

SCHOOL OF DISTANCE EDUCATION							
UNIVERSITY OF KERALA							
B.Com							
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							
END 1111.2	Languages Course I (English -I) Listening Speaking and Reading	Dr. Deepa Prasad L and Dr. Liji Varghese	Dr. Lal C. A.	2017	2017	Books, journals, reports and other online materials	English Pronunciation in Use by Jonathan Marks
ML 1111.1	Languages Course II Novel, Nadakam, Sanchara Sahithyam	G.Reghunadhan Pillai	Dr.Suja.S	2017	2017	Books and journals	Kairaliyudekadha- N.Krishnapillai,Maalayalanadaka sahityacharithram- G.Sankarapillai,Marunnamalayalan ovel-K.P.Appan,Malayalanovel sahityacharithram- K.M.Tharakan,Malayalanadakasahi tyacharithram-VayalaVasudevan Pillai
HN 1111.2	Languages Course II Addl. Language Naveen Sankalan	Dr Indu K V	Dr Indu K V	2018	2018	Books, journals, reports and other online materials	1. Naveen Sankalan Bhag-1 by Prakashan vibhag ,Kerala Vishwvidyalay 2. Hindi mein Nibandh aur Nibandhkar -Dr.Gangaprasad Gupt 3.Prayojan moolak Hindi aur Patrakarita -Dinesh Prasad Singh

CO 1121	Foundation Course I: Environmental Studies	Dr Smitha Ashok	Dr Balu B	2017	2017	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1.Misra. S.P and Pandey .S.N. Essential Environmental Studies, Ane Books India, New Delhi.</li> <li>2. Kiran B. Chokkas and others. Understanding Environment, Sage Publications New Delhi.</li> <li>3. Arumugam N. and Kumaresan V. Environmental Studies, Saras Publications, Kanyakumari.</li> <li>4. Benny Joseph. Environmental Studies, Tata McGraw-Hill Publishing Co.Ltd.,New Delhi.</li> </ol>
CO 1141	Core Course- I: Methodology and Perspectives of Business Education	Dr.S.Jayadev	Dr.K.S.Suresh Kumar	2017	2017	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Keith Davis and William Frederic.C. Business and Society – management , Public policy , Ethics, International student Edition McGraw- Hill Book Co Newdelhi</li> <li>2. Peter F.Drucker. Management-Task , Responsibilities, practices Allied publishers pvt Ltd, Mumbai</li> <li>3. Peter f . Drucker The practice of management , Harper and Row Publishers Inc.NY.</li> <li>4. N.D Kapoor Business Law Sulthan Chand &amp; Sons</li> </ol>

CO 1142	Core Course II: Functional Application of Management	Dr Balu B	Dr Balu B	2017	2017	Books, journals, reports and other online materials	1. Tripathy Reddy, Principles of Management, Tata Mc Graw Hill Publishers, New Delhi. 2. L.M. Prasad, Principles of Management, sultan Chand & sons, New Delhi. 3. M.Y. Khan and P.K. Jain, Financial management, Tata Mc Grawhill Publishers, New Delhi. 4. R.S. Goel, Operations management, Kalyani Publications, Ludhiana.
CO 1131	Complementary Course I: Managerial Economics	Dr.Satheesh Babu	Dr.R.Vasanthagopal	2017	2017	Books, journals, reports and other online materials	1. Maheswari.K.L and Varshney. Managerial Economics ,Sultan Chand & Sons, New Delhi. 2. Mote V.L, Samuel Paul and Gupta G.S. Managerial Economics, Tata McGraw-Hill Publishing Co. Ltd., New Delhi. 3. Gupta G.S. Managerial Economics, Tata McGraw-Hill Publishing Co. Ltd. New Delhi. 4. Dwivedi N.D. Managerial Economics, Vikas Publishing House, New Delhi.
<b>Semester 2</b>							
EN 1212.2	Languages Course IV Modern English Grammar & Usage	Leena T L	Dr. Lal C. A.	2017	2017	Books, journals, reports and other online materials	Concise English Grammar by V K Moothathu

