

Criterion- 4: Infrastructure and Learning Resources

4.2.1 Library is automated using Integrated Library ManagementSystem (ILMS)

Name of ILMS software: Software for University Library (SOUL)

• Nature of automation (fully or partially): Fully

Version: 2.0

Year of Automation: 2006

The Software for University Libraries 2.0 (SOUL 2.0) was released in January 2009. The second version of SOUL is a state-of-the-art integrated library management software designed and developed by the INFLIBNET Centre based on requirements of college, university and other academic libraries. It is a user-friendly software evolved to work under client-server environment. The software is compliant to international standards for bibliographic formats and circulation protocols. After a comprehensive study, discussions and elaborations with the senior professionals of the country, the software was designed to automate all house-keeping operations of library. The software is suitable not only for the academic libraries, but also for all types and sizes of libraries, even school libraries. The first version of software i.e., SOUL 1.0 was released during CALIBER 2000. The latest version of the software i.e., SOUL 2.0 was released in January 2009. The database for new version of SOUL designed for latest versions of MS-SQL and MySQL (or any other popular DBMS). SOUL 2.0 is compliant to international standards such as MARC 21 bibliographic format, Unicode based Universal Character Sets for multilingual bibliographic records and NCIP 2.0 and SIP 2 based protocols for RFID, electronic surveillance and control.

MAJOR FEATURES AND FUNCTIONALITIES:

Major features and functionalities of SOUL 2.0 are as follows:

- 1. UNICODE-based multilingual support for Indian and foreign languages.
- 2. Compliant to International Standards such as MARC21, AACR-2, MARCXML
- 3. Compliant to NCIP 2.0 and SIP2 protocol for RFID and other related applications especially for electronic surveillance and self-check-out & check-in.



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- 4. Client-server based architecture, user-friendly interface that does not require extensive training.
- 5. Supports multi-platform for bibliographic database such as My SQL, MS-SQL or any other RDBMS.
- 6. Supports cataloguing of electronic resources such as e-journals, e-books, virtually any type of material.
- 7. Supports requirements of digital library and facilitate link to full-text articles and other digital objects.
- 8. Supports online copy cataloguing from MARC21 bibliographic database.
- 9. Provides default templates for data entry of different type of documents. User can also customize their own data entry templates for different type of documents.
- 10. Provides freedom to users for generating reports of their choice and format along with template and query parameters.
- 11. Supports ground-level practical requirements of the libraries such as stock verification, book bank, vigorous maintenance functions, transaction level enhanced security, etc.;
- 12. Provides facility to send reports through e-mail, allows users to save the reports in various formats such as PDF, Excel, MARCXML, etc.
- 13. Highly versatile and user-friendly OPAC with simple and advanced search. OPAC users can export their search results into PDF, MS Excel, and MARCXML format.
- 14. Supports authority files of personal name and corporate body.
- 15. Supports data exchange through ISO-2709 standard.
- 16. Update form Software as well as offline update.
- 17. Global Search and replace
- 18. Provides simple budgeting system and single window operation for all major circulation functions.
- 19. Strong region wise support for maintenance through regional coordinators. Strong online and offline support by e-mail, chat and through dedicated telephone line during office hours.
- 20. Available at an affordable cost with strong institutional support.



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MODULES:

The SOUL 2.0 consists of the following modules. Each module has further been divided into sub-modules to cater to its functional requirements: The in-built network feature of the software will allow multiple libraries of the same university to function together as well as access to the distributed databases installed at university libraries and union catalogue mounted at INFLIBNET using VSAT network.

Acquisition

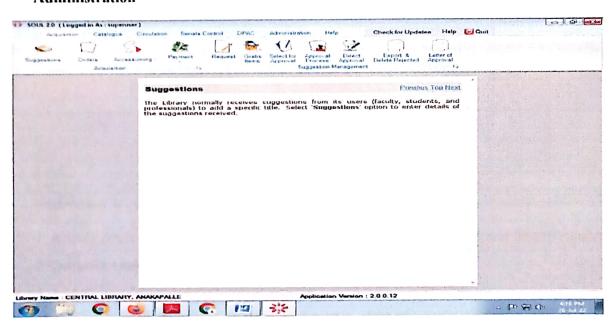
Catalogue

Circulation

OPAC

Serial Control

Administration



1. ACQUISITION:

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The module enables library staff to handle all the major functions, such as

- 1. Suggestions Management.
- 2. Order Processing, Cancellation and Reminders.

