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Strength for Today and Bright Hope for Tomorrow

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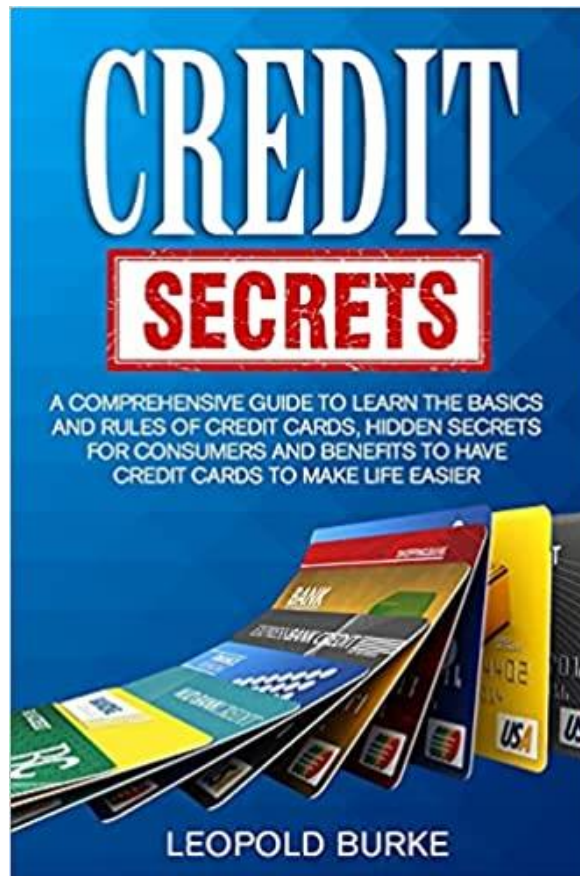
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Introducing a Book:

Credit Secrets

Author: Leopold Burke

Kindle Edition



Courtesy: https://www.amazon.com/Credit-Secrets-Comprehensive-Consumers-Benefits/dp/B093WJ17TW/ref=sr_1_1?dchild=1&keywords=credit+secrets+leopold+burke&qid=1634249115&s=books&sr=1-1

This book *Credit Secrets* by **Leopold Burke** as a comprehensive subtitle that describes the contents vividly: *A Comprehensive Guide To Learn The Basics And Rules of Credit Cards, Hidden Secrets For Consumers And Benefits To Have Credit Cards To Make Life Easier.*

The book has seven chapters with an Introduction. The titles given to the chapters are also descriptive enough to guess what contents are discussed in a particular chapter. Yet, reading the entire chapter gives us more information, analysis, suggestions, etc., not necessarily revealed by the titles of the chapters.

Chapter 1: Learn About the Basics of Credit gives us a description of four types of credit: Revolving credit, Installment credit or fixed loans, Open credit, and Closed credit. It helps us to know how to get credit, how to avoid credit problems, credit abuse, etc.

Chapter 2: Federal Reserve Rules for Credit Cards presents several important suggestions such as effective management of credit, and ways to choose the right credit card.

Chapter 3: Consumer Protection and Credit Legislation includes items such as Federal (in USA) laws regulating credit cards and what can collection agencies do.

Chapter 4: Origin and Advantages of Credit presents an interesting history of credit: who invented it, why was it invented, how did credit card become popular, etc. Most individuals who are employed in regular government or private corporations seek to possess both debit and credit cards in India. Debit cards have become almost a required tool to receive salaries through ATMs these days. Credit cards offer facilities to make payments using these when we buy goods. Monthly payment is a convenient provision for all of us.

Chapter 5: Secrets the Card Issuers Don't Want the Customers to Know includes many important things that we as credit card users should know: Your interest rates can change at any time: A late payment in one can affect the other cards we may have. This is an equally important chapter that we need to read in full. If you're employed in a bank, you need to know how you would communicate to your customers when they apply for a card.

Chapter 6: Materialize Your Life Dreams By Building Excellent Credit Scores describe what is meant by credit score and how it is very useful. In traditional business as well, the long term customer who pays the debt on time in installments is given more things in credit. This customer is respected and offered several discounts, etc. This traditional practice takes a formal electronic shape here! Taking and giving loan are important economic activities. When practiced in a fair manner, both the customer and the business owner benefit by the process. In addition, such activities encourage production, distribution, and business expansion.

Chapter 7: Creative Ways to Make Money while Using the Credit Card - many ways indeed!

