



LIBRARY BULLETIN



Volume 1, Issue 2, October 2020



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Librarian's Message

Greetings to all!

Hope you all are safe at home and happy. The College Library extends a warm welcome and wishes each of you every success in your endeavors during this academic year.

Even though the college library was quiet without its users for the last six months, Library staff have worked meticulously to improve the experience of our users through new services that can be accessed from their own home. This time due to Covid-19 pandemic, Library Orientation Session was conducted through online mode. We have published its first Library e-Bulletin during the lockdown period and it is available on our college website. After the huge success of the first issue, we are delighted to publish the second issue of Library e-Bulletin. In this issue, you will find the links to study materials and course readings freely available online. While selecting course readings, utmost care has been taken to include reference books that have been listed in the syllabi of University of Mumbai as far as possible. I sincerely hope you will find this issue of Library Bulletin useful for your studies during the current situation. Stay Home, Stay Safe!

**Ligimol Benny,
Librarian**



For further details
Contact:
librarymmk@gmail.com

BACHELOR OF COMMERCE(B. COM)

F. Y. B. COM SEMESTER I

1. Commerce Paper-I: Introduction to Business

http://archive.mu.ac.in/myweb_test/F.Y.B.Com.Commerce%20Paper%20-%20I%20-%20Introduction%20to%20Business%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/business-environment-e54194142.html> (Business Environment by Francis Cherunilam)

<https://www.pdfdrive.com/strategic-management-e29174092.html> (Strategic Management by Fred R. David)

<https://www.pdfdrive.com/entrepreneurship-e176072324.html> (Entrepreneurship by Robert D Hisrich & Michael Peters & Dean Shepherd)

<https://www.pdfdrive.com/retailing-management-8th-edition-e192181746.html> (Retailing Management by Michael Levy & Barton A. Weitz)

2. Business Economics-I

<https://old.mu.ac.in/wp-content/uploads/2020/01/FYBCOM-BUSSINES-ECO-I-Eng.pdf>

Reference Books

<https://www.pdfdrive.com/managerial-economics-d39560960.html> (Managerial Economics by Rai Technology University)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d33547804.html> (Demand theory in Managerial Economics in a Global Economy by Dominick Salvatore)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d50753354.html> (Cost theory and estimation in Managerial Economics in a Global Economy by Dominick Salvatore)

3. Accountancy and Financial Management- I

<https://mu.ac.in/wp-content/uploads/2020/09/FYBCOM-ACC.pdf>

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/accounting-standards-update-2016-19-d37042837.html> (Accounting Standards Update by Financial Accounting Standards Board)

4. Foundation Course-I

http://archive.mu.ac.in/myweb_test/F.Y.B.A.%20&%20B.Com%20-%20Foudation%20Course%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/social-problems-in-india-e33432872.html> (Social Problems in India by Ram Ahuja)

<https://www.pdfdrive.com/politics-in-india-structure-process-and-policy-e176371308.html> (Politics in India: Structure, Process and Policy by Subrata Mitra)

<https://www.pdfdrive.com/introduction-to-the-constitution-of-india-e167647096.html> (Introduction to the Constitution of India by Durga Das Basu)

5. Environmental Studies -1

<https://mu.ac.in/wp-content/uploads/2020/09/ENVIRONMENT.pdf>

<http://egyankosh.ac.in/handle/123456789/53142>

<https://old.mu.ac.in/wp-content/uploads/2014/03/F.Y.B.Com.-EVS.pdf> (Map)

Reference Books

<https://www.pdfdrive.com/basics-of-environmental-science-e33429625.html> (Basics of Environmental Sciences by M. Allby)

<https://www.pdfdrive.com/environmental-science-toward-a-sustainable-future-e158369338.html>

(Environmental Science: Toward a Sustainable Future by Richard T. Wright & Dorothy F. Borse)

<https://www.pdfdrive.com/a-companion-to-environmental-geography-blackwell-companions-to-geography-e156871366.html> (A Companion to Environmental Geography by Noel Castree et al.)

6. Mathematical and Statistical Techniques-I

http://archive.mu.ac.in/myweb_test/F.Y.B.Com.%20Mathematics.pdf

Reference Books

<https://www.pdfdrive.com/schaums-easy-outline-statistics-based-on-schaums-outline-of-theory-and-problems-of-statistics-d163269772.html> (Statistics by Schaum Series)

<https://www.pdfdrive.com/business-statistics-d23260267.html> (Business Statistics by Ken Black)

<https://www.pdfdrive.com/schaums-outlines-of-probability-and-statistics-e33476485.html> (Schaum's Outline of Probability and Statistics)

<https://www.pdfdrive.com/mathematics-of-economics-and-business-d33432982.html> (Mathematics of Economics and Business by Frank Werner and Yuri N. Sotskov)

<https://www.pdfdrive.com/economists-mathematical-manual-fourth-edition-d33628748.html> (Economists' Mathematical Manual by Knut Sydsæter, Arne Strøm & Peter Berck)

7. Business Communication-I

http://archive.mu.ac.in/myweb_test/F.Y.B.Com%20&%20S.Y.B.A.%20-%20Business%20Communication%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/oxford-handbook-of-commercial-correspondence-elt-e156904210.html> (Oxford Handbook of Commercial Correspondence by A. Ashley)

<https://www.pdfdrive.com/business-communication-e18729927.html> (Business Communication by Peter Hartley & Clive G. Bruckmann)

<https://www.pdfdrive.com/business-communication-e20128643.html> (Business Communication by Vikram Bisen & Priya)

S. Y. B. COM SEMESTER III

1. Commerce Paper- III

<https://old.mu.ac.in/wp-content/uploads/2020/09/SY-Commerce-PaperII-Eng.pdf>

Reference Books

<https://www.pdfdrive.com/management-tasks-responsibilities-practices-d6118.html> (Management: Tasks, Responsibilities, Practices by Peter Drucker)

2. Business Economics-III

<https://old.mu.ac.in/wp-content/uploads/2020/01/SYBCOM-BUSS-ECO.pdf>

Reference Books

<https://www.pdfdrive.com/essays-in-positive-economics-phoenix-books-d158623172.html> (Essays in Positive Economics by Friedman Hilton)

<https://www.pdfdrive.com/principles-of-macroeconomics-6th-ed-d46008097.html> (Principles of Macroeconomics by Gregory N. Mankiw)

3. Accountancy and Financial Management-III

<https://mu.ac.in/wp-content/uploads/2020/09/BOOK-NO.-13-ACCOUNTANCY-FINANCIAL-SYBCOM-FINAL.pdf>

Reference Books

<https://www.pdfdrive.com/colin-drury-d165285961.html> (Cost and Management Accounting by Colin Drury)

<https://www.pdfdrive.com/cost-management-accounting-icsi-d17308091.html> (Cost and Management Accounting by ICSI)

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

4. Foundation course-III

<https://old.mu.ac.in/wp-content/uploads/2020/09/S.Y.B.A.-SYBCom-Foundation-Course-II-Eng-Rev.pdf>

Reference Books

<https://www.pdfdrive.com/disaster-management-a-disaster-managers-handbook-asian-e13866275.html> (Disaster Management: A Disaster Manager's Handbook by Asian Development Bank)

<https://www.pdfdrive.com/india-disaster-report-2013-e43677876.html> (India Disasters Report, 2013 by National Institute of Disaster Management)

<https://www.pdfdrive.com/child-rights-in-india-challenges-and-social-action-e157959278.html> (Child Rights in India: Challenges and Social Action by Geeta Chopra)

5. Advertising

<https://old.mu.ac.in/wp-content/uploads/2020/01/Advertising-Revised-English.pdf>

Reference Books

<https://www.pdfdrive.com/strategic-brand-management-d53051612.html>

(Strategic Brand Management by Kevin Lane Keller)

<https://www.pdfdrive.com/advertising-and-promotion-an-integrated-marketing-communications-perspective-sixth-edition-e159184075.html> (Advertising and Promotion: An Integrated Marketing Communications Perspective by George E. Belch & Michael A. Belch)

<https://www.pdfdrive.com/advertising-promotion-and-other-aspects-of-integrated-marketing-communications-e162160510.html> (Advertising, Promotion, and other aspects of Integrated Marketing Communications by Terence A. Shimp)

6. Business Law-I

<https://old.mu.ac.in/wp-content/uploads/2020/09/SY-BUS-LAW-No-15.pdf>

<http://egyankosh.ac.in/handle/123456789/56324>

Reference Books

<https://www.pdfdrive.com/indian-contract-act-1872-d33444870.html> (Indian Contract Act 1872 in Law & Audit by Sujeet Jha, MS EDUCONZ)

<https://www.pdfdrive.com/elements-of-mercantile-law-d33440515.html> (Elements of Mercantile Law by Rai Technology University)

7. Introduction to Management Accounting

<https://old.mu.ac.in/wp-content/uploads/2014/04/Financial-Accounting-Auditing-%E2%80%93-Paper-V.pdf>

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/a-managers-guide-to-financial-analysis-powerful-tools-for-analyzing-the-numbers-and-making-the-best-decisions-for-your-business-d158293675.html> (A Manager's Guide to Financial Analysis by Eliot H. Sherman)

<https://www.pdfdrive.com/cost-management-accounting-icsi-d17308091.html> (Cost and Management Accounting by ICSI)

<https://www.pdfdrive.com/colin-drury-d165285961.html> (Cost and Management Accounting by Colin Drury)

<https://www.pdfdrive.com/financial-management-theory-and-practice-d183549339.html> (Financial Management by Prasanna Chandra)

8. Business Management: Marketing Management

<https://old.mu.ac.in/wp-content/uploads/2020/09/Marketing-Management-Paper-III-Eng.pdf>

Reference Books

<https://www.pdfdrive.com/competitive-advantage-creating-and-sustaining-superior-performance-with-a-new-introduction-d156730547.html> (Competitive Advantage by Michael Porter)

<https://www.pdfdrive.com/marketing-management-2-download-sociolineru-e12310293.html> (Marketing Management by Philip Kotler)

T. Y. B. COM SEMESTER V

1. Commerce V – Marketing

http://archive.mu.ac.in/myweb_test/TYBCOM%20study%20material/MHRM.pdf

Reference Books

<https://www.pdfdrive.com/marketing-management-phili-kotler-12th-editionpdf-d59332153.html> (Marketing Management by Philip Kotler)