4. Mildor files

Master files such as Currency, Vendors, Publishers etc. Becdupall PARTHY PIE

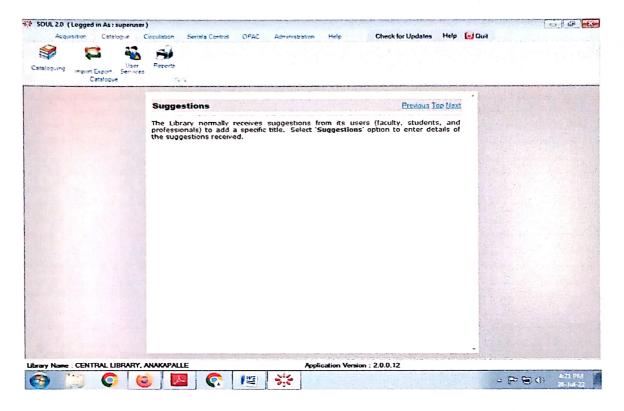
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2. CATALOGUE:

Catalogue module is used for retrospective conversion of library resources. It also facilitates library staff to process of the newly acquired library resources. The strong features of catalogue module are:



- 1. Allows cataloguer to create their own templates for data entry of different library resources.
- 2. Different templates for leaders and fixed fields of MARC21.
- 3. Allows user-generated customized reports.
- 4. Facilitates authority database of person name, corporate body, subject headings and series name.
- 5. Supports copy cataloguing in MARC21 format by using ISO- 2709 standard; Master database of publishers.



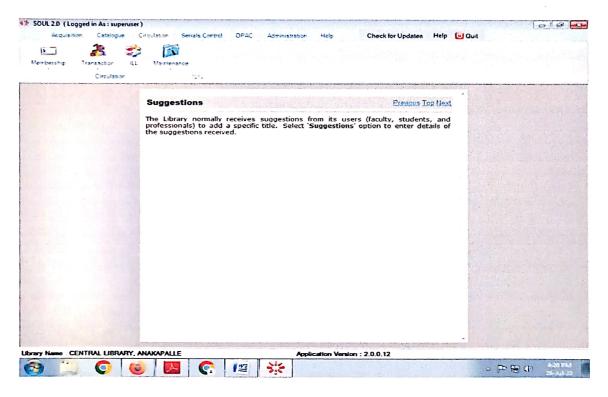
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3. CIRCULATION:

This module takes care of all possible functions of circulation. Sufficient care has been taken in designing this module starting from membership management, maintenance and status of library items, transaction, ILL, overdue charges, renewals & reminders, search status and report generation according to the status of the items. The circulation module is fully compliant with the NISO Circulation and Interchange Protocol (NCIP) version 2.0 as well as SIP2 for electronic surveillance and RFID based transaction of the items. Major functions of the circulation modules are:



- 1. Membership;
- Transaction;
- 3. Inter-library loan;
- Overdue charges;

Search status;

5. Reminder;

Maintenance of the items such as binding, lost, replace,

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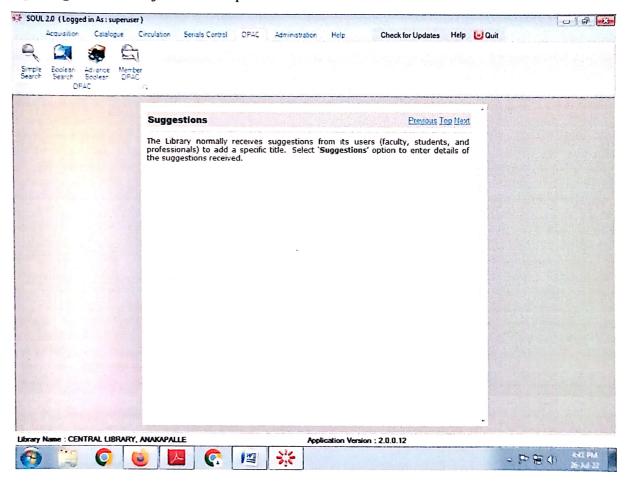
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missing, withdrawal, etc.; and PUTTAPARReport generation based on the various requirements Beedupalli Road, Prasanthigram, RASHANTHI GR