ML 1211.2	Languages Course V Kavitha, Kadha, Upanyasam, Vivaarthanam	G.Reghunadhan Pillai	Dr.Suja.S	2017	2017	Books and journals	Malayalakavithasahithyacharithram-M.Leelavathy,Cherukadha innale,linnu-M.Acuthan,Kairaliyudekadha-N.Krishnapillai,Vivarthanam--Bhasha institute,Vivarthanavicharam-N.E.Viswanadha Iyer,Kavithayile puthuvazhikal-Nellikkal Muraleedharan
HN 1211.2	Languages Course V Poetry, Translation, Technical Terminology & Communication	Dr Indu K V	Dr Indu K V	2018	2018	Books, journals, reports and other online materials	1. Naveen Sankalan Bhag-2, by Prakashan vibhag ,Kerala Vishwvidyalay 2.Anuvad : Sidhant ki Rooprekha – Dr. S. Suresh Kumar, Vani Prakasan, New Delhi. 3.Anuvad:Bhashayen aur samasyayen–Dr.N.E. Viswanath Iyer, Swathy Prakashan,Thiruvananthapuram.
CO 1221	Foundation Course II: Informatics and Cyber Laws	Dr RajeshT &Dr Binu N	Dr Balu B	2017	2017	Books, journals, reports and other online materials	1. Ramesh Bangia. Learning Computer Fundamentals, Khanna Publishers, New Delhi. 2. Rajaraman, Introduction to information Technology, PHI, New Delhi. 3. Alexis Leon & Mathews Leon. Fundamentals of Information Technology, Vikas Publishing House, New Delhi. 4. Ramachandran et.al , Informatics and Cyber laws, Green Tech Books, Thiruvananthapuram

CO 1241	Core Course III: Business Communication and Office Management	Dr.Dileep A.S	Dr.R.Vasanthagopal	2017	2017	Books, journals, reports and other online materials	1.Bhatia R.C., Business Communication. Ane Books Pvt.Ltd.,New Delhi. 2.Shalini Aggarwal. Essentials of Communication Skills, Ane Books Pvt.Ltd. New Delhi. 3.Asha Kaul.Effective Business Communication, PHI ,New Delhi. 4.Madhukar. R.K.Business Communication, Vikas Publishing House, New Delhi.
CO 1242	Core Course IV: Financial Accounting	Dr.T.Rajesh	Dr.R.Vasanthagopal	2017	2017	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 S.C. Gupta. Advanced Accounts S. Chand &Co. Ltd. New Delhi. 3. Jain S.P. and Narang K. L. Financial Accounting , Kalyani Publishers , New Delhi. 4. Naseem Ahmed , Nawab Ali Khan and Gupta . M. L. Fundamentals of Financial Accounting Theory and Practice , Ane Books Pvt . L td.New Delhi.

CO 1231	Complementary Course II Business Regulatory Frame work	Prof. Majeed	Dr.K.S.Suresh Kumar	2017	2017	Books, journals, reports and other online materials	1. Kapoor. N .D, Business law, Sulthan Chand and Sons 2. Chandha P.R, Business law gajgotia, New Delhi 3. Garg K.C, V.K Surendran, Mahesh Sharma and Chawla R.C, Busiess regulatory frame work, Kalyani Publishers, New Delhi 4. Tulsian P.C, Business Laws, Tata Macgraw-Hill publishing Co.Ltd, New Delhi
<b>Semester 3</b>							
EN 1311.2	Languages Course VI (English - IV) Writing and Presentation Skills	Aswathy A.	Dr. Lal C. A.	2018	2018	Books, journals, reports and other online materials	Study Writing by Hamp-Lyons, Liz, Ben Heasley.
CO 1341	Core Course V: Entrepreneurship Development	Dr.Subash T	Dr.R.Vasanthagopal	2017	2017	Books, journals, reports and other online materials	1. Shukla M.B. Entrepreneurship and small Business Management,Kitab Mahal Allahabad. 2. Sangram Keshari Mohanty, Fundamentals of entrepreneurship,PHI,New Delhi. 3. Nandan H. Fundamentals of Entrepreneurship,PHI, NewDelhi. 4. Small-Scale Industries and Entrepreneurship, Himalaya Publishing ,Delhi

