



Shri G.P.M. Degree College

Degree College : Affiliated to University of Mumbai.

Junior College : Recognized by Maharashtra State Board of Secondary & Higher Secondary Education Pune.

(Committed to Excellence in Education)

Course : BMS-Marketing

BOOKLIST : 2022-23

Semester : I

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Introduction to Financial Accounts	College Notes	1 Notebook, A4 size, 196 pages	1. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi. 2. Financial accounting and Management by Chaudhari Chopade and Sheth Publisher
2	Business Law	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Elements of mercantile Law – N.D.Kapoor 2. Business Law – P.C. Tulsian
3	Business Statistics	College Notes	1 Notebook, A4 size, 196 pages	1. Statistics of Management, Richard Levin & David S. Rubin, Prentice Hall of India, New Delhi. 2. Fundamental of Statistics, S C Gupta, Himalaya Publication House.
4	Business Communication - I	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Agarwal, Anju D, 1989, A Practical Handbook for Consumers, IBH. 2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon New Delhi
5	Foundation Course - I	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Singh, V.S., Pandey, D.N. and Chaudhry, P. 2010. Urban forests and open green spaces: lessons for Jaipur, Rajasthan India. Jaipur: Rajasthan State Pollution Control Board.
6	Foundation of Human Skills	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Foundation of Human Development Publisher Orient Blackswan Pvt Ltd by Asha Singh 2. Foundation of Human Skills Rishabh Publication House by Champa Lalwani
7	Business Economics - I	College Notes	1 Notebook, A4 size, 196 pages	1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases (S.Chand & Sons, N. Delhi, 2000) 2. Gregory Mankiw., Principles of Economics, Thomson Southwestern(2002 reprint)

Semester : II

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Principles of Marketing	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Kotlar, Philip, Marketing Management, Prentice-Hall, New Delhi 2. Pillai R S, Bagavathi, Modern Marketing
2	Industrial Law	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition 2. Industrial Law, Mr N.D. Kapoor, Sultan Chand
3	Business Mathematics	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Business Mathematics by Dr Amarnath Dikshit & Dr Jinendra Kumar Jain 2. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low price editions, 2000
4	Business Communication - II	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Agarwal, AnjuD (1989) A Practical Handbook for Consumers, IBH 2. Balan, K.R. and Rayudu C.S.(1996) Effective Communication, Beacon New Delhi
5	Foundation Course - II	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Singh, V.S., Pandey, D.N. and Chaudhry, P. 2010. Urban forests and open green spaces: lessons for Jaipur, Rajasthan India. Jaipur: Rajasthan State Pollution Control Board
6	Business Environment	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Kumar, P. 2009. Assessment of economic drivers of land-use change in urban ecosystems of Delhi, India. AMBIO: A Journal of the Human Environment, 38: 35-39. Nagendra, H., Sudhira, H
7	Principles of Management	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. P.L. Gangopadhyay, Nimai Bagchi-Dey Book Concern 2. Dr. J. Jayasankar Margham Publication

Semester : III

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Consumer Behaviour	Rishabh Publication	1 Notebook, A4 size, 196 pages	1. Eleventh Edition consumer Behaviour by Leon G. Shiffman / Joseph Wisenblit, S. Ramesh Kumar 2. Consumer Behaviour- Dr Mittal. Dr Agarwal- Sanjeeva
2	Advertising	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Advertising by Daniel Yadin, Frank Jefkins School of public relations & Frank Jefkins 4th edition Publisher Pearson Education India. 2. Advertising, Sales & Promotion by Chunawalla, S. A. Publisher-Himalaya Publishing House
3	Information Technology in Business Management - I	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Information Technology for Management, 6 th Edition by Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2) 2. Microsoft Office Professional 2013 Step by Step by Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
4	Foundation Course (Environment Management) –III	Sheth Publication	1 Notebook, A4 size, 196 pages	1. Biju, M.R. Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005
5	Business Planning & Entrepreneurial Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House 2. Entrepreneurial Development - S.S. Khanna
6	Strategic Management	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill 2. Bungee and Colonna: Concept of Corporate Strategy
7	Accounting for Managerial Decisions	College Notes	1 Notebook, A4 size, 196 pages	1. Accounting for Managerial Decisions by Himalaya Publication 2. Accounting for Managerial Decisions by Sahitya Bhawan Publication 3. Accounting for Managerial Decisions by Gupta, SP - Management Accounting, Sahitya Bhawan, Agra.

