

Department of Management, List of text and Reference Books

Sl.No	Name of the book	No. of copies	Name of author/authors
1	Business Law(McGraw Hill)	5	PC Tulsian , B. Tulsian
2	Legal Aspects of Business (McGraw Hill)	6	Akhileswar Pathak
3	Foundation of Business Communication, An integrated Approach(McGraw Hill)	9	
4	Acompendium of Companies Act, 2013, Along with Rules (Taxmann)	5	
5	Introduction to Company Law(Eastern Book Company)	7	Avtar Singh
6	An Easy Approach to Company Law (Ane Book Pvt. Ltd.)	6	JP Sharma
7	Human Resource Management(McGraw Hill)	5	Ivancevich , John M
8	Human Resource Management(Dhanpat Rai & Company)	7	TN Chhabra
9	Human Resource Managemnt(PHI)	7	Biswajeet Pattnayak
10	Practice of Managemnt(Mercury Books)	7	Peter F Drucker
11	Management Concept and Practice(Dhanpat Rai & Company)	5	TN Chhabra
12	Management Theory and Application(Cengage Learning)	7	Robert Kreitner
13	Fundamental of Management(Pearson)	6	James H Donnelly
14	Principles of Management	6	George Terry
15	E-Commerce(Pearson)	6	Kenneth C Laudon
16	E-Commerce, Strategy, Technology and Application, (McGraw Hill)	7	David Whitely
17	Electronic Commerce, Framework, technology and Application(McGraw Hill)	7	Bharat Bhaskar
18	E-Commerce , An Indian Perspective(PHI)	8	PT Joseph
19	E-Commerce (McGraw Hill)	8	KK Bajaj, Debjani Nag
20	E-Commerce (Taxmann)	8	Sushila Madan
21	Entrepreneurship (McGraw Hill)	7	Robert Hisrich, Michael Poter
22	Entrepreneurship: New Venture Creation (Prentice Hall)	6	Holt David H
23	Entrepreneurship Development (S Chand)	6	SS Khanka
24	Entrepreneurship Development (McGraw Hill)	6	K Ramchandran
25	Principles of Marketing (PHI)	5	Neeru Kapoor
26	Principles of Marketing (International Book House)	5	Rajendra Maheswari
27	The Essence of Marketing(Pearson)	6	Majaro Simon
28	Advertising Management(PHI)	6	Batra Myers, Aakers
29	Advertising Planning and Decision Making (Taxmann)	5	Kabita Sharma

25	Principles of Marketing (PHI)		5	Neeru Kapoor
26	Principles of Marketing (International Book House)		5	Rajendra Maheswari
27	The Essence of Marketing(Pearson)		6	Majaro Simon
28	Advertising Management(PHI)		6	Batra Myers, Aakers
29	Advertising Planning and Decision Making (Taxmann)		5	Kabita Sharma
30	Advertising (S Chand)		5	Ruchi Gupta
31	Banking And Insurance (Himalaya Publishing )		5	OP Agarwala
32	Elements of Banking and Insurance (PHI)		5	Jyotsna Sethi, Nishwan Bhatia
33	Risk Managemnet and Insurance (McGraw Hill)		6	Arthur C, C William
34	Venture Capital Financing in India(Dhanpat Rai & Company)		7	JK Singha
35	Auditing, Theory and Practice (Galgotia Publishing)		8	AK Singh, Loveleen gupta
36	Corporate Governance, Theory and Practice (Indian Book House)		9	Anil Kumar
37	Auditing, Principle and Practice (PHI)		9	Ravindra Kumar, Virendra Sharma
38	Corporate Governance, Business Ethics and CSR(Ane Book Pvt. Ltd.)		9	JP Sharma
39	Fundamentals of Investment (S Chand)		9	RP Rostogi
40	Investment Analysis and Portfolio Management (McGraww Hill)		8	Prasanna Chandra
41	Consumer Rights for Everyone (Penguin)		8	Grimaji Pushpa
42	International Business (McGraw Hill)		8	Charles WL Hill, Arun Kuman Jain
43	International Business (Pearson)		8	Sumati Verma
44	International Business, Text and Cases (PHI)		8	Francic Cherunilam
45	International Business (Pearson)		5	Roger Bennet
46	Global Business (Cengage Learning)		7	Peng and Srivastava
47	Industrial Relation(Oxford University Press)		7	CS Venkataratnam
48	Industrial Relation and Labour Law (Vikash Publishing)		7	SC Srivastava
49	Human Resource Management (PHI)		7	Biswajeet Pattnayak

50	A Framework of Human Resource Management (Pearson)	7	Gary Dessler
51	Principles of Marketing (PHI)	7	Neeru Kapoor

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