4. ON-LINE PUBLIC ACCESS CATALOGUE (OPAC):

One of the major attractions of SOUL is its robust On-line Public Access Catalogue (OPAC). The OPAC has simple and advanced search facility with the minimum information for each item including author, title, corporate body, conference name, subject headings, keywords, class number, series name, accession number or combination of any of two or more information regarding the item. Major functions provided in the OPAC module are:



- 1. Simple Search
- 2. Boolean Search
- 3. Advanced Boolean Search
- 4. Displaying and downloading of records in MS Excel, PDF or
- 5. MARCXML

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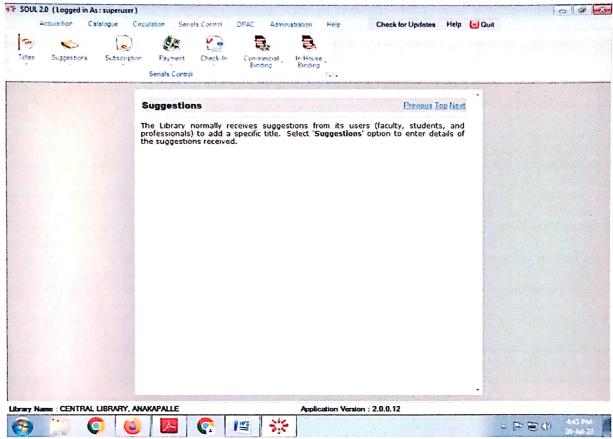
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Search support for the items that are in the acquisition process in the library.

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5. **SERIAL CONTROL:**

Managing serials is the most complicated job for a library. The module keeps track of serials in the library effectively and efficiently. The searial control module is developed based on the KARDEX system and the following functions built into it:



- 1. Suggestions;
 - 2. Master databases;
 - 3. Subscriptions;
 - 4. Check-in of individual issues of journals;
 - 5. Payment, reminder, binding, and title history;
 - 6. Export / import by using ISO 2709 bibliographic exchange
 - 7. format;

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- 8. Article indexing of journal/book articles;
- 9. Cataloguing of electronic journals; and

SCYO. Reops track of the history changes of the journals

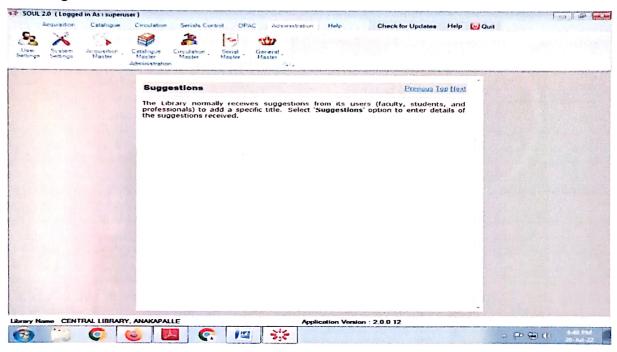
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6. ADMINISTRATION:

In addition to the features available in the Administration Module of the SOUL 1.0, some more features have been added to the administration module of the SOUL 2.0 as per inputs from the various SOUL users and requirements of the library staff. The module has been divided into three major sub modules for accommodating the new features. These three sub-modules are User Management, System Parameters and Masters. The Administration Module provides the following:



- 1. Grouping of users based on the policy;
- 2. Transactional rights over the systems;
- 3. Transaction level security to users;
- 4. Various configuration settings such as labels, e-mail and other
- 5. parameters related to the software use; and
- 6. Common master databases being used in modules.



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Quick Glance of ILMS

Manage Resource

Maintaining all types of resources and eResources in a secure way.



Issue/Return

Quickly and simplified process of issue and returning of resources.



Periodicals

Maintaining daily records & logs of periodicals like newspapers, magazines, etc.



Library Entry

Keeping up-to-date records of users which are visiting the library.



Library Rules

Design customize a policy for every single customize user.



