

B.B.A.3RD

S.NO.	SUBJECT	BOOK NAME	WRITER NAME	PUBLISHER
1	RETAIL MANAGEMENT	RETAIL MANAGEMENT	GURPREET RANDHAVA	Atlantic publishers and distributors
2	FINANCIAL MANAGEMENT	FINANCIAL MANAGEMENT	Prasanna Chandra	Tata McGraw-Hill Education
3	BEHAVIOURAL TECHNIQUES IN ORGANIZATION	ORGANIZATIONAL BEHAVIOUR	Ricky W. Griffin, Gregory Moorhead	South Western Cengage Learning
4	BUSINESS POLICIES	BUSINESS POLICY AND STRATIGIC MANAGEMENT	G. V. Satya Sekhar	I. K. International Pvt Ltd