

K.S.R. COLLEGE OF ENGINEERING(Autonomous) , TIRUCHENGODE – 637 215

DEPARTMENT OF MANAGEMENT STUDIES

SPCIMEN COPIES

S.NO	Access Nos	Title of the book	Author	Publisher	Year of Publication	Cost	No. of copies available
1	MBA LIB 001 - 005	Operations Research	R.panneer selvam	prentice hall of india-new delhi	2007	295.00	1
2	MBA LIB 006 - 008	Implementing TALLY 9	A K Nadhani , K K Nadhani	BPB Publications	2007	540.00	1
3	MBA LIB 009 - 015	Business communication for Managers	Penrose / Rasberry / Myers	Thomson South-Western	2007	-	1
4	MBA LIB 016	Global Marketing	Svend Hollensen	Pearson Education	2007	-	1
5	MBA LIB 017 - 018	Database systems	Peter rob .carlos coronel	Thomson Course Technology	2007	-	1
6	MBA LIB 019 - 022	Doing data analysis with spss version 14	Carver / nash	Thomson Brooks/cole	2007	-	1
7	MBA LIB 023	Investment and securities markets in India	Dr. V.A.Avadhani	Himalaya Publishing House	2007	310.00	1
8	MBA LIB 024 - 028	Management Text and cases	VSP Rao / V Hari Krishna	Excel Books	2007	250.00	1
9	MBA LIB 029	The Management and control of quality	James R. Evans, William M. Lindsay	Thomson South Web-turn	2006	-	1
10	MBA LIB 030 - 34	Environmental management	NK Uberoi	Excel Books	2007	260.00	1

11	MBA LIB 035 - 036	Organizational Theory , Design , and change	Gareth R. Jones	Person Education	2007	-	1
12	MBA LIB 037 - 043	Principles of Economics	Mankiw	Thomson South- Western	2007	-	1
13	MBA LIB 044	Merchant banking and financial services	Dr. S. Gurusamy	Vijay Nicole	2007	250.00	1
14	MBA LIB 045 - 048	Indian Financial System	HR Machiraju	Vikas Publishing House Pvt. Ltd	2007	250.00	1
	MBA LIB 049	International Financial Management	Cheol S Eun , Bruce G Resnick	Tata Mc Graw Hill Publishing Company	2008	-	1
15	MBA LIB 050 - 052	Financial services	MY Khan	Tata Mc Graw Hill Publishing Company	2008	-	1
16	MBA LIB 053 - 054	Financial Management	MY Khan , PK Jain	Tata Mc Graw Hill Publishing Company	2008	-	1
17	MBA LIB 055	Management Accounting	MY Khan , PK Jain	Tata Mc Graw Hill Publishing Company	2007	-	1
18	MBA LIB 056 - 060	Management	Hellriegel , Jackson, Slocum	Thomson South- Western	2007	-	1
19	MBA LIB 061 - 65	Management accounting	MY Khan , PK Jain	Tata Mc Graw Hill Publishing Company	2007	-	1
20	MBA LIB 066	Marketing research	Rajendra nargundkar	Tata Mc Graw Hill Publishing Company	2007	-	1
21	MBA LIB 067 - 069	Securith analysis and portfolio management	Punithavathy pandian	Vikas Publishing House Pvt. Ltd	2008	210.00	1
22	MBA LIB 070	Consumer bahaviour	Leon G. Schiffman , Leslie Lazar Kanuk	Prentice hall of india-new delhi	2007	325.00	1

23	MBA LIB 071 - 072	Production and materials management	P. Saravanavel , S. Sumathi	Margham Publications	2008	130.00	1
24	MBA LIB 073 - 074	Services marketing	Valarie A. Zeithaml, Mary Jo Bitner	Tata Mc Graw Hill Publishing Company	2007	-	1
25	MBA LIB 075 - 080	Organizational behavior	Stephen P. Robbins	Prentice hall of india-new delhi	2007	450.00	1
26	MBA LIB 081 - 084	Strategic Management	VSP Rao / V Hari Krishna	Excel Books	2006	295.00	1
27	MBA LIB 085	Strategic Management	Charles W.L. Hill , Gareth R. Jones	Biztantra	2007	449.00	1
28	MBA LIB 086 - 087	Strategic (Human resource Management)	Jeffrey A. Mello	Thomson South- Western	2007	-	1
29	MBA LIB 088 - 089	Strategic Management	John A Pearce II , Richard B Robinson , Jr, Amita Mital	Tata Mc Graw Hill Publishing Company	2008	-	1
30	MBA LIB 090 - 092	International Business	Michael R. Czinkota, Llkka A. Ronkainen , Michael H. Moffett	South-Western	2008	-	1
31	MBA LIB 093 - 094	International Business	Charles W L Hill , Arun K Jain	Tata Mc Graw Hill Publishing Company	2006	-	1
32	MBA LIB 095 - 096	International Financial Management	Cheol S Eun , Bruce G Resnick	Tata Mc Graw Hill Publishing Company	2008	-	1
33	MBA LIB 097	International Business	Francis Cherunilam	Prentice hall of india-new delhi	2007	395.00	1
34	MBA LIB 098	Principles of Information Systems	Ralphstair , jeorge reynolds	Course Technology	2008	-	1

