

NEW HORIZON LEADERSHIP INSTITUTE

POST GRADUATE DIPLOMA IN MANAGEMENT

LIST OF RECOMMENDED BOOKS

PGDM 101 CONTEMPORARY MANAGEMENT PRACTICES

1. Arnold Glena Davies Matt Based Management (Edited Book John Weiley & Sons Inc 2000.
2. Balvinder Shukla Sanjeev Prashar Harvinder Singh Management : Case Studies Excel Books 2007.
3. Heinz Wehrich, Mark.V.Cannice & Harold Koontz Management: A global and Entrepreneurial Perspective Tata McGraw Hill 2008.
4. Hellriegel, Jackson & Slocum Management A Competency – Based Approach Thomson South –Western 2007.
5. J S Chandan Management Concepts and Strategies Vikas Publishing House Pvt Ltd 1997.
6. Koontz Harold & Wehrich Heinz Essentials of Management: An International Perspective Tata McGraw Hill 2004.
7. Linstead Management & Organization Palgrave Macmillan 2006.
8. Linstead Management & Organization Palgrave Macmillan 2007.
9. P C Tripathi P N Reddy Principles of Management Tata McGraw Hill 2006.
10. Pettinger Introduction to Management 4e Palgrave Macmillan 2007.
11. S.K. Mandal Fundamentals of Business Jaico publishing House 2006.
12. Satyaraju Parthasarathy Management PHI 2006.
13. Tata McGraw – Hills Current Readings in Management Tata McGraw Hill 2006.
14. V.S.P Rao V.Hari Krishna Management : Text and Cases Excel Books 2002.

PGDM 102 EMERGING TRENDS IN BUSINESS ENVIRONMENT

1. Feransis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi, 2003
2. Feransis Cherunilam, International Business Environment, Himalaya Publishing House, New Delhi, 2003
3. Justin Paul, Business Environment: Text and Cases, Tata McGraw Hill, New Delhi, 2008
4. Misra & Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2003
5. Shaikh Saleem, Business Environment, Pearson Education, 2008

PGDM 103 MANAGERIAL ECONOMICS

1. Adhikary Business Economics Excel Books 2005
2. Ahuja H.L Economic Environment of Business, Macroeconomic analysis S.Chand & Company Ltd. 2005
3. Atmanand Managerial Economics Excel Books 2005
4. Biswanath Ghosh Economic Environment of Business Vikas Publishing House Pvt Ltd 2007
5. Dwivedi D.N Macroeconomics- Theory and Policy Tata McGraw-Hill 2001
6. G S Gupta Macro Economics Tata McGraw Hill 2006
7. H.Craig Peterson and W.Cris Lewis Managerial Economics Pearson Education 2005
8. Hirschey Economics for Managers Thomson Learning 2006
9. Koutsoyiannis Modern Microeconomics Palgrave Macmillan 2005
10. Krugman & Walls: Microeconomics Palgrave Macmillan 2005
11. Maheswari Managerial Economics PHI 2007
12. Mankar V.G Business Economics Macmillan India Ltd 2007
13. Mankiw Principles of Economics Thomson Learning 2006
14. Mulhearn Economics for Business Palgrave Macmillan 2005
15. Nordhaus & Samuelson Economics, 18th Edition Tata McGraw Hill 2007
16. Pal Sumitra Managerial Economics Macmillan India Ltd 2007
17. Pepall D.J. Richards Norman G Industrial Organization: Contemporary Theory and Practice South-Eastern Thomson Learning 2002
18. Ruddar Datt and K.P.M.Sundhlanrdamian Economy S.Chand & Company Ltd 2003
19. Suma Damodaran Managerial Economics Oxford University Press 2006

