

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 Narang, 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 & Suveera Gill, Macmillan India Ltd.
Cost and Management Accounting, Prashanta Athma, Himalya Publishing House
Cost Management, Leslie G. Eldenburg Susan K. Wolcott Wiley India Pvt.Ltd
Cost Accounting, K.S. Thakur, Excel Book
Cost Accounting, Jawaharlal Seema Srivastava, The McGraw Hill Companies
Cornerstones of Cost Management, Hansen Mowen, Cengage Learning
Cost Accounting, Edward J. VanDerbeck, Thomson
Cost Accounting Principles and Practice, B.M. Lall Nigam I.C. Jain, PHI Learning Pvt. Ltd.

Business Law

Business and Corporate Law, P. Saravanavel, 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. Tulsian, S. Chand & Company Ltd
Business Laws, Satish B. Mathur, The McGraw Hill Companies
Taxmann's Business and Corporate Laws, V.S. Datey, Taxmann Allied services (P) Ltd
Business Law, S.S. Gulshan, Excel Books
Business Laws for Managers, Prof. P.K. Goel, Biztantra

Entrepreneurship and Business Incubation

Entrepreneurship: 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
Entrepreneurship, D.F. Kuratko T.V. Rao, Cengage Learning
Small-Scale Industries and Entrepreneurship, Vasant Desai, Himalaya Publishing House
Entrepreneurship Management, Bholanath Dutta, Excel Books
Entrepreneurship, P. Narayan Reddy, Cengage Learning
Entrepreneurship Development, S.L. Gupta Arun Mittal, International Book House Pvt. Ltd.
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, Krishna K. Havaladar, V.M. Cavale, Tata McGraw Hill
Sales and Distribution Management, S.A. Chunawalla, Himalaya Publishing House
Sales Management, Joseph F. Hair, Rolph E. Anderson, 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 ShyanFam, Excel Books
Sales Management, Richard R.Still, Edward W. Cundiff, Norman A.P.Govori, PHI Pvt.Ltd.
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
Basics of Distribution Management, Satish K. Kapoor, PurvaKansal, PHI Pvt.Ltd.

Services Marketing

Services Marketing, Valarie A. Zeithaml, Mary Jo Bitner, D. Gremler, Ajay Pandit, Mc graw Hill
Services marketing, Vinnie Jauhari, Kirti Dutta, Oxford University Pres
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 Home
Services Marketing, Ramneek Kapoor, Justin Paul, Biplab Halder, Tata Mc graw Hill
Marketing of Services, K.Doughlas Hoffman & John E.G.Bateson, Cengage Learning
Service Management and Marketing, Christian Gronroos, Wiley India
Services Marketing, P.K. Gupta, Everest Publishing Home
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 Home
Services marketing and Management, Dr. B. Balaji, 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 HKazmi, 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, Rd. 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, RamanujMajumdar, 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
Consumer Behavior, David L. Loudon & Albert, J. Della Bitta, Tata McGraw Hill
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 bajaj,RajnishTuli, 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,PaulBrittain, Pearson Education
Retail Franchising, Manish V. Sidhpuria, Mc Graw Hill
Retail Management, Dunne and Lusch, Cengage Learning
Managing Retailing, Piyush Kumar Sinha,Dwarika Prasad Uniyal, Oxford University Press
Retail Management, S.K. Baral&S.C.Bihari, A.I.T.B.S Publishers, India
Retail Management, Dr.Harjit Singh, S.Chand
Retail Marketing Management, David Gilbert, Pearson
Fundamental of Retailing, K V S Madaan, Tata Mc Graw Hill Edn. Pvt. Ltd.
Retailing Management, Michael Levy,Borton A Weitz, Ajay Pandit, Mc Graw Hill
Retailing Management, Swapna Pradhan, Tata Mc Graw Hill
Integrated Retail Management, James R. Ogden,Denise T. Ogden, Biztantra
Merchandising Mathematics for Retailing, Cynthia R. Easterling,Ellen L. Flottman,Marion H. Jernigan, Beth E. S. Wnest, Pearson
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

Security Analysis & Portfolio Management

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
Financial Statement Analysis and Security Valuation, Stephen H. Penman, Tata Mc Graw Hill
Investments, ZviBodie, Alex Kane, Alan J. Marcus, Pitabasmohanty, Tata Mc Graw Hill
An Introduction to Investments, Herbert B. Mayo, Cengage
Investment Analysis and Portfolio Management,M.Ranganatham, R.Madhumathi, Pearson
Investment Analysis and Portfolio Management, Prasanna Chandra, Tata Me Graw Hill
Investment Analysis and Portfolio Management, Reilly and Brown, Cengage
SAPM, Sudhindra Bhat, Excel Books
SAPM, V.A. Avadhani, Himalaya Publishing House
SAPM, Donald E. Fischer, Ronald J. Jordan, Pearson
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

Financial Derivatives

Financial Derivatives-Theory, concepts and problems, Gupta, PHI
Derivatives and Risk Management, Srivastava, Oxford
Options , Futures and other Derivatives, Hull J.C, Pearson
Derivatives and Risk Management, Verma J.R, TMH
Financial Derivatives,,Mishra B.P and Debasish S.S, Excel
Risk Management and Derivatives, Stulz R.N, Cengage
Commodity Derivatives,IIBA,Mcmillan

Financial Markets and Services

Financial Markets and Services, Gordon & Natarajan, HPH
Financial Services, Gupta, Agrawal, Kalyani
Financial Services,Khan, TMH
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.

Compensation Management

Understanding Wage and Compensation System, A.M. Sharma, HPH
Compensation and Reward Management, B.D. Singh, Excel Books
Compensation, Milkvich et al, Mc Graw Hill
Compensation Management in a Knowledge, Based World, Henderson, Pearson

Industrial Relations

Industrial Relations, C.S. VenkataRatnam, Oxford
Industrial Relations, Trade Unions & Labour Legislation, Sinha &Shekhar, Pearson
Dynamics of Industrial Relations, Mamoria, Gankar, HPH
Industrial Relations, Monappa, TMH
Industrial Relations, Balasubramanian, Everest Publishing House

Performance Management

Performance Management, Aquinis, Pearson
Performance Management, Chadha, Macmillan
Performance Management, Armstrong, Michael, Baron, Jaico
Performance Management, Cardy, PHI
Performance Management, Kohli, Deb, Oxford
Performance Management, Sharma, HPH
Performance Management System,R.K. Sahu, Excel Books