

**MARGHAM PUBLICATIONS**Margham Towers, B 3 T.V.K Industrial Estate  
Guindy, Chennai - 600 032 (Near Guindy Bus Stand)

e mail : margham.tn@gmail.com

Website : www.marghampublications.com

**PRICE LIST CUM ORDER FORM FOR THE YEAR 2024 \*****\* Prices of all books are subject to periodical revision. Kindly confirm latest price before ordering****COMMERCE AND MANAGEMENT**

SN	Name of the Title	Author	Price	Quantity
1.	Financial Accounting (I & II Semester Madras University)	T.S. Reddy & A. Murthy	330.00	
2.	Financial Accounting (for Tiruvalluvar and Periyar Universities)	"	340.00	
3.	Financial Accounting (for Bharathidasan, Bharathiyar, S.V. Univ, Tirupathi)	"	450.00	
4.	Advanced Accountancy (Vol. I) (for M.K. & M.S & Alagappa Universities)	"	470.00	
5.	Basic Double Entry Book-keeping and Accountancy	Prof. K. Venkatramanan	130.00	
6.	Accounting using Excel (As per TANSICHE Syllabus)	Dr. P. Rizwan Ahmed	140.00	
7.	Corporate Accounting (As per Revised Schedule VI in New Format)	T.S. Reddy & A. Murthy	430.00	
8.	Corporate Accounting Vol.I (As per Revised Schedule VI in New Format)	"	300.00	
9.	Corporate Accounting Vol.II (As per Revised Schedule VI in New Format)	"	320.00	
10.	Cost Accounting (for All South Indian Universities)	T.S. Reddy & Y. Hari Prasad Reddy	350.00	
11.	Management Accounting (for All South Indian Universities)	"	350.00	
12.	Cost and Management Accounting	"	450.00	
13.	Strategic Cost Management (for M.Com Common Syllabus)	Dr. Y. Hari Prasad Reddy	130.00	
14.	Financial and Management Accounting (for MBA and MCA)	"	400.00	
15.	Financial Management (for B.Com., B.B.A., M.B.A. & M.Com courses)	Dr. A. Murthy	320.00	
16.	Income Tax – Theory, Law and Practice (for A. Y. 2023 - 24)	T.S. Reddy & Y. Hari Prasad Reddy	420.00	
17.	Business Taxation / Indirect Taxes (As per GST with Problems)	"	260.00	
18.	Business Accounting (for B.Sc C.S / IT / BCA Bharathiar & Other Univ.)	"	200.00	
19.	Business Laws (for B.Com. for B.C.S., B.B.A., and B.B.M Courses)	J. Jayasankar	190.00	
20.	Business Law (for B.Com.) Madras, & All Other South Indian Universities	Dr. M. R. Sreenivasan	250.00	
21.	Commercial and Industrial Law	Dr. M.R. Sreenivasan	250.00	
22.	Company Law (As per Companies Act, 2013)	J. Santhi	200.00	
23.	Company Law & Secretarial Practice (As per Companies Act, 2013)	J. Santhi	200.00	
24.	Company Law (As per Companies Act, 2013)	Dr. M.R. Sreenivasan	220.00	
25.	Company Law & Secretarial Practice (As per Companies Act, 2013)	Dr. M.R. Sreenivasan	200.00	
26.	Secretarial Practice (As per Companies Act, 2013)	J. Santhi	160.00	
27.	Securities Laws & Market Operations	Dr. L. Natarajan	170.00	
28.	Industrial Law	Dr. L. Natarajan	150.00	
29.	Industrial Relations and Labour Legislations	Dr. M.R. Sreenivasan	250.00	
30.	Legal Systems in Business (Revised As per Companies Act, 2013)	T.S. Ravi	200.00	
31.	Tally – Accounting Software (for U.G. & P.G. Courses)	S. Palanivel	190.00	
32.	Tally. ERP 9	Dr. P. Rizwan Ahmed	240.00	
33.	Computerised Accounting Package – Tally (Practical Work Book)	Dr. N. Lavanyalakshmi	180.00	
34.	Computer Applications in Business with Tally.ERP9	Dr. P. Rizwan Ahmed	250.00	