20. Thomas. R. Christopher And Maurice Charles S Managerial Economics: Concepts and Application Tata McGraw Hill 2006

PGDM 104 QUANTITATIVE TECHNIQUES FOR BUSINESS

1. Aczel Amir Sounderpandian Jayvel Complete Business Statistics 6th Edition Tata McGraw Hill 2006
2. Aditham B. Rao Quantitative Techniques Jaico Publishing House 2006
3. Beri Business Statistics 2nd Edition Tata McGraw Hill 2005
4. David R. Anderson Dennis J. Sweeney Thomas A. Williams Statistics for Business & Economics 9th Edition Thomson South- Western 2005
5. Dey B.R Textbook of managerial Statistics Macmillan India Ltd 2005
6. Doane P.David Seward E.Lori Applied Statistics in Business and Economics Tata McGraw Hill 2007
7. Gupta S.C. and Kapoor V.K Fundamentals of Mathematical Statistics Sultan Chand & Sons 2002
8. Hooda P.R Statistics for Business and Economics 3rd Edition Tata McGraw Hill 2007
9. Levin & Rubin Statistics for Management PHI, 7th Edition 2006
10. Moore The Practice of Business Statistics Worth Publishers 2006
11. R. Nandagopal K. Arun Rajan & N Vivek Research Methods in Business Excel Books 2007
12. R.S.Bhardwaj Business Statistics Excel Books 1999
13. Richard I.Levin and David S.Rubin Statistics for Management Prentice Hall of India Pvt. Ltd 1997
14. S Bhardwaj Business statistics Excel Books 2005
15. Shenoy G.V. Pant Madan Statistical Methods in Business and Social Sciences Macmillan India Ltd 2006
16. Taylor Business Statistics 2e Palgrave Macmillan 2006

PGDM 105

1. Angelo Kinicki Robert Kreitner Organisational Behaviour Concepts, Skills and Practices Tata McGraw Hill 2006
2. Blyton Dynamics of Employee Relations Palgrave Macmillan 2005
3. Bobbins Stephen P Organisational Behaviour 12th Edition Prentice Hall (India) Pvt Ltd 2000
4. Bratton Work and Organizational Behaviour Palgrave Macmillan 2005
5. Dwivedi R.S Human Relations and Organisational Behaviour: A Global Perspective 5th Edition Macmillan India Ltd 2006
6. Ivancevich M.John et.al Organisational Behaviour and Management 7th Edition Tata McGraw Hill 2005
7. Luthan Fred Organisational Behaviour Tata McGraw Hill 2000
8. M N Mishra Organisational Behaviour Vikas Publishing House Pvt Ltd 2001
9. Mcshane L.Stephen Vonglinow Ann Mary Organisational Behaviour : essential Tata McGraw Hill 2007
10. Mcshane L.Steven VonGlinow Ann Mary Sharma R. Radha Organisational Behaviour Tata McGraw Hill 2006
11. Mirza S Saiyadain Organisational Behaviour Tata McGraw Hill 2003
12. O. Jeff Harris Sandra J. Hartman Organisational Behaviour Jaico Publishing House 2006
13. Robin Fincham Peter Rhodes Principles of Organizational Behaviour Oxford niversity Press 2005
14. Sekaran Uma Organisational Behaviour 2nd Edition Tata McGraw Hill 2006
15. Udai Pareek Understanding Organisational Behaviour 2/e Oxford University Press 2004

PGDM 106

1. Pandikumar Management Accounting Excel Books 2007
2. Anthony N.Robert et.al Accounting Text and Cases 12th Edition Tata McGraw Hill 2007
3. Asohok Banerjee Financial Accounting: A Managerial Emphasis Excel Books 2005
4. Banerje Cost Accounting PHI 2006
5. Collis Business Accounting Palgrave Macmillan 2007
6. Jain & Narang Cost Accounting Kalyani publisher 2005
7. Jan R. Williams Susan F. Haka Mark S. Bettner Financial & Managerial Accounting: The Basis for Business Decisions Tata McGraw Hill 2005
8. Khan MY Jain P.K Management Accounting : Text, Problems and Cases 4th Edition Tata McGraw Hill 2007
9. Kothari Rajesh Godha Abishek Management Accounting :Concepts and Applications Macmillan India Ltd 2006
10. Nigam & Jain Cost Accounting PHI 2006
11. Prasanna Chandra Fundamentals of Financial Management : 4th Edition Tata McGraw Hill 2005
12. Ramachandran N Kakani Kumar Ram Financial Accounting for Management Tata McGraw Hill 2006