Mobile App Notification

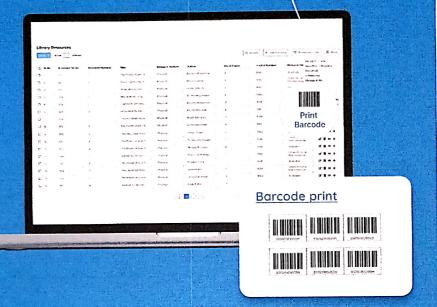


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Quick Search

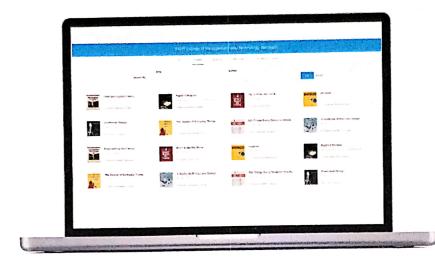
Title, Author, ISBN Number, Tag, Resource Medium, Department, Resource Category, Location, and many more...



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Library OPAC



Get a digital database of materials such as text files, e-books, etc held by a library or group of libraries. Users can use the online library cataloging software to find out any item under the control of a library.

Highlights

- Individual Login for Learner and Instructor
 Enables to log in separately for issuing the
 books which results in hassle-free operation.
- e-Resource facility
 The simplest and quickest way to access the library on the go.
- Management of Books

 Manage the process of book Issue, Renewing, and Return in the easiest and simplest way at according to the sour fingertips.

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Key Features

Resources

Any faculty or student can see the list of Resources or Books that are available in the Library.

Issuse/Return

The library in charge can Issue resources to Students & Faculties can make the entries for Returned Resources as well.

Periodicals

Library In-charge can Manage, Add, Update, Edit, and Delete the Periodicals data in the Library Module.

Barcode Printing

With this feature. You can design or customize barcodes as per your need.

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Donor List

Enables to log in separately for issuing the books which results in hassle-free operation.

Rules

With this option, any faculty or student can view the Library Rules of the Institute.

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Category

Sanskrithi School of Business, Beedupalli Road, Prasanthigram, Faculty or student can view the PUTTAPARTHI - 515134. different categories of resources that Ananthapuramu (Dt.) A.P. are available in the Library.

Report List

Category wise Yearly Purchase With Cost 01

02) List of Missing Resources

List of Discarded Resources (03

04) List of Donated Resources

Category Wise Title Wise Report (

06) User-wise Issued Return Resources

Library utilization Statistical Report (0

08) Day wise library entries report

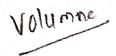
...and many more

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By implementing vmedulife you will be benefited with:

- Individual login for all stakeholders.
- Instant access to any academic year data.
- Be a part of competitive and collaborative learning platform.
- Digitalization of Institute academics as well as office work.





1st SEMESTER BOOKS LIST

MANAGERIAL ECONOMICS

S.NO	AUTHOR	TITLE	VOLUMES
1	Steven Mark cohn	Macro Economics	3
2	Ahuja HL	Managerial Economics	5
3	Dwivedi DN	Managerial Economics	42
4	Gupta GS	Managerial Economics	16
5	Keat G Paual	Managerial Economics	3
6	Mark Hirschey	Managerial Economics	7
7	Maurice S Charles	Managerial Economics	5
9	Petersen H	Managerial Economics	7
10	Sunitha G	Managerial Economics	17
11	Thomas R Chaistopher	Managerial Economics	2
12	Truett + Truett	Managerial Economics	2
13	Mithani DM	Managerial Economics Theory and Application	20
14	Damodaran Suma	Mangerial Economics	3
15	Mishra SK & Puri VK	Indian Economy	1
16	Sundharam KPM	Indian Economy	2
17	Mithani DM	Economics for Managers	1
18	Venugopal KR	Growth Inbalance Indian Economy	1
19	salvatore	Managerial Economics	1
20	R.cauvery	Managerial Economics	1
21	M.L jhingan	Macro Economic theory	1
		TOTAL	140

FINANCIAL ACCOUNTING FOR MANAGERS

S.NO	AUTHOR	TITLE	VOLUMES
1	MN Arora	Accounting for Management	1
2	Naidu GV	Accounting for Management	20
3	Srinivasan NP	Accounting for Management	5
4	Vijaykumar T	Accounting for Management	2
5	Ruchi Bhatia	Accounting for Managers	1
6	Sakshi Vasudeva	Accountiung for business managers	6
7	Guru prasad Murthy	Financial Accounting	1
8	Mede gowda G	Accounting for managers	6
9	Maheswari SN	Financial Accounting	12
10	Narayana Swami R	Financial Accounting	5
11	Premchand Babu	Financial Accounting and Analysis	6
12	Bhattacharya K Asish Y	Financial Accounting for Business Managers	4
13	Ambrish Gupta	Financial Accounting for Management	13
14	P Periaswamy	Financial cost and Management Accounting	6
15	Atkinson A Anthony	Management Accounting	2
16	Ray proctor	Managerial accounting	2
		ТОТ	AL 92





