

K.L.N.COLLEGE OF ENGINEERING, POTTAPALAYAM

LIST OF MBA BOOK CDS/DVDS

S.NO.	CODE NO.	TITLE OF THE CDs/DVDs	AUTHOR
01.	MTB001	Operations Research 7 th Ed.	Taha A, Hamdy
02.	MTB002	Principles Of Marketing 8 th Ed.	Kotler Philip Etc.
03.	MTB003	International Business: Computing in the Global Market Palace	Hill W L, Charles
04.	MTB004	The Knowledge Entrepreneur	Page Kogan
05.	MTB005	International Business 3 rd Ed.	Raguman M, Alan Etc.
06.	MTB006	Marketing Strategy: 4 th Ed.	Walker Etc.
07.	MTB007	Operations Management	Aquilano Jacobs Chase
08.	MTB008	Complete Business Statistics 5 th Ed.	Aczel D, Amir
09.	MTB009	Organizational Behavior 9 th Ed.	Robbins P, Stephen
10.	MTB010	Complete Business Statistics 5 th Ed.	Aczel D, Amir
11.	MTB011	Futures and Options 2 nd Ed.	Vohra N D Bagri B R
12.	MTB012	Principles of Marketing 8 th Ed.	Kotler Philip Etc.
13.	MTB013	Marketing Research 2 nd Ed.	Hair/Bush/Ortinou
14.	MTB014	Management 5 th Ed.	Bateman & Snell
15.	MTB015	Operations Management (Strategy and Analysis) 6 th Ed.	Krajewski, Lee J & Ritzman, Larry P
16.	MTB016	Management Information Systems (Managing the Digital Firm)	Laudon, Kenneth C & Laudon , Jane P
17.	MTB017	International Business: Computing in the Global Marketplace (4 th Ed.)	Hill, Charles W L
18.	MTB018	Marketing Suite	Mcgraw-Hill Irwin
19.	MTB019	Complete Business Statistics 6 th Ed.	Aczel D, Amir, Jayavel Sounderpandian
20.	MTB020	International Business 5 th Ed.	Hill
21.	MTB021	Contemporary Advertising 9 th Ed.	Arens William
22.	MTB022	Foundations of Financial Mgt. 10 th Ed.	Block, Stanley B Hirt, Geoffrey A
23.	MTB023	Business Plan	Lawgical Solution
24.	MTB024	Integrated Advertising, Promotion & Marketing Communication 2 nd Ed.	Clow, Kenneth E Baack Donald
25.	MTB025	Business Statistics 3 rd Ed.	Levine, David M Etc.
26.	MTB026	Operation Research 8 th Ed.	Taha
27.	MTB027	Business Forecasting 8 th Ed.	Hanke, John E Wichern Dean W
28.	MTB028	Business Research Methods 9 th Ed.	Cooper/Schindler
29.	MTB029	Quantitative Analysis for Management 8 th Ed.	Render Barry Etc.
30.	MTB030	Quality Management 3 rd Ed.	Gitlow Etc.
31.	MTB031	Business Ethics : Concepts and Cases 6 th Ed.	Velasquez, Manuel G
S.NO.	CODE NO.	TITLE OF THE CDs/DVDs	AUTHOR