CO 1342	Core Course VI: Company Administration	Dr Balu B	Dr Balu B	2017	2017	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Indian Companies Act 2013</li> <li>2. Elements of Company Law- N.D. Kapoor, Sultan Chand and Sons, New Delhi</li> <li>3. The Company Law- Avtar Singh</li> <li>4. Company Law- Majumdar.</li> </ol>
CO 1343	Core Course IV: Advanced Financial Accounting	Vishnu S	Dr Balu B	2017	2017	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Gupta R.L. and Radhaswamy. M. Advanced Accountancy, Sultan Chand &amp; Sons, New Delhi.</li> <li>2. Shukla M.C., Grewal T.S and Gupta S.C. Advanced Accounts, S. Chand &amp; Co. Ltd., New Delhi.</li> <li>3. Jain S.P. and Narang. K.L. Advanced Accountancy, Kalyani Publishers, New Delhi.</li> <li>4. Naseem Ahmed, Nawab Ali Khan and Gupta M.L. Fundamentals of Financial Accounting Theory and Practice, Ane Books Pvt. Ltd., New Delhi.</li> </ol>
CO 1331	Complementary III-Information Technology in Business	Dr.Joy V.S	Dr.R.Vasanthagopal	2017		Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Rajaraman V. Fundamentals of Computer, PHI, New Delhi.</li> <li>2. Alexis Leon &amp; Mathews Leon . Fundamentals of Information Technology, Vikas Publishing House, New Delhi.</li> <li>3. Bharat Bhaskar . Electronic Commerce, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.</li> <li>4. Pankaj Sharma . E-Governance, APH Publishing Corporation, New Delhi</li> </ol>

CO 1361.1	Elective Course I Financial Management	Dr.R.Vasanthagopal	Dr.R.Vasanthagopal	2017	2017	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Shashi. K. Gupta and Sharma R.K. Financial Management ,Kalyani Publiehers, New Delhi.</li> <li>2. Pandey.I.M. Financial Management, Vikas Publishing House, New Delhi.</li> <li>3. Prasanna Chandra . Financial Management, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.</li> <li>4. Khan.M.Y and Jain.P.K. Financial Management: Text and Problems, Tata McGraw-Hill Co. Ltd.,New Delhi.</li> </ol>
CO 1361.2	Elective Course I - Principles of Co-operation	Dr Manoharan Nair	Dr.R.Vasanthagopal	2017	2017	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Hajela T.N. Co-operation Principles, Problems and Practices, Konark Publishers, New Delhi</li> <li>2. Mathur B.S . Co-operation in India, Sahitya Bhawan Publications, Agra.</li> <li>3. Umesh Patnaik and Ananta K. Roy. Co-operations and Co-operative Management ,Kalyani Publishers ,New Delhi.</li> <li>4. Bedi R.D. Theory, History and Practice of Co-operation, B. Lal Book Depot, Meerut.</li> <li>4. Krishnaswami O.R . Fundamentals of Co-operation, S.Chand &amp; Co. Ltd., New Delhi.</li> </ol>

CO 1361.5	Elective Course I - Computer Application for Publications	Dr.Joy V.S	Dr.R.Vasanthagopal	2017	2017	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Cox et.al, 2007. MS Office step by step, PHI, New Delhi.</li> <li>2. Atman Rebecca Bridge and Atman Rich. Mastering in PageMaker, BTB Publications, New Delhi.</li> <li>3. John Ray. 10minute guide to Linux, PHI, New Delhi.</li> <li>4. Libra Office 4.0 User Guides</li> </ol>
<b>Semester 4</b>							
EN 1411	Language Course VI: (English IV) Readings in Literature	Anju Devadas	Dr. Lal C. A.	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1) Hudson, W.H. An Introduction to the Study of English Literature</li> <li>2) A Concise Companion to Literary Forms</li> </ol>
CO 1441	Core Course VIII: Capital Market	Dr.Pradeesh.S	Dr.Balu.B	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Kevin S . Security Analysis and Portfolio Management ,PHI, New Delhi.</li> <li>2. Preethi Singh . Dynamics of Indian Financial System, Ane Books Pvt. Ltd., New Delhi.</li> <li>3. Sojikumar.K and Alex Mathew . Indian Financial System and Markets, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.</li> <li>4.Bharathi V. Pathak . Indian Financial System , Pearson Education,Noida.</li> </ol>