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BUSINESS COMMUNICATION

S.NO	AUTHOR	TITLE	VOLUMES
1	Urmela Rai SM	Busieness Communication	3
2	Banerjee Sutapa	Business and Professional Communication	5
3	Hudson H. Randolph	Business Communication	5
4	Dr.V.K.Jain Dr.Ompraksh Biyani	Business Communication	10
5	Lalitha R	Business Communication	1
6	Lesikar	Business Communication	3
7	Raman Meenakshi	Business Communication	8
8	Selzer J Bernard & Randolph H.Hudson	Business Communication	5
9	Sethi Anjanee	Business Communication	2
10	Biswajit Das	Business Communication and Personality development	3
11	Courtland L Bovee	Business Communication Today	2
12	Penrose Rasberry & Myers	Bussiness Communications for Managers	5
13	Chopra RK	Communcation Management	1
14	Rayudu CS	Communication	29
15	Fisher Dalmar	Communication in Organization	2
16	Chopra RK	Communication Management	3
17	Dr Nageswar Rao	Communication skills	4
18	Thomas P Jane & Murphy A Harta	Effective Business Communication	4
19	Williams Logans Merrier	Effective Business Communication	3
20	Farhathullah	English for Business Communication	5
21	Bhardwaj Kumkum	Professinal Communication	4
22	Raju AVV & Suresh Rao B	Management Communication	21
23	Koneru Aruna	Professinal Communication	1
24	Shalini Verma	Business communication	5
		TOTAL	134



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MANAGEMENT & ORANISATIONAL BEHAVIOUR

<u>S.NO</u>	AUTHOR	TITLE	VOLUMES
1	Tromely H Chery	Developing Mangerial Skills organizational Behviour	3
2	Yukul Gary	Leadership in Organization	2
3	Aswathappa K	Management and Organizational Behaviour	17
4	Sudhir B & Naidu SD	Management & Organizational Behaviour	18
5	Subba Rao P	Management and organizational behaviour Text and Cases	39
6	Subba Rao P	Management Theory and Practice (Text and Cases)	1
7	Ravner Charlotte	Management & Leadership in Organizational Behaviour	2
8	Karam Pal	Management Process and Organizational Behaviour	4
9	Schemer Horn	Management Process and Organizational Behaviour	2
10	Niraj Kumar	Organisational Behaviour, A new look concept theory cases	1
11	Richard Hall H	Organization	5
12	Agarwal RD	Organization & Management	2
13	Fred Luthans	Organizational Behaviour	4
14	Subbarao P	Organizational Behaviour(Text cases and games)	2
15	Harris Jeff.O	Organizational Behviour	2
16	Mirza S Saiyadain	Organizational Behviour	1
17	Aswarthappa K	Organizational Behviour Text Cases	3
18	Turner Paul	Orgnisational Communication	3
19	Brooks Ian	Orgnizational Behaviour	2
20	Chandan S Jit	Orgnizational Behaviour	2
21	Dr Kanaka SS	Orgnizational Behaviour	5
22	Saha Jayantee	Orgnizational Behaviour	1
23	Stepen P Timothy	Orgnizational Behaviour	4
24	Oxford Publication	Priciples of Organization Behaviour	2
25	Mukherjee K	principles of Management & Organisational Behaviour	1
26	Dubrin Andrew	Management Concept and Cases	2
27	Subba Rao P	Management Theory and Practice	1
28	samuel c certo	modren management concept and skills	1
		TOTAL	132