13. Robert N. Anthony David F. Hawkins Kenneth A. Merchant Accounting Text and Cases Tata McGraw Hill 2007
14. Ronald W. Hilton Managerial accounting Tata McGraw Hill 2005
15. S.K Bhattacharyya John Dearden Costing for Management Vikas Publishing 2002
16. S.N Maheswari S.K Maheswari Accounting for Management Vikas Publishing 2006
17. Tulsian P.C Fundamentals of Accounting – For CA Common Proficiency Test(CPT) Tata McGraw Hill 2007

PGDM 107

1. Biswajit Das Ipseeta Satpathy Business Communication and Personality Development Excel Books 2007
2. Booher Dianna E-Writing : 21st Century tools for effective communication Macmillan India Ltd 2007
3. Chrissie Wright Practical Communication Skills Jaico Publishing House 1999
4. Courtland L Bovee John V Thill Business Communication Today , 8th Edition Prentice Hall 2005
5. Hargie Communication Skills for Effective Management Palgrave Macmillan 2006
6. John M. Penrose Robert W. Rasberry Robert J. Myers Business Communication For Managers Thomson South – Western 2007
7. John V Thill Courtland L Bovee Excellence in Business Communication 6th Edition Prentice Hall 2006
8. Kaczmarek Kyo Stephen Locker O.Kitty Business Communication: Building Critical Skills 3rd Edition Tata McGraw Hill 2007
9. Lesikar V. Ramond Flately E.Marie Basic Business Communication :Skills For Empowering the internet Generation ,10th Edition Tata McGraw Hill 2005
10. Mohan Krishna Banerjee Meera Developing Communication Skills Macmillan India Ltd 2007
11. Ramachandran K.K.et.al Business Communication Macmillan India Ltd 2007
12. Soundararaj Francis Speaking and writing for effective business communication Macmillan India Ltd 2007

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1. Aditham B. Rao Operations Research Jaico Publishing 2005
2. Anderson, Sweeney & Williams Quantitative Methods for Business Thomson Learning 2001
3. David R. Anderson Dennis J. Sweeney Thomas A. Williams Introduction to Management Science Thomson Learning 2005
4. Gillett Introduction to Operations Research TMH 2007
5. Hamdy A.Taha Operative Research – An Introduction PHI 2007
6. Harvey M. Wagner Principles Of Operations Research PHI 2007
7. Hiller S. Frederick and Lieberman J.Gerald Introduction to operations Research :Concepts and Cases Tata McGraw hill 2007
8. Nagaraj Balakrishnan & Ralph M. Stair Managerial Decision Modelling with Spreadsheets Pearson Education 2007
9. ND Vohra Quantitative Techniques in Management TMH 2007
10. R.Panneerselvam Operations Research PHI 2007
11. Render Quantitative Analysis for Management PHI 2002
12. Richard Bronson Govindasami Naadimuthu Operations Research TMH 2007
13. S Jaisankar Quantitative Techniques for Management Excel Books 2007
14. Sharma J.K, Operations Research : Theory & Applications Macmillan India Ltd, New Delhi 2007
15. Stevenson J. William and Ozgur Ceyhun Introduction to management Science with spreadsheet Tata McGraw hill 2007

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1. Adrian Palmer Introduction to Marketing: Theory Oxford University Press 2004
2. B.K. Chatterjee Marketing Management Jaico Publishing 2006
3. Baker Marketing Strategy and Management Palgrave Macmillan 2007
4. Crainfield Marketing Management Palgrave Macmillan 2007
5. Czinkota & Kotable Marketing Management Thomson Learning 2006
6. David Jobber & John Fahy Foundations of Marketing TMH 2006
7. Dhruv Grewal & Michael Levy Marketing TMH 2008
8. Gary Armstrong & Philip Kotler Marketing: An Introduction Pearson Education 2005
9. Kurtz and Boone Principles of Marketing Thomson Learning 2006

