List of Reference Books: For MBA (3rd& 4th Semester) (2015-17 Batch)

Cost and Management Accounting
A text book on Cost and Management Accounting, M.N Arora,Vikas
Cost and Management Accounting, S P Jain, K L Narain, Simmi Agrawal, Kalyani Publication
Cost and Management Accounting, Colin Drury, Cengage Learning
Modern Cost and Management Accounting, M.Hanif, Tata McGraw Hill EdnPvt Ltd.
Cost Accounting, K. Alex, Pearson
Cost Accounting, P.C. Tulsian, S. Chand and company Ltd.
Cost Management, S.C. Vaidya &Sueveera Gill, Macmillan India Ltd.
Cost and Management Accounting, Prashant Athma, Himalaya Publishing House
Cost Management, Leslie G. Eldenburg Susan K. WolcottWiley India Pvt.Ltd
Cost Accounting, K.S. Thakur, Excel Book
Cost Accounting, Jawaharlal Seema Srivastava, The McGraw Hill Companies
Cornerstones of Cost Management, HanseenMowen, Cengage Learning
Cost Accounting, Edward J.VanDerbeck, Thomson
Cost Accounting Principles and Practice, B.M. Lall NigamL.C.Jain, PHI Learning Pvt. Ltd.

Business Law
Business and Corporate Law,P.Saravanovel,S.R Mohapatra,S. Balakumar, H P H
Business Law, L.M Porwal, Sanjeev Kumar, Vrinda Publication Limited
Business Law, M.C Kuchhal, Vikas Publishing House Pvt. Ltd
Business Law, N.D Kapoor, Sultan Chand & Sons
Business Law, R.S.N Pillai Bagavathi, S. Chand & Company Ltd
Business and Corporate Law, Dr. P.C Tullisian. S. Chand & Company Ltd
Business Laws, Satish B Mathur, The Mc GrawHill Companies
Taxmanns Business and Corporate Laws, V.S Datey, Taxmann Allied servives (P) Ltd
Business Law, S.S Gulshan, Excel Books
Business Laws for Managers, Prof. P.K Goel, Biztantra

Entrepreneurship and Business Incubation
Entrepreneur Ship Creating and Leading an Entrepreneurial Organisation, Arya Kumar, Pearson
Entrepreneurial Development, Dr.S.S. Khanka, S.Chand and Company Ltd
Entrepreneurship New Venture Creation, David H. Holt, PHI Learning Pvt. Ltd
Entrepreneurship, Rajeev Roy, Oxford University Press
Small- Scale Industries and Entrepreneurship, Vasant Desai,Himalaya Publishing House
Entrepreneurship Management, Bholanath Dutta, Excel Books
Entrepreneurship, Pradip Kumar Mallik, Cengage Learning
Entrepreneurship Development, Dr. P.K. Mishra, Alok Publications
Principles of Entrepreneurship, Prof. Satish C. Ailawadi, Mrs. Romy Banarjee, Event Publishing

Sales and Distribution Management
Sales and Distribution Management, Tapan K. Panda, Sunil Sahadev, Oxford
Sales and Distribution Management, S.A.Chunawalla, Himalaya Publishing House
Sales Management, Joseph F.Hair, Rolph E. Andreson, Rajiv Mehta, Barry J. Babin, Cengage
Sales Management, Pradip Kumar Mallik, Oxford
Sales Forecasting, Thomas F. Wallace, Robert A. Stahl, Shroff Publishers
Sales and Operations Planning, Thomas F. Wallace, Shroff Publishers
Sales Management, Tanner, Honeycutt and Erffmeyer, Pearson
Sales Management, Ingram, Laforge, Avila, Schwepker Jr., Williams, Thomson
Marketing and Sales Management, D.C. Kapoor, S. Chand
Sales and Distribution Management, K. Shridhara Bhat, Himalaya Publishing House
Sales and Distribution Management, Dr. S. L. Gupta, Excel Books
Sales Management, R. K. Srivastara, Ernest Cyril de Run, Kim Shyan Fam, Excel Books
Sales Management, Prof. M. V. Kulkarni, Everest Publishing House
Fundamentals of Sales Management, Ramneek Kapoor, Macmillan
Salesmanship and Sales Management, P. K. Sahu, K. C. Rout, Vikas Publishing House

**Services Marketing**

Services Marketing, Valarie A. Zeithaml, Mary Jo Bitner, D. Gremler, Ajay Pandit, McGraw Hill
Services Marketing, Vinnie Jauhari, Kirti Dutta, Oxford University Press
Services Marketing, Rama Mohan Rao, Pearson
Textbook of Marketing of Services, Nimit Chowdhary, Monika Chowdhary, Macmillan
Services Marketing, Ravi Shankar, Excel Books
Services Marketing, S. M. Jha, Himalaya Publishing House
Services Marketing, Ramneek Kapoor, Justin Paul, Biplab Halder, Tata McGraw Hill
Marketing of Services, K. Douglas Hoffman & John E. G. Bateson, Cengage Learning
Service Management and Marketing, Christian Gronroos, Wiley India
Services Marketing, P. K. Gupta, Everest Publishing House
Services Marketing, Gurdev Singh Thakur, Supreet Sandhu Babrah, Balram Dogra, Kalyani Pub.
Marketing of Services, Deepak Bhandri & Amit Sharma, Vrinda Publications
Services marketing, Rajendranargundkar, Tata Mcgraw Hill
Services marketing, Govind Apte, Oxford University Press
Services marketing, Dr. S. Shajahan, Himalaya Publishing House
Services marketing and Management, Dr. B. Balají, S. Chand
Services marketing, Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Pearson
Services marketing, Kenneth E. Glow, David L. Kurtz, Biztantra
Marketing of Services, S. L. Gupta, International Book Home Pvt. Ltd.
Services Marketing, Harsh V. Verma, Pearson
Services marketing, C. Bhattacharjee, Excel Books
Services Management, Jay A. Kandampully, Pearson