STATISTICAL METHODS FOR MANAGEMENT

\$.NO	AUTHOR	TITLE	VOLUMES
1	Singh JK	Business Mathamatics	2
2	Gupta SC & Indra Gupta	Business Statistics	8
3	Vishwanathan PK	Bussiness Statistics	1
4	Mohan SB	Data Analysis Methods	20
5	Nash Carver	Doeng Data Analysis with SPSS	5
6	Gupta SC	Fundamentals of statistics	30
7	Raghavachari M	Mathematics for Management	4
8	Arora PN & Sumeet Arora	Statistical Method	5
9	Das NG	Statistical Methods	5
10	JK Sharma	Business Statistics	15
11	Anand Sharma	Statistics for Management	1
12	Arora PN	Statistics for Management	15
13	Levin I Richard	Statistics for Management	7
14	Ken Black	Applied business statistics	3
15	Levine Stephan	Statistics for Managers	2
16	Sunderpandian	Complete Business Statistics	5
17	Jagan Mohan Rao	Statistics Theory and Practicals	5
18	chidanand mujawar	Statistics for Managers	2
		TOTAL	135





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INFORMATION TECHNOLGY FOR MANAGERS

S.NO	AUTHOR	TITLE	VOLUMES
1	Vikas Gupta	Comdex Computer Course Kit	2
2	Anthony Raj S	Computer application in Business	1
3	dhiraj sharma	fundation of IT	4
4	Dr S. Sudalaimuthu & Hariharn.R	Computer application in Business	2
5	Murdick G Robert	Information System for Modern Management	3
6	Naidu SM	Information Technolgy	20
. 7	Subramanyam SM& Harharan R	Information Technolgy and Application for Business	2
8	Nortion Peter	Introduction to Computers	4
9	Bishop Matt	Introduction to Computer	1
10	Education Solutions LTD	Introduction to Information Technolgy	1
11	Raja Raman V	Introduction to Information Technolgy	5
12	Perry Greg	Microsoft office 2007	1
13	Wiley India Edition & John Walken Bach	Microsoft office 2007	2
14	Ghush K	Microsoft office System 2007	1
15	Saxena Sanjaya	MS Office 2000	1
16	Monk Brady	Problem solving cases using MS Access & Excel	1
17	Cowart Robert	USing Micro Soft Windows Vista	1
18	Practice-Anne Rutledge	Using MicroSoft Office Power Point 2007	1
19	Mitch Tulloch	Windows 7 Resource Kit	1
20	Perry Greg	Windows Vista	1
21	joyceCOX,Cutisfrye	STEP BY step Microsoft System	2
22	Waman Jawadekar S	Management Informations Systems	4
23	Morley & Parkar	Fundamentals of Computers	2
24	Kapadia Rajiv	Signals & Systems	1
25	Dr Cunningham	Basic Circuit Analysis	1
26	David Whigham	Business data analysis using Excel	7
		TOTAL	72

MANAGEMENT INFORMATION SYSTEM

S.NO	AUTHOR	TITLE	VOLUMES
1	Ken Landen	Management Information System	18
2	Murhty CSR	Management Information System	1
3	Murthy CSV	Management Information System	2
4	Jawadekar, S Waman	Management Information System Text & Cases	9
5	Davis B Gordon	Management Informations Systems	5
6	Jaiswal Mahadeo	Management Informations Systems	2
7	Kelkar SA	Management Informations Systems	2
8	Mukherjee Prithwis	Business Information System	2
9	James A O'Brien	Management Informations Systems	17
10	Robert Schultheis	Management Informations Systems	4
11	Dr Gupta AK	Management Informations Systems	4
12	P.Saravanavel	Management control systems priciples & practice	1
13	sudhir kumar	Management Informations Systems	1
14	Ramesh behel	Management Informations Systems	3
15	DP nagpal	Management Informations Systems	2
		TOTAL	L 73



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BUSINESS ENVIRONMENT

S.NO	AUTHOR	TITLE	VOLUMES
1	Mishra SK & Puri VK	Economic Environment of Business	11
2	K. Aswathappa	Essentials of Business Enviornment	1
3	Aswathappa K	Essentials of Business Enviornment(text cases and exercises)	25
4	Justin Paul	Business Environment Text & Cases	5
5	Suresh Bedi	Business Environment	5
6	Gopal Namitha	Business Environment	3
7	Francis Cherunilam	Business Environment Text & Cases	33
8	Suresh Bedi	Business Environment	5
9	shaikh saleem	Business Environment	4
10	peter berek	the economics of the environment	2
		TOTAL	94