10. Mc Daniel, Lamb & Hair Introduction to Marketing Thomson Learning 2006
11. Michael J. Etzel Bruce J. Walker Marketing concepts and cases TMH 2005
12. Philip Kotler & Gary Armstrong Principles of Marketing Prentice Hall of India 2007
13. Philip Kotler & Kevin lane keller Abraham Kashy Marketing Management: A South Asian perspective Pearson Education 2007
14. Rajagopal Marketing Management : Text and Cases Vikas publishing 2000
15. Rajiv Lal & V.Kasturi Rangan Marketing Management: Text and Cases TMH 2005
16. Ranjan Saxena Marketing Management TMH 2006
17. SHH Kazmi Marketing Management – Text and Cases Excel Books 2007
18. Tapan K Panda Marketing Management – Text and Cases Excel Books 2007
19. Zikmund and D' Amico Marketing Thomson Learning 2006

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20. Deepak Kumar Bhattacharyya, Human Resource Management
21. VSP Rao Human Resource Management – Text and Cases Excel Books 2007
22. K Aswathappa Human Resource & Personnel Management TMH 2005
23. Bratton Human Resource Management Palgrave Macmillan 2007
24. David A. Decenzo & Stephen P. Robbins Fundamentals of Human Resource Management Wiley Publications 2005
25. Gary Dessler A framework for HRM Pearson Education 2004
26. Gary Dessler Human Resource Management Pearson Education 2004
27. Gary Dessler Human Resource Management PHI 2004
28. H John Bernardin Human Resource Management – An experimental Approach TMH 2007
29. John M. Ivancevich Human Resource Management TMH 2007
30. Jon M. Werner & Randy L. Desimone Human Resource Development Thomson Learning 2006
31. Korczynski Human Resource Management in the Service Sector Palgrave Macmillan 2007
32. Luis R. Gomez – Mejia, David B. Balkin & Robert L. Managing Human Resources Pearson Education 2004
33. P. Jyothi & D.N. Venkatesh Human Resource Management Oxford University Press 2006
34. Raymond A. Noe John R. Hollenbeck Patrick M Wright Fundamentals of HRM TMH 2007
35. Raymond A. Noe John R. Hollenbeck Patrick M Wright Human Resource Management – Gaining a competitive advantage TMH 2006
36. Robert L. Mathis & John H. Jackson Human Resource Management Thomson Learning 2003
37. Scott Snell & George Bohlander Human Resource Management Thomson Learning 2007
38. T V Rao Human Resources Development Response Books (Sage Publications Ltd) 1996
39. Wayne F. Cascio Managing Human Resources TMH 2006

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1. Ashok Arora & Akshaya Bhatia Management Information system Excel Books 2006
2. David Whiteley Introduction to Information Systems Palgrave Macmillan 2006
3. Frenzel Management of Information Technology Thomson Learning 2007
4. G V Satya Sekhar Management Information System Excel Books 2007
5. Gordon B. Davis & Margrethe H. Olson Management Information System TMH 2000
6. James O'Brien Management Information System TMH 2007
7. Jawadekar Management Information System TMH 2007
8. Kenneth C. Laudon & Jane P. Laudon Management Information System PHI 2006
9. Kenneth C. Laudon & Jane P. Laudon Management Information System Pearson Education 2006
10. Ralph Stair & George Reynolds Principles of Information Systems Thomson Learning 8th Edition, 2008
11. Ray Hackney & Dennis Dunn Business Information Technology Management Palgrave Macmillan 2006
12. Schultheis Management Information systems: The Manager's View TMH 2007

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1. Adrian Wilkinson et al., Managing with Total Quality Management: Theory and Practice Palgrave Macmillan 2006
2. B. Janakiraman R.K. Gopal Total Quality Management Text and Cases Prentice Hall 2006
3. Dale H. Besterfield Carol Besterfield Glen H. Besterfield Mary Besterfield Total Quality Management Prentice Hall 2003