CO 1442	Core Course IX: Banking Theory and Practice	Arun VV	Dr.R.Vasanthagopal	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Sundaram K.P.M and Varshney P.N. Banking Theory Law and Practice, Sultan Chand &amp; Sons, New Delhi.</li> <li>2. Maheswari S.N . Banking Theory Law and Practice, Kalyani Publishers New Delhi.</li> <li>3. Sekhar K.C. Banking Theory Law and Practice, Vikas Publishing House, New Delhi.</li> <li>4. Gordon E. and Natarajan K. Banking Theory Law and Practice, Himalaya Publishing House, Mumbai.</li> </ol>
CO 1443	Core Course X: Corporate Accounting	Dr.Pradeep Kumar N	Dr.R.Vasanthagopal	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Jain S.P and Narang K.L . Corporate Accounting, Kalyani Publishers, New Delhi.</li> <li>2. Maheswari S.N. and Maheswari S.K. Corporate Accounting, Vikas Publishing House, New Delhi.</li> <li>3. Paul. K.R . Accountancy, New Central Book Agency Pvt. Ltd. Kolkata.</li> <li>4. Pillai R.S N., Bhagavathi and Uma S. Fundamentals of Advanced Accounting, S Chand &amp; Co. Ltd., New Delhi.</li> </ol>

CO 1431	Complementary IV-Business Statistics	Dr Balamuraly	Dr Balu B	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Gupta.S.P. Statistical Methods, Himalaya Publishing House, Mumbai.</li> <li>2. Elhance.D.L . Fundamentals of Statistics, Kitab Mahal, Allahabad.</li> <li>3. Gupta.B.N. Statistics - Theory and Practice, Sahitya Bhawan Publications, Agra.</li> <li>4. Sanchetti D.C and Kapoor V.K . Statistics - Theory, Methods and Application, Sultan Chand &amp; Sons, New Delhi.</li> </ol>
CO 1461.1	Elective Course II: Project Finance	Dr.Pradeep Kumar N	Dr.R.Vasanthagopal	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Prasanna Chandra. Project Planning, Analysis, Selection, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.</li> <li>2. Goel B.B. Project Management, Deep &amp; Deep Publications Pvt. Ltd., New Delhi.</li> <li>3. Harold Kerzner . Project Management: A Systems Approach to Planning, Scheduling and Controlling, CBS Publishers , New Delhi.</li> <li>4. Vasant Desai . Project Management, Himalaya Publishing House, Mumbai.</li> </ol>

CO 1461.2	Elective Course II: Co-operative Management and Administration	Dr Manoharan Nair	Dr.R.Vasanthagopal	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Krishnaswami O.R. and Kulandaiswamy V. Co-operation Concept and Theory, Arudra Academy, Coimbatore.</li> <li>2. Bedi R.D. Theory, History and Practice of Co-operation, B. Lal Book Depot, Meerut.</li> <li>3. Rajagopalan R. (ed). Rediscovering Co-operation, Vol I,II &amp; III, Institute of Rural Management Anand, Gujarat.</li> <li>4. Seetharaman S.P. and Mohan N . Framework for Studying Co-operative Organisation: The case of NAFED, Oxford &amp; IBH Publishing Co., New Delhi.</li> </ol>
CO 1461.5	Elective Course II: Software for Data Management	Dr.Joy V.S	Dr.R.Vasanthagopal	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Cox et.al. , 2007. MS Office step by step, PHI, New Delhi.</li> <li>2. Jeremy: SPSS for windows, Sage Publications, New Delhi.</li> </ol>
<b>Semester 5</b>							