Conclusion The author reports that interest-bearing loans were recorded in ancient history. "Business and consumers can borrow money, allowing for more efficient economic transactions and growth."

When the Life Insurance Corporation of India started giving housing loan to individuals who are employed and who have the capacity to pay the loan back, cities began to grow rapidly. If we have a credit card we can buy what we want and pay the bills either fully within the month paying no interest at all, or in installments with specified interest rate. Both individuals and

businesses have benefited by the invention of the credit card. Likewise individuals and families are also ruined when they do not exercise necessary caution in using credit cards. We should learn how to use our credit cards wisely, and we should also teach our children how to use credit cards wisely and cautiously.

The author Leopold Burke makes an important point: “Being able to borrow money in the case of unforeseen expenses or a need for something you can’t afford could be a lifesaver.”

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Introducing a Book:

Make More Money

Author: Brian Tracy

Kindle Edition



Courtesy: https://www.amazon.com/Make-More-Money-Brian-Tracy-ebook/dp/B07J3NMPB2/ref=sr_1_1?dchild=1&keywords=Make+More+money+brian+tracy&qid=1634250459&s=books&sr=1-1

Make More Money by **Brian Tracy** has nine chapters. Interesting and useful strategies are offered in this to help us make more money. All the students, whether they seek a degree in

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Introducing a Book: *Make More Money*

Author: **Brian Tracy**

business administration or not, will benefit a lot by reading this book. Written in an easy to follow language and style, the book has the following chapters or parts:

1. Introduction
2. An Eye Opener--Who Becomes Wealthy?
3. Habits of Millionaires and Billionaires?
4. How to Develop New Habits
5. How Rich People Think
6. More Ways Rich People Think -- Earning More Money
7. The 7 Basics of Business Success
8. The 7 Habits of High-Profit Businesses
9. The 7 Habits for Personal Success

The basic assumption or truth elaborated in this interesting book is that successful people in business and every walk of life have “certain traits and behaviors in common”, and these traits and behaviours can be developed by individuals and groups through their earnest effort. The author declares, “**You Can Do It Too**”.

Young entrepreneurs and our college students should have their eyes open to see the successful people around them and study how they have succeeded over the years. Indian bazaars have many success stories to tell.

This book focuses on those millionaires who are self-made, first generation millionaires, who began with nothing. They did not have higher education, but with their imaginative effort attained great success. Most of us college graduates in India do our best to get a job which will give us a regular monthly income. Many seek government jobs. Software engineers and business management graduates look for jobs in companies that would help them to go abroad and work there for a better pay. Trend may change in due course. Hopefully business entrepreneurship becomes a goal in our younger generation. This book will inspire all young people who wish to make money.

The author identifies several sources of wealth such as Software companies, real estate companies, Investment companies, Technology such as creating apps, all these finding needs and fill them with hard work and ingenuity. They sell something to someone, and thus their market share increases. The author also cautions entrepreneurs not to get involved in businesses that lose money. They should be always very cautious in their effort and should be aware of the conditions of business in terms of gaining or losing money. Hard work and self-discipline and other aspects that lead to success in making money are emphasized in this book.

Apart from giving us the author’s great insights into the lives and traits of individuals who have succeeded in becoming millionaires, the book inspires every reader to seek wealth through

honest efforts. This is a book of inspiration and young college students should all read this book and use the suggestions in their career as innovators.