32.	MTB032	Financial Accounting – A Managerial Perspective 2 nd Ed.	Narayanaswamy R
33.	MTB033	Business Research Methods 9 th Ed.	Cooper/Schindler
34.	MTB034	Financial Analysis of Indian Companies (Selected Case Studies)	GDSIL
35.	MTB035	Management Information System (Managing the Digital Firm)	Laudon, Kenneth C Laudon, Jane P
36.	MTB036	Organizational Behavior 12 th Ed.	Robbins P, Stephen Etc.
37.	MTB037	Statistics for Business and Economics 9 th Ed.	Anderson Etc.
38.	MTB038	Organization Behavior 10 th Ed.	Hellriegel,Slocum
39.	MTB039	Personal Finance 8 th Ed.	Kapoor,Diabay, Hughes
40.	MTB040	Retailing Management 5 th Ed.	Levy Michael Etc.
41.	MTB041	Operations Management 11 th Ed.	Chase B, Richard Etc.
42.	MTB042	Financial Management: Principles and Practice	Sudhindra Bhat
43.	MTB043	Financial Mgt: Theory and Practice 11 th Ed.	Brigham & Ehrhardt
44.	MTB044	Operations Management: Process and Value Chains 8 th Ed.	Krajewski j, Lee Etc.
45.	MTB045	Statistics for Management	Sonaversity
46.	MTB046	Total Quality Management	Sonaversity
47.	MTB047	Accounting for Management	Sonaversity
48.	MTB048	An Introduction Operations Research 8 th Ed.	Taha
49.	MTB049	Introduction to Management Scicence 11 th Ed.	Anderson Etc .
50.	MTB050	Key Marketing Skills 2 nd Ed.	Cheverton Peter
51.	MTB051	Production and Operations Management 2 nd Ed.	Bedi Kanishka
52.	MTB052	Financial Management	Rajiv Srivastava & Anil Misra
53.	MTB053	Management Consultancy:The Evolution, Practice & Structure of Mgt. Consultancy Worldwide	Curnow Barry & Reuvid Jonathan
54.	MTB054	English for Technical Communication	Aysha Viswamohan
55.	MTB055	Operations Management (Process and Value Chain) 8 th Ed.	Krajewski j, Lee Etc.
56.	MTB056	Consumer Behavior : Building Marketing Strategy 9 th Ed.	Hawkins I, Delbert
57.	MTB057	Operations Management 9 th Ed.	Gaither & Frazier
58.	MTB058	Operations Management 8 th Ed.	Stevenson W J
59.	MTB059	Business Research Methods 9 th Ed.	Cooper/Schindler
60.	MTB060	Financial Analysis of Indian Companies (Selected Case Studies)	Global Data Services of India Ltd.(GDSIL)
61.	MTB061	Entrepreneurship	Rajeev Roy
62.	MTB062	Advertising : Management with integrated Brand Promotion	O”Guinn
63.	MTB063	Statistics for Management	Sonaversity
S.NO.	CODE NO.	TITLE OF THE CDs/DVDs	AUTHOR
64.	MTB064	Introduction to Management Scicence 11 th Ed.	Anderson Etc .

65.	MTB065	Operations Management 9 th Ed.	Stevenson W J
66.	MTB066	International Business 11 th Ed.	Daniels
67.	MTB067	Consumer Behavior 9 th Ed.	Schiffman
68.	MTB068	Strategic HRM & Development	Richard Regis
69.	MTB069	Consumer Behavior 9 th Ed. – Video 1 of 2	Schiffman
70.	MTB070	Consumer Behavior 9 th Ed. – Video 2 of 2	Schiffman
71.	MTB071	Strategic Mgt. and Business Policy 9 th Ed.	Wheeilam
72.	MTB072	Financial Management – The MBA Pgm.	ICFAI
73.	MTB073	Quantitative Methods – The MBA Pgm.	ICFAI
74.	MTB074	Marketing Management – The MBA Pgm.	ICFAI
75.	MTB075	Managerial Effectiveness – The MBA Pgm.	ICFAI
76.	MTB076	Economics – The MBA Program	ICFAI
77.	MTB077	Management –II Class Room	NITTRC
78.	MTB078	Management –I Class Room	NITTRC
79.	MTB079	Management –III Class Room	NITTRC
80.	MTB080	Human Resource Planning Process	NITTRC
81.	MTB081	Recruitment	NITTRC
82.	MTB082	Orientation to the Institutions	NITTRC
83.	MTB083	Performance Appraisal	NITTRC
84.	MTB084	Counseling Coaching & Mentoring	NITTRC
85.	MTB085	Management Accounting :Theory and Practice	Pandikumar M P
86.	MTB086	Complete Business Statistics 6 th Ed.	NITTRC
87.	MTB087	Quality Control and Management	Cengae Learning
88.	MTB088	Financial Management 10 th Ed.	Pandey I M
89.	MTB089	Business Ethics: Concepts and Cases 6 th Ed.	Velasquez Manuel G
90.	MTB090	Financial Management 7 th Ed.	Ravi M Kishore
91.	MTB091	Data Interpretation & Logical Reasoning	Trishna's
92.	MTB092	Verbal Ability & Reading Comprehension	Trishna's
93.	MTB093	Quantitative Aptitude	Trishna's
94.	MTB094	SAP-Materials Mangement	Mukesh Shukla
95.	MTB095	Basic Business Communication 10 th Ed.	Lesikar-Flatley
96.	MTB096	Operations Research 8 th Ed.	Taha,Hamdy A
97.	MTB097	Financial Management 6 th Ed.	Khan M Y Jain P K
98.	MTB098	Financial Management 10 th Ed.	Pandey I M
99.	MTB099	Business Statistics in Practice, 5 th Ed.	Bowerman Etc.
100.	MTB100	Introduction to Management Science	Anderson Etc.
101.	MTB101	Business Forecasting 5 th Ed.	Wilson Etc.
102.	MTB102	Probability and Statistics for Engineers	Miller & Freund
103.	MTB103	Operations Management 4 th Ed.	Russell,Robert S Etc.
104.	MTB104	Operations Management	Evans, Collier
105.	MTB105	Introduction to Management Science-3 rd Ed.	Hiller
106.	MTB106	Introduction to Management Science-3 rd Ed.	Hiller
S.NO.	CODE NO.	TITLE OF THE CDs/DVDs	AUTHOR
107	MTB107	Introduction to Operations Research (Concepts and Cases, 8/e	Hillier/Lieberman