<https://www.pdfdrive.com/strategic-marketing-planning-d34326183.html> (Strategic Marketing Planning by Colin Gilligan and Richard M. S Wilson)

2. Business Economics V: Macro Economic Aspects of India

http://archive.mu.ac.in/myweb_test/TYBCOM%20study%20material/T.Y.B.Com%20Paper%20-%20III%20-%20Business%20Economics%20-%20Eng.pdf

<http://egyankosh.ac.in/bitstream/123456789/18844/1/Unit-22.pdf> (Agricultural Policy)

Reference Books

<https://www.pdfdrive.com/reforms-and-economic-transformation-in-india-d176045367.html> (Reforms and Economic Transformation in India edited by Jagdish Bhagwati and Arvind Panagariya)

<https://www.pdfdrive.com/state-of-indian-agriculture-2015-16-ministry-of-agriculture-and-farmers-welfare-d58910674.html> (State of Indian Agriculture 2015-16 by Government of India, Ministry of Agriculture & Farmers Welfare)

3. Financial Accounting and Auditing VII - Financial Accounting

<https://old.mu.ac.in/wp-content/uploads/2014/04/Financial-Accounting-and-Auditing-Paper-III-Investment-Chapter.rar>

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/project-on-buy-back-of-shares-d40128381.html> (Project on Buy Back of Shares)

4. Financial Accounting and Auditing VIII - Cost Accounting

<https://old.mu.ac.in/wp-content/uploads/2014/04/Financial-Accounting-Auditing-%E2%80%93-Paper-IV.pdf>

Reference Books

<https://www.pdfdrive.com/principles-of-cost-accounting-d34467091.html> (Principles of Cost Accounting by Edward J. VanDerbeck)

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

5. Business Management Paper - I

http://archive.mu.ac.in/myweb_test/TYBCOM%20study%20material/T.B.Com.%20Business%20Management%20-%20Paper%20-%20I%20-%20Orgnization%20Development%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/essentials-of-management-an-international-and-leadership-perspective-e189734350.html> (Essentials of Management: An International and Leadership Perspective by Harold Koontz)

<https://www.pdfdrive.com/management-tasks-responsibilities-practices-by-peter-drucker-e6868883.html> (Management : Tasks, Responsibilities, Practices by Peter Drucker)

<https://www.pdfdrive.com/tim-hindle-guide-to-management-ideaspdf-trading-software-e12686120.html> (Guide to Management Ideas by Tim Hindle)

6. Business Management Paper - II

<https://old.mu.ac.in/wp-content/uploads/2020/09/financial-mangement.pdf> (FM)

Reference Books

<https://www.pdfdrive.com/fundamentals-of-financial-management-van-horne-13th-edition-d28727448.html> (Fundamentals of Financial Management by James C. Van Horne)

http://mdudde.net/pdf/study_material_DDE/Mcom/Mcom-f/FinancialManagement.pdf (Financial Management by Maharshi Dayanand University, Rohtak)

http://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management_%5Bwww.acfi.com%5D.pdf (Financial Management by C. Paramasivan and T. Subramanian)

<https://www.pdfdrive.com/financial-management-theory-and-practice-d183549339.html> (Financial Management by Prasanna Chandra)

7. Direct & Indirect Taxation Paper – I

<https://old.mu.ac.in/wp-content/uploads/2014/04/DIRECT-AND-INDIRECT-TAX-REV.pdf>

8. Export Marketing Paper - I

http://archive.mu.ac.in/myweb_test/TYBCOM%20study%20material/Export%20Mkt...pdf

Reference Books

<https://www.pdfdrive.com/international-marketing-export-management-e188290586.html> (International Marketing and Export Management by Gerald Albaum & Edwin Duerr)

<https://www.pdfdrive.com/global-marketing-e189102159.html> (Global marketing by Warren J. Keegan & Mark Green)

<https://www.pdfdrive.com/international-marketing-e42483977.html> (International Marketing by Philip Cateora)

9. Psychology of Human Behaviour at work Paper - I

<https://mu.ac.in/wp-content/uploads/2020/09/psychology-at-hb.pdf>

Reference Books

<https://www.pdfdrive.com/organizational-behavior-stephen-robbins-d18717987.html> (Organizational Behaviour by Stephen Robbins)

<https://www.pdfdrive.com/organizational-behaviour-9th-edition-d185313171.html> (Organizational Behaviour by David A. Buchanan)

10. Computer systems & Applications Paper - I

<http://egyankosh.ac.in/handle/123456789/61676> (MYSQL Commands)

<http://egyankosh.ac.in/handle/123456789/56048> (MYSQL Commands Video)

<http://egyankosh.ac.in/handle/123456789/61688> (Database)

<http://egyankosh.ac.in/handle/123456789/56008> (Relational Database)

<http://egyankosh.ac.in/handle/123456789/11233> (Database Concept)

<http://egyankosh.ac.in/handle/123456789/1005> (Data Communication & Networking)

<http://egyankosh.ac.in/simple-search?query=SPREADSHEET> (Spreadsheet)

Reference Books

<https://www.pdfdrive.com/data-communications-e33479370.html> (Data Communication and Networking by Behrouz A Forouzan)

<https://www.pdfdrive.com/intro-to-comppeter-norton-e19042796.html> (Introduction to Computers by Peter Norton)

<https://www.pdfdrive.com/fundamentals-of-database-systems-pdf-e51477130.html> (Fundamentals of Database Systems by Ramez Elmasri & Shamkant B. Navathe)

<https://www.pdfdrive.com/database-system-concepts-e189190163.html> (Database Systems and Concepts by Silberschatz, Abraham; Henry F. Korth,, Sudarshan,S.)

BACHELOR OF MANAGEMENT STUDIES (BMS)

F. Y. BMS SEMESTER I

1. Business Law

<http://egyankosh.ac.in/handle/123456789/56324>

<http://egyankosh.ac.in/handle/123456789/67934>

Reference Books

<https://www.pdfdrive.com/indian-contract-act-1872-d33444870.html> (Indian Contract Act 1872 in Law & Audit by Sujeet Jha, MS EDUCONZ)

<https://www.pdfdrive.com/elements-of-mercantile-law-d33440515.html> (Elements of Mercantile Law by Rai Technology University)

2. Foundation of Human Skills

<http://egyankosh.ac.in/bitstream/123456789/21316/1/Unit-1.pdf>

<http://egyankosh.ac.in/bitstream/123456789/23918/1/Unit-2.pdf>

<http://egyankosh.ac.in/bitstream/123456789/21313/1/Unit-3.pdf>

Reference Books

<https://www.pdfdrive.com/organizational-behavior-stephen-robbins-e18717987.html> (Organizational Behavior by Stephen Robbins)

<https://www.pdfdrive.com/organizational-behavior-an-evidence-based-approach-twelfth-edition-e162653051.html> (Organizational Behavior : An Evidence-Based Approach by Fred Luthans)

<https://www.pdfdrive.com/essentials-of-management-an-international-and-leadership-perspective-e189734350.html> (Essentials Of Management: An International And Leadership Perspective by Harold Koontz)

3. Foundation Course - I

http://archive.mu.ac.in/myweb_test/F.Y.B.A.%20&%20B.Com%20-%20Foudation%20Course%20%28Eng%29.pdf

http://archive.mu.ac.in/myweb_test/F.Y.B.A.%20&%20B.Com%20-%20Foudation%20Course%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/social-problems-in-india-e33432872.html> (Social Problems in India by Ram Ahuja)

<https://www.pdfdrive.com/politics-in-india-structure-process-and-policy-e176371308.html> (Politics in India: structure, Process and Policy by Subrata Mitra)

<https://www.pdfdrive.com/introduction-to-the-constitution-of-india-e167647096.html> (Introduction to The Constitution of India by Durga Das Basu)

4. Business Statistics

<http://egyankosh.ac.in/handle/123456789/56524>

<http://egyankosh.ac.in/simple-search?query=probability>

Reference Books

<https://www.pdfdrive.com/basic-statistics-for-business-economics-d33405126.html> (Basic Statistics for Business & Economics by Douglas A. Lind, William C. Marchal & Samuel A. Wathen)

<https://www.pdfdrive.com/statistics-for-business-and-economics-d176229670.html> (Statistics for Business and Economics by David R Anderson, Dennis J Sweney and Thomas A. Williams)

5. Business Communication - I

http://archive.mu.ac.in/myweb_test/F.Y.B.Com%20&%20S.Y.B.A.%20-%20Business%20Communication%20%28Eng%29.pdf

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

Reference Books

<https://www.pdfdrive.com/oxford-handbook-of-commercial-correspondence-elt-e156904210.html> (Oxford Handbook of Commercial Correspondence by A. Ashley)

<https://www.pdfdrive.com/business-communication-e18729927.html> (Business Communication by Peter Hartley & Clive G. Bruckmann)

<https://www.pdfdrive.com/business-communication-e20128643.html> (Business Communication by Vikram Bisen & Priya)

6. Introduction to Financial Accounts

<http://egyankosh.ac.in/handle/123456789/52493>

Reference Books

<https://www.pdfdrive.com/financial-accounting-ifrs-d187000087.html> (Financial Accounting IFRS by Jerry J. Weygandt, Paul D. Kimmel & Donald E. Kieso)

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

7. Business Economics - I

<https://old.mu.ac.in/wp-content/uploads/2020/01/FYBCOM-BUSSINES-ECO-I-Eng.pdf>

Reference Books

<https://www.pdfdrive.com/managerial-economics-d39560960.html> (Managerial Economics by Rai Technology University)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d33547804.html> (Demand Theory in Managerial Economics in a Global Economy by Dominick Salvatore)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d50753354.html> (Cost Theory and Estimation in Managerial Economics in a Global Economy by Dominick Salvatore)

S. Y. BMS SEMESTER III

1. Information Technology in Business Management I

<http://egyankosh.ac.in/handle/123456789/66996>

<http://egyankosh.ac.in/simple-search?query=introduction+to+internet>

Reference Books

<https://www.pdfdrive.com/information-technology-for-management-transforming-business-in-the-digital-economy-e47243533.html> (Information Technology for Management: Transforming Business in the Digital Economy by Efraim Turban, Ephraim Mclean, James Wetherbe)

