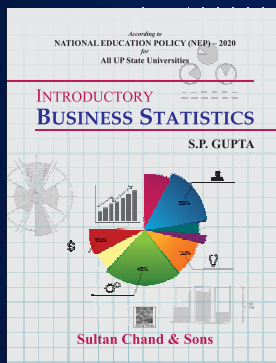
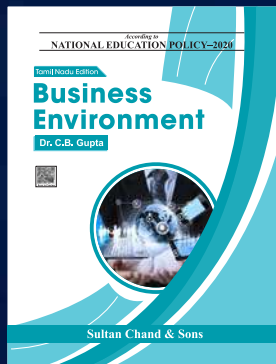
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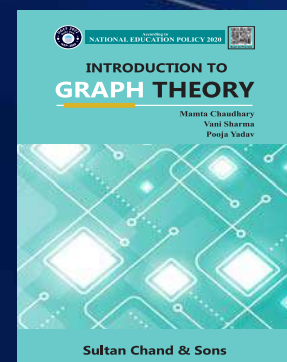
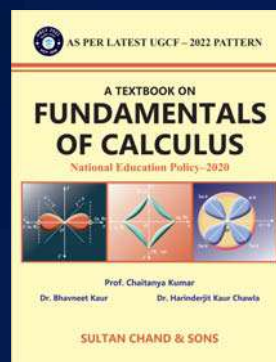
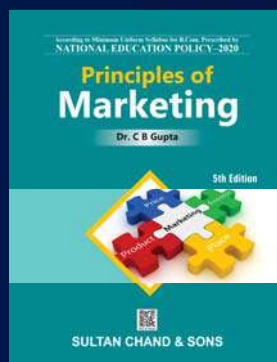
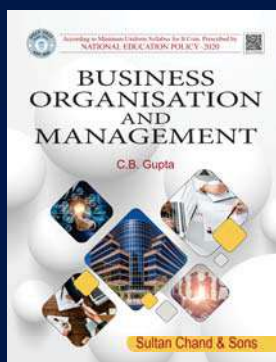
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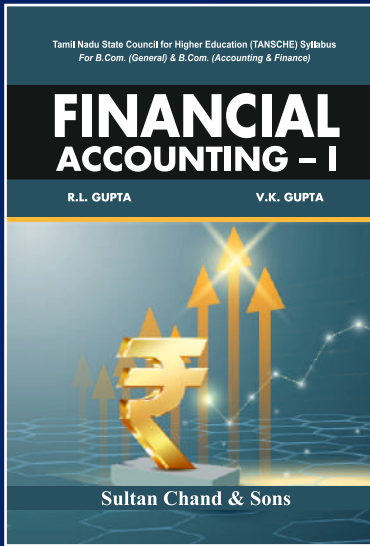
**Principles of Marketing**

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**Principles of Marketing**

*C.B. Gupta*





# Financial Accounting – I

R.L. Gupta  
V.K. Gupta

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**Unit I:** Fundamentals of Financial Accounting

