

J.S. UNIVERSITY

BBA 3rd SEMESTER

S.N	SUBJECT NAME	BOOK NAME	WRITER NAME	PUBLISHER NAME
1.	Production Methods	Production Methods	C. B. Gupta, Sharma and Agarwal	HarperCollins
2.	Manpower Management	Manpower Management	Tripathi P. C.	University of Minnesota Libraries Publishing
3.	Marketing Concepts	Marketing Concepts	Philip Kotler, Sontaki&Sontaki	PKSS
4.	Business Finance – I	Business Finance – I	I. M. Pandey, M. Y. Khan	IMP
5.	Business Statistics	Business Statistics	S. P. Gupta & M. P. Gupta	SPG
6.	Computer Application- II	Computer Application- II	B Sandra, Raja Raman	BSRR

BOOK-LIST