35.	Computer Applications in Business & Management	Dr. P. Rizwan Ahmed	220.00	
36.	Marketing (for B.Com., B.B.A. and B.B.M. Courses)	J. Jayasankar	210.00	
37.	Marketing (for B.Com., B.B.A., B.B.M., M.Com. & M.B.A. Courses)	Dr. L. Natarajan	210.00	
38.	Marketing Management	"	240.00	
39.	Retail Marketing	"	160.00	
40.	Services Marketing	"	250.00	
41.	Brand Management	"	120.00	
42.	Marketing Research (for B.B.A., B.Sc.(ISM) / B.B.M., M.B.A.)	Dr. P. Ravilochanan	140.00	
43.	Principles of Management	J. Jayasankar	220.00	
44.	Principles of Management	C.D. Balaji	220.00	
45.	Business Communication	Raghunathan & Santhanam	240.00	
46.	Banking Theory, Law & Practice (Modern Banking & Indian Banking System)	B.Santhanam	210.00	
47.	Banking Theory Law & Practice (for Madras & Other Universities)	Dr. L. Natarajan	170.00	
48.	Banking and Financial System	B. Santhanam	210.00	
49.	E-Commerce	Dr.K. Abirami Devi	220.00	
50.	E- Business & E- Commerce	P. Rizwan Ahmed	210.00	
51.	Introduction to Information Technology	P. Rizwan Ahmed	270.00	
52.	Financial Planning & Performance	Dr. S. Seethalakshmi	160.00	
53.	Financial Reporting	Dr. S. Seethalakshmi	190.00	
54.	Corporate Governance & Ethics	Dr. Y. Hari Prasad Reddy	110.00	
55.	Portfolio Management	Dr. L. Natarajan	170.00	
56.	Corporate & Business Law	Dr. M.R. Sreenivasan	170.00	

57.	Financial Services (for all South Indian Universities)	B. Santhanam	240.00
58.	Financial Markets & Services (for M.K.U & M.S. Universities)	Dr. L. Natarajan	210.00
59.	Capital Markets (for Periyar & Other Universities)	"	160.00
60.	Entrepreneurial Development (for B.Com., B.B.A., M.B.A. & B.Sc.,(ISM)	Dr. Jayshree Suresh	220.00
61.	Entrepreneurial Development	P. Saravanavel & S. Sumathi	230.00
62.	Entrepreneurship and Small Business Management	Dr. M. Alagammai	180.00
63.	Human Resource Management (for B.B.A., B.C.S. and M.Com. Courses)	J. Jayasankar	230.00
64.	Human Resource Management	Dr. C.D. Balaji	220.00
65.	Personnel Management (for B.B.A, B.B.M, and B.Com. Courses)	J. Jayasankar	170.00
66.	Business Environment : Policy and Strategic Management (for M.Com., M.B.A.)	Dr. S. Sankaran	200.00
67.	International Trade (for B.Com., B.B.A., M.Com. & M.B.A. Courses)	"	220.00
68.	International Trade	Dr. C.D. Balaji	160.00
69.	International Business & Environment	Dr. S. Sankaran	250.00
70.	Money, Banking and International Trade	Dr. S. Sankaran	180.00
71.	Foreign Exchange and Financing of Foreign Trade	"	170.00
72.	International Marketing (Global Marketing)	Dr. L. Natarajan	200.00
73.	Practical Auditing (As per Companies Act, 2013)	Dr. L. Natarajan	220.00
74.	Practical Auditing	S. Vengadamani	190.00
75.	Elements of Insurance	Dr. A. Murthy	170.00
76.	Principles & Practice of Insurance	"	260.00
77.	Working Capital Management (for B.Com., M.Com., M.B.A. & Other Professional Courses)	"	180.00
78.	Business Organisation	C.D. Balaji & G. Prasad	240.00
79.	Business Organisation & Management	"	250.00
80.	Principles of Commerce	C.D. Balaji & G. Prasad	200.00
81.	Knowledge Management	T.S.Ravi	140.00