<https://www.pdfdrive.com/microsoft-office-professional-2013-step-by-step-e57423120.html> (Microsoft Office Professional 2013 Step by Step by Beth Melton, Mark Dodge, Echo Swinford, Andrew Couch)

<https://www.pdfdrive.com/intro-to-comppeter-norton-e19042796.html> (Introduction to Computers by Peter Norton)

2. Business Planning and Entrepreneurial

<http://egyankosh.ac.in/bitstream/123456789/9765/1/Unit-14.pdf> (Entrepreneurship)

<http://egyankosh.ac.in/bitstream/123456789/32595/1/Unit-1.pdf> (Entrepreneurship Theory)

<http://egyankosh.ac.in/bitstream/123456789/12463/1/Unit-4.pdf> (Entrepreneurship Development)

<http://egyankosh.ac.in/handle/123456789/941> (Enterprise Startup)

Reference Books

<https://www.pdfdrive.com/entrepreneurship-a-very-short-introduction-e163173060.html>

(Entrepreneurship: A Very Short Introduction by Paul Westhead & Mike Wright)

<https://www.pdfdrive.com/the-harvard-business-review-entrepreneurs-handbook-e176174069.html> (The

Harvard Business Review Entrepreneur's Handbook)

3. F. C. (Environmental Management) III

<http://egyankosh.ac.in/handle/123456789/53142> (Environmental Studies)

Reference Books

<https://www.pdfdrive.com/introduction-to-environmental-management-e175932163.html> (Introduction to

Environmental Management by Mary K. Theodore & Louis Theodore)

<https://www.pdfdrive.com/environmental-economics-and-natural-resource-management-e34386385.html>

(Environmental Economics and Natural Resource Management by David A. Anderson)

4. Strategic Management

<http://egyankosh.ac.in/handle/123456789/15892>

Reference Books

<https://www.pdfdrive.com/business-policy-and-strategic-management-e56527530.html> (Business Policy and Strategic Management by Fancis Cherunilam)

<https://www.pdfdrive.com/business-policy-and-strategic-management-e58209195.html> (Business Policy and Strategic Management by P. Subba Rao)

<https://www.pdfdrive.com/strategic-management-and-business-policy-e34524646.html> (Business Policy and Strategic Management by Thomas L. Wheelen)

5. Accounting for Managerial Decision

<http://egyankosh.ac.in/bitstream/123456789/12374/1/Unit-5.pdf> (Financial analysis)

<http://egyankosh.ac.in/bitstream/123456789/7202/1/Unit-16.pdf> (Working Capital)

Reference Books

<https://www.pdfdrive.com/management-accounting-principles-and-applications-d18775996.html>

(Management Accounting : Principles and Applications by Hugh Coombs, David Hobbs and Ellis Jenkins)

FINANCE

6. Corporate Finance

<http://egyankosh.ac.in/bitstream/123456789/30877/1/Unit-10.pdf> (Corporate Finance)

<http://egyankosh.ac.in/bitstream/123456789/30787/1/Unit-10.pdf> (Time Value of Money)

Reference Books

<https://www.pdfdrive.com/damodaran-on-valuation-security-analysis-for-investment-and-corporate-finance-d185835266.html> (Damodaran on Valuation, Security Analysis for Investment and Corporate

Finance by A. Damodaran)

<https://www.pdfdrive.com/financial-management-theory-and-practice-d183549339.html> (Financial Management by Prasanna Chandra)

7. Equity & Debt Market

<http://egyankosh.ac.in/simple-search?query=equity+market>

[http://egyankosh.ac.in/simple-](http://egyankosh.ac.in/simple-search?location=%2F&query=stock+market&rpp=10&sort_by=score&order=desc)

[search?location=%2F&query=stock+market&rpp=10&sort_by=score&order=desc](http://egyankosh.ac.in/simple-search?location=%2F&query=stock+market&rpp=10&sort_by=score&order=desc)

<http://egyankosh.ac.in/handle/123456789/53008>

<http://egyankosh.ac.in/simple-search?query=valuation+of+bonds>

Reference Books

<https://www.pdfdrive.com/financial-markets-and-institutions-e34387938.html> (Financial Markets & Institutions by Anthony Saunders & Marcia Millon Cornett)

<https://www.pdfdrive.com/financial-markets-and-institutions-ninth-edition-e159760084.html> (Financial Markets & Institutions by Jeff Madura)

MARKETING

8. Advertising

<http://egyankosh.ac.in/simple-search?query=advertising>

<https://old.mu.ac.in/wp-content/uploads/2020/01/Advertising-Revised-English.pdf>

Reference Books

<https://www.pdfdrive.com/strategic-brand-management-d53051612.html>

(Strategic Brand Management by Kevin Lane Keller)

<https://www.pdfdrive.com/advertising-and-promotion-an-integrated-marketing-communications-perspective-sixth-edition-e159184075.html> (Advertising and Promotion: An Integrated Marketing Communications Perspective by George E. Belch & Michael A. Belch)

<https://www.pdfdrive.com/advertising-promotion-and-other-aspects-of-integrated-marketing-communications-e162160510.html> (Advertising, Promotion, and Other Aspects of Integrated Marketing Communications by Terence A. Shimp)

9. Consumer Behaviour

<http://egyankosh.ac.in/simple-search?query=Consumer+Behavior>

Reference Books

<https://www.pdfdrive.com/consumer-behaviour-e161857921.html> (Consumer Behaviour by Solomon, M.R.)

<https://www.pdfdrive.com/consumer-behavior-building-marketing-strategy-e188644737.html> (Consumer Behaviour :Building Marketing Strategy by David L. Mothersbugh & Delbert I Hawkins)

T. Y. BMS SEMESTER V

1. Logistics & Supply Chain Management

<http://egyankosh.ac.in/bitstream/123456789/27291/1/Unit-13.pdf> (Supply Chain Management)

<http://egyankosh.ac.in/simple-search?query=supply+chain+management>

Reference Books

<https://www.pdfdrive.com/33-logistics-management-e31869976.html> (Logistics: An Introduction to Supply Chain Management by Donald Waters)

<https://www.pdfdrive.com/logistics-and-supply-chain-management-e187685373.html> (Logistics and Supply Chain Management by Martin Christopher)

2. Corporate Communication & Public Relation

<http://egyankosh.ac.in/bitstream/123456789/26800/1/Unit-33.pdf> (Corporate Communication)

<http://egyankosh.ac.in/bitstream/123456789/57043/1/Unit%2017.pdf> (Public Relations And Corporate Communication)

Reference Books

<https://www.pdfdrive.com/handbook-of-corporate-communication-and-public-relations-d33416896.html>

(Handbook of Corporate Communication & Public Relations by Sandra Oliver)

<https://www.pdfdrive.com/corporate-communication-a-guide-to-theory-practice-e185760891.html>

(Corporate Communications: Theory and Practice by Joep Cornelissen)

FINANCE

3. Investment Analysis & Portfolio Management

<http://egyankosh.ac.in/simple-search?query=portfolio+management>

Reference Books

<https://www.pdfdrive.com/modern-portfolio-theory-and-investment-analysis-e157695441.html> (Modern Portfolio Theory and Investment Analysis by Edwin J. Elton et al.)

<https://www.pdfdrive.com/investment-analysis-and-portfolio-management-10th-ed-e1650318.html>

(Investment Analysis & Portfolio Management by Frank K. Reilly & Keith C. Brown)

<https://www.pdfdrive.com/securities-analysis-and-portfolio-management-e826230.html> (Security Analysis and Portfolio Management by Md. Ashraful Islam)

4. Risk Management

<http://egyankosh.ac.in/bitstream/123456789/21485/1/Unit-12.pdf> (Risk Management)

<http://egyankosh.ac.in/bitstream/123456789/21511/1/Unit-15.pdf> (Risk Management)

<http://egyankosh.ac.in/bitstream/123456789/6472/1/Unit-20.pdf> (Life Insurance)

Reference Books

<https://www.pdfdrive.com/fundamentals-of-risk-management-understanding-evaluating-and-implementing-effective-risk-management-d188600007.html> (Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management by Paul Hopkin)

5. Wealth Management

Reference Books

<https://www.pdfdrive.com/wealth-management-in-the-new-economy-investor-strategies-for-growing-protecting-and-transferring-wealth-e158069822.html> (Wealth Management in the New Economy: Investor Strategies for Growing, Protecting and Transferring by Nordert Mindel)

6. Direct Taxes

http://archive.mu.ac.in/myweb_test/TYBCOM%20study%20material/T.Y.B.Com.Paper%20-%20V%20-%20Sec.I%20-%20Direct%20Taxes.pdf

MARKETING

7. Service Marketing

<http://egyankosh.ac.in/bitstream/123456789/10324/1/Unit-1.pdf> (Service Marketing)

<http://egyankosh.ac.in/simple-search?query=Service+Marketing>

Reference Books

<https://www.pdfdrive.com/services-marketing-people-technology-strategy-e187521041.html> (Service Marketing People, Technology by Christopher Lovelock, Jochen Wirtz, & Jayanta Chatterjee)

<https://www.pdfdrive.com/services-marketing-integrating-customer-focus-across-the-firm-e185901073.html> (Service Marketing by Valarie A. Zeuhaml & Mary Jo Bitner)

8. E- Commerce & Digital Marketing

<http://egyankosh.ac.in/bitstream/123456789/7646/1/Unit-1.pdf> (E- Commerce)

<http://egyankosh.ac.in/bitstream/123456789/9531/1/Unit-1.pdf> (E- Commerce)

<http://egyankosh.ac.in/bitstream/123456789/25871/1/Unit-9.pdf> (E- Commerce)

<http://egyankosh.ac.in/bitstream/123456789/67281/1/Unit-13.pdf> (Digital Marketing)

Reference Books

<https://www.pdfdrive.com/e-business-20-roadmap-for-success-e34324872.html> (E-Business 2.0 Road Map for Success by Ravi Kalokota & Marcia Robinson)

<https://www.pdfdrive.com/e-business-and-e-commerce-management-strategy-implementation-and-practice-e175270719.html> (E-business and E-Commerce Management : Strategy, Implementation and Practice by Dave Chaffey & Dawson Books)