**Unit II:** Final Accounts

**Unit III:** Depreciation and Bills of Exchange

**Unit IV:** Accounting from Incomplete Records – Single Entry System

**Unit V:** Royalty and Insurance Claims



**Edition: 1st, 2025; ISBN: 978-81-982259-2-4**

# Financial Accounting – II

R.L. Gupta  
V.K. Gupta

## Contents

**Unit I:** Hire Purchase and Instalment System

**Unit II:** Branch and Departmental Accounts

**Unit III:** Partnership Accounts-I

**Unit IV:** Partnership Accounts-II

**Unit V:** Accounting Standards for Financial Reporting



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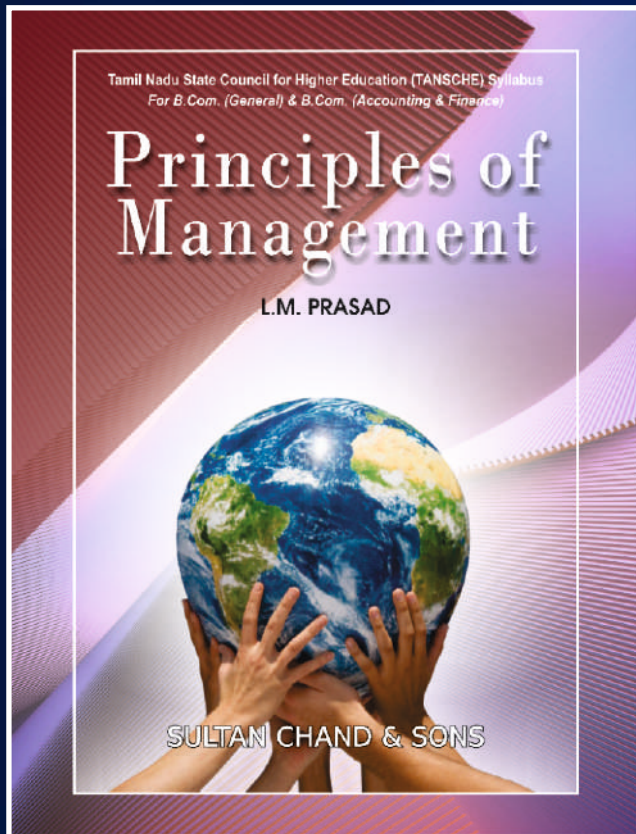
# Principles of Management

L.M. Prasad

ISBN : 978-81-979992-1-5

Price : ₹ 395.00

Edition : 1st, 2025



## About the Book

**Principles of Management** is a foundational textbook designed for 1st Semester students of B.Com. (General) and B.Com. (Accounting and Finance), in alignment with the Tamil Nadu State Council for Higher Education (TANSICHE) syllabus. This textbook provides an introductory yet comprehensive understanding of management principles, ensuring students are well-prepared to appreciate and apply the fundamental concepts of management in today's dynamic business world.

## Contents

**Unit I – Introduction to Management:** Introduction to Management • Development of Management Thought • Management Challenges and Opportunities

**Unit II – Planning:** Fundamentals of Planning • Organizational Plans • Decision Making

**Unit III – Organizing:** Fundamentals of Organizing • Power and Authority

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# Business Law

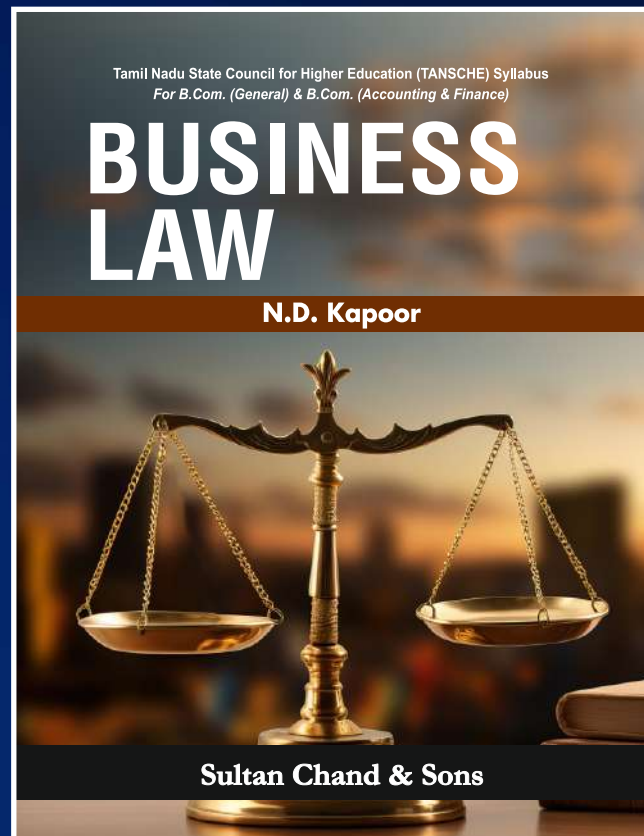
N.D. Kapoor

ISBN : 978-81-979992-3-9

Price : ₹ 225.00

Edition : 1st, 2025

As per TANSICHE



## About the Book

This textbook is specifically designed for students pursuing their II nd Semester in Bachelor of Commerce (General) and Bachelor of Commerce (Accounting and Finance) programs offered by universities affiliated with the Tamil Nadu State Council for Higher Education (TANSICHE). This comprehensive guide adheres to the latest syllabus prescribed by TANSICHE, ensuring you gain a thorough understanding of the legal principles governing commercial transactions.