82.	Customer Relationship Management	Dr. P. Sheela Rani	180.00
83.	Consumer Behaviour	Dr. L. Natarajan	140.00
84.	Total Quality Management	P. Saravanavel	240.00
85.	Advertising and Salesmanship (for B.Sc.(Vis.Com), B.Com (Correspondence)	P. Saravanavel	250.00
86.	Sales and Distribution Management	J. Jayasankar	150.00
87.	Office Management [for B.Com. (CS), B.B.A., B.Sc., (ISM)]	N.S. Raghunathan	170.00
88.	Production and Materials Management (for B.B.A, B.B.M, M.B.A., M.Com., etc.)	P. Saravanavel	280.00
89.	Operations Management	P. Saravanavel & Ms. Kavitha	190.00
90.	Materials Management	"	180.00
91.	Human Rights (for M.Com., Tiruvalluvar University)	T.S. Ravi	120.00
92.	Strategic Human Resource Management	"	180.00
93.	Strategic Management	Dr. S. Sankaran	180.00
94.	Research Methodology with Business Correspondence & Report writing	Dr. P. Raviochanan	220.00
95.	Organisational Behaviour (Organisational Psychology)	J. Jayasankar	230.00
96.	Organisational Behaviour	Dr. C.D. Balaji	190.00
97.	Organisational Development	Dr. Lalitha Balakrishnan	100.00
98.	Business Regulatory Framework (for B.B.A. Madras University)	Dr. Sankaran	180.00
99.	Corporate Laws	J. Jayasankar	150.00
100.	Corporate & Economic Laws	Dr. S. Sankaran	200.00
101.	Constitutional Law	Dr. M.R. Sreenivasan	200.00
102.	Office Automation – Windows 2010 (s)	Dr. P. Rizwan Ahmed	170.00
103.	Rural Banking	Dr. S. Sankaran	130.00
104.	Technology in Banking	Dr. B. Akila	140.00
105.	Bank Management	S. Arunajatesan	170.00
106.	Industrial Organisation	Dr. A. Murthy	130.00
107.	Investment Management (Security Analysis & Portfolio Management)	Dr. L. Natarajan	250.00
108.	Merchant Banking & Financial Services	Dr. L. Natarajan	170.00
109.	Consumer Protection & Consumer Rights	Dr. H. Premraj	140.00
110.	Consumer Awareness (M.S. & Other Universities)	Dr. R. Sivanesan	120.00
111.	Business Ethics and Values [for B.B.A & B. Sc.,(ISM)]	Dr. S. Sankaran	180.00
112.	Business Environment	Dr. S. Sankaran	250.00
113.	Business Environment	Dr. C.D. Balaji	170.00
114.	Business Environment (for Bharthidasan University & Other Universities)	"	180.00
115.	Case Analysis on Management (Case Studies)	V. Renuka	130.00
116.	Dictionary of Commerce		120.00
117.	Creative & Innovation Management	P. Rizwan Ahmed	130.00
118.	Retail Management	Dr. L. Natarajan	200.00
119.	Project Management (Project Development)	Dr. C.D. Balaji	230.00
120.	Industrial Law & Public Relations	Dr. M.R. Sreenivasan & Dr. C.D. Balaji	180.00
121.	Logistics and Supply Chain Management	Dr. L. Natarajan	200.00
122.	Enterprise Resource Planning	Dr. P. Rizwan Ahmed	180.00
123.	Cyber Law (Bharathiar & other Universities)	Dr. P. Rizwan Ahmed	150.00
124.	Import Export Procedure (Export - Import Management)	Dr. L. Natarajan	150.00
125.	Fundamentals of Corporate Management	Dr. S. Seethalakshmi	180.00
126.	Corporate Social Responsibility	Dr. S. Seethalakshmi	150.00
127.	Digital Marketing	Dr. B. Vijayakumar	180.00
128.	Event Management	Dr. B. Vijayakumar	150.00
129.	Insurance and Risk Management	Dr. A. Murthy	160.00
130.	Indian Economic Development (for B.Com - Common Syllabus)	Dr. H. Premraj	200.00