9. Sales & Distribution Management

<http://egyankosh.ac.in/bitstream/123456789/10186/1/Unit-1.pdf> (Sales Management)

<http://egyankosh.ac.in/bitstream/123456789/38388/1/Unit-2.pdf> (Sales Management)

<http://egyankosh.ac.in/simple-search?query=Sales+and+Distribution+Management>

Reference Books

<https://www.pdfdrive.com/selling-and-sales-management-8th-e11572.html> (Selling and Sales Management by David Jobber & Geoff Lancaster)

<https://www.pdfdrive.com/sales-management-with-personal-selling-and-salesmanship-e54054630.html> (Sales Management : with Personal Selling and Salesmanship by S.A. Chunawlla)

<https://www.pdfdrive.com/principles-of-marketing-12th-edition-e157033577.html> (Principles of Marketing by Philip Kotler & Armstrong)

10. Strategic Marketing Management

<http://egyankosh.ac.in/bitstream/123456789/38387/1/Unit-1.pdf> (Marketing Management)

<http://egyankosh.ac.in/bitstream/123456789/16800/1/Unit-16.pdf> (Marketing Management)

<http://egyankosh.ac.in/bitstream/123456789/14733/1/Unit-6.pdf> (Market Targeting & Positioning)

<http://egyankosh.ac.in/bitstream/123456789/7255/1/Unit-4.pdf> (Planning Marketing Mix)

Reference Books

<https://www.pdfdrive.com/strategic-marketing-management-third-edition-planning-implementation-and-control-e176054698.html> (Strategic Marketing Management by Richardn M.S Wilson & Collin Gilligan)

<https://www.pdfdrive.com/marketing-management-e175279287.html> (Marketing Management by Philip Kotler & Kevin Keller)

BACHELOR OF COMMERCE (BANKING AND INSURANCE)

[B.COM (B & I)]

F. Y. BBI SEMESTER I

1. Environment & Management of Financial Services

<http://egyankosh.ac.in/bitstream/123456789/6427/1/Unit-3.pdf> (Financial Services)

<http://egyankosh.ac.in/bitstream/123456789/8092/1/Unit-2.pdf> (Banking and Insurance)

<http://egyankosh.ac.in/bitstream/123456789/15407/1/Unit-13.pdf> (Banking)

Reference Books

<https://www.pdfdrive.com/an-introduction-to-banking-principles-strategy-and-risk-management-e176455091.html> (An Introduction to Banking: Principles, Strategy and Risk Management by Murad Choudhary)

<https://www.pdfdrive.com/bank-management-and-financial-services-7th-edition-e161507830.html> (Bank Management and Financial Services by Peter S. Rose & Sivia C. Hudgins)

<https://www.pdfdrive.com/investment-management-portfolio-diversification-risk-e17339420.html> (Investment Management: Portfolio Diversification, Risk by Robert L. Hagin)

2. Principles of Management

<http://egyankosh.ac.in/bitstream/123456789/13280/1/Unit-3.pdf> (Management)

Reference Books

<https://www.pdfdrive.com/principles-of-management-e34316162.html> (Principles of Management by Saylor Foundation)

<https://www.pdfdrive.com/fundamentals-of-management-essential-concepts-and-applications-e187549496.html> (Fundamentals of Management : Essential Concept and Applications by Robbins Stephen P.; David A. Decenzo & Mary Coulter)

3. Financial Accounting - I

<http://egyankosh.ac.in/handle/123456789/52493>

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/accounting-standards-update-2016-19-d37042837.html> (Accounting Standards Update by Financial Accounting Standards Board)

4. Business Communication - I

http://archive.mu.ac.in/myweb_test/F.Y.B.Com%20&%20S.Y.B.A.%20-%20Business%20Communication%20%28Eng%29.pdf

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

Reference Books

<https://www.pdfdrive.com/oxford-handbook-of-commercial-correspondence-elt-e156904210.html> (Oxford Handbook of Commercial Correspondence by A. Ashley)

<https://www.pdfdrive.com/business-communication-e18729927.html> (Business Communication by Peter Hartley & Clive G. Bruckmann)

<https://www.pdfdrive.com/business-communication-e20128643.html> (Business Communication by Vikram Bisen & Priya)

5. Foundation Course - I

http://archive.mu.ac.in/myweb_test/F.Y.B.A.%20&%20B.Com%20-%20Foudation%20Course%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/social-problems-in-india-e33432872.html> (Social Problems in India by Ram Ahuja)

<https://www.pdfdrive.com/politics-in-india-structure-process-and-policy-e176371308.html> (Politics in India: Structure, Process and Policy by Subrata Mitra)

<https://www.pdfdrive.com/introduction-to-the-constitution-of-india-e167647096.html> (Introduction to The Constitution of India by Durga Das Basu)

6. Business Economics - I

<https://old.mu.ac.in/wp-content/uploads/2020/01/FYBCOM-BUSSINES-ECO-I-Eng.pdf>

Reference Books

<https://www.pdfdrive.com/managerial-economics-d39560960.html> (Managerial Economics by Rai Technology University)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d33547804.html> (Demand Theory in Managerial Economics in a Global Economy by Dominick Salvatore)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d50753354.html> (Cost theory and Estimation in Managerial Economics in a Global Economy by Dominick Salvatore)

7. Quantitative Methods - I

<http://egyankosh.ac.in/handle/123456789/56524>

<http://egyankosh.ac.in/simple-search?query=probability>

Reference Books

<https://www.pdfdrive.com/basic-statistics-for-business-economics-d33405126.html> (Basic Statistics for Business & Economics by Douglas A. Lind; William C. Marchal & Samuel A. Wathen)

<https://www.pdfdrive.com/statistics-for-business-and-economics-d176229670.html> (Statistics for Business and Economics by David R Anderson; Dennis J Sweney and Thomas A. Williams)

S. Y. BBI SEMESTER III

1. Financial Management

<http://egyankosh.ac.in/bitstream/123456789/10310/1/Unit-1.pdf>

Reference Books

<https://www.pdfdrive.com/financial-management-theory-and-practice-d183549339.html> (Financial Management by Prasanna Chandra)

<https://www.pdfdrive.com/fundamentals-of-financial-management-van-horne-13th-edition-d28727448.html> (Fundamentals of Financial Management by James C. Van Horne)

<https://ift.world/wp-content/uploads/2019/11/R06-Time-Value-of-Money-IFT-Notes.pdf> (Time Value of Money by IFT)

<https://www.pdfdrive.com/schaums-outline-of-intermediate-accounting-i-second-edition-schaums-outlines-e159778732.html> (Schaum's Outline of Intermediate Accounting I by Baruch England)

2. Management Accounting

<http://egyankosh.ac.in/bitstream/123456789/12374/1/Unit-5.pdf> (Techniques of Financial Analysis)

<http://egyankosh.ac.in/simple-search?query=working+capital+management> (Working Capital Management)

<http://egyankosh.ac.in/simple-search?query=dividend+policy> (Dividend Policy)

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/financial-management-theory-and-practice-d183549339.html> (Financial Management by Prasanna Chandra)

3. Risk Management

<http://egyankosh.ac.in/bitstream/123456789/21485/1/Unit-12.pdf> (Risk Management)

<http://egyankosh.ac.in/bitstream/123456789/21511/1/Unit-15.pdf> (Risk Management)

<http://egyankosh.ac.in/bitstream/123456789/21483/1/Unit-13.pdf> (Credit Risk Management)

Reference Books

<https://www.pdfdrive.com/quantitative-risk-management-website-a-practical-guide-to-financial-risk-e156827588.html> (Quantitative Risk Management : A Practical Guide to Financial Risk by Thomas S. Coleman)

<https://www.pdfdrive.com/investment-theory-and-risk-management-e186990875.html> (Investment Theory and Risk Management by Steve Peterson)

4. Information Technology In Banking & Insurance- I

<http://egyankosh.ac.in/handle/123456789/66996> <http://egyankosh.ac.in/handle/123456789/21529> (E-commerce in Banking)

Reference Books

<https://www.pdfdrive.com/microsoft-office-professional-2013-step-by-step-e57423120.html> (Microsoft Office Professional 2013 Step by Step by Beth Melton; Mark Dodge; Echo Swinford & Andrew Couch)

<https://www.pdfdrive.com/introduction-to-e-commerce-e52569186.html> (Introduction to E-Commerce by Martin Kutz)

<https://www.pdfdrive.com/e-commerce-fundamentals-and-applications-e161001765.html> (E-Commerce: Fundamentals and Applications By Hentry Chan et al.)

<https://www.pdfdrive.com/intro-to-comppeter-norton-e19042796.html> (Introduction to Computers by Peter Norton)

5. Foundation Course – III (An Overview of Banking Sector)

<http://egyankosh.ac.in/bitstream/123456789/13152/1/Unit-13.pdf> (Banking)

<http://egyankosh.ac.in/bitstream/123456789/19723/1/Unit-5.pdf> (Commercial Banks)

<http://egyankosh.ac.in/bitstream/123456789/13618/1/Unit-6.pdf> (Commercial Banks)

<http://egyankosh.ac.in/bitstream/123456789/23553/1/Unit-10.pdf> (Commercial Banks)

<http://egyankosh.ac.in/bitstream/123456789/19774/1/Unit-11.pdf> (Indian Financial Institutions)

<http://egyankosh.ac.in/bitstream/123456789/9378/1/Unit-2.pdf> (Technology in Banking)

<http://egyankosh.ac.in/handle/123456789/45144> (Microfinance)

Reference Books

<https://www.pdfdrive.com/banking-principles-practice-nitya-prakash-e37938780.html> (Banking Principles & Practice by Nitya Prakash)

<https://www.pdfdrive.com/money-banking-and-financial-system-e39561701.html> (Money, Banking, and Financial System by R. Glenn Hubbard & Anthony Patrick O'Brien)

<https://www.pdfdrive.com/microfinance-handbook-an-institutional-and-financial-perspective-sustainable-banking-with-the-poor-e184353625.html> (Microfinance Handbook: An Institutional and Financial Perspective by Joanna Ledgerwood)