## Contents

### Introductory

**Unit I – Elements of Contract:** Nature of Contract • Offer and Acceptance • Consideration • Capacity to Contract • Free Consent • Legality of Object • Void Agreements • Contingent Contracts

**Unit II – Performance of Contract:** Performance of Contract • Discharge of Contract • Remedies for Breach of Contract • Quasi-Contracts

**Unit III – Contract of Indemnity and Guarantee:** Indemnity and Guarantee

**Unit IV – Bailment and Pledge:** Bailment and Pledge

**Unit V – Sale of Goods Act, 1930:** Sale of Goods • Conditions and Warranties • Transfer of Property • Performance of Contract • Rights of an Unpaid Seller

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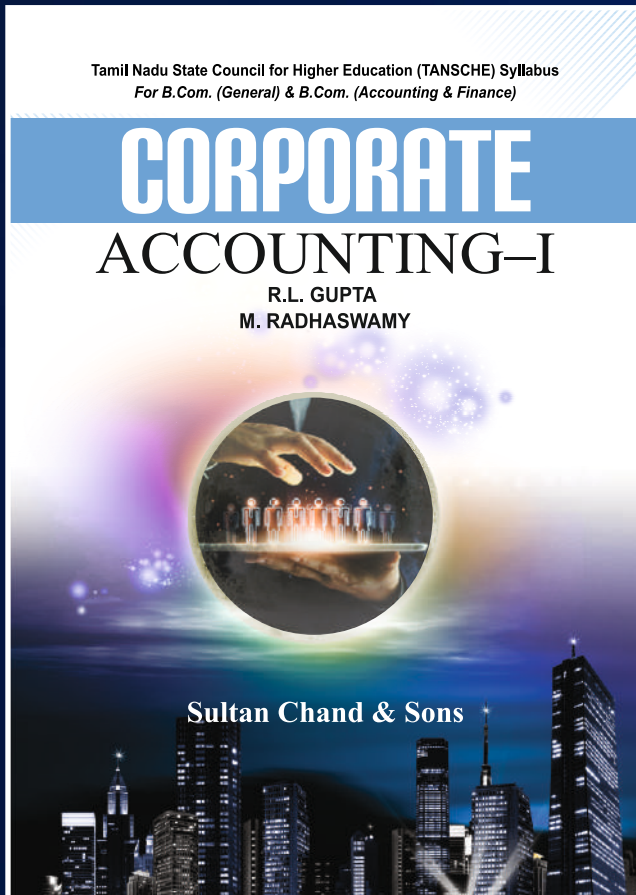
# Corporate Accounting – I

R.L. Gupta  
M. Radhaswamy

ISBN : 978-81-979992-7-7

Price : ₹ 450.00

Edition : 1st, 2025



## About the Book

Corporate Accounting – Volume I, has been designed to align with the IIIrd Semester syllabus for the B.Com. (General) and B.Com. (Accounting and Finance Programs), as prescribed by the Tamil Nadu State Council for Higher Education (TANSICHE). This textbook is structured to blend theoretical knowledge with practical application, making it a valuable resource for both classroom study and self-guided learning.

## Contents

### Unit I: Issue of Shares

- An Introduction to Joint Stock Company
- Share Capital/Issue of Shares

### Unit II: Issue & Redemption of Preference Shares & Debentures

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### Unit III: Final Accounts

- Final Accounts of Companies

### Unit IV: Valuation of Goodwill & Shares

- Valuation of Intangible Assets, Goodwill and Shares

### Unit V: Indian Accounting Standards

- Accounting Standard (AS) and Indian Accounting Standards (Ind AS)