# MATHEMATICS & STATISTICS

SN	Name of the Title	Author	Price	Quantity
1.	Statistical and Numerical Methods	Dr. P. R. Vittal V. Malini	270.00	
2.	Statistical Methods	S.G. Venkatachalapathy Dr. H. Premraj	370.00	
3.	SPSS (Statistical Package for Social Sciences) (for B. Com ISM, M.Phil. & MBA)	Dr. H. Premraj	200.00	
4.	Business Statistics (for B. Com, Madras, Tiruvalluvar, Periyar, B. Dasan, M.K.U. & M.S)	..	230.00	
5.	Business Statistics (for B.C.S., Madras, B. Com. Bharathiar, Bharathidasan, M.K.)	Dr. P. R. Vittal	230.00	
6.	Business Statistics and Operations Research (for B. Com. Madras, Periyar)	"	300.00	
7.	Business Mathematics (for B. Com. of all Universities)	Dr. P. R. Vittal	330.00	
8.	Introduction to Operations Research (for all Universities)	"	240.00	
9.	Elements of Operations Research (for Commerce and Management)	Dr. H. Premraj	180.00	
10.	Business Mathematics & Statistics (for BBA, BBM & B.Com., B.Sc. (ISM) etc.)	Dr. P. R. Vittal	400.00	
11.	Quantitative Techniques (Applied Business Statistics & Operations Research)	Dr. P. R. Vittal	280.00	
12.	Algebra (for B.Sc. Mathematics Major all South Indian Universities)	Dr. P. R. Vittal & V. Malini	160.00	
13.	Algebra and Trigonometry I	Dr. P. R. Vittal & V. Malini	120.00	
14.	Algebra and Trigonometry II	"	130.00	
15.	Algebra, Analytical Geometry and Trigonometry (Paper 1) (for Tiruvalluvar & Periyar Universities)	"	200.00	
16.	Trigonometry (for B.Sc., Major & Ancillary for all Universities)	Dr. P.R. Vittal	140.00	
17.	Vector Analysis (for all Indian Universities)	"	100.00	
18.	Calculus (Paper 2) (for Tiruvalluvar & Periyar Universities)	Dr. P. R. Vittal & V. Malini	220.00	
19.	Calculus and Co-ordinate Geometry of Two dimensions	"	140.00	
20.	Calculus and Differential Geometry	"	130.00	
21.	Coordinate Geometry of 3 Dimensions & Probability	Dr. P.R. Vittal	130.00	
22.	Calculus of Finite Differences and Numerical Analysis	S.G. Venkatachalapathy	220.00	
23.	Differential Equations and Laplace Transforms (for All Universities)	Dr. P.R. Vittal	150.00	
24.	Differential Equations, Fourier Series, Laplace Transforms, Probability	Dr. P. R. Vittal	200.00	
25.	Vector Analysis, Analytical Solid Geometry, Sequences & Series	"	160.00	
26.	Vector Calculus, Fourier Series and Fourier Transforms	"	170.00	
27.	Statics (Paper 8 IV Semester Madras University)	"	170.00	
28.	Statics (for B.Sc. Maths for Madras and Other South Indian Universities)	S.G. Venkatachalapathy	130.00	
29.	Dynamics (for B.Sc. Maths, Paper 9 V Semester Madras University)	Dr. P.R. Vittal	160.00	
30.	Dynamics (for B.Sc. Maths for Madras and Other South Indian Universities)	S.G. Venkatachalapathy	130.00	
31.	Analytical Geometry 2D & 3D	S.G. Venkatachalapathy	170.00	
32.	Modern Algebra (for B.Sc. Maths Major for all Universities)	"	220.00	
33.	Real Analysis (for B.Sc. Maths, Madras (V Semester) and Other Universities)	S.G. Venkatachalapathy	180.00	
34.	Complex Analysis (for B.Sc. Maths, Madras and Other South Indian Universities)	S.G. Venkatachalapathy	200.00	
35.	Mechanics (for B.Sc. Maths Major for all Universities)	S.G. Venkatachalapathy	150.00	