6. Financial Markets

<http://egyankosh.ac.in/bitstream/123456789/6432/1/Unit-1.pdf> (Financial System and Financial Markets)

<http://egyankosh.ac.in/bitstream/123456789/12336/1/Unit-9.pdf> (Financial Markets)

<http://egyankosh.ac.in/bitstream/123456789/23549/1/Unit-5.pdf> (Money Markets in India)

<http://egyankosh.ac.in/handle/123456789/52997> (Commodity Market)

<http://egyankosh.ac.in/bitstream/123456789/23541/1/Unit-7.pdf> (Derivatives Market)

Reference Books

<https://www.pdfdrive.com/financial-markets-and-institutions-e34387938.html> (Financial Markets & Institutions by Anthony Saunders & Marcia Millon Cornett)

<https://www.pdfdrive.com/financial-markets-and-institutions-ninth-edition-e159760084.html> (Financial Markets & Institutions by Jeff Madura)

<https://www.pdfdrive.com/indias-financial-markets-an-insiders-guide-to-how-the-markets-work-elsevier-and-iit-stuart-center-for-financial-markets-press-e185721502.html> (India's Financial Markets: An Insider's Guide to How the Markets Work by Ajay Shah ; Susan Thomas & Michael Gorham)

7. Direct Taxation

http://archive.mu.ac.in/myweb_test/TYBCOM%20study%20material/T.Y.B.Com.Paper%20-%20V%20-%20Sec.I%20-%20Direct%20Taxes.pdf

T. Y. BBI SEMESTER V

1. Strategic Management

<http://egyankosh.ac.in/handle/123456789/15892> (Strategic Management)

Reference Books

<https://www.pdfdrive.com/business-policy-and-strategic-management-e56527530.html> (Business Policy And Strategic Management by Farncis Cherunilam)

<https://www.pdfdrive.com/business-policy-and-strategic-management-e58209195.html> (Business Policy and Strategic Management by P. Subba Rao)

<https://www.pdfdrive.com/strategic-management-and-business-policy-e34524646.html> (Business Policy and Strategic Management by Thomas L. Wheelen)

2. Financial Reporting & Analysis

<http://egyankosh.ac.in/handle/123456789/49857> (Final Accounts And Corporate Financial Statements)

Reference Books

<https://www.pdfdrive.com/financial-reporting-financial-statement-analysis-and-valuation-e176082306.html> (Financial Reporting, Financial Statement Analysis and Valuation by James M. Wahlen et al.)

3. Business Ethics & Corporate Governance

<http://egyankosh.ac.in/handle/123456789/52112> (Ethics in Business)

<http://egyankosh.ac.in/simple-search?query=business+ethics> (Ethics in Business)

<http://egyankosh.ac.in/bitstream/123456789/8107/1/Unit-8.pdf> (CSR)

Reference Books

<https://www.pdfdrive.com/business-ethics-concepts-and-cases-e187589550.html> (Business Ethics: Concepts and Cases by Manuel G. Velasquez)

<https://www.pdfdrive.com/business-ethics-texts-and-cases-from-the-indian-perspective-e164851597.html> (Business Ethics: Texts and Cases from the Indian Perspective by Ananda Das Gupta)

<https://www.pdfdrive.com/corporate-governance-and-business-ethics-e188090897.html> (Corporate Governance and Business Ethics by Thomas Clarke & Alexander Brink)

<https://www.pdfdrive.com/corporate-social-responsibility-e22066859.html> (Corporate Social Responsibility by Christine A. Mallin)

4. Financial Services Management

<http://egyankosh.ac.in/bitstream/123456789/6427/1/Unit-3.pdf> (Financial Services)

<http://egyankosh.ac.in/simple-search?query=mutual+funds> (Mutual Funds)

<http://egyankosh.ac.in/bitstream/123456789/23541/1/Unit-7.pdf> (Derivatives)

Reference Books

<https://www.pdfdrive.com/financial-markets-and-institutions-e34387938.html> (Financial Markets & Institutions by Anthony Saunders & Marcia Millon Cornett)

<https://www.pdfdrive.com/financial-markets-and-institutions-ninth-edition-e159760084.html> (Financial Markets & Institutions by Jeff Madura)

<https://www.pdfdrive.com/indias-financial-markets-an-insiders-guide-to-how-the-markets-work-elsevier-and-iit-stuart-center-for-financial-markets-press-e185721502.html> (India's Financial Markets: An Insider's Guide to How the Markets Work by Ajay Shah ; Susan Thomas & Michael Gorham)

5. International Banking & Finance

<http://egyankosh.ac.in/bitstream/123456789/21496/1/Unit-1.pdf> (International Banking)

<http://egyankosh.ac.in/bitstream/123456789/16104/1/Unit-12.pdf> (International Finance)

<http://egyankosh.ac.in/bitstream/123456789/52173/1/Unit-3.pdf> (International Investment)

<http://egyankosh.ac.in/bitstream/123456789/12161/1/Unit-5.pdf> (Foreign Exchange Markets)

<http://egyankosh.ac.in/bitstream/123456789/14993/1/Unit-10.pdf> (Management of Exchange Risks)

Reference Books

<https://www.pdfdrive.com/money-banking-and-international-finance-e46857.html> (Money, Banking, and International Finance by Kenneth R. Szulczyk)

<https://www.pdfdrive.com/international-financial-management-e175970236.html> (International Financial Management by Jeff Madura)

<https://www.pdfdrive.com/understanding-international-bank-risk-e39589474.html> (Understanding International Bank Risk by Andrew Fight)

6. Research Methodology

<https://old.mu.ac.in/wp-content/uploads/2014/04/Research-Methodology.pdf>

Reference Books

<https://www.pdfdrive.com/exploratory-and-confirmatory-factor-analysis-understanding-concepts-and-applications-e161001114.html> (Exploratory and Confirmatory Factor Analysis: Understanding Concepts and Applications by Thompson, Bruce)

<https://www.pdfdrive.com/interpreting-economic-and-social-data-a-foundation-of-descriptive-statistics-e156913030.html> (Interpreting Economic and Social Data : A Foundation of Descriptive Statistics by Othmar W. Winkler)

<https://www.pdfdrive.com/regression-modeling-strategies-with-applications-to-linear-models-logistic-and-ordinal-regression-and-survival-analysis-e157915101.html> (Regression Modeling Strategies by Frank E Harrell)

<https://www.pdfdrive.com/research-methodology-e33404795.html> (Research Methodology by C.R. Kothari)

BACHELOR OF COMMERCE [(ACCOUNTING AND FINANCE) [B.COM (A&F)]

F. Y. BAF SEMESTER I

1. Financial Accounting (Elements of Financial Accounting - I)

<https://mu.ac.in/wp-content/uploads/2020/09/FYBCOM-ACC.pdf>

<http://egyankosh.ac.in/handle/123456789/52493>

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/accounting-standards-update-2016-19-d37042837.html> (Accounting Standards Update by Financial Accounting Standards Board)

2. Cost Accounting (Introduction and Elements of Cost - I)

<http://egyankosh.ac.in/bitstream/123456789/12366/1/Unit-2.pdf>

<http://egyankosh.ac.in/simple-search?query=cost+accounting>

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/principles-of-cost-accounting-d34467091.html> (Principles of Cost Accounting by Edward J. VanDerbeck)

3. Financial Management (Introduction to Financial Management - I)

<http://egyankosh.ac.in/bitstream/123456789/10310/1/Unit-1.pdf> (Introduction to Financial Management)

<https://old.mu.ac.in/wp-content/uploads/2014/04/Accountancy-Paper-III-Advance-Financial-Management-Final-Book.pdf> (FM, Value of Money, Leverages)

Reference Books

<https://www.pdfdrive.com/fundamentals-of-financial-management-van-horne-13th-edition-d28727448.html> (Fundamentals of Financial Management by James C. Van Horne)

<https://www.pdfdrive.com/financial-management-theory-and-practice-d183549339.html> (Financial Management by Prasanna Chandra)

http://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management_%5Bwww.acfile.com%5D.pdf (Financial Management by C. Paramasivan and T. Subramanian)

4. Business Communication – I

http://archive.mu.ac.in/myweb_test/F.Y.B.Com%20&%20S.Y.B.A.%20-%20Business%20Communication%20%28Eng%29.pdf

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

Reference Books

<https://www.pdfdrive.com/oxford-handbook-of-commercial-correspondence-elt-e156904210.html> (Oxford Handbook of Commercial Correspondence by A. Ashley)

<https://www.pdfdrive.com/business-communication-e18729927.html> (Business Communication by Peter Hartley & Clive G. Bruckmann)

<https://www.pdfdrive.com/business-communication-e20128643.html> (Business Communication by Vikram Bisen & Priya)

5. Commerce (Business Environment - I)

<http://egyankosh.ac.in/simple-search?query=business+environment>

Reference Books

<https://www.pdfdrive.com/business-environment-e54194142.html> (Business Environment: Text and Cases by Francis Cherunilam)

<https://www.pdfdrive.com/indian-economy-e178348843.html> (Indian Economy by Ramesh Singh)

<https://www.pdfdrive.com/entrepreneurship-new-venture-creation-e157845122.html> (Entrepreneurship by David H. Holt)

6. Business Economics – I

<https://old.mu.ac.in/wp-content/uploads/2020/01/FYBCOM-BUSSINES-ECO-I-Eng.pdf>

Reference Books

<https://www.pdfdrive.com/managerial-economics-d39560960.html> (Managerial Economics by Rai Technology University)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d33547804.html> (Demand Theory in Managerial Economics in a Global Economy by Dominick Salvatore)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d50753354.html> (Cost Theory And Estimation in Managerial Economics in a Global Economy by Dominick Salvatore)

7. Foundation Course – I

http://archive.mu.ac.in/myweb_test/F.Y.B.A.%20&%20B.Com%20-%20Foudation%20Course%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/social-problems-in-india-e33432872.html> (Social Problems in India by Ram Ahuja)

<https://www.pdfdrive.com/politics-in-india-structure-process-and-policy-e176371308.html> (Politics in India: Structure, Process and Policy by Subrata Mitra)

<https://www.pdfdrive.com/introduction-to-the-constitution-of-india-e167647096.html> (Introduction to the Constitution of India by Durga Das Basu)