4. Dale H.Besterfield Carol Besterfield Glen H.Besterfield Mary Besterfield Total Quality Management Pearson Education 2003
5. Donna C.S. Summers Quality Management Pearson Education 2005
6. Frank M.Gryna Richard C.H.Chua Joseph A.DeFeo Quality Planning and Analysis for Enterprise Quality Tata McGraw Hill 2007
7. Hubert K.Rampersad Managing Total Quality Tata McGraw Hill 2005
8. James R.Evans Total Quality Management, Organization and Strategy Thomson Learning 2005
9. James R.Evans Total quality Thomson Learning 2005
10. James R.Evans William M.Lindsay The Management and control of Quality Thomson Learning 2005
11. Kanishka Bedi Quality Management Oxford University Press 2006
12. L.Suganthi Anand A.Samuel Total Quality Management Prentice Hall 2004
13. P.L Jain Quality Control and Total Quality Management Tata McGraw Hill 2001
14. P.N Mukherjee Total Quality Management Prentice Hall 2006
15. Sid Kemp,PMP Quality Management Demystified Tata McGraw Hill 2006
16. Subbraj Ramasamy Total Quality Management Tata McGraw Hill 2005
17. Suresh Lulla World Class Quality Tata McGraw Hill 2003

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1. C L Bansal Business and Corporate Laws Excel Books 2006
2. K.R. Bulchandani Business Law for Management Himalaya Publishing House 2006
3. MC Kuchhal Deep Prakash Business Legislation for Management Vikas Publishing 2007
4. N.D. Kapoor Elements of Mercantile Law Sultan Chand & Sons 2003
5. P C Tulsian Business and Corporate Law TMH 2007
6. P.K.Goel Business Law for Managers Biztantra – Dreamtech Press 2006
7. Pathak Legal Aspects of Business Tata McGraw Hill 2005
8. S.N.Maheshwari & Maheshwari, Business Regulatory Framework Himalaya Publishing House 2006

PGDM 207

1. Ajai S. Gaur Sanjaya S. Gaur Statistical methods for Practice and research – A guide to data analysis using SPSS Sage Publications Ltd (Response Books) 2006
2. AK Nadhani KK Nadhani Implementing Tally 9: Comprehensive guide for Tally 9 & 8.1 BPB Publications 2007
3. Alexis Jeon Introduction to computers with MS Office Tata- McGraw-Hill 2007
4. Carver Doing Data analysis with SPSS Thomson Learning 2006
5. Namrata Agrawal Financial Accounting using Tally 6.3 Dreamtech Press 2006
6. Nargundkar Marketing Research – Text and Cases TMH 2007
7. Norman Gaither Operations Management with POM Software CD Thomson Learning 2007
8. Ramon A Mata – Toleda Pauline K. Cushman Database Management system TMH 2007
9. Rob & Coronel Database systems Thomson Learning 2006

PGDM 301

1. Eugene F.Brigham Joel F.Houston Fundamentals of Financial Management Cengage Learning 2004
2. Eugene F.Brigham Michael C.Ehrhardt Financial Management Theory and Practice Cengage Learning 2005
3. Geoffrey Knott Financial Management Fourth Edition Palgrave Macmillan 2007
4. I M Pandey Financial Management Ninth Edition Vikas Publishing House 2006
5. I M Pandey Ramesh Bhat Cases in Financial Management Tata McGraw- Hill Publishing 2006
6. James C. Van Home Financial Management & Policy Prentice Hall of India Private Ltd. 2002
7. Khan Jain Financial Management Tata McGraw- Hill Publishing 2005
8. Lawrence J.Gitman Principles of Managerial Finance : Eleventh Edition Pearson Education 2006
9. P.V. Kulkarni B.G. Satyaprasad Financial Management Himalaya Publishing House 2007
10. Paresh P Shah Financial Management Biztantra 2007
11. Prasanna Chandra Fundamentals of Financial Management : Fourth Edition Tata McGraw- Hill Publishing 2005
12. Preeti Singh Fundamentals of Financial Management Ane Books 2008
13. Robert F.Bruner Case Studies in Finance Fifth Edition Tata McGraw- Hill Publishing 2007
14. Sudhindra Bhat Financial Management Principles and Practice Excel Books 2007

