

## Name of the Program: BBA

### OUTLINE OF THE SELF LEARNING MATERIAL

SELF LEARNING MATERIAL	PREPARED BY	SOURCE OF SELF LEARNING MATERIAL	REFERENCE OF SELF LEARNING MATERIAL	WHEN WAS IT PREPARED	LAST UPDATED
STATISTICS FOR MANAGEMENT	<u>Prof. KV Dhananjayan</u>	1.SP Gupta: Statistical Methods 2.C.R.Kothari : Quantitative Techniques	1.SP Gupta: Statistical Methods 2.C.R.Kothari : Quantitative Techniques	2011	2019
METHODOLOGY OF BUSINESS STUDIES AND MANAGEMENT CONCEPTS	Nancy V George	1. Robbins; S.P., Organisational Behaviour (13th edition), Prentice Hall of India Pvt. Ltd., New Delhi, 2008.  2.Luthans, Fred, Organisational Behaviour, 11th Edition, Mc Graw Hill International, New York, 2007.	1. Robbins; S.P., Organisational Behaviour (13th edition), Prentice Hall of India Pvt. Ltd., New Delhi, 2008.  2.Luthans, Fred, Organisational Behaviour, 11th Edition, Mc Graw Hill International, New York, 2007.		
DISASTER MANAGEMENT AND ENVIRONMENTAL STUDIES	1.Anand B 2.Sheela Mathew	1.R B Singh : Disaster Management 2.H K Gupta : Disaster Management	1.R B Singh : Disaster Management 2.H K Gupta : Disaster Management		
INTERNATIONAL BUSINESS	<u>Dr. T.P Mammooty</u>	1. <b>International Business</b> – 8th Edition- by Charles Hill (2010) 2. <b>International Business: Strategy, Management, and the New Realities</b> by Tamer Cavusgil, Gary Knight and John Riesenberger (2007)	1. <b>International Business</b> – 8th Edition- by Charles Hill (2010) 2. <b>International Business: Strategy, Management, and the New Realities</b> by Tamer Cavusgil, Gary Knight and John Riesenberger (2007)		
ADVANCED ACCOUNTING	<u>Prof. KV Dhananjayan</u> <u>Prof. KN Vijayalakshmi</u>	Prof.M.C.K. Nambiar:Advanced Accounting 2.M.c Shukla & TS Grewal:Advanced Accounting	Prof.M.C.K. Nambiar:Advanced Accounting 2.M.c Shukla & TS Grewal:Advanced Accounting		

PROJECT MANAGEMENT	Prof. K. Balakrishnan	<p><b>1. Project Management:</b> A Systems Approach to Planning, Scheduling, and Controlling <i>by Harold Kerzner</i></p>	<ul style="list-style-type: none"> <li>Project Management: A Systems Approach to Planning, Scheduling, and Controlling <i>by Harold Kerzner</i></li> </ul>		
BUSINESS REGULATORY FRAMEWORK	Mr. Pankaj.A	<p>1. Balchandani :Business Laws 2. Gulshan Kapoor :Business Laws Mercantile law: N D Kapoor Business and corporate law: C L Bansal Business law: S S Gulshan</p>	<p>1. Balchandani :Business Laws 2. Gulshan Kapoor :Business Laws Mercantile law: N D Kapoor Business and corporate law: C L Bansal Business law: S S Gulshan</p>		
ENTREPRENEURSHIP AND HUMAN RESOURCE MANAGEMENT	V. Vijayakumar	<p>Human resource management : L M Prasad Human resource management : TN Chhabra Entrepreneurship Development: S S Khark</p>	<p>Human resource management : L M Prasad Human resource management : TN Chhabra Entrepreneurship Development: S S Khark</p>		
COST AND MANAGEMENT ACCOUNTING	Ravindran k v ,Assistant professor GPM govt.college,manjeswar Premavalli P V, Associate professor and HOD, Payyannur college Prof. KV Dhananjayan, PG Dept. of commerce	<p>Cost Accounting principles and practice: Iyengar S P Cost accounting: Dr. A D Agarval Management accounts: S N Maheswari</p>	<p>Cost Accounting principles and practice: Iyengar S P Cost accounting: Dr. A D Agarval Management accounts: S N Maheswari</p>		
INFORMATICS SKILLS AND OFFICE AUTOMATION	Prof. Dr. Musaffer Ahammed	<p>Introduction to IT : V Rajaraman Computer today: Alex leon Computer Fundamental: V K Jain</p>	<p>Introduction to IT : V Rajaraman Computer today: Alex leon Computer Fundamental: V K Jain</p>		

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INVESTMENT MANAGEMENT AND CAPITAL MARKET	<b>SHIJU MP</b> ABHILASH KV	1.SHASHI K GUPTA& ROSY JOSHY:SECURITY ANALYSIS AND PORTFOLIO MANAGEME NT 2.PREETI SINGH: INVESTMENT MANAGEME NT	1.SHASHI K GUPTA& ROSY JOSHY:SECURITY ANALYSIS AND PORTFOLIO MANAGEME NT 2.PREETI SINGH: INVESTMENT MANAGEME NT	2011	2019
FINANCIAL MANAGEMENT	Saraschandran.K Dr.Muhammed Kutty Kakkakunnan Prof.Babu	IM PANDEY:financial management DR.PRASANN ACHANDRAN :FINANCIAL MANAGEMN T	IM PANDEY:financial management DR.PRASANN ACHANDRAN :FINANCIAL MANAGEMN T		
E- COMMERCE	Prof. Boopesh Thesly	Janice Reynolds – <u><b>The Complete E-Commerce</b></u>  <b>Alex Harris – <u>Boost E-Commerce Sales and Make More Money</u></b>	Janice Reynolds – <u><b>The Complete E-Commerce</b></u>  <b>Alex Harris – <u>Boost E-Commerce Sales and Make More Money</u></b>		