S. Y. BAF SEMESTER III

1. Financial Accounting (Special Accounting Areas - III)

<https://mu.ac.in/wp-content/uploads/2020/09/BOOK-NO.-13-ACCOUNTANCY-FINANCIAL-SYBCOM-FINAL.pdf>

2. Cost Accounting (Methods of Costing - II)

<http://egyankosh.ac.in/bitstream/123456789/13676/1/Unit-11.pdf>

<http://egyankosh.ac.in/simple-search?query=cost+accounting>

Reference Books

<https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-8-New.pdf> (Cost Accounting by The Institute of Cost Accountants of India)

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/principles-of-cost-accounting-d34467091.html> (Principles of Cost Accounting by Edward J. VanDerbeck)

3. Auditing (Techniques of Auditing and Audit Procedures - II)

Reference Books

<https://archive.org/details/practicalauditin031445mbp/page/n15/mode/2up> (Spicer & Pegler's Practical Auditing by Walter W. Bigg and S V Ghatalia)

4. Information Technology in Accountancy - I

<http://egyankosh.ac.in/handle/123456789/66996>

<http://egyankosh.ac.in/simple-search?query=introduction+to+internet> (Introduction to Internet)

Reference Books

<https://www.pdfdrive.com/microsoft-office-professional-2013-step-by-step-e57423120.html> (Microsoft Office Professional 2013 Step by Step by Beth Melton; Mark Dodge; Echo Swinford & Andrew Couch)

<https://www.pdfdrive.com/introduction-to-e-commerce-e52569186.html> (Introduction to E-Commerce by Martin Kutz)

<https://www.pdfdrive.com/e-commerce-fundamentals-and-applications-e161001765.html> (E-Commerce: Fundamentals and Applications By Hentry Chan et. al.)

<https://www.pdfdrive.com/intro-to-comppeter-norton-e19042796.html> (Introduction to Computers by Peter Norton)

5. Business Law (Business Regulatory Framework - II)

<http://egyankosh.ac.in/bitstream/123456789/13411/1/Unit-13.pdf> (Indian Partnership Act)

<http://egyankosh.ac.in/bitstream/123456789/6923/1/Unit-7.pdf> (Factories Act - 1948)

Reference Books

http://legislative.gov.in/sites/default/files/A1932-9_0.pdf (The Indian Partnership Act, 1932 by Legislative Department. Ministry of Law and Justice. Government of India)

http://www.mca.gov.in/Ministry/actsbills/pdf/LLP_Act_2008_15jan2009.pdf (The Limited Liability Partnership Act, 2008 by Legislative Department. Ministry of Law and Justice. Government of India)

6. Business Economics – II

<http://egyankosh.ac.in/bitstream/123456789/13599/1/Unit-3.pdf> (Money And Prices)

<http://egyankosh.ac.in/bitstream/123456789/59900/1/Block-4.pdf> (Public revenue)

Reference Books

<https://www.pdfdrive.com/essays-in-positive-economics-phoenix-books-d158623172.html> (Essays in Positive Economics by Friedman Hilton)

<https://www.pdfdrive.com/principles-of-macroeconomics-6th-ed-d46008097.html> (Principles of Macroeconomics by Gregory N. Mankiw)

7. Foundation Course in Commerce (Financial Market Operations - III)

<http://egyankosh.ac.in/bitstream/123456789/6432/1/Unit-1.pdf> (Financial System and Financial Markets)

<http://egyankosh.ac.in/bitstream/123456789/12336/1/Unit-9.pdf> (Financial Markets)

<http://egyankosh.ac.in/bitstream/123456789/6427/1/Unit-3.pdf> (Financial Services)

Reference Books

<https://www.pdfdrive.com/financial-markets-and-institutions-e34387938.html> (Financial Markets & Institutions by Anthony Saunders & Marcia Millon Cornett)

<https://www.pdfdrive.com/financial-markets-and-institutions-ninth-edition-e159760084.html> (Financial Markets & Institutions by Jeff Madura)

<https://www.pdfdrive.com/indias-financial-markets-an-insiders-guide-to-how-the-markets-work-elsevier-and-iit-stuart-center-for-financial-markets-press-e185721502.html> (India's Financial Markets: An Insider's Guide to How the Markets Work by Ajay Shah ; Susan Thomas & Michael Gorham)

T. Y. BAF Semester V

1. Financial Accounting – V

Reference Books

<http://docshare04.docshare.tips/files/17389/173896911.pdf> (Project on Buy Back of Shares)

2. Financial Accounting – VI

<http://egyankosh.ac.in/handle/123456789/49857> (Final Accounts And Corporate Financial Statements)

3. Cost Accounting – III

<http://egyankosh.ac.in/simple-search?query=cost+accounting>

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

4. Financial Management – II

Reference Books

http://vcmdrp.tums.ac.ir/files/financial/istgahe_mali/moton_english/financial_management_%5Bwww.acfi le.com%5D.pdf (Financial Management by C. Paramasivan and T. Subramanian)

<https://www.pdfdrive.com/fundamentals-of-financial-management-van-horne-13th-edition-d28727448.html> (Fundamentals of Financial Management by James C. Van Horne)

http://mdudde.net/pdf/study_material_DDE/Mcom/Mcom-f/FinancialManagement.pdf (Financial Management by Maharshi Dayanand University Rohtak)

<https://www.pdfdrive.com/financial-management-theory-and-practice-d183549339.html> (Financial Management by Prasanna Chandra)

5. Taxation - IV (indirect Taxes - II)

<http://egyankosh.ac.in/simple-search?query=gst> (GST)

6. Management - II (management Applications)

<http://egyankosh.ac.in/bitstream/123456789/38387/1/Unit-1.pdf> (Marketing Management)

<http://egyankosh.ac.in/bitstream/123456789/16800/1/Unit-16.pdf> (Marketing Management)

<http://egyankosh.ac.in/bitstream/123456789/27263/1/Unit-1.pdf> (Production Management)

<http://egyankosh.ac.in/bitstream/123456789/10986/1/Unit-3.pdf> (TQM)

<http://egyankosh.ac.in/bitstream/123456789/21336/1/Unit-1.pdf> (Human Resource Management)

Reference Books

<https://www.pdfdrive.com/marketing-management-e175279287.html> (Marketing Management by Philip Kotler & Kevin Keller)

<https://www.pdfdrive.com/essentials-of-management-an-international-and-leadership-perspective-e189734350.html> (Essentials of Management: An International And Leadership Perspective by Harold Koontz)

<https://www.pdfdrive.com/fundamentals-of-management-essential-concepts-and-applications-e187549496.html> (Fundamentals of Management : Essential Concept and Applications by Robbins Stephen P.; Decenzo,David A. & Mary Coulter)

BACHELOR OF COMMERCE (FINANCIAL MARKETS) [B.COM (FM)]

F. Y. BFM SEMESTER I

1. Financial Accounting - I

<http://egyankosh.ac.in/simple-search?query=FINANCIAL+STATEMENTS>

<http://egyankosh.ac.in/simple-search?query=Books+of+accounts>

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

2. Introduction to Financial System

<http://egyankosh.ac.in/simple-search?query=financial+systems>

http://egyankosh.ac.in/simple-search?location=%2F&query=financial+markets&rpp=10&sort_by=score&order=desc

<http://egyankosh.ac.in/simple-search?query=financial+regulators>

Reference Books

<https://www.pdfdrive.com/financial-markets-and-institutions-e34387938.html> (Financial Markets & Institutions by Anthony Saunders & Marcia Millon Cornett)

<https://www.pdfdrive.com/financial-markets-and-institutions-ninth-edition-e159760084.html> (Financial Markets & Institutions by Jeff Madura)

<https://www.pdfdrive.com/indias-financial-markets-an-insiders-guide-to-how-the-markets-work-elsevier-and-iit-stuart-center-for-financial-markets-press-e185721502.html> (India's Financial Markets: An Insider's Guide to How the Markets Work by Ajay Shah ; Susan Thomas & Michael Gorham)

3. Business Mathematics

http://archive.mu.ac.in/myweb_test/F.Y.B.Com.%20Mathematics.pdf

<http://egyankosh.ac.in/handle/123456789/56524>

<http://egyankosh.ac.in/simple-search?query=probability>

Reference Books

<https://www.pdfdrive.com/the-mathematics-of-money-d18946825.html> (The Mathematics of Money by Timothy J. Biehler)

<https://www.pdfdrive.com/basic-statistics-for-business-economics-d33405126.html> (Basic Statistics for Business & Economics by Douglas A. Lind, William C. Marchal & Samuel A. Wathen)

<https://www.pdfdrive.com/statistics-for-business-and-economics-d176229670.html> (Statistics for Business and Economics by David R Anderson, Dennis J Sweney & Thomas A. Williams)

4. Business Communication - I

http://archive.mu.ac.in/myweb_test/F.Y.B.Com%20&%20S.Y.B.A.%20-%20Business%20Communication%20%28Eng%29.pdf

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

Reference Books

<https://www.pdfdrive.com/oxford-handbook-of-commercial-correspondence-elt-e156904210.html> (Oxford Handbook of Commercial Correspondence by A. Ashley)

<https://www.pdfdrive.com/business-communication-e18729927.html> (Business Communication by Peter Hartley & Clive G. Bruckmann)

<https://www.pdfdrive.com/business-communication-e20128643.html> (Business Communication by Vikram Bisen & Priya)

5. Business Environment

<http://egyankosh.ac.in/simple-search?query=business+environment>

Reference Books

<https://www.pdfdrive.com/business-environment-e54194142.html> (Business Environment: Text and Cases by Francis Cherunilam)

<https://www.pdfdrive.com/indian-economy-e178348843.html> (Indian Economy by Ramesh Singh)

<https://www.pdfdrive.com/entrepreneurship-new-venture-creation-e157845122.html> (Entrepreneurship by David H. Holt)

6. Business Economics – I

<https://old.mu.ac.in/wp-content/uploads/2020/01/FYBCOM-BUSSINES-ECO-I-Eng.pdf>

Reference Books

<https://www.pdfdrive.com/managerial-economics-d39560960.html> (Managerial Economics by Rai Technology University)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d33547804.html> (Demand Theory in Managerial Economics in a Global Economy by Dominick Salvatore)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d50753354.html> (Cost Theory And Estimation in Managerial Economics in a Global Economy by Dominick Salvatore)

