

Date: 11/07/2013

Notice

MBA-2013-I ST Semester

All the Book Bank Scheme Students are informed that they have to submit I Card and Enclose fees payment receipt Photo- Copy, Writes the following details of Payment on receipt Back Side –Select Name of subject, Name of Book, Writer name and Submit to Librarian / Library staff. Same will be provided on next Working day **Timing 11:00 AM to 1:00 PM and 2:00 PM to 4:00 PM. After 30/08/2013 book bank Books will be not issued. ONLY 05 BOOKS ISSUED. (Select only one book for a subject)**

s.no	subject	Title	Author
01	FOUNDAMENTALS OF MANAGMENT	ORGANIZATION AND MANAGEMENT	AGARWAL R D
		OR	
		PRINCIPLES AND PRACTICE OF MANAGEMENT	CHHABRA T N
02	BUSINESS AND ECONOMIC ENVIRONMENT	BUSINESS ENVIORNMENT	CHERUNILAM FRANCIS
		OR	
		ECONOMIC ENVIORNMENT OF BUSINESS	MISHRA AND PURI
		OR	
		ESSENTIAL OF BUSINESS ENVIORNMENT	ASWATHAPPA K
03	ORGANIZATIONAL BEHAVIOR	ORGANIZATIONAL BEHAVIOR	ROBBINS S P
		OR	
		ORGANIZATIONAL BEHAVIOR	ASWATHAPPA K
04	BUSINESS COMMUNICATION	ESSENTIALS OF BUSINESS COMMUNICATION	PAL RAJENDRA
		OR	
		BUSINESS COMMUNICATION	RAI U S & RAI S M
05	OPERATIONS MANAGMENT	THEORY AND PROBLAMS IN PRODUCTION & OPERATIONS MANAGEMENT	CHARY S N
		OR	
		PRODUCTION &	ASWATHAPPA K

		OPERATIONS MANAGEMENT	
		OR	
		PRODUCTION & OPERATIONS MANAGEMENT	PANNEERSALVAM R
		OR	
		MATERIAL MANAGEMENT	VERMA M M
		MATERIAL MANAGEMENT	CHITALE A K


11/07/2013
Librarian

Mona
Director

Date: 8/07/2013

Notice

MBA-2012&2013-IIInd Semester

All the Book Bank Scheme Students are informed that they have to submit I Card and Enclose fees payment receipt Photo- Copy, Writes the following details of Payment on receipt Back Side –Select Name of subject, Name of book, Writer name and Submit to Librarian/library staff. Same will be provided on next Working day **Timing 11:00 AM to 1:00 PM and 2:00 PM to 4:00 PM. After 10/03/2013 book bank Books will be not issued. ONLY 05 BOOKS ISSUED. (Select only one book for a subject)**

SR.NO	SUBJECT	TITLE	AUTHOR	REMARKS
01	Human Resource Management	Human Resource Management	Gupta C B	
		Essentials of human resource Management and Industrial relations	Subbarao p	
		Human Resource Management	Rao V S P	
02	Supply Chain Management	Supply Chain Management	Chopra Sunil	
03	Marketing Management	Marketing Management: Global Perspective	Ramaswamy and Namakumar	
		Marketing Management: South Asian Perspective	Kotler Philip	
		Marketing Management: Theory and Practice	Chhabra T N	
		Marketing Management	Saxena Rajan	
04	Operations Research	Operations Research	Hira D S & Gupta P K	
		Operations Research	Sharma J K	
		Quantitative techniques in management	Vohra N D	
05	Research	Research Methodology	Kothari C R	

	Methodology			
		Research Methodology	Sachdeva J K	
		Research Methodology	Pannerselvam	
		Business Research Methods	Zikmund	

**Librarian
Director**

Date: 11/07/2013

Notice

**ATTENTIONS MBA-2012-III SEM. STUDENTS
BOOK BANK SCH. DISTRIBUTED BOKS LIST**

All the book bank sch. Students please submit I card WITH BAR CODE and enclose fees payment receipt photo copy writes the following details payment receipt back side name of subject-SELECT 01 SUBJECT 01 Title/Author and submit to Librarian / Library staff same will be provided on next working day

List of books details below.