35	MBA LIB 099 - 104	Statistics for management	Richard I levin , David S. Rubin	Pearson-Prentice hall	2007	-	1
36	MBA LIB 105	Statistical methods for practice and research	Ajai S. Gaur , Sanjaya S. Gaur	Response Books	2007	295.00	1
37	MBA LIB 106 - 107	Contemporary Indian Cases in Marketing	Mukesh pandey	Biztantra	2006	249.00	1
38	MBA LIB 108	Consumer Behaviour	Dr. S.L. Gupta, Sumitra Pal	Sultan Chand & Sons	2006	275.00	1
39	MBA LIB 109 - 113	Technical Writing	Sharon J. Gerson, Steven M. Gerson	Pearson-Education	2007	-	1
40	MBA LIB 114	Human Resource Management	Snell / Bohlander	Thomson South- Western	2007	-	1
41	MBA LIB 115	Human Resource Management	P. Jyothi , D.N. Venkatesh	Oxford	2006	245.00	1
42	MBA LIB 116 - 118	Human Resource Management	K. Aswathappa	Tata Mc Graw Hill Publishing Company	2008	-	1
43	MBA LIB 119	Human Resource Development	Werner, Desimone	South- Western	2009		1
44	MBA LIB 120 - 121	Human Resource Development	Jon M. Werner, Randy , L. Desimone	Thomson South- Western	2007	-	1
45	MBA LIB 122 - 125	Operations management	Norman Gaither , Greg Frazier	Thomson South- Western	2007	-	1
46	MBA LIB 126	Marketing Management	Philip Kotler , Kevin Lane Keller	Prentice hall of india-new delhi	2009	550.00	1
47	MBA LIB 127	Managerial Economics	Yogesh Maheshwari	Prentice hall of india-new delhi	2007	195.00	1
48	MBA LIB 128 - 129	Principles of Corporate Finance	Richard A Brealey, Stewart C Myres Franklin Allen, Dilip	Tata Mc Graw Hill Publishing Company	2007	-	1

49	MBA LIB 130	Advertising & Integrated Brand Promotion	O'Guinn , Allen , Semenik , 4E	Thomson South- Western	2007	-	1
50	MBA LIB 131	Advertising and Promotion	George E. Belch & Michael A. Belch	Tata Mc Graw Hill Publishing Company	2007	-	1
51	MBA LIB 132	Advertising , Sales and Promotion Management	S.A. Chunawalla	Himalaya Publishing House	2008	325.00	1
52	MBA LIB 133 - 134	Principles of Information systems	Ralph Stair , George Reynolds	Thomson Course Technology	2008	-	1
53	MBA LIB 135	Customer Relationship Management	Roger J. Baran, Robert J.Galka , Daniel P. Strunk	South- Western	2008	-	1
54	MBA LIB 136	Counselling skills for Managers	Kavitha Singh	prentice hall of india-new delhi	2007	225.00	1
55	MBA LIB 137 - 138	Marketing Channels	Bert Rosenbloom	South- Western	2008	-	1
56	MBA LIB 139 - 140	Elements of Merchantile Law	N.D. Kapoor	Sultan Chand & Sons	2008	310.00	1
57	MBA LIB 141	Resources Management Techniques	V. Sundaresan , K.S. Ganapathy Subramanian , K	A.R. Publications	2007	200.00	1
58	MBA LIB 142	Management education and Training	Upinder Dhar , Santhosh Dhar	Excel Books	2007	400.00	1
59	MBA LIB 143	Business Ethics	Marianne M. Jennings	Delmar	2008	-	1
60	MBA LIB 144 - 145	Intellectual Property Rights	Dr. R. Radhakrishnan, Dr. S. Balasubramanian	Excel Books	2008	275.00	1
61	MBA LIB 146	Strategic - Human Resource Management	Jeffrey A. Mello	Tata Mc Graw Hill Publishing Company	2006	-	1

62	MBA LIB 147	Theory and practice of case method of instruction	b. Bhattacharyya	Excel Books	2007	295.00	1
63	MBA LIB 148	Corporate Governance	Swami (Dr.) parthasarathy	Biztantra	2007	325.00	1
64	MBA LIB 149	Corporate Strategy	Richard Lynch	Pearson Education	2007		1
65	MBA LIB 150 - 151	Retail management	Chetan bajaj, rajnish tuli, nidhi V Srinivastava	Oxford university	2008	365.00	1
66	MBA LIB 152	Retail management	Swapna Pradhan	Tata Mc Graw Hill Publishing Company	2008	-	1
67	MBA LIB 153 - 155	Investment and Securities Markets in India	Dr. V.A. Avadhani	Himalaya Publishing House	2007	310.00	1
68	MBA LIB 156 - 157	Investment management	V.K. Bhalla	Sultan Chand & Sons	2007	500.00	1
69	MBA LIB 158 - 159	Dynamics of Industrial relations	Mamaria, Mamoria , Gankar	Himalaya Publishing House	2007	360.00	1
70	MBA LIB 160	Survey of Indian Industry	The Hindu	Chennai Petroleum Ltd	2008	55.00	1
71	MBA LIB 161 - 162	Business research methods	Donald R. Cooper , Pamela S Schindler	Tata Mc Graw Hill Publishing Company	2008	-	1
72	MBA LIB 163	Risk Management & Insurance	Harrington Niehaus	Tata Mc Graw Hill Publishing Company	2007	-	1
73	MBA LIB 164	Working Capital management	Hrishikies Bhattacharya	PHI Learning Pvt. Ltd	2008	375.00	1
74	MBA LIB 165	Mergers Acquisitions and Takeovers	H.R. Machiraju	New Age International Publishers	2008	195.00	1