7. Foundation Course - I

http://archive.mu.ac.in/myweb_test/F.Y.B.A.%20&%20B.Com%20-%20Foudation%20Course%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/social-problems-in-india-e33432872.html> (Social Problems in India by Ram Ahuja)

<https://www.pdfdrive.com/politics-in-india-structure-process-and-policy-e176371308.html> (Politics in India: structure, Process and Policy by Subrata Mitra)

<https://www.pdfdrive.com/introduction-to-the-constitution-of-india-e167647096.html> (Introduction to The Constitution of India by Durga Das Basu)

S. Y. BFM SEMESTER III

1. Business Law – I

<http://egyankosh.ac.in/handle/123456789/56324>

<http://egyankosh.ac.in/handle/123456789/67934>

Reference Books

<https://www.pdfdrive.com/indian-contract-act-1872-d33444870.html> (Indian Contract Act 1872)

<https://www.pdfdrive.com/elements-of-mercantile-law-d33440515.html> (Elements of Mercantile Law by Rai Technology University)

2. Management Accounting

<http://egyankosh.ac.in/bitstream/123456789/12374/1/Unit-5.pdf> (Techniques of Financial Analysis)

<http://egyankosh.ac.in/simple-search?query=working+capital+management> (Working Capital Management)

<http://egyankosh.ac.in/simple-search?query=financial+leverage> (Operating & Financial Leverage)

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

<https://www.pdfdrive.com/financial-management-theory-and-practice-d183549339.html> (Financial Management by Prasanna Chandra)

3. Computer Skill – II

<http://egyankosh.ac.in/simple-search?query=spreadsheet+> (spread sheet)

<http://egyankosh.ac.in/handle/123456789/61688> (Database)

<http://egyankosh.ac.in/handle/123456789/56008> (Relational Database)

<http://egyankosh.ac.in/handle/123456789/11233> (Database Concept)

Reference Books

<https://www.pdfdrive.com/fundamentals-of-database-systems-pdf-e51477130.html> (Fundamentals of Database Systems by Ramez Elmasri & Shamkant B. Navathe)

<https://www.pdfdrive.com/database-system-concepts-e189190163.html> (Database Systems and Concepts by Silberschatz, Abraham; Henry F. Korth,, Sudarshan,S.)

<https://www.pdfdrive.com/microsoft-office-professional-2013-step-by-step-e57423120.html> (Microsoft Office Professional 2013 Step by Step by Beth Melton; Mark Dodge; Echo Swinford & Andrew Couch)

<https://www.pdfdrive.com/intro-to-comppeter-norton-e19042796.html> (Introduction to Computers by Peter Norton)

4. Foundation Course in Financial Markets FC - III (Money Market)

<http://egyankosh.ac.in/simple-search?query=money+market>

Reference Books

<https://www.pdfdrive.com/financial-markets-and-institutions-e34387938.html> (Financial Markets & Institutions by Anthony Saunders & Marcia Millon Cornett)

<https://www.pdfdrive.com/financial-markets-and-institutions-ninth-edition-e159760084.html> (Financial Markets & Institutions by Jeff Madura)

<https://www.pdfdrive.com/indias-financial-markets-an-insiders-guide-to-how-the-markets-work-elsevier-and-iit-stuart-center-for-financial-markets-press-e185721502.html> (India's Financial Markets: An Insider's Guide to How the Markets Work by Ajay Shah ; Susan Thomas & Michael Gorham)

5. Equity Markets – I

<http://egyankosh.ac.in/simple-search?query=equity+market>

http://egyankosh.ac.in/simple-search?location=%2F&query=stock+market&rpp=10&sort_by=score&order=desc

Reference Books

<https://www.pdfdrive.com/equity-markets-in-india-returns-risk-and-price-multiples-e176035700.html> (Equity Markets in India: Returns, Risk and Price Multiples by Shveta Singh)

6. Debt Markets- I

<http://egyankosh.ac.in/handle/123456789/53008>

<http://egyankosh.ac.in/simple-search?query=valuation+of+bonds>

Reference Books

<https://www.pdfdrive.com/indias-financial-markets-an-insiders-guide-to-how-the-markets-work-elsevier-and-iit-stuart-center-for-financial-markets-press-e185721502.html> (India's Financial Markets: An Insider's Guide to How the Markets Work by Ajay Shah ; Susan Thomas & Michael Gorham)

<https://www.pdfdrive.com/fixed-income-analysis-workbook-cfa-institute-investment-series-2nd-edition-e186123456.html> (Fixed Income Analysis Workbook by Frank Fabozzi)

<https://www.pdfdrive.com/the-handbook-of-fixed-income-securities-e185429868.html> (The Handbook of Fixed Income Securities by Frank Fabozzi & S.V. Mann)

7. Portfolio Management

<http://egyankosh.ac.in/simple-search?query=portfolio+management>

Reference Books

<https://www.pdfdrive.com/modern-portfolio-theory-and-investment-analysis-e157695441.html> (Modern Portfolio Theory and Investment Analysis by Edwin J. Elton et al.)

<https://www.pdfdrive.com/investment-analysis-and-portfolio-management-10th-ed-e1650318.html> (Investment Analysis & Portfolio Management by Frank K. Reilly & Keith C. Brown)

<https://www.pdfdrive.com/securities-analysis-and-portfolio-management-e826230.html> (Security Analysis and Portfolio Management by Md. Ashraful Islam)

T. Y. BFM SEMESTER V

1. Financial Derivatives

<http://egyankosh.ac.in/bitstream/123456789/23541/1/Unit-7.pdf>

Reference Books

<https://www.pdfdrive.com/financial-derivatives-3rd-edition-e26012551.html> (Financial Derivatives by Robert W. Kold & James A. Overdahl)

<https://www.pdfdrive.com/an-introduction-to-derivatives-and-risk-management-e188359179.html> (An Introduction to Derivatives and Risk Management by Don M. Chance & Roberts Brooks)

<https://www.pdfdrive.com/derivatives-e186515456.html> (Derivatives by Wendy L. Pirie)

2. Business Ethics and Corporate Governance

<http://egyankosh.ac.in/handle/123456789/52112> (Ethics in Business)

<http://egyankosh.ac.in/simple-search?query=business+ethics> (Ethics in Business)

<http://egyankosh.ac.in/bitstream/123456789/8107/1/Unit-8.pdf> (CSR)

Reference Books

<https://www.pdfdrive.com/business-ethics-concepts-and-cases-e187589550.html> (Business Ethics: Concepts and Cases by Manuel G. Velasquez)

<https://www.pdfdrive.com/corporate-governance-and-business-ethics-e188090897.html> (Corporate Governance and Business Ethics by Thomas Clarke & Alexander Brink)

<https://www.pdfdrive.com/corporate-social-responsibility-e22066859.html> (Corporate Social Responsibility by Christine A. Mallin)

3. Technical Analysis

<http://egyankosh.ac.in/bitstream/123456789/6346/1/Unit-8.pdf> (Technical Analysis)

Reference Books

<https://www.pdfdrive.com/technical-analysis-of-stock-trends-eleventh-edition-e183985096.html> (Technical Analysis of Stock Trend by Robert D Edwards & John Magee)

<https://www.pdfdrive.com/technical-analysis-explained-the-successful-investors-guide-to-spotting-investment-trends-and-turning-points-e178500701.html> (Technical Analysis Explained by Martin J Pring)

4. Equity Research

Reference Books

<https://www.pdfdrive.com/damodaran-on-valuation-security-analysis-for-investment-and-corporate-finance-e185835266.html> (Damodaran on Valuation by Ashwath Damodaran)

<https://www.pdfdrive.com/investment-valuation-tools-and-techniques-for-determining-the-value-of-any-asset-e175989668.html> (Investment Valuation by Ashwath Damodaran)

<https://www.pdfdrive.com/best-practices-for-equity-research-analysts-essentials-for-buy-side-and-sell-side-analysts-e186316215.html> (Best Practices for Equity Research Analysts by James Valentine)

5. Direct Tax

http://archive.mu.ac.in/myweb_test/TYBCOM%20study%20material/T.Y.B.Com.Paper%20-%20V%20-%20Sec.I%20-%20Direct%20Taxes.pdf

6. Business Valuation

<http://egyankosh.ac.in/bitstream/123456789/6331/1/Unit-3.pdf>

<http://egyankosh.ac.in/bitstream/123456789/28775/1/Unit-6.pdf>

Reference Books

<https://www.pdfdrive.com/valuation-measuring-and-managing-the-value-of-companies-3rd-ed-wiley-e158155593.html> (Valuation: Measuring and Managing the value of Companies by Thomas Copeland et al.)

<https://www.pdfdrive.com/valuation-measuring-and-managing-the-value-of-companies-e187137119.html> (Valuation- Measuring and Managing the value of Companies by Tim Koller)

BACHELOR OF ART IN MULTIMEDIA AND MASS COMMUNICATION (BAMMC)

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=24>

F. Y. BAMMC SEMESTER I

1. Effective communication - I

http://archive.mu.ac.in/myweb_test/F.Y.B.Com%20&%20S.Y.B.A.%20-%20Business%20Communication%20%28Eng%29.pdf

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=23>

Reference Books

<https://www.pdfdrive.com/oxford-handbook-of-commercial-correspondence-elt-e156904210.html> (Oxford Handbook of Commercial Correspondence by A. Ashley)

<https://www.pdfdrive.com/business-communication-e18729927.html> (Business Communication by Peter Hartley & Clive G. Bruckmann)

<https://www.pdfdrive.com/business-communication-e20128643.html> (Business Communication by Vikram Bisen & Priya)

2. Foundation course - I

http://archive.mu.ac.in/myweb_test/F.Y.B.A.%20&%20B.Com%20-%20Foudation%20Course%20%28Eng%29.pdf

Reference Books

<https://www.pdfdrive.com/social-problems-in-india-e33432872.html> (Social Problems in India by Ram Ahuja)

<https://www.pdfdrive.com/politics-in-india-structure-process-and-policy-e176371308.html> (Politics in India: structure, Process and Policy by Subrata Mitra)

<https://www.pdfdrive.com/introduction-to-the-constitution-of-india-e167647096.html> (Introduction to The Constitution of India by Basu,Durga Das)

3. Visual communication

Reference Books

<https://www.pdfdrive.com/visual-communication-theory-and-research-a-mass-communication-perspective-e175343309.html> (Visual Communication Theory and Research: A Mass Communication Perspective by Shahira Fahmy et al.)