# Company Law

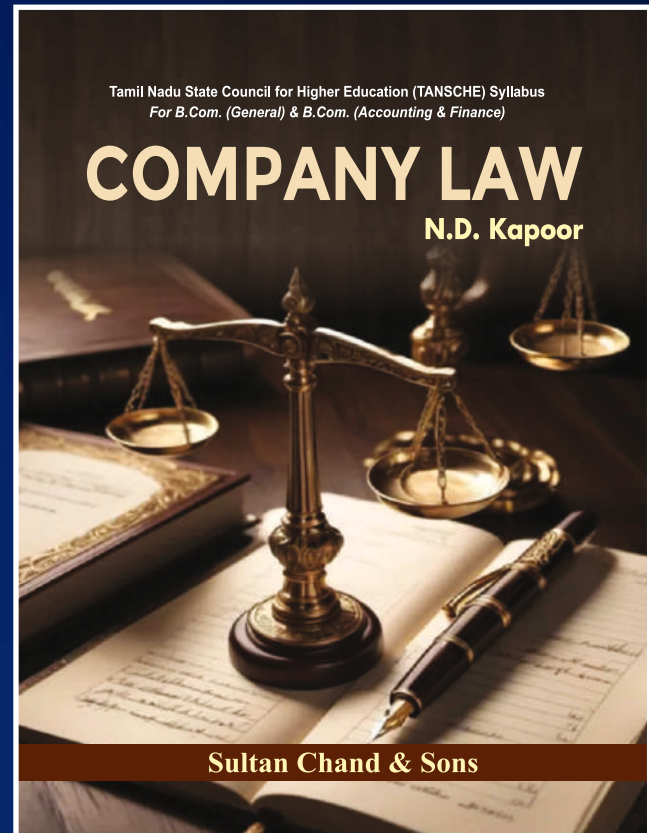
N.D. Kapoor

ISBN : 978-81-979992-4-6

Price : ₹ 250.00

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## About the Book

Company Law, has been developed to meet the academic requirements for the IIIrd semester of B.Com. General, Accounting & Finance students, following the syllabus prescribed by the Tamil Nadu State Council for Higher Education (TANSICHE). The book is designed to introduce students to the essential concepts and applications of company law and serves as a foundational guide for understanding the legal framework governing corporate entities.

## Contents

**Unit I: Introduction to Company Law** – Nature of Company  
• Kind of Companies

**Unit II: Formation of Company** – Formation of Company  
• Memorandum of Association • Articles of Association Prospectus • Share Capital and Debenture • Declaration and Payment of Dividend

**Unit III: Meeting** – Meeting of Board and its Powers • Audit and Auditors

**Unit IV: Management & Administration** – Management and Administration • Appointment of Directors • Appointment and Remuneration of Managerial Personnel • National Company Law Tribunal and Appellate Tribunal • Special Courts

**Unit V: Winding Up** – Winding Up

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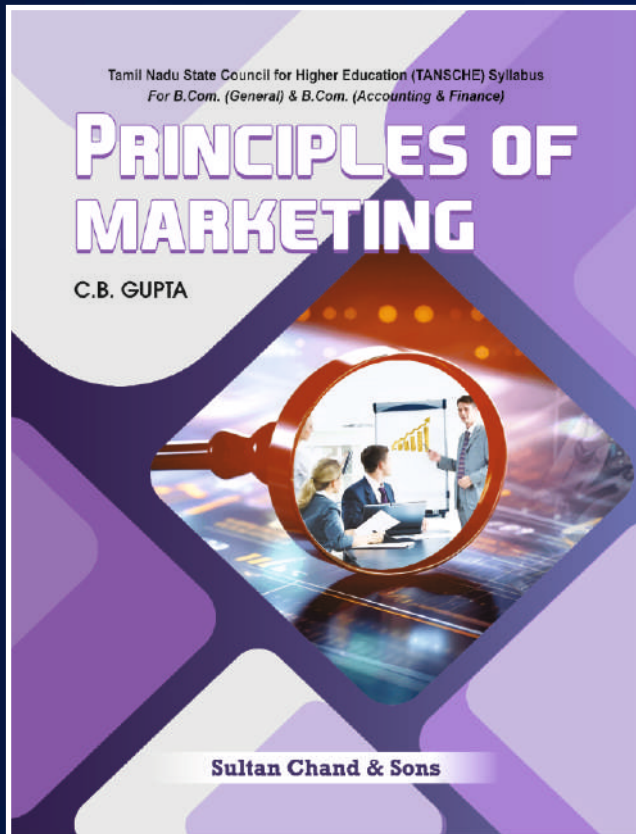
# Principles of Marketing

C.B. Gupta

ISBN : 978-81-982259-8-6

Price : ₹ 250.00

Edition : 1st, 2025



## About the Book

The book **Principles of Marketing** has been designed specifically for IV<sup>th</sup> semester B.Com. (General) students, aligning with the Tamil Nadu State Council for Higher Education (TANSICHE) syllabus. Key aspects such as consumer behavior dynamics, market segmentation, and the process of value creation are discussed in depth. The book also explores critical marketing decisions, including product development, pricing strategies, promotional activities, distribution mechanisms, and competitive analysis.

