

List of Books

BBA 1st Semester

Subject	Textbook	Reference books
1.PRINCIPLES AND PRACTICES OF MANAGEMENT BBA 101-18	Principles and practices of management: L. M. PRASAD S. Chand publishers	<ul style="list-style-type: none"> • Management: Stephen Robbins (Pearson publishers) • VSP Rao & V H Krishna, Management, Excel books • Essentials of Management: Koontz H. & Wehrich H. (Tata Mc Graw Hill Publishers)
2. BASIC ACCOUNTING BBA 102-18	C Mohan Juneja J S Arora Sukhdev Singh Kalyani Publishers	<ul style="list-style-type: none"> • Mukherjee & Hanif, 'Fundamentals of Accounting', Tata McGraw Hill. • Khatri, 'Financial Accounting', Tata McGraw Hill. • Libby, 'Financial Accounting', Tata McGraw Hill. • S.N. Maheshwari, 'An Introduction to Accountancy', Vikas Publication. • Guruprasad Murthy, 'Financial Accounting', Himalaya Publishing
3.MICRO ECONOMICS BBAGE101-18	R K Lekhi Charanjit Singh Kalyani Publishers	<ul style="list-style-type: none"> • D. Salvatore, 'Microeconomic Theory', Tata McGraw Hill. • R.H. Dholkia and A.N. Oza, 'Microeconomics for Management Students', Oxford University Press • D. Kreps, 'MicroEconomics for Managers', Viva Books Pvt. Ltd. • Koutsayiannis, 'Modern Microeconomics', Macmillan Publications. • D.N. Dwivedi, 'Managerial Economics', Vikas Publishing. • P.L. Mehta, 'Managerial Economics', Sultan Chand. • L. Peterson and Jain, 'Managerial Economics', Pearson Education.
4.ENGLISH BTHU103/18 BTHU104/18	Varinder Kumar Bodh Raj Kalyani Publishers	<ul style="list-style-type: none"> • Boove, Thill, Chaturvedi, 'Business Communication Today', Pearson Education. • Murphy and Hildebrandt, 'Effective Business Communication', Tata McGraw Hill Education. • Krizan, Buddy, Merrier, 'Effective Business Communication', Cengage Learning. • S.J. McGraw, 'Basic Managerial Skills for All', Prentice Hall of India. • Wren & Martin, 'English Grammar and Composition', Sultan Chand & Sons. • Lesikar, 'Business Communication: Making Connections in a Digital World', McGraw Hill. • S.C. Sharma, Shiv N. Bhardwaj, 'A Textbook of Grammar and Composition', Jawahar Book Centre

<p>5. HUMAN VALUES, De-addiction and Traffic Rules</p> <p>HVPE101-18 HVPE102-18</p>	<p>R R Gaur, R Sangal, G P Bagaria, 2009,</p> <p><i>A Foundation Course in Value Education.</i></p>	<ul style="list-style-type: none"> • Ivan Illich, 1974, <i>Energy & Equity</i>, The Trinity Press, Worcester, and HarperCollins, USA • E.F. Schumacher, 1973, <i>Small is Beautiful: a study of economics as if people mattered</i>, Blond & Briggs, Britain. • A Nagraj, 1998, <i>Jeevan Vidya ek Parichay</i>, Divya Path Sansthan, Amarkantak. • Sussan George, 1976, <i>How the Other Half Dies</i>, Penguin Press. Reprinted 1986, 1991 • PL Dhar, RR Gaur, 1990, <i>Science and Humanism</i>, Commonwealth Purblishers. <p>Relevant CDs, Movies, Documentaries & Other Literature:</p> <ol style="list-style-type: none"> 1. Value Education website, http://uhv.ac.in 2. Story of Stuff, http://www.storyofstuff.com 3. Al Gore, <i>An Inconvenient Truth</i>, Paramount Classics, USA 4. Charlie Chaplin, <i>Modern Times</i>, United Artists, USA 5. IIT Delhi, <i>Modern Technology – the Untold Story</i>
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