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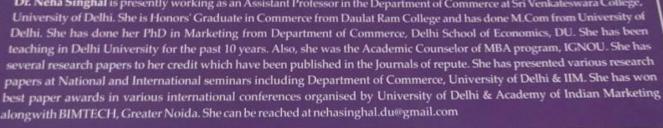
BUSINESS DRGANISATION A MANAGEMENT

For Students of B.Com, Semester I (Paper BC 1.3) University of Delhi



DR. SHVETA KALRA DR. NEHA SINGHAL

outline to give an overview of topics covered in each chapter g to the learning needs of the graduate level students ns, relevant pictures, tables have been inserted to make reading text an experience sion questions for reviewing the concepts learned in the chapter have been given at the end Teaching aids for teachers in the form of PowerPoint presentations will be provided to them at their respective email \$10. Dr. Shveta Kalra is presently working as an Assistant Professor in the Department of Commerce at Satyawati Call University of Delhi. She is Honors' Graduate in Commerce from Daulat Ram College and has done M.Com from University Delhi. She has done her M.Phil from Department of Business Economics, South Campus, University of Delhi. She has been teaching the Delhi She past 15 years. She has several research papers to her credit which have been published in the Journ repute. She has presented various research papers at International Conferences including Department of Commerce, University of Delhi and IIM's. She has won best paper awards in various international conferences organized by University of Delhi & Academy of Indian Marketing (AIM) along with BIMTECH, Greater Noida. She can be reached at shweta.kalra111@gmail.com Dr. Neha Singhal is presently working as an Assistant Professor in the Department of Commerce at Sri Venkateswara College. University of Delhi. She is Honors' Graduate in Commerce from Daulat Ram College and has done M.Com from University of Delhi. She has done her PhD in Marketing from Department of Commerce, Delhi School of Economics, DU. She has been teaching in Delhi University for the past 10 years. Also, she was the Academic Counselor of MBA program, IGNOU. She has





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