PGDM 302

1. Buffa Modern Production / Operations Management 8ed Wiley India 2007
2. James R. Evans David A. Collier Operations Management: An Integrated goods and Services Approach Cengage Learning 2007
3. Joseph G. Monks Sahaum's Outlines Operations Management Tata McGraw- Hill Publishing 2004
4. Joseph S. Martinch Production and Operations Management John Wiley Publishing 1997
5. Kanishka Bedi Production and Operations Management Oxford University Press 2004
6. NG Nair Production and Operations Management Tata McGraw- Hill Publishing 1996
7. Norman Gaither & Gregory Frazier Operations Management With CD Cengage Learning 2007
8. R. Paneer Selvam Production and Operations Management Prentice Hall of India 2007
9. Ray Wild Operations Management Sixth Edition Cengage Learning 2003
10. Richard B Chase F Robert Jacobs Nicholas J Aquilano Nitin K Agarwal Operations Management for Competitive advantages Tata McGraw- Hill Publishing 2006
11. Russel Operations Management Fifth edition Wiley India 2007
12. S N Chary Productions and Operations Management Tata McGraw- Hill Publishing 2004
13. S.A. Chunawalla D.R. Patel Production and Operations Management Himalaya Publishing House 2008
14. Upendra Kachru Production and Operations Management : Text and Cases Excel Books 2007
15. William J. Stevenson Operations Management Eighth Edition Tata McGraw- Hill Publishing 2005

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1. Charles W L Hill Arun Kumar Jain International Business Tata McGraw- Hill Publishing 2005
2. Francis Cherunilam International Business Text and Cases Prentice Hall Publishing 2007
3. Justin Paul International Business Prentice Hall Publishing 2007
4. K Aswathappa International Business Second Edition Tata McGraw- Hill Publishing 2006
5. Michael R. Czinkota Ilkka A. Ronkainen Michael H. Moffett International Business Seventh Edition Cengage Publishing 2005
6. Mukesh Chaturvedi Aseem Kumar Managing Global Business Excel Books 2005
7. Shekar International Business with Geodiscoveries w/CD Wiley India 2007

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1. Ajit Prasad Extremely Short Cases on Strategic Management Excel Books 2003
2. Arthur A Thompson A J Strickland John E Gamble Arun K Jain Crafting and Executing Strategy Concepts and Cases Tata McGraw- Hill Publishing 2006
3. Azhar Kazmi Business Policy and Strategic Management Tata McGraw- Hill Publishing 2002
4. Charles W.L. Hill Gareth R. Jones Strategic Management An Integrated Approach Biztantra An Imprint of Dreamtech 2004
5. Colin White Strategic Management Palgrave Macmillan 2004
6. Francis Cherunilam Strategic Management Himalaya Publishing House 1998
7. Hill, Jones Strategic Management: An Integration Approach 6th Edition Wiley India 2007
8. John A Pearce Richard B Robinson Strategic Management Tata McGraw- Hill Publishing 2005
9. M. Jeyarathnam Business Policy and Strategic Management Himalaya Publishing House 2007
10. Melissa A Schilling Strategic Management of Technology Management Tata McGraw- Hill Publishing 2008
11. Michael A. Hitt Robert E. Hoskisson R. Duane Ireland Management of Strategy Concepts and Cases Cengage Learning 2007
12. Parnell Strategic Management: Theory and Practices Wiley India 2007
13. Pettey Fitzroy James M. Herbert Strategic Management Creating value in a turbulent World John Wiley & Sons 2006
14. Robert A. Pitts David Lei Strategic Management Cengage Learning 2006
15. S B Budhiraja M B Athreya Cases in Strategic Management Tata McGraw- Hill Publishing 1996
16. Sukul Lomash P K Mishra Business Policy and Strategic Management Vikas Publishing House 2005
17. Upendra Kachru Strategic Management Excel Books 2005
18. V S P Rao V Hari Krishna Strategic Management Text and Cases Excel Books 2003

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1. Alan Bryman Emma Bell Business Research Methods Oxford 2003
2. Dipak Kumar Bhattacharyya Research Methodology Excel Books 2006
3. Donald R.Cooper Pamela S.Schindler Business Research Methods Ninth Edition Tata McGraw- Hill Publishing 2006
4. Kothari Research Methodology New Age Publishers 2005
5. R Nandagopal K Arul Rajan N Vivek Research Methods in Business Excel Books 2007
6. S.N.Murthy U.Bhojanna Business Research Methods Excel Books 2008
7. Teresa Brannick William K.Roche Business Research Methods Jaico Publishing House 2007
8. Trochim Research Methods Wiley India 2007
9. Uma Sekaran Research Methods for Business Wiley India 2007
10. William G.Zikmund Business Research Methods Cengage Learning 2003

