

| SCHOOL OF DISTANCE EDUCATION | | | | | | | |
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| UNIVERSITY OF KERALA | | | | | | | |
| BBA | | | | | | | |
| Self Learning Material: Course, Author(s), Year of Publication, Source and Reference | | | | | | | |
| <i>Course Code</i> | <i>Course</i> | <i>Prepared by</i> | <i>Edited by</i> | <i>Prepared in</i> | <i>Updated in</i> | <i>Source</i> | <i>Reference</i> |
| Semester 1 | | | | | | | |
| EN 1111.1 | Languages Course I (English -I) | Dr. Deepa Prasad L Dr. Liji Varghese | Dr. Lal C. A. | 2018 | 2018 | Books, journals, reports and other online materials | 1.Marks, Jonathan. English Pronunciation in Use. New Delhi: CUP, 2007. 2.Lynch, Tony. Study Listening. New Delhi:CUP, 2008. 3.Kenneth, Anderson, Tony Lynch, Joan MacLean. Study Speaking. New Delhi: CUP, 2008. |
| BM1121 | Foundation :Environmental Studies | Dr.Smitha Ashok | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Erach Bharucha, Text Book for Environmental Studies. Bharati Vidyapeeth, Institute of Environment Education and Research 2. Sharma, J.P.(2009). Environmental Studies, Kindle edition, Laxmi Publisher, New Delhi 3. Kaul, S.N, Saini, D.R and Rai, B.N. (2013). Environmental Science, Aph Publishing Corporation 4. Rabindra N Bhattaria: Environmental economics-an Indian perspective: Oxford 5. Jadhav H& Bhosale, VM (1995) Environmental protection and Laws. Himalaya Publishing House, New Delhi |

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|-------------------|---|--------------------|------------|------|------|---|--|
| BM 1141 | Core: Fundamentals of Management | Dr.B.Shaji | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. C.B.Gupta, Management Theory and Practice -Sultan chand & sons 2. L.M.Prasad, Principles and practice of Management- Sultan chand & sons 3. T N Chhabra, Principles and practice of Management- Dhanpat Rai & Co. |
| BM 1142 | Core: Managerial Economics | Dr.B.Shaji | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Yogesh Maheswari, Managerial Economics (Second Edn.)–, Printice-Hall of India Pvt. Limited, New Delhi, 2006. 2. Paul A. Samuelson and William D.Nordhaus, Economics (8th Edn.) , Tata McGraw-Hill Publishing Company Limited, New Delhi. 2007 3. G.S.Maddala and Ellen Miller, Microeconomics-Theory and Applications , McGraw-Hill Publishing Company Limited, New Delhi |
| BM 1143 | Core- Financial Accounting | Dr.Sumesh.G.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Gupta. R.L. and Radhaswamy.M. Advanced Accounting, Sultan Chand & Sons, New Delhi. 2. Shukla.M.C, Grewal.T.S. and Gupta S.C.Advanced Accounts, Sultan Chand & Sons, New Delhi. 3. Jain and Narang.K.L. Financial Accounting, Kalyani Publishers, New |
| BM 1131 | Complimentary - Statistics for Business Decisions | Dr.Sreejith | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Gupta, S.P (2008). Statistical Methods, Sulthan Chand & Sons, New Delhi. 2. Richard Levin & David Rubin, (1998). Statistics for Management, Prentice Hall, New Jersey |
| Semester 2 | | | | | | | |
| EN 1211.1 | Language- English II | Dr.Murali Krishnan | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Stuart, Christina. How to be an Effective Speaker. Lincolnwood: NTC PublishingGroup, 1989. |

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|-------------------|---|--------------------|------------|------|------|---|---|
| BM 1221 | Foundation: Commerce & Cyber Law | Mr.Sujan Kumar.K.G | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Ashoke Ghose, Basics of E-commerce. Legal & Security Issues: NIIT Publisher |
| BM 1241 | Core: Marketing Management | Mr.Sujan Kumar.K.G | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective- Macmillan Publishers India Limited. |
| BM 1242 | Core: Human Resource Management | Dr.Balamurali | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Prasad, L.M. Human Resource Management— Sultan chand & sons 2. Aswathappa, K. Human Resource Management— McGraw Hill Education |
| BM 1243 | Core: Financial Management | Dr.Sumesh.G.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Khan, M.Y & P.K. Jain: Financial Management Text Problem and Cases (7th edition), Tata Mc Graw Hill Publishing Co. Ltd. New Delhi (2014) 2. Rustogi, R.P: Fundamentals of Financial Management (11th Edition), Taxman's Publication, New Delhi (2016). |
| BM 1231 | Compl.:Business Regulatory Frame Work | Mr.E.Abdul Majeed | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Saravanavel, S. Mohapatra, S.R. and Balakumar, S. (2014). Business and Corporate Law, Mumbai: Himalaya Publishing House Pvt.Ltd 2. Garg K.C, V.K Sareen, Mahesh Sharma and Chawla R.C. Business Regulatory Framework New Delhi: Kalyani Publishers |
| Semester 3 | | | | | | | |
| BM 1341 | Core: Business Environment and Policy | Mr.Satheesh Babu | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1.Aswathappa K., Essentials of Business Environment. Himalaya Publishing House Mumbai 2.Francis Cherunilam., Business Environment, Himalaya Publishing House. Mumbai. |
| BM 1342 | Core: Corporate Regulations | Mr.Sujan Kumar.K.G | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Maheswari, S.N and Maheswari, S.K. (2012). Elements of Corporate Laws. Mumbai, HPH Pvt Ltd |