**01BOOK CORE-SUBJECT
02/02 BOOKS SPECILIZATION**

s.no	subject	Title	Author
01	STRATEGIC MANAGEMENT	BUSINESS POLICY AND STRATEGIC MANAGEMENT	KAZMI AZHAR
		OR	
		BUSINESS POLICY AND STRATEGIC MANAGEMENT	LAWRENCE R &GUPTA RAJEEV
		OR	
02	PROJECT MANAGEMENT	PROJECT MANAGEMENT	CHANDRA P
	MARKETING		
01	PRODUCT AND BRAND MANAGEMENT	PRODUCT STRATEGIC AND MANAGEMENT	BAKER M & HART SUSAN
		OR	
		PRODUCT AND BRAND MANAGEMENT	ANANDAN AM
		OR	
		COMPENDIUM BRAND MANAGEMENT	CHUNAWALLA
		OR	
		BRAND MANAGEMENT	MOORTHY Y L R
		BRAND MANAGEMENT	KUMAR AJAY
02	CONSUMER BEHAVIOR	CONSUMER BEHAVIOR	LOUDON D L
		OR	
		CONSUMER BEHAVIOR	NAIR SUJA R
03	ADVERTISING AND SALES PROMOTION	FOUNDATION OF ADVERTISING	CHUNAWALLA A S
		OR	
		ADVERTISING AND SALES	KAZMI S H H

		PROMOTION	
		OR	
		SALES AND DISTRIBUTION MANAGEMENT	KHAN MATIN
		OR	
		SALES AND DISTRIBUTION MANAGEMENT	GUPTA S L
	FINANCE		
01	FINANCIAL ENGINEERING	OPTIONS FUTURES AND OTHERS DERIVATIVES	HULL J C
02	WORKING CAPITAL MANAGEMENT	FINANCIAL MANAGEMENT	PANDEY I M
		OR	
		FINANCIAL MANAGEMENT	KHAN M Y
		OR	
		FINANCIAL MANAGEMENT	CHANDRA P
		OR	
		FINANCIAL MANAGEMENT	GUPTA S K & SHAMA R K
	HUMAN RESOURCE		
304H	H R LAW		
	INDUSTRIAL RELATIONS AND LABOUR LAW	INDUSTRIAL LAW	CHAWLA R C & GARG K C
		OR	
		HUMAN RESOURCE MANAGEMENT	RAO V S P
		OR	
		ESSENTIAL OF HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS	SUBBARAO
305H	HUMAN RESOURCE DEVELOPMENT		
	HUMAN RESOURCE AND ORGANIZATION DEVELOPMENT	HUMAN RESOURCE DEVELOPMENT	TRIPATHI P C
306H	CHANGE MANAGEMENT AND O D		
		CHANGE AND KNOWLEDGE MANAGEMENT	NANDESHWAR R L
		OR	
		ORGANIZATION	FRENCH AND

		DEVELOPMENT	BELL
	INFORMATION SYSTEM		
304I	OOPS USING C++	OBJECT ORIENTED Programming with C++	Balagurusamy E
		OR	
		OBJECT ORIENTED Programming with C++	Lafore Robert
		OR	
		C++: THE COMPLETE REF	SCHILD T HERBERT
305I	COMPUTER NETWORK		
		COMPUTER NETWORK	TENNENBAUM A S
		OR	
		DATA COMMUNICATION AND NETWORKING	FROUZAN
306I	SOFTWARE ENGINEERING		
		SOFTWARE ENGINEERING	PRESSMAN ROGER S
		OR	
		SOFTWARE ENGINEERING	JALOTE PANKAJ
	OPERATIONS		
01	PRODUCTION PLANNING AND CONTROL	PRODUCTION PLANNING AND CONTROL	JHAMB L C
02	BUSINESS PROCESS REENGINEERING	BUSINESS PROCESS REENGINEERING	RADHAKRISHANA
		OR	
		BUSINESS PROCESS REENGINEERING	BHATT
03	TOTAL QUALITY MANAGEMENT	TOTAL QUALITY MANAGEMENT	NIGAM SHAIENDRA
		OR	
		TOTAL QUALITY MANAGEMENT	PANDI A PAL
		OR	
		TOTAL QUALITY MANAGEMENT	SHARMA D D

[Signature]
11/07/13
Librarian

[Signature]
Mona
Director

Notice

MBA-2012 & 2013 -IV Th. Semester

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ONLY 03 BOOKS ISSUED.