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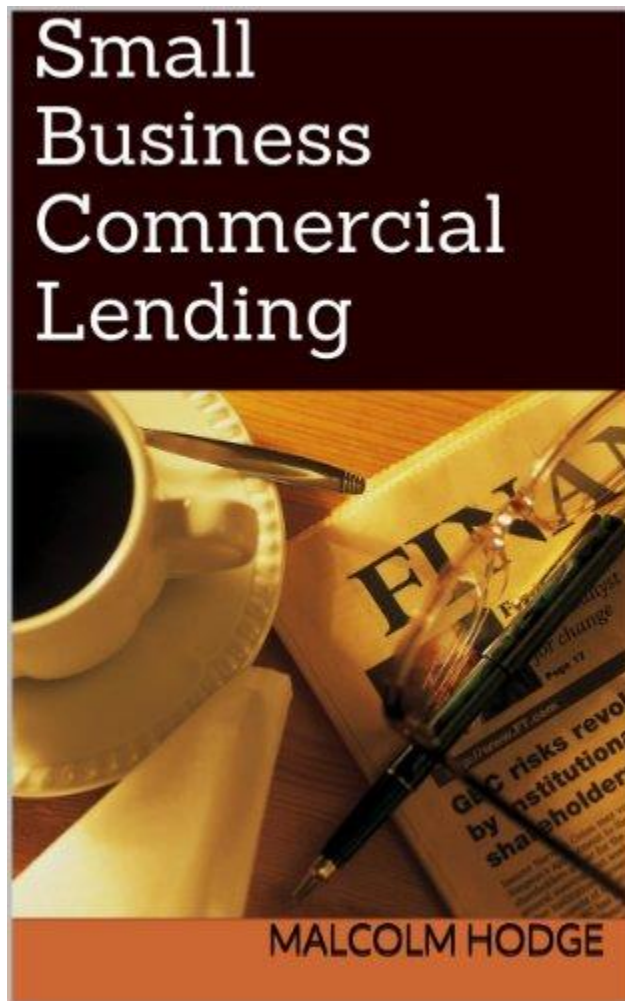
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Introducing a Book:

Small Business Commercial Lending

Author: Malcolm Hodge

Kindle Edition



Courtesy: https://www.amazon.com/Small-Business-Commercial-Lending-Malcolm-ebook/dp/B00DBG0I84/ref=sr_1_3?dchild=1&keywords=Small+Business+Commercial+Lending&qid=1634248414&s=books&sr=1-3

Small Business Commercial Lending by Malcolm Hodge focuses on training individuals as commercial lenders. In the Indian context we may say that the focus is on banking employees

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Introducing a Book: *Small Business Commercial Lending*

Author: Malcolm Hodge

insurance companies, and chit fund companies, etc. to train them as efficient commercial lenders. Analytical skills, effective communication through written reports and oral presentations are taken as the basic skills. The book *Small Business Commercial Lending* by Malcolm Hodge has the following sections:

Commercial Lenders - A Brief Description

This section includes suggestions to look at the character of the people or the company making the request whether they are able to make sound financial decisions, are they in a position or business that would enable them to return the loans they receive, etc. They need to remember that both the banks and the clients need to make money.

So You're a Freshly Minted Commercial Loan Officer (or want to be one) ...Now What?

This section discusses the Five Cs of Credit: Character, Capacity, Capital, Collateral and Conditions (state of the economy and the borrower's industry).

How to Build a Client Base

A Commercial Lender needs to identify his or her target market - let the target market be medium size - neither too large nor too small. Geographical area also needs to be identified and specified. In India, the banks delimit each of their branch's domain. Sometimes they also identify specific business variety as the targets.

Formulating & Executing Your Plan

Several items such as identification of centres of influence, existing client referrals, networking groups, speaking engagements, etc. are suggested. What is most important step is executing a plan (it could be mediocre) efficiently. Collecting financial documents from the credit seeker is a very important step. Analysis of the financial statements submitted is another important step. Payment history, financial judgments, bankruptcy if any in the past, etc. are all important elements of analysis. Accuracy and completeness of application submitted are also very important.

The Underwriting Process in Greater Detail

Spreading Financial Statements

Napkin Analysis

Financial Statement Analysis

Loan Covenants

Guarantor/Individual Analysis

Overall Account Management

Workout Loans

Some Examples of Commercial Lending Horror Stories

A Tiger Doesn't Change its Stripes

Concentrations

Contractors

If You Don't Understand It

Interim Financial Results

Loans Outside of your Market Area

Trust Your Instincts

Pillars of the Community

Specialized Collateral

Money Masks Mistakes

Owner vs. Manager

Words to Live By

Perhaps one could start reading the last section **Words to Live By** of this book. This section has sayings from great writers, poets and philosophers on banking, etc. Some are funny statements, some are humorous, and critical. But all these carry insightful statements about loan and repayment of loan, etc.

This is a very useful book for all who work in banks and other types of financial corporations. A Commercial Lender is in every branch of these corporations and banks. Sometimes there may not be any separate commercial lender, but the assistants and assistant managers, etc. may perform these duties. This book is very helpful for all of us who want to borrow money for various activities.