36.	Classical Mechanics (for M.Sc. Mathematics)	"	160.00	
37.	Complex Analysis (for M.Sc. Mathematics)	"	180.00	
38.	Differential Geometry (for M.Sc. Mathematics)	"	140.00	
39.	Ordinary Differential Equations (for M.Sc. Mathematics Madras University)	S.G. Venkatachalapathy	150.00	
40.	Partial Differential Equations (M.Sc. Maths)	"	150.00	
41.	Algebra (for M.Sc. Mathematics)	Dr. C. Meera	180.00	
42.	Operations Research (for M.Sc. Mathematics)	S.G. Venkatachalapathy	300.00	
43.	Mathematical Statistics	Dr.P.R. Vittal	280.00	
44.	Allied Mathematics (for B.Sc. and B.C.A. for all Indian Universities in Single Volume)	Dr. P.R. Vittal	350.00	
45.	Allied Mathematics (for B.Sc. for all Indian Universities in Single Volume)	S.G. Venkatachalapathy	250.00	
46.	Mathematical Foundations (for B.C.A. Tiruvalluvar University)	Dr. P.R. Vittal	430.00	
47.	Functional Mathematics (for B.Sc. B.A., M.B.A., I.A.S. & Other Competitive Exams.)	M. Sivananda Rani	150.00	
48.	Operations Research (for B. Sc. Maths, B. C.A, M.B.A, M.C.A)	Dr. P. R. Vittal & V. Malini	320.00	
49.	Discrete Mathematics	Dr. S.P. Rajagopalan	150.00	
50.	Graph Theory (for B.Sc. Maths, Madras University (V Semester)	Dr. S.P. Rajagopalan	140.00	
51.	Real & Complex Analysis	S.G. Venkatachalapathy	130.00	
<b>MICRO BIOLOGY</b>				
1.	Environmental Microbiology	B. Nagamani	170.00	
2.	Bio-Instrumentation	"	180.00	
3.	General Microbiology & Microbial Physiology	wB. Nagamani	200.00	
4.	Soil and Agricultural Microbiology	"	200.00	
5.	Allied Biochemistry (for all South Indian Univ.)	"	190.00	
6.	Bio Statistics	G.T. Shakila Devi R.S. Ramya Balaji	90.00	
<b>CHEMISTRY</b>				
1.	Practical Chemistry (Vol. II) (for B.Sc. Major Students)	Dr. S. Buvanewari	130.00	
2.	Practical Chemistry (Vol. I) (for B.Sc. Major Students)	"	130.00	

S.N	Name of the Title	Author	Price	Quantity
1.	Digital Logic Fundamentals ( <i>With Practicals</i> )	Ananthi Sheshasaayee	250.00	
2.	Introduction to Information Technology	Dr. P. Rizwan Ahmed	270.00	
3.	Programming in C ( <i>ANSI C</i> )	Dr. P. Rizwan Ahmed	150.00	
4.	Programming Language C with Practicals ( <i>for B.Sc. Maths., Comp. Sci. BCA, MCA</i> )	Ananthi Sheshasaayee	180.00	
5.	Database Management Systems	L. Mathu Krithiga Venkatesh	150.00	
6.	Data Communication and Networking	"	150.00	
7.	Web Technology	L. Mathu Krithiga Venkatesh	220.00	
8.	Operating Systems	"	150.00	
9.	Java Programming	Dr. P. Rizwan Ahmed	220.00	
10.	Java Programming ( <i>for Tiruvalluvar &amp; Other Universities</i> )	"	170.00	
11.	Management Information System	Dr. S. P. Rajagopalan	160.00	
12.	Digital Logic and Programming in C	Dr. P. Rizwan Ahmed	200.00	
13.	Cloud Computing	Dr. A. Priya	180.00	
14.	Programming in C++	Dr. P. Rizwan Ahmed	200.00	
15.	Computer Graphics	Dr. A. Priya	170.00	
16.	Data Structures & Algorithms Using C++	L. Mathu Krithiga Venkatesh	170.00	
17.	Dictionary of Computer Terms	Dr. A. Murgan & Dr. K. Shyamala	100.00	
18.	Visual Basic Programming	"	190.00	
19.	Software Engineering	A. Zakiuddin Ahmed	140.00	
20.	Microprocessor & its Applications	Dr. P. Rizwan Ahmed	120.00	
21.	Data Mining	Dr. P. Rizwan Ahmed	160.00	