108	MTB108	Introduction to Operations Research (Concepts and Cases, 8/e	Hillier/Lieberman
109	MTB109	Comdex Computer and Financial Accounting with Tally 9.0 – Course Kit	Vikas Gupta
110	MTB110	Comdex Computer and Financial Accounting with Tally 9.0 – Course Kit	Vikas Gupta
111	MTB111	Project Management (A Managerial Approach)	Meredith Jack R, Mantel, Jr.Samuel J
112	MTB112	Time your Trades with Technical Analysis	SPD
113	MTB113	International Business – 3 rd Ed.	Rugman Alan M, Hodgetts Richard M
114	MTB114	Group Discussion (CD-1)	IMS
115	MTB115	Group Discussion (CD-2)	IMS
116	MTB116	International Business (3 rd Ed.)	Rugman,Alan M, Hodgetts Richard MS
117	MTB 117	Consumer Behaviour	Ramanuj Majumdar
118	MTB 118	Introduction to Operations Research(Concepts & Cases) 8/e	Hillier/Lieberman
119	MTB 119	Operations Research-An Introduction (8 th Ed.)	Taha Hamdy A
120	MTB120	Introduction to Operations Research (9 th Ed.)	Hiller Etc.
121	MTB121	Financial Management	Rajiv Srivastava,Anil Misra
122	MTB122	Operations Management (Theory and Practice)2 nd Ed.	Mahadevan B
123	MTB123	Production and Operations Mgt. -2 nd Ed.	Kanishka Bedi
124	MTB124	Operations Management (Theory and Practice)2 nd Ed.	Mahadevan B
125	MTB125	Financial Management	Rajiv Srivastava,Anil Misra
126	MTB126	Production and Operations Mgt. -2 nd Ed.	Kanishka Bedi
127	MTB127	Operations Research-An Introduction (8 th Ed.)	Taha Hamdy A
128	MTB128	Operations Research-An Introduction (8 th Ed.)	Taha Hamdy A
129	MTB129	Operations Research-An Introduction (8 th Ed.)	Taha Hamdy A
130	MTB130	Financial Management (10 th Ed.)	I M Pandey
131	MTB131	Communication Skills	Sanjay Kumar, Pushp Lata
132	MTB132	Communicate to Conquer	Pushp Lata , Sanjay Kumar

S.NO.	CODE NO.	TITLE OF THE CDs/DVDs	AUTHOR
133	MTB133	Business Environment	Neelamagam
134	MTB134	International Marketing	Rakesh Mohan Joshi
135	MTB135	Management Information System-Multimedia Ed.,	Loudon
136	MTB136	Customer Relationship Management-Spl ref. to Banking Sector	Panigrahy and Rath
137	MTB137	Financial Management-6 th ed.	Khan & Jain
138	MTB138	International Trade	Neelamagam V
139	MTB139	Operations Research-9 th ed.	Hiller etc.,
140	MTB140	Operations Management for Competitive Advantage- 11 th ed.,	Chase, Richard Etc.,
141	MTB141	Financial Management – 10 th ed.	Pandey I M
142	MTB142	Research Methodology	Gupta S L & Hitesh Gupta
143	MTB143	You Can Win	Shiv Khara
144	MTB144	Marketing Research with SPSS	McDaniel Carl
145	MTB145	GMAT (Barron's) – 15 th ed.,	Barron's
146	MTB146	Britannica Concise Encyclopedia	Manarama Yearbook 2013
147	MTB147	Financial Management	I.M.Pandey
148	MTB148	Operations Management Theory & Practice	B.Mahadevan
149	MTB149	An Introduction to Management Science	Anderson, Sweeney
150	MTB150	Essentials of Financial Accounting 2 nd ed	Asish K.Bhattacharya
151	MTB151	Consumer Behavior Building marketing strateg	Hawkin
152	MTB152	Marketing Research Text & Cases 2 nd ed	Bruce wren
153	MTB153	Financial Management	I.M.Pandey
154	MTB154	Personality Development and soft skills	Barun k.mitra
155	MTB155	Introduction to Management Science with Spread Sheets	William J.Stevens.
156	MTB156	Corporate Chanakya on Management	Radhakrishnan Pillai
157	MTB157	Statistics for business and Economics	Anderson, Sweeney, Williams
158	MTB158	Complete Business Statistics	Amir D.Aczel
159	MTB159	Statistics for business and Economics	Anderson, Sweeney, Williams
160	MTB160	Complete Business Statistics	Amir D.Aczel
161	MTB161	An Introduction to Management Science, 13 th e	Anderson, Sweeney
162	MTB162	Production and Operation Management 3 rd ed	Kanishka Bedi
163	MTB163	Group Discussion and Interview	
164	MTB164	Investment Analysis and Portfolio Management	P Chandra
165	MTB165	Research Methods and Management	Shajahan
166	MTB166	Financial management / 7 th ed	Khan

