

1st YEAR 2nd SEM

SN	Course	Title	Author	Call No.
1	MM II	Marketing Management: A South Asian Perspective	Kotler P., Keller K.L., Koshy A. & Jha M.	658.8 KOT
2	HRM	HR : A South-Asian Perspective,	Angelo DeNisi , Ricky Griffin , Anita Sarkar	658.3 DEN
3	Macroeconomics for Managers	Macro Economics,	N Gregory Mankiw & Mark P Taylor	
4	Business Research Methods	Business Research Methods: A South Asian Perspective	William G Zikmund & et.al.	658.0072 ZIK
5	Production and Operations Management	Operations Management,	William J Stevenson	
6	MIS	Management Information System	Hossein Bidgoli, Nilanjan Chattapadhyay	
7	Corporate Finance	Financial Mangement	Shashi K.Gupta, Neeti Gupta	658.15 GUP
8	Management Accounting	Management Accounting	M.Y.Khan and P.K.Jain	658.1511 KHA