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|-------------------|---|----------------------|------------|------|------|---|--|
| BM1343 | Core: Cost and Management Accounting | Dr.Sumesh.G.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | S.P.Jain and K.L.Narang, Cost and Management Accounting — Kalyani Publishers. |
| BM 1344 | Core: Financial Services | Mr.Sujan Kumar.K.G | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Khan M Y, Financial Services, Tata McGraw-Hill Publishing Co.Ltd New Delhi. 2. Gupta, N K and Monika Chopra, Financial Markets, Institutions and |
| BM 1361.1 | Elective Course I: Organisational Behaviour | Mr.Venugopal.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. L.M.Prasad, Organisational Behaviour –Sultan chand & sons 2. Stephen P Robbins, Organisational Behaviour – Prentice hall |
| BM 1361.2 | Elective Course I: Consumer Behaviour | Dr.Jayadev.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall. 2. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning. |
| Semester 4 | | | | | | | |
| BM 1441 | Core: Entrepreneurship Development | Mr.Pradeep Kumar.N | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Sangram Keshari Mohanty, Fundamentals of Entrepreneurship, PHI New Delhi 2. Vasant Desai, Entrepreneurial |
| BM1442 | Core: Business Ethics & Corporate Governance | Mr.Satheesh Babu.A.T | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Bhatia S K. Business Ethics & Corporate Governance, Deep & Deep Publication PvtLtd.NewDelhi |
| BM 1443 | Core: Operations Management | Mr.Venugopal.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. S N Chary, Production and Operations Management — TMH Publications 2. Pannerselvam, Production and Operations Mgmt-PHI |
| BM 1444 | Core: Skill Enhancement and Employability Orientation | Dr.B.Shaji | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Gopalaswamy ramesh, Mahadevan Ramesh, The ACE of Soft Skill, Pearson |

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|-------------------|---|--------------------|------------|------|------|---|---|
| BM 1461.1 | Elective Course II: Human Resource Development and Organisation Culture | Dr.Jayadev.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Subba Rao, P, Personnel & Human Resource Management, Himalaya Publishing house |
| BM 1461.2 | Elective Course II: Advertising and Sales Promotion | Mr.Sujan Kumar.K.G | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Chunawala, S.A. (2013). Advertising Sales and Promotion Management (Fifth revised Edition). Himalaya Publishing House, Bombay. |
| Semester 5 | | | | | | | |
| BM 1541 | Core: Quantitative Techniques for Management | Mr.Venugopal.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Kapoor, V.K (2014). Operations Research, Sultan Chand & Sons, New Delhi. 2. Sharma, J.K (2006). Operations Research Theory & Applications, Macmillan India Limited. |
| BM1542 | Core: Research methodology | Dr.B.Shaji | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Kothari, C. R. (2009), Research Methodology- Methods and Techniques, Second Edition, New Age International, New Delhi. |
| BM 1543 | Core: Investment management | Dr.Sumesh.G.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. S. Kevin, Portfolio management, Prentice Hall of India Pvt Ltd 2. Avadhani V A Security Analysis and Portfolio Management, Himalaya |
| BM 1561.1 | Core: Elective Course III: Labour law and Industrial relations | Dr.B.Shaji | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Kapoor, ND, Personal Management and Industrial Laws, Sultan Chand & Sons 2. Srivastava, S C, Industrial Relations & Labour Laws, Vikas |
| BM 1561.2 | Elective Course III: Customer relationship management | Dr.Jayadev.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Jagdish N sheth, Atul parvatiyar, G. Shainesh customer relationship mgmt: Emerging concept tools and Application: TATA McGraw Hill |
| BM 1551.4 | Open Course: Fundamentals of Financial Accounting | Mr.Sujan Kumar.K.G | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Jain S P and Narang, K L, Basic financial accounting, Kalyani Publishers Delhi 2. Maheswari, S N, S K, Advanced Accountancy, Vikas Publishing |
| Semester 6 | | | | | | | |

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|-----------|---|----------------------|------------|------|------|---|---|
| BM 1641 | Core: Management Information System | Mr.Pradeep Kumar.N | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1.Murdic, R G and Ross J E, Information System for Modern Management, PHI New Delhi 2.Sadagopan - Management Information Systems - Prentice-Hall of India |
| BM1642 | Core: International Business | Mr.Satheesh Babu.A.T | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Francis Cherunilayam, International Business- Text and Cases (Fifth Edition), PHI Learning, New Delhi 2. Charles W L Hill, International Business: Competing in the Global Market Place, McGraw Hill, New York. |
| BM 1643 | Core: Strategic Management | Mr.Venugopal.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. Azhar Kasmi. Business Policy & Strategic Management ,Tata Mc Graw-Hill Publishing Co.Ltd NewDelhi |
| BM 1661.1 | Elective Course IV: Performance mangement | Dr.B.Shaji | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Rao, T.V. Performance Management and Appraisal Systems HR Tools for Global Competitiveness, Sage Publishing. |
| BM 1661.2 | Elective Course IV: Retail Management | Dr.Jayadev.S | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | 1. James.R.Ogden and Denis .T .Ogden, Integrated Retail Management, Biztantra, New Delhi. 2. Suja Nair: Retail Management, Himalaya |
| BM 1661.5 | Open Course: Business Communication | Mr.Sujan Kumar.K.G | Dr.B.Shaji | 2018 | 2018 | Books, journals, reports and other online materials | Rajendra Pal Korahill, Essentials of Business Communication, Sultan Chand & Sons, New Delhi |