167	MTB167	Strategic Managemt and Business Policy	Dreamtech
168	MTB168	Talent Class 3 Practice Course	---
169	MTB169	Advertising Management	Oxford / Jaishri & Shruti jain
170	MTB170	Financial Management	Parasuraman N R

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LIST
MBA

S.NO.	CODE NO.	TITLE OF THE CDs/DVDs
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OF

EDUCATION CDS/DVDS

Library MBA/MCA

01.	MTE001	Measuring Employee Satisfaction-A Case Study
02.	MTE002	Managing Organisational Change An International Perspective
03.	MTE003	Building National Competitiveness Options for India
04.	MTE004	Attitude to Change
05.	MTE005	Corporate Governance-A Must for India
06.	MTE006	Management Development for the 21 st Century
07.	MTE007	Sampling Techniques
08.	MTE008	Data Collection & Management
09.	MTE009	Management of Change
10.	MTE010	Managing Enterprises in the ERA of Uncertainty Perspective for Indian Business
11.	MTE011	Rupee Convertibility
12.	MTE012	SWOT of Industry Analysis Modules
13.	MTE013	Strategic use EDI & Standards
14.	MTE014	Export Import Documentation
15.	MTE015	Multimedia
16.	MTE016	Networking Trends in India
17.	MTE017	Export Documentation Producer
18.	MTE018	Strategies for Globalisation
19.	MTE019	Consumer Markets in India
20.	MTE020	Marketing High Technology
21.	MTE021	Trends in India Advertising
22.	MTE022	Media Planning
23.	MTE023	Marketing of Service
24.	MTE024	Marketing Research
25.	MTE025	Product Management
26.	MTE026	Understanding Markets and Consumer Mindset
27.	MTE027	Managing Supply Chain Performance the HLL Experience
28.	MTE028	Impact of New Technologies and Industries on the World of Business
29.	MTE029	Technology Transfer
30.	MTE030	Understanding Internet
31.	MTE031	Managing Computer Security and Fraud Prevention
32.	MTE032	Global Trends in Information Technology

S.NO.	CODE NO.	TITLE OF THE CDs/DVDs
33.	MTE033	Information Technology –A World of Opportunities
34.	MTE034	Materials Management
35.	MTE035	TQM- The Human Way
36.	MTE036	TQM –The Quality Management
37.	MTE037	Business Process Re-Engineering
38.	MTE038	Systematic Preparation Negotiation
39.	MTE039	Marketing Management
40.	MTE040	Electronic Commerce
41.	MTE041	E-Business Future Perspective
42.	MTE042	MACRO-Economic Environment & National Policy
43.	MTE043	Personality Development
44.	MTE044	Negotiation Skills
45.	MTE045	Cross Cultural Orientation
46.	MTE046	Preparing for Being Interviewed
47.	MTE047	Customer Relationship Management
48.	MTE048	Positive Thinking
49.	MTE049	Inventory Management
50.	MTE050	Managing Executive Strees
51.	MTE051	Time Management
52.	MTE052	Decision Making
53.	MTE053	Conflict Management
54.	MTE054	Customer Service
55.	MTE055	Business Etiquette
56.	MTE056	Interviewing Skills
57.	MTE057	Team Building
58	MTE058	