## Contents

**Unit I: Introduction to Marketing** – Nature, Importance and Scope of Marketing • Evolution of Marketing Philosophies

**Unit II: Market Segmentation** – Market Selection: Market Segmentation, Targeting and Product Positioning • Consumer Behaviour

**Unit III – Product and Price** – Marketing Mix • New Product Development and Product Life Cycle Pricing Decision

**Unit IV – Promotions and Distributions** – Promotion Decisions and Integrated Marketing Communication • Advertising and Personal Selling • Distribution Decisions

**Unit V: Competitive Analysis and Strategies** – Competitive Analysis and Strategies



# Corporate Accounting – II

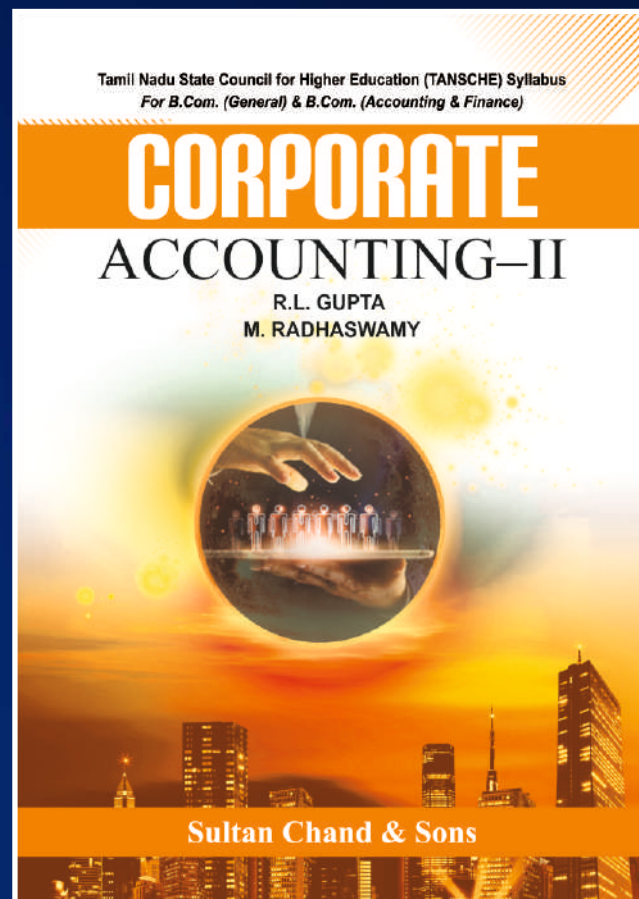
R.L. Gupta  
M. Radhaswamy

ISBN : 978-81-979992-5-3

Price : ₹ 495.00

Edition : 1st Edition, 2025

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## About the Book

The book is designed for students pursuing the IV<sup>th</sup> semester of B.Com. degree, both General and Accounting & Finance streams, as per the syllabus prescribed by the Tamil Nadu State Council for Higher Education (TANSCHÉ). The book includes numerous Illustrations throughout each unit to ensure that comprehension extends beyond textbook knowledge.

