

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

Department of MBA

Books

Sl. No	Name of the Faculty	Title of the Book	Year of Publication	ISBN Number	Name of the Publisher
1	Dr.K.Selvaraju	Applied operations Research	2018	-	Himalaya publishing House
2	Dr.S.P.Sreekala	Marketing management	2018	-	Thakur publishing pvt ltd,chennai