

MBA REFERENCE BOOKS (NET/SET)

S. MAHALINGAM MBA,M.PHIL,M.COM

1	MANAGEMENT PRINCIPLES	DINKAR PAGARE
2	ORGANISATIONAL BEHAVIOUR	STEPHEN ROBBINS
3	MANAGERIAL ECONOMICS	MANAGERIAL ECONOMICS – S. SANKARAN
4	ACCOUNTANCY	VINAYAKAM, MANI, NATARAJAN (S. CHAND)
5	COST ACCOUNTING	JAIN AND NARANG
6	MANAGEMENT ACCOUNTING	SHARMA, GUPTA
7	STATISTICAL METHODS QT -I	R. GUPTA
8	BUSINESS COMMUNICATION	RAJENDRA PAUL, KORLAHALI
9	PRODUCTION & MATERIALS MANAGEMENT	INDUSTRIAL ENGINEERING AND MANAGEMENT – O P KANNA
10	MARKETING MANAGEMENT	PILLAI & BAGAVATHI, PRINCIPLES OF MARKETING – PHILIP KOTLER, KELVIN KELLER (15TH EDITION)- PEARSON
11	FINANCIAL MANAGEMENT	MGT A/C – SHARMA, GUPTA, FM – PARAMASIVAM, SUBRAMANIAN (NEW AGE), A. MOORTHY (MARGHAM PUB)
12	HUMAN RESOURCE MANAGEMENT	PERSONNEL MGT – C.B.MAMORIA, VSP RAO – HPH
13	OPERATIONS RESEARCH QT-II	GUPTA, MANMOHAN (TWO AUTHOR)
14	RESEARCH METHODS FOR MANAGEMENT	RESEARCH METHODOLOGY – C.R..KOTHARI

15	BUSINESS ENVIRONMENT	FRANCIS CHERUNILAM – HPH
16	MANAGEMENT INFORMATION SYSTEM (BUSINESS DATA PROCESSING), INTRODUCTION OF COMPUTERS	JAMES A.O.BRIEN
17	STRATEGIC MANAGEMENT	BUSINESS POLICY – AZAR, KAZMI, STRATEGIC MGT – R.SRINIVASAN PHI, FRANCIS CHERUNILAM – HPH
18	INTERNATIONAL MARKETING	FRANCIS CHERUNILAM, VARSHNEY BATTACHARYA, R.SRINIVASN PHI
19	CONSUMER BEHAVIOUR	SCHIFFMAN, KANUK – PEARSON
20	BUSINESS LAW, COMPANY LAW, LABOUR LAW	MERCHANTILE LAW – N.D.KAPOOR, BUSINESS LAW – J. JAYASANKAR (MARGHAM)
21	ENTREPRENEURSHIP DEVELOPMENT	GUPTA, SRINIVASAN
22	ADVERTISING AND SALES PROMOTION	PILLAI,BAGAVATHI
23	MARKETING RESEARCH	S.D.SHARMA
24	HUMAN RESOURCE DEVELOPMENT	P.C. TRIPATHI (SULTAN CHAND)
25	INDUSTRIAL MARKETING	HILL, ALEXANDER AND CROSS

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