Semester : IV

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Integrated Marketing Communication	Rishabh Publication	1 Notebook, A4 size, 196 pages	1. Sixth Edition by Kenneth E. Clow/Donald E. Baack Integrated Advertising, Promotion and Marketing Communications 2. Robyn Blakeman Publisher: Rowman & Littlefield- Integrated Marketing Communication
2	Event Marketing	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Event Marketing- Author C.A. Preston Publisher-John Wiley 2. Event Marketing and Management Author-Sanjaya Singh Gaur, Sanjay V.Saggere-Vikas Publisher
3	Information Technology In Business Management-II	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Microsoft Office Professional 2013 Step by Step
4	Foundation Course (Ethics & Governance)-IV	Sheth Publication	1 Notebook, A4 size, 196 pages	1. Biju, M.R. Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005
5	Business Research Methods	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Research methodology in Social sciences, O.R. Krishnaswamy, Himalaya Publication
6	Business Economics-II	College Notes	1 Notebook, A4 size, 196 pages	1. Frank Robert. H, Bernanke. Ben S., Principles of Economics, Tata McGraw Hill, 3 rd Edition 2. Pal Sumitra, Managerial Economics cases and concepts, Macmillan, New Delhi, 2004
7	Production & Total Quality Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. K.C. Jain and L.N. Agarwal Production, Planning and Control & Industrial Management 2. Srinivas Gondhalekar and Uday Salunkhe, "Productivity Techniques", Himalaya Publishing House

Semester: V

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Service Marketing	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Service Marketing: Christopher lovelock/Jochen Wirtz, Jayanta Chatterjee 7th Edition - Pearson Publication 2. Special Indian Edition- Service Marketing Valarie A. Zeithaml/Mary Bitner/Dwayne D. Gremler/Ajay Pandit
2	Customer Relationship Management	Sheth Publication	1 Notebook, A4 size, 196 pages	1. Managing Customer Relation by Dr Shashi Singhal Publisher-Notion Press 2. Customer Relationship Management publisher-Tata McGraw Hill Education India by Sheth Jagdish N.
3	Sales and Distribution Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Nag, Sales and Distribution Management, Mcgraw Hill, 2013 Edition 2. Dr Matin Khan, Sakes And Distribution Management, Excel Books, 1st Edition
4	E-Commerce and Digital Marketing	Vipul Publication	1 Notebook, A4 size, 196 pages	1. E-commerce- Thirteen Edition- Pearson publication Author: Kenneth C. Laudon, Carol Guercio Traver 2. Digital Marketing-by Dr. Ritika Malik, Ms. Ritika Aggarwal
5	Logistics and Supply Chain Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Martin Christopher, Logistics & Supply Chain Management – Strategies for Reducing Cost & Improving Services 2. Donald Waters, An Introduction to Supply Chain
6	Corporate Communication & Public Relations	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press 2. Urvashi Makkar and Harinder Kumar Makkar (2013), CRM Customer Relationship Management, McGraw Hill Education

Semester: VI

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Brand Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Sheth publication, 2. Strategic Brand Management Kevin Lane Keller, 1997
2	Retail Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Retail Management- Publisher- Pearson Author-Gibson G 2. Retail Management- Vedamani Author J.K. Nayak, Prakash C. Dash Publisher-Cengage India
3	International Marketing	Sheth Publication	1 Notebook, A4 size, 196 pages	1. International Marketing-Masaakai Mike Kotabe, Kristiaan Helsen Publisher-Wiley India 2. Sahitya Bhawan Publications International Marketing by Dr. Shalini Agrawal
4	Media Planning And Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Sheth publication 2. Roger Baron Advertising Media Planning, Seventh Edition
5	Operation Research	Sheth Publication	1 Notebook, A4 size, 196 pages	1. Taha H.A., Operations Research - An Introduction, 6th Edition, Hall of India 2. Bronson R, Operations Research, 2nd Edition, Shaum's Outline Series



