

## V. M. PATEL COLLEGE OF MANAGEMENT STUDIES

Sr. No.	Title	Author	Edition	Publisher
1.	Research Methodology: Concepts & Cases	Deepak Chawla	1st	Vikas Publication
2.	Business Communication	Meenakshi Raman	2nd	Oxford University Press
3.	Brand Management: Principles & Practices	Kirti Dutta	1st	Oxford University Press
4.	Operations Management	Heizer, Jay	9th	Pearson
5.	Rural Marketing	Pradeep Kashyap	2nd	Pearson
6.	Applied Statistics in Business & Economics	Doane, David P.	1st	The McGraw-Hill
7.	Financial Management: Theory & Practice	Prasanna Chandra	8th	The McGraw-Hill
8.	Econometrics	wooldridge	1st	Cengage Learning
9.	Statistics for Management	T N Srivastava	2nd	The McGraw-Hill
10.	Business Communication	Hory Sankar Mukerjee	1st	Oxford University Press
11.	Statistics for Business and Economics	Andersin	1st	Cengage Learning
12.	Service Operations Management	Metters	1st	Cengage Learning
13.	e- TDS Returns	Singhania, V K	1st	Taxmanns Pub.
14.	Production and Operations Management	Kanishka Bedi	2nd	Oxford University Press
15.	Personality Development & Soft Skills	Mitra, Barun K.	1st	Oxford University Press
16.	Communication Skills in English	Mishra, J K	1st	PHI
17.	Investment Analysis & Portfolio Mgt	Chandra, Prasanna	4th	The McGraw-Hill
18.	Financial Management	Pandey, I M	10th	Vikas Pub.
19.	Business Research Methods	Cooper/Schindler	9TH	TMH
20.	Operations Management	Heizer/Render/Rajash ekhar	9th	Pearson
21.	Business Statistics	Black, Ken	4th	Wiley
22.	Statistics for Management	Srivastava, T.N.	1st	TMH
23.	Options, Futures and Other Derivatives	Hull, John C.	7th	Pearson
24.	Marketing Management: Text and Cases	Panda, Tapan K.	2nd	----