CO 1541	Core Course XI: Fundamentals of Income Tax	Dr.K.S.Suresh Kumar	Dr.K.S.Suresh Kumar	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Mehrotra H.C and Goyal S.P. Income Tax- Law and Practices, Sahitya Bhavan Publications, Agra.</li> <li>2. Vinod K. Singhania and Kapil Singhania. Direct Taxes- Law and Practice, Taxmann Publications Pvt. Ltd., New Delhi.</li> <li>3. Gaur V.P and Narang D.B. Income Tax- Law and Practice, Kalyani Publications, New Delhi.</li> <li>4. Lal B.B. Income Tax – Law and Practice, Konark Publishers Pvt.Ltd., New Delhi.</li> </ol>
CO 1542	Core Course XII: Cost Accounting	Arun V V	Dr Balu B	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Jain S.P and Narang K.L. Advanced Cost Accounting, Kalyani Publishers, New Delhi.</li> <li>2. Prasad N.K. Advanced Cost Accounting, Book Syndicate Pvt. Ltd., Kolkata.</li> <li>3. Khan M.Y. and Jain P.K. Advanced Cost Accounting, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.</li> <li>4. ThulsianP.C .Practical Costing, Vikas Publishing House, New Delhi.</li> </ol>

CO 1543	Core Course XIII: Accounting for Specialised Institutions	Dr.M.Sumathy	Dr.R.Vasanthagopal	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Jain S.P and Narang K.L. Advanced Accountancy, Kalyani Publishers, New Delhi.</li> <li>2. Maheswari S.N and Maheswari S.K. Advanced Accounting ,Vikas Publishing House, New Delhi.</li> <li>3. Paul K.R. Accountancy, New Central Book Agency Pvt.Ltd., Kolkata.</li> <li>4. Gupta R.L. and Radhaswamy M. Advanced Accountancy, Sulatan Chand &amp; Sons, New Delhi.</li> </ol>
CO1551	Open Course: Fundamentals of Financial Accounting	Dr.R.Vasanthagopal	Dr.R.Vasanthagopal	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Naseem Ahmed, Nawab Ali Khan and M.L. Gupta. Fundamentals of Financial Accounting – Theory and Practice, Ane Books Pvt. Ltd., New Delhi.</li> <li>2. Krishnankutty Menon M. and George Chakola. Principles of Book-Keeping And Accountancy, Sahitya Bhawan Publications, Agra.</li> <li>3. Gupta R.L.and Gupta V.K. Principles and Practice of Accountancy, Sultan Chand &amp; Sons, New Delhi.</li> <li>4. Jain S.P. and Narang K.L. Basic Financial Accounting, Kalyani Publishers, New Delhi.</li> </ol>

CO 1561.1	Financial Markets and Services	Dr M Sumathy	Dr Balu B	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Gupta N.K and Monika Chopra . Financial Markets, Institutions and Services, Ane Books India, New Delhi.</li> <li>2. Yogesh Maheswari . Investment Management, PHI, New Delhi.</li> <li>3. Kevin S. Security Analysis and Portfolio Management, PHI, New Delhi.</li> <li>4. Avadhani V.A . Security Analysis and Portfolio Management, Himalaya Publishing House, New Delhi.</li> </ol>
CO 1561.2	Elective Course III: Co-operative Legal System	Dr Manoharan Nair	Dr.Suresh Kumar K.S	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1.Goyal B.B. Co-operative Legislation :Trends and Dimensions, Deep&amp; Deep Publications Pvt. Ltd. New Delhi.</li> <li>2.Bedi R.D. Law for Co-operation, National Council for Co-operative Training , New Delhi.</li> <li>3.Mohan P.N . Co-operative Societies Laws in Kerala, Swamy Law House, Ernakulam.</li> <li>4.Trivedi B.B. Law and Management of Co-operatives , Loyal Book Depot, Meerut.</li> </ol>

CO 1561.5	Web Designing and Production for Business	Dr.Joy V.S	Dr.R.Vasanthagopal	2018	2018	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Mary Millhollon ,et .al. Easy Web Design, PHI, New Delhi.</li> <li>2. Nick Vandome . Creating Web Pages, Dreamtech Publishers,New Delhi.</li> <li>3. Mike McGrath . HTML in Easy Steps, Dreamtech Publishers, New Delhi.,</li> <li>4.Ramachandran et.al Web designing and Production for Business, Green Tech Books, Thiruvananthapuram</li> </ol>
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**Semester 6**