DICTIONARIES

S.NO	AUTHOR	TITLE	VOLUMES
1	Jain NC	Dectionary of Management	4
2	Sankara Narayana	Dictionary (English-English, Telugu)	4
3	Maidan MC	Dictionary of Commerce	1
4	Gagan Raj	Dictionary of Finance	4
5	Gagan Raj	Dictionary of Human Resources Management	1
6	Maidan MC	Dictionary of Management	1
7	Gagan Chatwal	Dictionary of Science	1
8	Oxford Publications	Concise Oxford English Dictionary	2
9	Oxford Publications	Oxford Advanced Learner's Dictionary	1
10	Oxford Publications	Oxford Fowler's Modern English Usage	1
11	Longman	Longman world wide dictionary	2
		TOTAL	. 22

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2nd SEMESTER BOOKS

HUMAN RESOURCE MANAGEMENT

S.NO	AUTHOR	TITLE	VOLUMES
1	Aswathappa K	Human Resource Management Text Cases	14
2	Dessler Gary	Human Resource Management	7
3	Dipak Kumar	Human Resource Research Methods	4
4	Khanka SS	Human Resource Management	6
5	Noe A Raymond	Human Resource Management	13
6	Sadri J & Nayak N	Human Resources Management	3
7	Sharma AM	Personnel and Human Resorce Management	1
8	Decenzo A David	Fundamentals of Human Resource Management	1
9	Denisi Angelo S	Introduction on Human Resource Management	2
10	Noe & Hollenbeck	Fundamentals of Human Resource Management	2
11	Subba Rao P	personal and Human Resource Management & Text Cases	17
12	Maria CV	Personnel Management Text Cases	1
13	Muller Camen	Human Resource Management	9
14	VSP rao	Human Resource Management	1
15	Scott Snell	Human Resource Management	8

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FINANCIAL MANAGEMENT

1Chandra PrasannaFinanace SFNSF12Helfert A ErichFinancial Analysis33Khan MYFinancial Management104Pandey, IMFinancial Management155Sudharsan KFinancial Management186Tulsian PCFinancial Management37Brealey A RicharPrinciples of Corporate Finance58Chandra PrasannaFinancial Management19Sihler CrawfordFinancial Management210LawrenceManagerial Finance511G Sudarsana ReddyFinancial Management principles and practice16	S.NO	AUTHOR	TITLE	VOLUMES
3 Khan MY Financial Management 10 4 Pandey, IM Financial Management 15 5 Sudharsan K Financial Management 18 6 Tulsian PC Financial Management 3 7 Brealey A Richar Principles of Corporate Finance 5 8 Chandra Prasanna Financial Management 1 9 Sihler Crawford Financial Management 2 10 Lawrence Managerial Finance 5	1	Chandra Prasanna	Finanace SFNSF	1
4 Pandey, IM Financial Management 15 5 Sudharsan K Financial Management 18 6 Tulsian PC Financial Management 3 7 Brealey A Richar Principles of Corporate Finance 5 8 Chandra Prasanna Financial Management 1 9 Sihler Crawford Financial Management 2 10 Lawrence Managerial Finance 5	2	Helfert A Erich	Financial Analysis	3
5 Sudharsan K Financial Management 18 6 Tulsian PC Financial Management 3 7 Brealey A Richar Principles of Corporate Finance 5 8 Chandra Prasanna Financial Management 1 9 Sihler Crawford Financial Management 2 10 Lawrence Managerial Finance 5	3	Khan MY	Financial Management	10
6 Tulsian PC Financial Management 3 7 Brealey A Richar Principles of Corporate Finance 5 8 Chandra Prasanna Financial Management 1 9 Sihler Crawford Financial Management 2 10 Lawrence Managerial Finance 5	4	Pandey, IM	Financial Management	15
7 Brealey A Richar Principles of Corporate Finance 5 8 Chandra Prasanna Financial Management 1 9 Sihler Crawford Financial Management 2 10 Lawrence Managerial Finance 5	5	Sudharsan K	Financial Management	18
8 Chandra Prasanna Financial Management 1 9 Sihler Crawford Financial Management 2 10 Lawrence Managerial Finance 5	6	Tulsian PC	Financial Management	3
9Sihler CrawfordFinancial Management210LawrenceManagerial Finance5	7	Brealey A Richar	Principles of Corporate Finance	5
10 Lawrence Managerial Finance 5	8	Chandra Prasanna	Financial Management	1
10 Lawrence Ivialiagenal mance	9	Sihler Crawford	Financial Management	2
11 G Sudarsana Reddy Financial Management principles and practice 16	10	Lawrence	Managerial Finance	5
	11	G Sudarsana Reddy	Financial Management principles and practice	16

