

MBA(Pro) Books**Semester I**

S.No	Subject	Name Of The Book	Authour	Publisher
1	Principal & Practices Of Management	Principal & Practice Of Management	Robins	Pearson
2	Statistical And Quantitative Technique	An Introduction To Statistical Methods	C B Gupta & Vijay Gupta	Vikas
3	Financial Accounting	Accounting For Management	SK Bhattacharyya & John Dearden Revised By S Venkatesh	Vikas
4	Managerial Economics	Managerial Economics	D N Dwivedi	Vikas
5	Introduction To Computers	Computer Fundamentals	Banu Pratap	Cyber Tech

Semester II

S.No	Subject	Name Of The Book	Authour	Publisher
1	Production And Operations Management	Production And Operations Management	B S Goel	Pragati Prakashen
2	Marketing Management	Marketing Management	Philip Kotler	Pearson
3	Human Resource Management	Human Resource Development & Management	Biswanath Ghosh	Vikas
4	Financial Management	Financial Management	IM Pandey	Vikas
5	Decision Support System & MIS	Management Information System	Naveen Bajaj	Cyber Tech

Semester III

S.No	Subject	Name Of The Book	Authour	Publisher
1	Business Strategy And Policy	Business Policy And Strategic Management	Sukul Lomash & P K Mishra	Vikas

(A) Marketing Management

S.No	Subject	Name Of The Book	Authour	Publisher
1	Sales Management & Advertisement	Salesmanship And Publicity	R.S.Davar	Vikas
2	Consumer Behavior & Marketing Research	Marketing Research & Consumer Behavior	S Sumathi P Saravanavel	Vikas
3	International Business & Marketing	International Marketing	Onkvisit & Shaw	PHI
4	Product And Brand Management	Brand Management	YLR Moorthy	Vikas

(B) Human Resource Management

S.No	Subject	Name Of The Book	Authour	Publisher
1	Industrial Relation And Personal Management	Personal Management & Industrial Relation	R S Davar	Vikas
2	Labour Laws	Industrial Relation And Labour Laws	S C Srivastava	Vikas
3	Human Resource Development	Human Resource Development & Management	Biswanath Ghosh	Vikas
4	Organizational Development & Team Building	Organizational Development	French	Pearson

(C) Finance Management

S.No	Subject	Name Of The Book	Authour	Publisher
1	Cost Mangement & Accountancy	Cost & Mangement Accounting	Williamson	PHI
2	Security Analysis And Portfolio Management	Security Analysis And Portfolio Management	Punithavathy Panian	Vikas
3	Financial Decision Policy	Financial Management & Policy	Van Horne	Pearson
4	Financial Markets And Institutions	Financial Markets And Institutions	L M Bhola	Tata McGraw Hill

(D) Information Technology

S.No	Subject	Name Of The Book	Authour	Publisher
1	Relational Database System	Relational Database System Management	Harloveleen Kaur & Bakshinder Singh	Cyber Tech
2	Object Oriented Programming (C++)	Object Oriented Programming (C++)	V.K. Jain	Cyber Tech
3	Software Engineering	Fundamentals of Software Engineering	Rajib Mall	PHI
4	Visual Programming (VB & VC++)	Visual C++ Programming	Steven Holzner	PHI
5	Enterprise Resource Planning	Enterprise Resource Planning Concepts & practice	Vinod Kumar Garg	PHI

Semester IV

S.No	Subject	Name Of The Book	Authour	Publisher
1	Business Laws And Regulation	Mercantile Law	M C Kuchhal	Vikas