CO 1641	Core Course XIV: Auditing	Dr S Kevin & Dr Balu B	Dr Balu B	2019	2019	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1.Bhatia R.C. Auditing, Vikas Publishing House, New Delhi.</li> <li>2. Dinkar Pagare . Auditing, Sultan Chand &amp; Sons New Delhi.</li> <li>3. Jagadeesh Prakash . Auditing: Principles and Practices, Chaitanya Publishing House, Allahabad.</li> <li>4. Kamal Gupta. Contemporary Auditing, Tata McGraw-Hill Publishing Co.Ltd. New Delhi.</li> </ol>
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CO 1642	Core Course XV: Applied Costing	Dr.Pradeep Kumar.N	Dr.K.S.Suresh Kumar	2019	2019	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Jain S.P.,Narang K.L and Simi Agarwal. Advanced Cost Accounting, Kalyani Publishers, New Delhi.</li> <li>2. Prasad N.K .Advanced Cost Accounting, Book Syndicate Pvt. Ltd., Kolkata.</li> <li>3. Khan M.Y and Jain P.K. Advanced Cost Accounting, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.</li> <li>4. Thulsian P.C. Practical Costing, Vikas Publishing House, New Delhi.</li> </ol>
CO 1643	Core Course XVI: Management Accounting	Silpa Sasankan	Dr Balu B	2019	2019	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Man Mohan, Goyal S.N. Principles of Management Accounting, Sahitya Bhawan Publications, Agra.</li> <li>2. Shashi K.Gupta and Sharma R.K . Management Accounting, Kalyani Publishers, New Delhi.</li> <li>3. Gupta S.P and Sharma R.K. Management Accounting, Sahitya Bhawan Publications, Agra.</li> <li>4. Kulshustia and Ramanathan. Management Accounting, Sultan Chand &amp; Sons, New Delhi.</li> </ol>

CO 1651	Open Course: Marketing Management	Dr.M.Sumathy	Dr.R.Vasanthagopal	2019	2019	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Philip Kotler and Gary Armstrong Principles of Marketing, PHI, New Delhi.</li> <li>2. William. J .Stanton , Fundamentals of Marketing, McGraw-Hill, New York.</li> <li>3. Stanton W.J. Etzal Michael and Walker. Fundamentals of Marketing, McGraw-Hill, New York.</li> <li>4. Nirmal Singh and Devendra Thakur. Marketing principles and Techniques, Deep Deep Publications Pvt. Ltd., New Delhi.</li> </ol>
CO 1661.1	Elective Income Tax Law and Accounts	Dr.K.S.Suresh Kumar	Dr.K.S.Suresh Kumar	2019	2019	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Mehrotra H.C and Goyal S.P. Income Tax- Law and Practices, Sahitya Bhavan Publications, Agra.</li> <li>2. Vinod K. Singhania and Kapil Singhania. Direct Taxes- Law and Practice, Taxmann Publications Pvt. Ltd., New Delhi.</li> <li>3. Gaur V.P and Narang D.B. Income Tax- Law and Practice, Kalyani Publications, New Delhi.</li> <li>4. Lal B.B. Income Tax – Law and Practice, Konark Publishers Pvt.Ltd., New Delhi.</li> </ol>

CO 1661.2	Elective Co-operative Accounting	Dr Manoharan Nair	Dr.R.Vasanthagopal	2019	2019	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Krishnaswami O.R. Co-operative Account Keeping, Oxford &amp; IBH Publishing Co., New Delhi.</li> <li>2. Krishnaswami O.R. Co-operative Audit, Oxford &amp; IBH Publishing Co. New Delhi.</li> <li>3. Saminddin, Mahfoozur Rahman and Hifzur Rehman . Co-operative Accounting and Auditing, Himalaya Publishing House, Mumbai.</li> <li>4. Khandelwal M.C. Co-operative Audit X-Rayed, Pitaliya, Pustak Bhandar, Jaipur.</li> </ol>
CO 1661.5	Elective Computerised Accounting	Arun V.V	Dr.R.Vasanthagopal	2019	2019	Books, journals, reports and other online materials	<ol style="list-style-type: none"> <li>1. Institute of Computer Accountants . Tally, Vikas Publishing House, New Delhi.</li> <li>2. Tally Academy . Tally Manual.</li> <li>3. TALLY 9 Upto release 3.0, Computech Publications Ltd., New Delhi..</li> </ol>