22.	Software Testing	Dr. P. Rizwan Ahmed	160.00	
23.	Programming in C++ and Data Structure	Dr. P. Rizwan Ahmed	270.00	
24.	Digital Logic And Microprocessor	Dr. P. Rizwan Ahmed	180.00	
25.	Object Oriented Analysis & Design	Dr. A. Priya	140.00	
26.	Multimedia	M. Mahalakshmi	180.00	
27.	Mobile Computing	Dr. P. Rizwan Ahmed	160.00	
28.	Internet & its Applications	"	170.00	
29.	Cryptography	"	120.00	
30.	Computer Networks	Dr. A. Priya	160.00	
31.	Computer Architecture & Organisation	M. Mahalakshmi	200.00	
32.	Management Information System	Dr. P. Rizwan Ahmed	120.00	
33.	Mobile Application Development ( <i>with Lab Manual</i> )	"	200.00	
34.	Data Warehousing and Data Mining	"	160.00	
35.	Software Project Management	K. Sutha & T. Jebeula	100.00	
36.	Artificial Intelligence	Dr. P. Rizwan Ahmed	100.00	
37.	System Analysis & Design	Dr. A. Priya	100.00	
38.	Client / Server Computing	Dr. A. Murgan & T. Sunitha Rani	140.00	
39.	Operating System ( <i>with Lab Manual</i> ) for Thiruvalluvar & other Universities	Dr. P. Rizwan Ahmed	120.00	
40.	Software Project Management	Dr. P. Rizwan Ahmed	100.00	
41.	Phython	L. Mathu Krithiga Venkatesh	In Press	
42.	HyperText Mark Up Language	Dr. S. Aruna	150.00	
43.	Design and Analysis of Algorithms	Dr. P. Rizwan Ahmed	120.00	
44.	Decision Support System	Dr. P. Rizwan Ahmed	130.00	
45.	ASP.Net	Dr. P. Rizwan Ahmed	100.00	
46.	Internet of Things	Dr. P. Rizwan Ahmed	130.00	
47.	Open Source Programming	Dr. P. Rizwan Ahmed	220.00	
48.	Cloud Computing ( <i>Tiruvalluvar University</i> )	Dr. A. Priya	120.00	
49.	RDBMS & Oracle	Dr. P. Rizwan Ahmed	250.00	
50.	Problem Solving Strategies ( <i>for B.Sc.(C.S) Thiruvalluvar &amp; Other Universities</i> )	M. Charles Arockiaraj	140.00	
<b>ECONOMICS</b>				
1.	Principles of Economics	Dr. S. Sankaran	150.00	
2.	Micro Economics	"	250.00	
3.	Business Economics ( <i>for Madras, Bangalore &amp; Andhra</i> )	"	250.00	
4.	Business Economics ( <i>for Bharathiar/Bharathidasan Universities</i> )	"	170.00	
5.	International Economics ( <i>for II Semester B.Com. Madras University</i> )	"	200.00	
6.	International Economics ( <i>for B.A./M.A. Economics</i> )	"	180.00	
7.	Indian Economy ( <i>for B.A., B.Com. all Universities</i> )	"	300.00	
8.	Agricultural Economy of India	"	160.00	
9.	Monetary Economics	"	180.00	
10.	Managerial Economics	"	270.00	
11.	A History of Economic Thought	"	180.00	
12.	Economic Analysis	"	230.00	
13.	Fiscal Economics	"	190.00	
14.	Macro Economics	"	200.00	
15.	Environmental Economics	"	200.00	
16.	Rural Economics	Dr. S. Sankaran	180.00	
17.	Economics : Objective Type Questions for UGC-NET / SET, Competitive Exams	Dr. R. Vaheedha Banu	320.00	
18.	Rural Banking	Dr. S. Sankaran	130.00	
19.	Economics of Transport	"	120.00	
<b>OUR OTHER BOOKS</b>				
1.	Basic Environmental Studies ( <i>with Obj. Type Ques.</i> )	Dr. G. Rajah	140.00	
2.	Value Education	N.S. Raghunathan	130.00	
3.	Personality Enrichment	N.S. Raghunathan	100.00	
4.	Research Methods in Psychology	Dr. P. Ramarao	70.00	
5.	Soft Skills Development	Dr. L. Natarajan, Dr. P. Santhakumari	170.00	
6.	Training & Development	V. Renuka	130.00	