## Contents

### Unit I: Amalgamation, Internal & External Reconstruction

- Amalgamation: Absorption and External Reconstructions
- Alteration of Share Capital and Internal Reconstruction

### Unit II: Accounting of Banking Companies

- Accounting for Banking Companies

### Unit III: Insurance Company Accounts

- Accounting for Insurance Company

### Unit IV: Consolidated Financial Statements

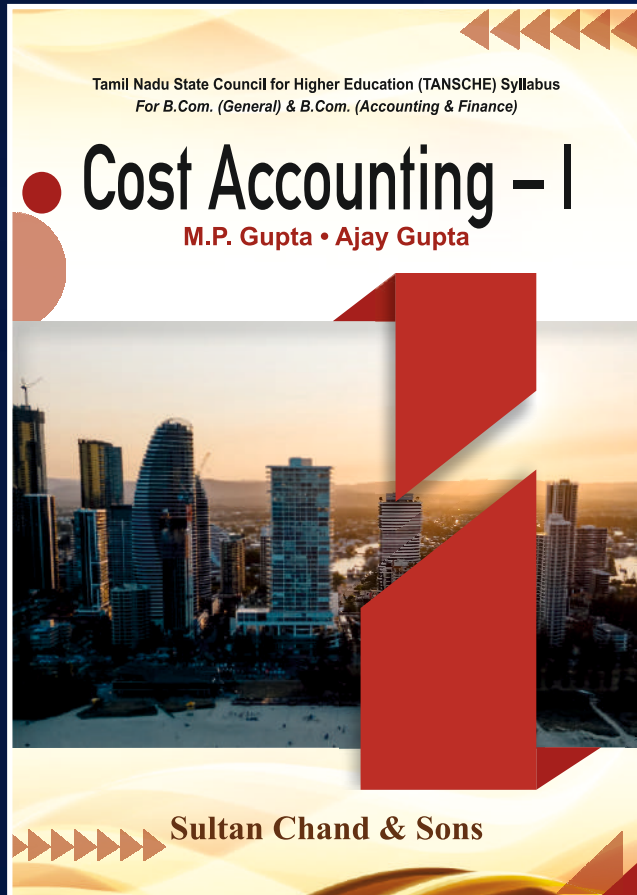
- Accounting of Holding Companies

### Unit V: Liquidation of Companies

- Liquidation of Companies

### Appendix – Sinking Fund Tables

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# Cost Accounting – I

M.P. Gupta  
Ajay Gupta

ISBN : 978-81-979992-8-4

Price : ₹ 500.00

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## About the Book

**Cost Accounting (Volume I)**, textbook for the Vth semester students of B.Com. (General) and B.Com. (Accounting and Finance), is designed in alignment with the syllabus prescribed by the Tamil Nadu State Council for Higher Education (TANSICHE). This book is intended to provide students with a strong foundation in the principles and practices of cost accounting equipping them with the knowledge and skills necessary for academic and professional success in the field of accounting and finance.

## Contents

**Unit-I – Cost Accounting – Introduction:** Introduction to Cost Accounting

**Unit-II – Cost Sheet and Methods of Costing:** Calculation of Tender Price or Estimates/Quotations • Reconciliation of Cost and Financial Accounts • Single or Output or Unit Costing • Job, Batch and Contract Costing