PGDM 306

1. Deborah E. Bouchoux Intellectual Property for Paralegals Cengage Learning 2005
2. Prabuddha Ganguli Intellectual Property Rights Tata McGraw Hill 2001
3. R. Radhakrishnan, S. Balasubramanian Intellectual Property Rights : Text and Cases Excel Books 2008
4. Richard Stim Intellectual Property: Patents, Trademarks and Copyrights Cengage Learning 2000

PGDM 307

1. Marianne M. Jennings Business Ethics: Case Studies and Selected Readings Cengage Learning 2006
2. O'Guinn Allen Semenik Advertising & Integrated Brand Promotion Cengage Learning 2006
3. Pandey Contemporary Indian Marketing Cases Wiley India 2007
4. Paul Greenberg CRM at the Speed of Light Tata McGraw Hill 2007

PGDM SECOND YEAR:**CORE COURSES:****PGDM 401 Business Ethics and Corporate Governance**

1. "U.C.Mathur", Corporate Governance & Business Ethics, Macmillan, 2005.
2. "C.V.Baxi", Corporate Governance, Excel books, 2007.

3. "J.Fred Weston", Takeovers, Restructuring & Corporate Governance, Pearson Education, 2007.
4. "Dr.S.Singh", Corporate Governance, Excel books, 2005.
5. "Swami(Dr.)Parthasarathy, Corporate Governance, biztantra, 2007.
6. "Donald.H.Chew JR.", Corporate Governance at the cross roads, TMH, 2006.
7. "Jill Solomon", Corporate Governance & Accountability, Wiley, 2007.
8. " Kesho Prasad", Corporate Governance, PHI, 2006.
9. "Christine .A. Mallin", Corporate Governance , 2nd edition, Oxford, 2008.
10. "Subhash Chandra Das", Corporate Governance in India, PHI, 2008.

MARKETING MANAGEMENT ELECTIVES

PGDMM01 MARKETING OF SERVICES

1. " Valevie.A.Zeithaml, Mary Jo Bitner, Ajay Pandit and Awarjne . D. Gremler", Services Marketing, TMH, 2008.
2. Hoffman, Marketing of services, Cengage Learning, 2007
3. Dr.S.Shajahan,"Services Marketing", Himalaya Publications, 2008
4. "Govind Apte", Service Marketing, Oxford Publisher, 2004.
5. "Steve Baron & Kim Harries, Service Marketing, 2nd edition, Palgrave, 2003.
6. Jha. S.M, " Services marketing" HPH, 2007.
7. "Christopher Lovelock, Ivehen Wirtz and Jayantja Chaherjee" Service Marketing –People , Technology & Strategy, A Sonta Asian Perspective, Pearson Publisher, 2006.
8. "Nimit Chouary and Monika", Text book of Indian Experience, Macmillan, 2008.
9. "Rajendra NArgundkar", Services Marketing Text & Cases, TMH, 2006.
10. "R.Srinivasan", Services Marketing –The Indian Context, PHI, 2007.
11. "Helen Woodruffe", Service Marketing, Macmillan, 2007.
12. "Payne", Essence of Service Marketing, PHI, 008.
13. " Christian ", Service Management & Marketing, John Wiley, 2008.

PGDM M 02 BRAND MANAGEMENT

1. S.A. Chunawalla, " Brand Management", Himalaya Publications,
- 2."U.C.Mathur", Brand Management Text & Cases, Macmillan, 2006.
3. "Keller Kevin Lane", Strategic Brand Management-Building, Measuring and Managing, Brand Equity, 2nd edition, PHI, 2007.