75	MBA LIB 166	CRM at the Speed of Light	Paul Greenberg	Tata Mc Graw Hill Publishing Company	2008	-	1
76	MBA LIB 167	Appraising & Developing Managerial Performance	T.V. Rao	Excel Books	1992	-	1
77	MBA LIB 168	Total Quality Management	R.K. Suresh, K. Pandian	Sooraj Publications	2007	135.00	1
78	MBA LIB 169	strategic planning formulation of corporate strategy	V.S. Ramaswamy, S. Namakumari	Macmillan	2006	280	1
79	MBA LIB 170	comdex, computer programming course Kit	Vikas Gupta	Dreamtech, New delhi	2002	199	1
80	MBA LIB 171	Management	stephen P. Rothim	prentice hall of india -new	2008		1
81	MBA LIB 172	Brand management	Harsh V. Verma	Excel Books	2006		1
82	MBA LIB 173	Supply Chain and Logistics Management	E. Gnanasekaran	A.R.S. Publication, Chennai	2013	130	1
83	MBA LIB 174	International Business Management	Dr. R. Senapathi	A.R.S. Publication, Chennai	2012	190	1
84	MBA LIB 175	Advertising and Sales Promotions	E. Gnanasekaran	A.R. Publications	2012	150	1
85	MBA LIB 176	statistics for Management	K. Subramani - A. Santha	Scitech Publication	2013		1
86	MBA LIB 177	Statistics for Management	Dr. P.N. Arora S. Arora	S.Chand & Company Ltd	2013	275	1
87	MBA LIB 178	Principles and Practice of Management	R.S.N. Pillai S. Kala	S.Chand & Company Ltd	2013	225	1
88	MBA LIB 179	Accounting for Management	Dr. N.P. Srinivasan Dr. M. Sakthivel Murugan	S.Chand & Company Ltd	2013	375	1

89	MBA LIB 180	Principles of Management	G. Murugesan	University Science Press	2013	90	1
90	MBA LIB 181	Organisational Behaviour	Dr. S.S. Khanka	S.Chand & Company Ltd	2013	340	1
91	MBA LIB 182	Economic Analysis for Business	Dr. S.S. Sundari	Lakshmi Publication, Chennai	2013	190	1
92	MBA LIB 183	Legal Aspects of Business	Dr. M. Sivakumar	Lakshmi Publication, Chennai	2013	140	1
93	MBA LIB 184	Counsumer Behaviour	E. Gnanasekaran	A.R. Publications	2013	130	1
94	MBA LIB 185	Industrial Relations and Labour Welfare	M. Sivakumar	Lakshmi Publication, Chennai	2012	90	1
95	MBA LIB 186	Customer Relationship Management	E. Gnanasekaran	A.R.S. Publication, Chennai	2013	130	1
96	MBA LIB 187	Statistics for management	T N Srivastava Shailaja Rego	Tata Mc Graw Hill, New Delhi	2012		1
97	MBA LIB 188	Accounting for Management	Dr. V.R. Palanivelu	University Science Press	2009	325	1
98	MBA LIB 189 & 190	Applied Operations Research for Management	Saroj Kumar Oravesh Kumar Singh	Thakur Publishers, Chennai	2012	140	1
99	MBA LIB 191	Operations Management	Dr. P.T. Vijaya Rajakumar Dr. G. Bhuvanewari Dr.C. Ganesan	Thakur Publishers, Chennai	2014	180	1
100	MBA LIB 192	Marketing Management	Dr. K. Selvavinayagam Prof. T. Devasenathipathi Prabhu S	Thakur Publishers, Chennai	2014	180	1
101	MBA LIB 193	International Financial Management	Priyanka Singh Priyanshi Trivedi	Thakur Publishers, Chennai	2011	88	1

102	MBA LIB 194	Legal Aspects of Business	Akhileswar pathak	Mc Graw Hill Education, New Delhi	2013		1
103	MBA LIB 195	Management Information System	EFFY OZ	Gengage Learning	2011		1
104	MBA LIB 196	Entrepreneurship	Robert D. Hisrich Mathew J. Manimala Michael P. Peters Dean A. Shepherd	Mc Graw Hill Education, New Delhi	2013		1
105	MBA LIB 197	Business Law	Satish B Mathur	Mc Graw Hill Education, New Delhi	2013		1
106	MBA LIB 204	Hospitals Facilities Planning and Management	G D Kunders	Tata McGraw Hill, New Delhi	2010		1