**Consumer Behavior**

Consumer Behavior, Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson
Consumer Behavior, Suja R. Nair, Himalaya Publishing House
Consumer Behavior, N. K. Sahni and Meenu Gupta, Kalyani Publishers
Consumer Behavior and Advertising Management, Debraj Datta & Mahua Datta, Vrinda Publishers
Consumer Behavior, P. C. Jain & Monika Bhatt, S. Chand
Consumer Behavior, Satish K. Bhatra & S. H. Kazmi, Excel Books
Consumer Behavior and Branding, S. Ramesh Kumar, Pearson
Consumer Behavior, Wayne D. Hoyer, Deborah J. MacInnis, Prnaki Dasgupta, Biztantra
Consumer Behavior, M. S. Raju, Dominique Xardel, Vikas Publishing House
Consumer Behavior, R. d. Rajeev Kumar, Himalaya Publishing House
Consumer Behavior, Del I Hewkins, David L. Mothersbough, Amit Mookerjee, Tata McGraw Hill
Consumer Behavior, Martin Evans, Ahmad Jamal, Gordon Foxall, John Wiley & Sons Ltd.
Consumer Behavior in Indian Context, P. C. Jain & Monika Bhatt, S. Chand
Consumer Behavior and Marketing Action, Henry Assael, Cengage Learning
Consumer Behavior, Jay D. Lindquist, M. Joseph Sirgy, Cengage Learning
Consumer Behavior, Blackwell, Miniard & Engel, Cengage Learning
Consumer Behavior and Managerial Decision Making, Frank R. Kardes, Pearson
Consumer Behavior, Ramanuj Majumdar, PHI Learning Pvt. Ltd.
Consumer Behavior and Marketing Strategy, J.Paul Peter & Jerry C. Olson, Mc Graw Hill
Consumer Behavior and Promotion Management, N.K. Sahni & Meenu Gupta, Kalyani Publishers
Theory of Consumer Behavior, Dr. Shri Prakash, Vikas Publishing Home

Retail Management
Retailing Environment and Operations, Andrew J. Newman and Peter Cullen, Cengage Learning
Retail Management, Chetan baij, Rajnish Tuli, nidhi v. srivastava, Oxford
Introduction to Retailing, Lusch, Dunne and Carver, Cengage Learning
Retail management, Suja Nair, Himalaya Publishing Home
Retail Management, N.K. Sahni and Mani Parti, Kalyani Publishers
Retail Management, Gibson G. Vedamani, Jaico
Retail Marketing Strategies, Dr. Ramkishen Y. Jaico
Retailing, Patrick M. Dunne, Robert F. Lusch, David A. Griffith, Thomson
Retailing—An Introduction, Roger Cox, Paul Brittain, Pearson Education
Retail Franchising, Manish V. Sidhpuria, Mc Graw Hill
Retail Management, Dunne and Lusch, Cengage Learning
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Retail Management, Dr. Harjit Singh, S. Chand
Retail Marketing Management, David Gilbert, Pearson
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Integrated Retail Management, James R. Ogden, Denise T. Ogden, Biztantra
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O-Retailing, D.P. Sharma, Himalaya Publishing Home
Retail Management, Arif Sheikh and Kaneez Fatima, Himalaya Publishing Home
Retail Management A Strategic Approach, Barry Berman, Joel Evans, Mini Mathur, Pearson

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Security Analysis & Portfolio Management, V.K. Bhalla, S. Chand
Security Analysis & Portfolio Management, S. Kevin, PHI
Investment Management (SAPM), Preeti Singh, Himalaya Publishing House
SAPM, K. Sasidharan, Alex K. Mathews, Tata McGraw Hill
Investment Management and Security Analysis, Dhanesh Kumar Khatri, Mac Millan
Investment Management, Yogesh Maheshwari, PHI Pvt. Ltd.
Portfolio Construction Management and Protection, Robert A. Strong, Thomson
Investments, Zvi Bodie, Alex Kane, Alan J. Marcus, Pitabasmohanthy, Tata Mc Graw Hill
An Introduction to Investments, Herbert B. Mayo, Cengage
Investment Analysis and Portfolio Management, M. Ranganatham, R. Madhumathi, Pearson
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SAPM, Sudhindra Bhat, Excel Books
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SAPM, Rohini Singh, Excel Books
Securities Markets and Products, Indian Institute of Banking and Finance, Taxmann
SAPM, Shashi K. Gupta, Rosy Joshi, Kalyani Publishers
SAPM, Punitharathy Pandian, Vikas Publishing Home
Investment Management, M.Sulochana, Kalyani Publishers
Modern Portfolio Theory and Investment Analysis, Elton and Gruber, John Wiley & Sons

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Financial Derivatives-Theory, concepts and problems, Gupta, PHI
Derivatives and Risk Management, Srivastava, Oxford
Options , Futures and other Derivatives, Hull J.C, Pearson
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Financial Markets and Financial Services, Clifford,Gourang, PHI
Indian Financial System, Guruswamy, TMH

Strategic Financial Management
Strategic Financial Management, Jakhotia, Vikas
Strategic Financial Management, Ravi M Kishore, Taxman

Employment Legislations
Industrial Jurisprudence & Labour Legislation, A.M. Sharma, HPH
Industrial Relations, Trade Union & Labour Legislation, Sinha, Sinha, Shekhar, Pearson
Industrial and Labour Legislations, L.M. Porwal and Sanjeev Kumar ,Vrinda
Labour Laws, Taxmann.

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Understanding Wage and Compensation System, A.M. Sharma, HPH
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