PGDM M03 SALES MANAGEMENT & DISTRIBUTION

1. Ingram, Sales Management: Analysis and Decision Making , Cengage Learning, 2007
2. S.A.chunawalla, " Sales and Distribution Management" HPH
3. "Krishna .K.Havaldar and Vasant. M. Cavall", Sales & Distribution Management, TMH, 2007.
4. "Ramneek Kapoor", Fundamentals of Sales Management, Macmillan, 2007.
5. "Spiro, Stanton and Rich", Management of a Sales Force, 7th Reprint, TMH, 2007.
6. "Vaswar DasGupta", Sales Management: In the Indian Perspective, PHI, 2007.
7. "Richant.R.Still, Edward.W .Gundiff and Norman.A.P.Govoni", Sales Management: Decisions, Strategies and Cases, 5th edition, PHI, 2007.

PGDM M 04 ESSENTIALS OF MARKETING RESEARCH

1. Churchill, Marketing Research: Methodological Foundations, Cengage Learning, 2007

2. C.N.Sontakki, “ Marketing Research”, HPH
3. Zikmund, Essentials of Marketing Research, Cengage Learning, 2007
4. “Donald.R.Cooper and Pamela.S.Schindler”, Marketing Research Concept & Cases, TMH, 2006.
5. “Aaker , Kumar and Daj”, Marketing Research, 7th edition, Johnwiley, 2005.
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7. “S.Shajahan”, Marketing Research Concepts & Practices in India, Macmillan, 2004.
8. “David.J.Lick and Donald.S.Rubin”, Marketing Research, 7th edition, PHI, 2007.
- 9.”Naresh.K.Machotra”, Marketing Research-An Applied Orientation, PHI, 2007.
10. “Parasuraman, Dhruv Grewal and R.Krishnan”, Marketing Research, Biztantra, 2007.

PGD M 05 ADVERTISING & PROMOTIONAL MANAGEMENT

1. Shimp, Advertising and Promotion: An IMC Approach, Cengage Learning, 2007
2. O’ Guinn, Advertising and Integrated Brand Promotion, Cengage Learning, 2006
3. Williams. F. Arens”, Contemporary Advertising, TMH, 2006.
4. S.A.Chunawalla,” Advertising, Sales & Promotion Management” HPH
5. “Batra, Myers and Aaker”, Advertising Management , 5th edition, PHI, 2007.
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7. “William Wells, John Burnett and Sandra Moriarty”, Advertising: Principles and Practice, 6th edition, PHI, 2007.

PGDM M06 INDIAN RURAL MARKETING

- 1.Balram Dogra and K Arnimdev Ghuman”, Rural Marketing-concepts & practices, TMH, 2008.
2. “Tej.K.Bhatia”, Advertising & Marketing, 2nd edition, Macmillan, 2007.
3. “C.S.G.Krishmacharyalui and Lalitha Ramakrishnan”, Cases in rural Marketing – an integrated approach, Pearson Education, 2006.
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9. “A.K. Singh and Sathya Prakash Pandey”, Rural Marketing: Indian Perspective, New Age International Pvt. Ltd., 2007.

PGDM M07 INTERNATIONAL MARKETING

1. Czinkota, International Marketing, Cengage Learning, 2006
2. Doole, International Marketing Strategy, Cengage Learning, 2007

PGDM M08 RETAIL MANAGEMENT

- 1 Chetan Bajaj, Nidhi V Srivastava Retail Management Oxford University Press 2005
- 2 Suja Nair Retail Management HPH 2007
- 3 Dunne Retailing Cengage Learning 2007
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Tata McGraw Hill 2007
- 5 Gibson G. Vedamani Retail Management Jaico Publishing House 2004
- 6 Barry Berman & Joel R .Evans Retail Management: A Strategic Approach PHI 2007
- 7 Michael Levy & Barton A Weitz Retailing Management Tata McGraw Hill 2007
- 8 Jim Dion Ted Topping Retail Business Jaico Publishing House 2006

PGDM M09 MANAGING MARKETING CHANNELS

1. Rosenbloom, Marketing channels, Cengage Learning, 2007

PGDM M10 CONSUMER BEHAVIOUR

1. Assael, Consumer Behaviour, Cengage Learning, 2007
2. C.N.Sontakki, "Consumer Behaviour", HPH, 2006
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