01-MARKETING /FINANCE	01/02
02- MARKETING /HR	02/01
03-HR/FINANCE	01/02
04-IT	03
05-PRODUCTION	03

SR.NO	SUBJECT	TITLE	AUTHOR	REMARKS
	MARKETING			
01	SERVICE MAKETING AND INTERNATIONAL MKT.			
		SERVICE MAKETING	LOVLOCK C & WIRTZ OR RAMPAL M K	
02	RULAL, EVENT, DIRECT MKTG.	RURAL MARKETING	KRISHNAMAC HARYULU OR RURAL MARKETING	
			GOPALASWA MY T OR EVENT MARKETING MANAGEMENT	
			GOUR SANJAY S	
03	INDUSTRIAL AND RETAIL MARKETING	BUSINESS MARKETING	HAVALDAR OR INDUSTRIAL MARKETING	
			REEDER R R OR	

		RETAIL MANAGEMENT : TEXT AND CASES	PRADHAN SWAPNA	
	HR			
01	KNOWLEDGE MANAGEMENT AND LERNING ORGANIZATION			
		KNOWLEDGE MANAGEMENT	NANDESHWA R R L	
02	BUSINESS PROCESS TRANSFORMATION AND TQM	TOTAL QUALITY MANAGEMENT	SHARMA D D	
03	SOCIAL AND INDUSTRIAL PSYCHOLOGY	SOCIAL PSYCHOLOGY	BARON R	
	FINANCE			
01	INTERNATIONAL FINANCE	INTERNATIONAL FINANCE	SETH A K	
		OR	OR	
		INTERNATIONAL FINANCE	APTE P G	
		OR	OR	
		FOREIGN EXCHNAGE AND RISK MANAGEMENT	JEEVNANDAN AM	
02	CORPORATE STRATGY AND FINANCIAL DECISIONS			
		FINANCIAL MANAGEMENT	PANDEY I M	
		OR	OR	
		FINANCIAL MANAGEMENT	CHANDRA PRASANNA	
		OR	OR	
		FINANCIAL MANAGEMENT	KHAN M Y	
		OR	OR	
		FINANCIAL MANAGEMENT	GUPTA S K	
03	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT			
		SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	PANDIAN P	
	INFO.TECH			

1	ENTERPRISE RESOURCE PLANNING	ENTERPRISE RESOURCE PLANNING	LEON ALEX	
2	RELATION DATABASE MGT.SYS	DATABASE SYSTEMS CONCEPTS	KORTH H F	
		OR	OR	
		DATABASE MANAGEMENT	DATE C J	
			OR	
		FUNDAMENTAL OF DATABASE SYSTEMS	ELMASARI AND NAVATHE	
		OR	OR	
		INTRODUCTION TO DATABASE SYS	DESAI B	
		OR	OR	
		DATABASE MANAGEMENT	LEON ALEX	
3	VISUAL PROGRAMMING USING V B	MASTERING VB 6.0	PETROUTSOS E	
		OR	OR	
		GUIDE TO V B	NORTON PETER	
		OR	OR	
		VISUAL BASIC 6	AZAM MOHD	
	PRODUCTION			
1	ADVANCE MANUFACTURING SYS	AUTOMATION PROD.SYS&COMPUTER INTEGRATED MANUF.	GROVER M P	
		OR	OR	
		COMPUTER INTEGRATED MANUFACTURING	GUPTA B	
2	WORK STUDY AND PRODUCTIVITY	INTRODUCTION TO WORK STUDY	ILO GENEWA	
3	TECHNOLOGY MANAGEMENT	TECHNOLOGY MANAGEMENT	IGNOU	

Librarian

Director