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MARKETING MANAGEMENT

S.NO	AUTHOR	<u>TITLE</u>	<u>VOLUMES</u>
1	Blois Keith	Text Book of Marketing	2
2	Etzel J Michael	Marketing	7
3	Biplab S Bose	Marketing Management	1
4	Chatterjee BK	Marketing Management	2
5	K Karunakaran	Marketing Management	1
6	Naidu SD	Marketing Management	20
7	Rajan S	Marketing Management	8
8	Raju MS	Marketing Management	1
9	Philip, Kotler, Kevienlane	Marketing Management A South Asian perspective	36
10	Rubin S Ronald	Marketing Research	3
11	Pillai Bhagavathi RSN	Modern Marketing	2
12	Andersen C James	Business Market Management	3
13	Daniel MC	Priciples of Marketing	5
14	Hull C. John	Fundamentals of Futures and Options Markets	4
15	Krishnamacharyulu CS	Rural Marketing	1
16	Ramaswamy. VS	Marketing Management	5
17	Debaren chakravarthy	Rural Marketing	1
18	RSN pillai	Marketing Management	1
19	T.N chriabra O	Priciples of Marketing	1
20	Ashifagarwal	case study marketing management	1

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PRODUCTION AND OPERATIONS MANAGEMENT

S.NO	<u>AUTHOR</u>	TITLE	VOLUMES
1	Aswathappa K	Production and Oprations Management	12
2	Chary SN	Production and Oprations Management	23
3	Chawla SA	Production and Oprations Management	1
4	Kanishaka Devi	Production and Oprations Management	4
5	Katyayani J	Production Management	20
6	Majundar Ramanuj	Production Management in India	5
7	Buffa S Ellood	Modern Production & Oparations Management	9
8	Mahadevan B	Oparations Management	1
9	Robert S Russell	Oparations Management	3
10	Richard B.Chase	Oparations and Supply Management	3
11	D.chandra bose	inventory manage ment	1
12	Normangaither	Oparations Management	1

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BUSINESS RESEARCH METHODS

S.NO	AUTHOR	TITLE	VOLUMES
1	Murthy	Business Reseach Methods	1
2	Zikmund G William	Business Research Management	5
3	Sachdeva JK	Business Research Methodology	1
4	Donald R Cooper	Business Research Methods	26
5	Cuddapah Ramaniah	Research Methodology	30
6	Bhujanga Rao Adithan	Research Methodology	1
7	Kothari CR	Research Methodology	12
8	Parwathiswara Rao	Research Methodology	9
9	Dr Shajahan	Research Methods for Management	2
10	Umasekaran and Roger Bougie	Research Methods for Business	3
11	P.L. Bhandarkar	Methodology and Techniques of Social Research	2
12	HK dangal	Business Reseach Methods	1
13	Neha kasyap	Business Reseach Methods	2
		TOTAL	95



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OPERATION RESEARCH

S.NO	AUTHOR	TITLE	VOLUMES
1	Gillett E Belly	Introduction to Oparation Research	5
2	Billy	Introduction to Oparation Research	3
3	Hamdy A Taha	Operation Research	15
4	Hillier S	Operation Research	1
5	Paneer Selvan R	Operation Research	23
6	Premkumar Guphaira DS	Operation Research	5
7	Sharma JK	Operation Research	15
8	Srinivasan G	Operation Research Principls	3
9	Naidu NVR & Babu KM	Operation Research Question bank	5
10	Prem Kumar Gupta	Operation Research	11
11	Satya Devi G	Quantitative Techniques	5
12	Selva Raj R	Quantative Methods in Management	1
13	Vohara ND	Quantative Techniques in Management	5
14	Render Stair	Quantitative Analysis for Management	2
15	CR Reddy	Quantitative methods for Management decision	1
16	Dr Adithyan B Rao	Quantitative Techniques	2
17	Tulsian PC Pandey	Quantitative Techniques	1
18	Naidu SM	Quantitative Techniques	20
19	Anand Sharma	Quantitative Techniques For design making	1
20	Barry Render	Quantative Analysis For Management	4
		TOTAL	128

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