**Unit-III – Material Costing:** Material Cost

**Unit-IV – Labour Costing:** Employee Cost (Labour)

**Unit-V – Overheads Costing:** Overheads



# Cost Accounting – II

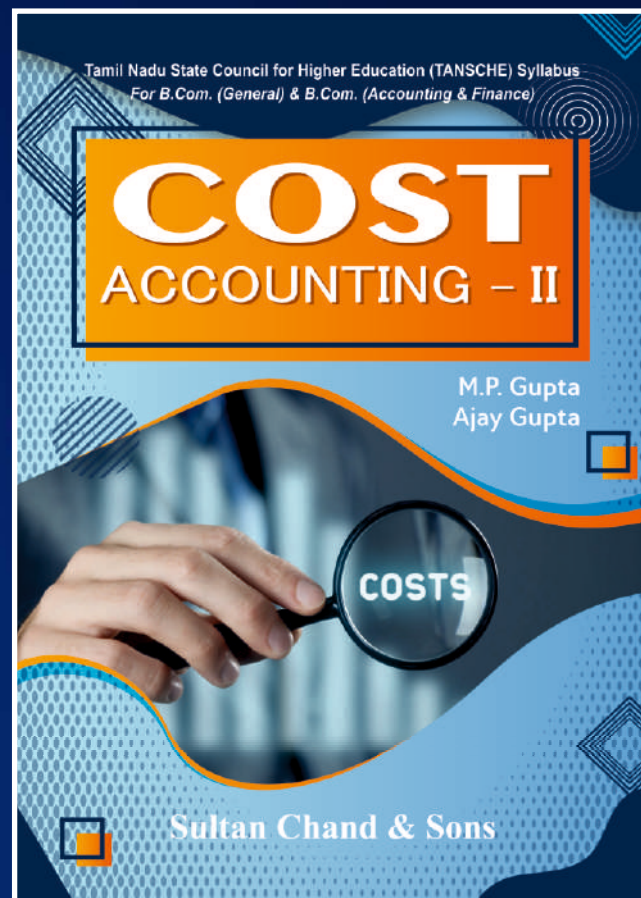
M.P. Gupta  
Ajay Gupta

ISBN : 978-81-979992-9-1

Price : ₹ 395.00

Edition : 1st, 2025

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## About the Book

**Cost Accounting (Volume II)** is a textbook designed for the VIth Semester students of B.Com. (General) and B.Com. (Accounting and Finance). This book aligns with the syllabus prescribed by the Tamil Nadu State Council for Higher Education (TANSICHE) and provides an in-depth exploration of advanced concepts in cost accounting. The text aims to equip students with both theoretical knowledge and practical applications, ensuring a comprehensive understanding of the subject. This book is enriched with 230 illustrations, 169 objective-type questions, 60 theory questions, and 94 numerical problems to reinforce learning.

## Contents

### Unit-I Cost Accounting Standards

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- Job Costing, Batch Costing and Contract Costing

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- Operation Costing

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### Appendix – Recent Developments in Cost Accounting

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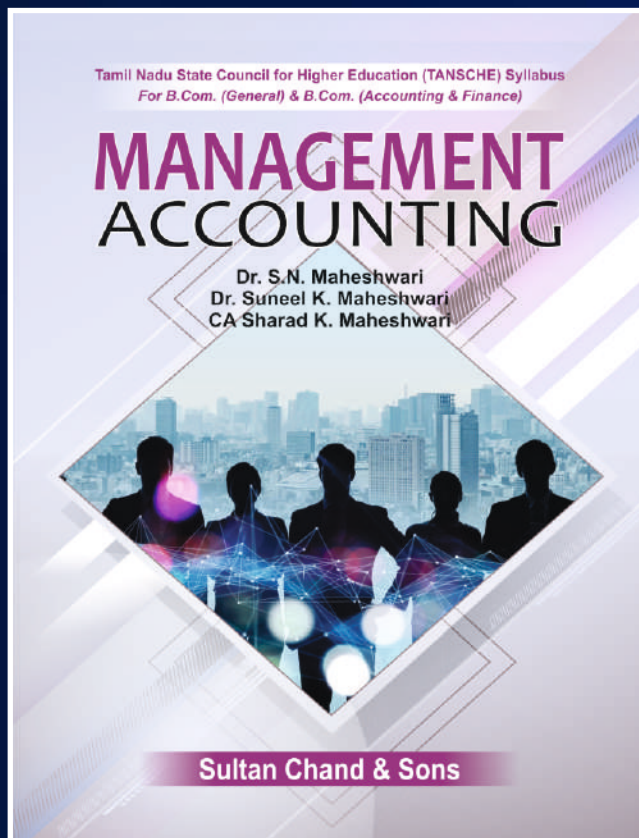
# Management Accounting

Dr. S.N. Maheshwari,  
Dr. Suneel K. Maheshwari &  
CA Sharad K. Maheshwari

ISBN : 978-81-979992-6-0

Price : ₹ 400.00

Edition : 1st, 2025



## About the Book

This textbook is designed specifically for VI<sup>th</sup> semester B.Com. students, and adheres strictly to the syllabus prescribed by the Tamil Nadu State Council for Higher Education (TANSICHE). This book is enriched with 125 Illustrations, over 200 Theory Questions, and 137 Practical Problems, supporting students in both conceptual learning and practical application.

## Contents

### Unit I – Introduction to Management Accounting

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- Financial Statements: Analysis and Interpretation

### Unit II – Ratio Analysis

- Ratio Analysis

### Unit III – Funds Flow and Cash Flow Analysis

- Funds Flow Analysis
- Cash Flow Statement

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- Budgetary Control

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