4.Fundamentals of mass communication

Reference Books

<https://www.pdfdrive.com/mass-communication-theory-foundations-ferment-and-future-6th-edition->

[wadsworth-series-in-mass-communication-and-journalism-e161885354.html](https://www.pdfdrive.com/mass-communication-theory-foundations-ferment-and-future-by-stanley-j.-baran-&-dennis-k.-davis-e161885354.html) (Mass Communication Theory: Foundations, Ferment, and Future by Stanley J. Baran & Dennis K. Davis)

[https://www.pdfdrive.com/communication-theory-media-technology-and-society-e28575754.html](https://www.pdfdrive.com/communication-theory-media-technology-and-society-by-david-holmes-e28575754.html)

(Communication Theory Media, Technology and Society by David Holmes)

[https://www.pdfdrive.com/media-today-an-introduction-to-mass-communication-e186144750.html](https://www.pdfdrive.com/media-today-an-introduction-to-mass-communication-by-joseph-turow-e186144750.html) (Media Today: An Introduction to Mass Communication by Joseph Turow)

S. Y. BAMMC Semester III

1. Corporate Communication and Writing and Editing for Media Public Relations

Reference Books

[https://www.pdfdrive.com/mediawriting-print-broadcast-and-public-relations-e175620964.html](https://www.pdfdrive.com/mediawriting-print-broadcast-and-public-relations-by-w.-richard-whitaker-janet-e.-ramsey-&-ronald-d.-smith-e175620964.html)

(MediaWriting: Print, Broadcast, and Public Relations by W. Richard Whitaker; Janet E. Ramsey & Ronald D. Smith)

[https://www.pdfdrive.com/handbook-of-corporate-communication-and-public-relations-e33416896.html](https://www.pdfdrive.com/handbook-of-corporate-communication-and-public-relations-by-sandra-m.-oviler-e33416896.html)

(Handbook of Corporate Communication and Public Relations by Sandra M. Oviler)

2. Media Studies

Reference Books

[https://www.pdfdrive.com/communication-cultural-and-media-studies-e14983935.html](https://www.pdfdrive.com/communication-cultural-and-media-studies-by-john-hartley-e14983935.html) (Communication,

Cultural and Media Studies By John Hartley)

3. Introduction to Photography

Reference Books

<https://www.pdfdrive.com/photography-a-very-short-introduction-very-short-introductions-d188788881.html> (Photography: A Very Short Introduction by Steve Edwards)

<https://www.pdfdrive.com/photography-a-critical-introduction-d196431600.html> (Photography: A Critical Introduction edited by Liz Wells)

<https://www.pdfdrive.com/digital-photography-an-introduction-5th-edition-d187637997.html> (Digital Photography : An Introduction by Tomang)

T. Y. BAMMC SEMESTER V

ADVERTISING

1. Copy Writing

Reference Books

[https://www.pdfdrive.com/cutting-edge-advertising-e18751775.html](https://www.pdfdrive.com/cutting-edge-advertising-by-jim-aitchinson-e18751775.html) (Cutting Edge Advertising by Jim Aitchinson)

<https://www.pdfdrive.com/the-adweek-copywriting-handbook-the-ultimate-guide-to-writing-powerful-advertising-and-d23862298.html> (The Adweek Copywriting Handbook by Joseph Sugarman)

<https://www.pdfdrive.com/the-copywriting-sourcebook-how-to-write-better-copy-faster-for-everything-from-ads-to-websites-d156733179.html> (The Copywriting Sourcebook : How to write better copy, faster — for everything from ADs to websites by Andy Maslen)

<https://www.pdfdrive.com/the-copywriters-handbook-a-step-by-step-guide-to-writing-copy-that-sells-3rd-edition-d195361930.html> (The Copywriter's handbook : A Step-by-Step Guide to Writing Copy that Sells by Robert W. Bly)

2. Media Planning & Buying

Reference Books

<https://www.pdfdrive.com/advertising-media-planning-a-brand-management-approach-e187614918.html>

(Advertising Media Planning: A Brand Management Approach by Larry D. Kelly; Donald W. Jugenheimer & Kim Bartel Sheehan)

3. Consumer Behaviour

Reference Books

<https://www.pdfdrive.com/advertising-and-the-mind-of-the-consumer-e158484138.html> (Advertising and the Mind of the Consumer by Max Sutherland)

<https://www.pdfdrive.com/consumer-behaviour-e161857921.html> (Consumer Behaviour by M.R. Solomon)

<https://www.pdfdrive.com/consumer-behavior-building-marketing-strategy-e188644737.html> (Consumer Behaviour : Building Marketing Strategy by David L. Mothersbaugh & Delbert I Hawkins)

4. Brand Building

Reference Books

<https://www.pdfdrive.com/what-great-brands-do-the-seven-brand-building-principles-that-separate-the-best-from-the-rest-e33459334.html> (What Great Brands Do : The Seven Brand-Building Principles That Separate the Best from the Rest by Denise Lee Yohn)

<https://www.pdfdrive.com/principles-of-marketing-12th-edition-e157033577.html> (Principles of Marketing by Philip Kotler & Gary Armstrong)

5. Advertising in Contemporary Society

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<https://www.pdfdrive.com/international-marketing-e42483977.html> (International Marketing by Philip R. Cateora)

JOURNALISM

1. Reporting

Reference Books

<https://www.pdfdrive.com/writing-and-reporting-news-d34324840.html> (Writing and Reporting News by Carole Rich)

2. Editing

Reference Books

<https://www.pdfdrive.com/the-art-of-readable-writing-e162233352.html> (The Art of Readable Writing by Rudolf Flesch)

3. Journalism & Public Opinion

Reference Books

<https://www.pdfdrive.com/opinion-polls-and-the-media-reflecting-and-shaping-public-opinion-d188338487.html> (Opinion Polls and the Media : Reflecting and Shaping Public Opinion ed. by Christina Holtz-Bacha)

<https://www.pdfdrive.com/media-effects-and-society-leas-communication-series-d161274373.html> (Media Effects and Society by Elizabeth M. Perse)

4. Features & Opinion

Reference Books

<https://www.pdfdrive.com/the-complete-guide-to-article-writing-how-to-write-successful-articles-for-online-and-print-markets-d165962518.html> (The Complete Guide to Article Writing : How to write successful articles for online and print markets by Naveed Saleh)

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5. Indian Regional Journalism

Reference Books

<https://www.pdfdrive.com/the-handbook-of-journalism-studies-e25336939.html> (The Handbook of Journalism Studies Edited by Karin Wahl-Jorgensen and Thomas Hanitzsch)

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M.COM I: SEMESTER I

1. Cost and Management Accounting

http://archive.mu.ac.in/myweb_test/MCOM-Ac-%20Paper%20-%20II.pdf

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Reference Books

<https://www.pdfdrive.com/colin-drury-d165285961.html> (Cost and Management Accounting by Colin Drury)

<https://www.pdfdrive.com/cost-management-accounting-icsi-d17308091.html> (Cost and Management Accounting by ICSI)

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

https://www.icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper10.pdf (Cost and Management Accountancy by The Institute of Cost Accountants of India)

2. Economics for Business Decision

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=6>

Reference Books

<https://www.pdfdrive.com/managerial-economics-d39560960.html> (Managerial Economics by Rai Tecnology University)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d33547804.html> (Demand Theory in Managerial Economics in a Global Economy by Dominick Salvatore)

<https://www.pdfdrive.com/managerial-economics-in-a-global-economy-d50753354.html> (Cost Theory And Estimation in Managerial Economics in a Global Economy by Dominick Salvatore)

<https://www.pdfdrive.com/managerial-economics-e159587044.html> (Managerial Economics by William F. Samuelson and Stephen G. Marks)

3. Business Ethics and Corporate Social Responsibility

<https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=6>

Reference Books

<https://www.pdfdrive.com/business-ethics-e19584603.html> (Business Ethics By William H. Shaw)

<https://www.pdfdrive.com/corporate-social-responsibility-e22066859.html> (Corporate Governance by Christine A. Mallin)

<https://www.pdfdrive.com/corporate-social-responsibility-doing-the-most-good-for-your-company-and-your-cause-e158649765.html> (CSR : Doing the Most Good for Company and Your Cause by Philip Kotler and Nancy Lee)

4. Strategic Management

<https://old.mu.ac.in/wp-content/uploads/2014/04/Introduction-to-Strategic-Management-book.pdf>

[http://archive.mu.ac.in/myweb_test/M.Com.%20Study%20Material/M.Com%20\(Part%20-I\)%20Strategic%20Management%20\(Eng\).pdf](http://archive.mu.ac.in/myweb_test/M.Com.%20Study%20Material/M.Com%20(Part%20-I)%20Strategic%20Management%20(Eng).pdf)

Reference Books

<https://www.pdfdrive.com/strategic-management-and-competitive-advantage-concepts-and-cases-e186755283.html> (Strategic Management and Competitive Advantage: Concepts and Cases by Jay B. Barney & William S. Hesterly)

<https://www.pdfdrive.com/strategic-management-e29174092.html> (Strategic Management by Fred R. David)

<https://www.pdfdrive.com/strategic-management-awareness-and-change-e162017934.html> (Strategic Management: Awareness and Change by John. L. Thompson & Frank Martin)

M.COM II: SEMESTER III

1. Advanced Financial Accounting

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)

2. Direct Tax

http://archive.mu.ac.in/myweb_test/M.Com.%20Study%20Material/M.Com.Part%20-%20II%20-%20Sec.I%20-%20Direct%20Taxes.pdf

<https://old.mu.ac.in/wp-content/uploads/2014/04/BOOK-NO.-160.pdf>

3. Advanced Cost Accounting

Reference Books

<https://www.pdfdrive.com/textbook-of-financial-cost-and-management-accounting-e187374748.html> (A Textbook of Financial, Cost and Management Accounting by P. Periasamy)