

J.S. UNIVERSITY

MBA- 1ST SEM

BOOK-LIST

S.N	SUBJECT - NAME	BOOK-NAME	AUTHOR- NAME	PUBLISHER- NAME
1.	Managing Organization	-Managing Organization	Chaturvedi & Saxena	Himalaya Publication
2.	Managerial Economics	- Managerial Economics	D.N . Dwived	Vikas Publication, 7th Edition
3.	Business Accounting	– A text book of Accounting for Management	S.N Maheshwari &S K Maheshwari	Vikas
4.	Business Environment	- Economic Environment of Business	S K. Mishra & V KPuri	Himalaya Publishing House, 3rdEdition
5.	Business Statistics	Statistical Method	S. P.Gupta	Sahitya Bhawan
6.	Marketing Management	Principle of marketing	Philip Kotler	Pearson Education
7.	Communication for Management	- Business Communication	Rajendra Pal	Sultanchand& Sons Publication
8.	Fundamentals oF Computer &Information System	-Fundamental of Computer& Information Systems	Shrivastava	Wiley Dreamtech

J.S. UNIVERSITY
MBA 2ND SEMESTER
BOOK-LIST

S.N	SUBJECT NAME	BOOK NAME	AUTHOR- NAME	PUBLISHER NAME
1.	Managing Human Resources	HRM	1. Talwar Prakash 2. Bhattacharya	Thakur prasad
2.	Business Laws	Business Laws	1. Kapoor N.D 2. Dr. G.K. Varshney	Sahitya Bhawan
3.	Customer Relationship Management	C.R.M	1. Peelen Ed 2. Alok kr. Rai	Sahitya Bhawan
4.	Financial Management	F.M	1. Dr. S.P . Gupta 2. Khan & Jain	1. Sahitya Bhawan 2. TMH
5.	Operation Research	O.R	1.Man Mohan, P.K. Gupta, Kanti Swarup	Sultan Chand and Sons
6.	Cost & MANAGEMENT Accounting	Cost & MANAGEMENT Accounting	Prof.M.L. Agarwal & Dr K.L .Gupta	Sahitya Bhawan
7.	Operation Management	Logistics Management	Bhattacharya S.K	Sahitya Bhawan
8.	Research Methodology	Research Methodology	Kothari C.R	Thakur Publications

J.S. UNIVERSITY**MBA—3RD SEM****BOOK-LIST**

S.N	SUBJECT-NAME	BOOK-NAME	AUTHOR-NAME	PUBLISHER-NAME
1.	Entrepreneurship Development	Managing Organization	Chaturvedi&Saxena	Himalaya Publication
2.	International Business Management	International Business,	Kumar R and Goel	UDH Publications
3.	Rural Development	Guide to Rural Business	Jonathan Reuvid	Kogan Page
4.	Project Management	Project Management	Chaturvedi & Jauhari	Himalaya Publishing
5.	Leadership and personality developmen	Leadership in Organisations	Yukl G	Pearson, 6th Ed
6.	Industrial relation and labour enactment	Industrial Relations and Labour Laws	S C Srivastava	Vikas
7.	Security analysis and investment management	Investment Analysis and Portfolio Management	P Chandra	Tata Mc Graw Hill, 2008
8.	Management of financial institution & services	Fundamentals of Financial Instruments	Parameswaran	Wiley India
9.	Consumer behaviour & customer loyalty	Consumer Behaviour	Kazmi & Batra	ExcelBook
10	Integrated marketing communication	Foundations of Advertising Theory & Practice;	Chunawala & Sethia	Himalaya Publishing House

J.S. UNIVERSITY

MBA-4TH SEM

BOOK-LIST

S.N	SUBJECT-NAME	BOOK-NAME	AUTHOR-NAME	PUBLISHER-NAME
1.	Strategic Management	Business Policy and Strategic Management	A Kazmi	Tata Mc Graw Hill, 2nd Ed
2.	Insurance & Risk Management	Principles of Risk Management & Insurance	Neelam Gulati	Excel Books
3.	Hospitality & Tourism Management	Hospitality and Tourism	R Kadam	UDH Publishers edition 2013
4.	Behavioral Finance	The Psychology of Persuasion	Collins	Collins Business Essentials
5.	Negotiation & Counseling	Counseling and Guidance	S N - Rao	Tata Mc Graw Hill
6.	Tax Planning and Management	Public Finance	H L -Bhatia	Vikas
7.	Retailing & Distribution Management	Retail Management Strategic approach	Berman	Prentice hall