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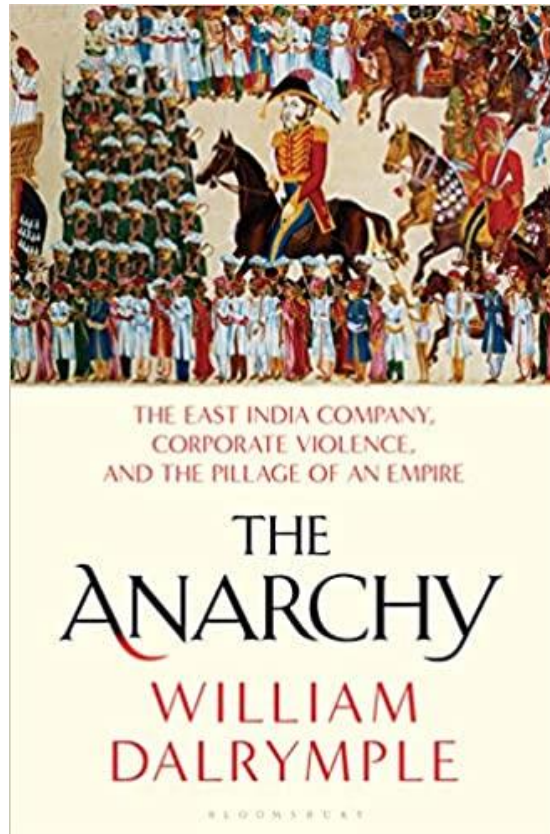
Introducing a Book:

The Anarchy -

*The East India Company, Corporate Violence,
And the Pillage of an Empire*

Author: William Dalrymple

Kindle Edition



Courtesy: https://www.amazon.com/Anarchy-Relentless-Rise-India-Company/dp/1635573955/ref=sr_1_1?crd=291BT9AOU5LV2&dchild=1&keywords=the+anarchy+william+dalrymple&qid=1634249806&s=books&sprefix=The+Anarchy%2Cstripbooks%2C225&sr=1-1

The Anarchy by William Dalrymple has the subtitle *The Relent Rise of the East India Company*. William Dalrymple has written many insightful books on Indian history such as *The Last Mughal: The Fall of a Dynasty, Delhi 1857*, *Koh-i-Noor: The History of the World's Most Infamous Diamond*, and *Nine Lives: In Search of the Sacred in Modern India*.

The Anarchy has nine chapters, preceded by an introduction, and followed by and epilogue. The book is a blend of history of power in political set up and the story of gaining power through trade. When we read the book, we feel that we are reading an interesting historical novel. At the same time the author presents solid facts and shows how the East India Company put making money and profit for its shareholders on top of other issues, including gaining political power in India, and how they manipulated the House of Commons in England to establish themselves a powerful group.

Students of Business Administration in India will gain substantial knowledge of the origin, emergence, and domination of a trading company not only in the economic affairs of a territory but also as ruler of India. Not that India did not gain anything from the rule of East India Company, but it shows the potential and practice of modern corporations of India gaining power in various fields in India, including power over the government and people.

The book has the following chapters. Note that the titles of the chapters may not convey what they contain just as other descriptive studies do. If we have a good background in modern Indian history, we may be able to anticipate the contents of these chapters. And when we read this book, we are shocked by the developments portrayed in the book. An ancient land, known for its pioneering fields of knowledge and for maintaining peace and freedom even when the kings and princes fought among themselves for power, continuity of culture and belief systems, with classics dealing with business deliberations, etc., become an easy prey to a well-organized profit-seeking traders. As the time went on, law-abiding nature of Indians enable them to become part of the activities of the East India Company in administering the country.

Corporate violence actually involved physical fight as well against the regional ruling princes and kings of India, even as it involved corrupt practices of the East Indian Company officials and the Members of the House of Commons.

The book *Anarchy* has the following chapters:

Introduction

1. 1599
2. An Offer He Could Not Refuse
3. Sweeping With the Broom of Plunder
4. A Prince of Little Capacity
5. Bloodshed and Confusion
6. Racked by Famine
7. The Desolation of Delhi
8. Impeachment of Warren Hastings
9. The Corpse of India

Epilogue

The book *Anarchy* really presents the anarchy created by the East India Company in India while capturing political power to expand its business. It also presents the anarchy it created in England by corrupting politicians and focusing primarily on making profit.

Students and faculty of business administration may like to read this book to gain more insight into the development of modern business in India. It will become clear to all of us that business is not simply business, it could be an important element of all activities whether connected with business or not. Business Ethics becomes then an important thing to learn about and practice.

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