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Course : BMS-Finance

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1	Introduction to Financial Accounts	College Notes	1 Notebook, A4 size, 196 pages	1. Financial Accounting by P. C. Tulsian, Pearson Publications, New Delhi. 2. Financial accounting and Management by Chaudhari Chopade and Sheth Publisher
2	Business Law	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Elements of mercantile Law – N.D.Kapoor 2. Business Law – P.C. Tulsian
3	Business Statistics	College Notes	1 Notebook, A4 size, 196 pages	1. Statistics of Management, Richard Levin & David S. Rubin, Prentice Hall of India, New Delhi. 2. Fundamental of Statistics, S C Gupta, Himalaya Publication House.
4	Business Communication - I	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Agarwal, Anju D, 1989 - A Practical Handbook for Consumers, IBH. 2. Balan, K.R. and Rayudu C.S. (1996) Effective Communication, Beacon, New Delhi.
5	Foundation Course - I	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Singh, V.S., Pandey, D.N. and Chaudhry, P. 2010. Urban forests and open green spaces: lessons for Jaipur, Rajasthan India. Jaipur: Rajasthan State Pollution Control Board.
6	Foundation of Human Skills	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Foundation of Human Development Publisher Orient Blackswan Pvt Ltd by Asha Singh 2. Foundation of Human Skills Rishabh Publication House by Champa Lalwani
7	Business Economics - I	College Notes	1 Notebook, A4 size, 196 pages	1. Mehta, P.L.: Managerial Economics – Analysis, Problem and Cases, S. Chand & Sons, N. Delhi, 2000. 2. Gregory Mankiw., Principles of Economics, Thomson Southwestern, 2002 reprint.

Semester : II

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Principles of Marketing	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Kotlar, Philip, Marketing Management, Prentice-Hall, New Delhi 2. Pillai R S, Bagavathi, Modern Marketing
2	Industrial Law	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Labour and Industrial Laws, P.K.Padhi, Eastern Economy Edition 2. Industrial Law, Mr. N.D. Kapoor, Sultan Chand
3	Business Mathematics	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra_Kumar_Jain. 2. Mathematics for Economics and Finance, Martin Anthony, Norman Biggs, Cambridge low-price editions, 2000
4	Business Communication - II	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Agarwal, Anju D, 1989, A Practical Handbook for Consumers, IBH 2. Balan, K.R. and Rayudu C.S.(1996) Effective Communication, Beacon New Delhi
5	Foundation Course - II	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Singh, V.S., Pandey, D.N. and Chaudhry, P. 2010. Urban forests and open green spaces: lessons for Jaipur, Rajasthan India. Jaipur: Rajasthan State Pollution Control Board
6	Business Environment	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Kumar, P. 2009. Assessment of economic drivers of land-use change in urban ecosystems of Delhi, India. AMBIO: A Journal of the Human Environment, 38: 35-39. Nagendra, H., Sudhira H.
7	Principles of Management	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. P.L.Gangopadhyay, Nimai Bagchi-Dey Book Concern 2. Dr. J. Jayasankar Margham Publication

Semester : III

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Equity and Debt Market	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Welsch, Glenn A., Ronald W. Hilton, and Paul N. Gordan – Budgeting, Profit and Control, Prentice-Hall, Delhi
2	Corporate Finance	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Foster, George Financial Statement Analysis, 2nd ed., Pearson Education Pvt Ltd 2. Prasanna Chandra - Financial Management - Tata - McGraw Hill
3	Information Technology in Business Management - I	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Information Technology for Management, 6 th Edition by Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wether be (Ch1, Ch2) 2. Microsoft Office Professional 2013 Step by Step By Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch
4	Foundation Course (Environmental Management) -III	Sheth Publication	1 Notebook, A4 size, 196 pages	1. Biju, M.R. Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005
5	Business Planning & Entrepreneurial Management	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Dynamics of Entrepreneurial Development Management - Vasant Desai, Himalaya Publishing House 2. Entrepreneurial Development - S.S. Khanna
6	Strategic Management	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Kazmi Azhar, Business Policy & Strategic Management, Tata McGraw Hill 2. Bungee and Colonna: Concept of Corporate Strategy
7	Accounting for Managerial Decisions	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Himalaya Publication 2. Sahitya Bhawan Publication 3. Gupta, SP - Management Accounting, Sahitya Bhawan, Agra

Semester :IV

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Auditing	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Dr.S Meenakumari – Fundamentals of Auditing 2. Baldev Sachdeva & Jagwant Singh Pardeep Kumar – Auditing theory & Practice
2	Corporate Restructuring	Vipul Publication	1 Notebook, A4 size, 196 pages	Foster, George Financial Statement Analysis, 2nd ed., Pearson Education Pvt Ltd
3	Information Technology In Business Management-II	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Information Technology for Management, Sheth Publication. 2. Microsoft Office Professional 2013 Step by Step
4	Foundation Course (Ethics & Governance)-IV	Sheth Publication	1 Notebook, A4 size, 196 pages	Biju, M.R. Human Rights in a Developing Society; Mittal Publications, New Delhi, 2005
5	Business Research Methods	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Research methodology in Social sciences, O.R.Krishnaswamy, Himalaya Publication
6	Business Economics-II	Manan Prakashan	1 Notebook, A4 size, 196 pages	1. Frank Robert. H, Bernanke. Ben S., Principles of Economics (Tata McGraw Hill, Edition 3 2. Pal Sumitra, Managerial Economics cases and concepts, Macmillan, New Delhi, 2004
7	Production & Total Quality Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. K.C. Jain and L.N. Agarwal Production, Planning and Control & Industrial Management 2. Srinivas Gondhalekar and Uday Salunkhe, “Productivity Techniques”, Himalaya Publishing House

Semester: V

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Logistics and Supply Chain Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Martin Christopher, Logistics & Supply Chain Management- Strategies for Reducing Cost & Improving Services 2. Donald Waters, An Introduction to Supply Chain
2	Corporate Communication & Public Relations	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Bhasin Jaspreet Kaur (2012), Customer Relationship Management, Dreamtech Press. 2. Urvashi Makkar and Harinder Kumar Makkar, 2013, CRM Customer Relationship Management, McGraw Hill Education
3	Investment Analysis Portfolio Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Kevin. S, Security Analysis and Portfolio Management 2. Prasanna Chandra, Security Analysis & Portfolio Management
4	Wealth Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Harold Evensky, Wealth Management, McGraw Hill Publication 2. Harold Evensky, The new wealth Management, CFA Institute Investment Series Publication
5	Financial Accounting	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Accounting Standards and Corporate Accounting Practices, Taxmann, T.P. Ghosh
6	Direct Taxes	Sheth Publication	1 Notebook, A4 size, 196 pages	1. Income Tax Act- Bare act 2. Dr. V K Singhania-Direct Tax Law & Practice

Semester: VI

Sr. No.	Subject Name/ Title of the Book	Publication	Notebook	Reference Book
1	Operation Research	Sheth Publication	1 Notebook, A4 size, 196 pages	1. Taha H.A., Operations Research - An Introduction, 6th Edition, Hall of India 2. Bronson R, Operations Research, 2nd Edition, Shaum's Outline Series
2	International Finance	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Cheol. S. Eun & Bruce G. Resnick, International Finance Management 2. V A. Aadhani, International Finance
3	Strategic Financial Management	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Padhuka's Strategic Financial Management (CA Final), 6th Edition 2. Financial Management: Kishore, R. M. Taxman Allied Service
4	Financing Rural Development	Vipul Publication	1 Notebook, A4 size, 196 pages	1. Rural Development: Principles, Policies and Management Book by Katar Singh 2. Financial Inclusion and Rural Development, Mr. Shantanu Saurabh: Assistant Professor, IMS, RGSC, Banaras Hindu University, Varanasi
5	Indirect Taxes	Sheth Publication	1 Notebook, A4 size, 196 pages	1. GST Bare Act 2017 2. GST Laws – National Academy of Customs, Indirect Tax