

FOR ADMISSION BATCH 2024-25
MASTER OF BUSINESS ADMINISTRATION
SECOND YEAR (FOURTH SEMESTER)

Category	Specialization	Course Code	Course	Contact Hrs. L-T-P	Credit	University Marks	Internal Evaluation
Subject (Theory)							
PC	Marketing	MBPC4001	Consumer Behaviour	3-0-0	3	100	50
PC		MBPC4002	Product & Branding Management	3-0-0	3	100	50
PC	Finance	MBPC4003	Strategic Financial Management	3-0-0	3	100	50
PC		MBPC4004	Behavioural Finance	3-0-0	3	100	50
PC	Human Resources	MBPC4005	Compensation and Benefit Management	3-0-0	3	100	50
PC		MBPC4006	Strategic HRM	3-0-0	3	100	50
PC	Operations	MBPC4007	Management of Manufacturing System	3-0-0	3	100	50
PC		MBPC4008	Sourcing Management	3-0-0	3	100	50
PC	System Management	MBPC4009	Strategic Management of IT	3-0-0	3	100	50
PC		MBPC4010	Managing Software Project	3-0-0	3	100	50
PC	Rural Management	MBPC4011	Rural Credit and Micro Finance	3-0-0	3	100	50
PC		MBPC4012	Cooperative Management	3-0-0	3	100	50
PC	Agribusiness Management	MBPC4013	Agricultural Supply Chain Management	3-0-0	3	100	50
PC		MBPC4014	Agrifood Processing Management	3-0-0	3	100	50
PC	International Business	MBPC4015	International Logistics Management	3-0-0	3	100	50
PC		MBPC4016	Export Import Documentation	3-0-0	3	100	50
PC	Retail Management	MBPC4017	Customer Relationship Management	3-0-0	3	100	50
PC		MBPC4018	Retail Store Operations	3-0-0	3	100	50
PC	Logistics & Supply Chain Management	MBPC4019	Port Management for Logistics	3-0-0	3	100	50
PC		MBPC4020	Green Supply Chain Management	3-0-0	3	100	50
PC	Healthcare and Hospital Management	MBPC4021	Hospital Waste Management	3-0-0	3	100	50
PC		MBPC4022	Community Health	3-0-0	3	100	50
Subject (Sessional / Practical)							
PSI		MBPS4201	Project & Seminar Presentation	0-0-4	4	-	100
TOTAL				12-0-4	16	400	300

*Note: Students have to take any two of the specializations out of the specified groups.
Click here to view/download the syllabus of the subjects.*

MBPC4001 CONSUMER BEHAVIOUR (3-0-0)

Course Objectives:

1. Explore various models of consumer behaviour and understand their implications in marketing strategies.
2. Analyze the dynamics of changing consumer behaviour, particularly in the context of online marketing.
3. Investigate the characteristics and behaviours of modern women and netizens as significant consumer segments.
4. Understand the consumer decision journey, including omni-channel behaviour, to effectively engage and influence consumers throughout their purchasing process.

Module -I

Theories of Consumer Behaviour: Learning theory, Psychoanalytic theory, Gestalt, Cognitive theory, Psychological field, Black box Model, Distributive Approach, implication of these theories, Consumer decision: Process approach, Factors, influencing consumer decision making,

Module -II

Individual Determinants of Behaviour: Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behaviour-Social class, Social groups, Opinion leaders. Role of social media in shaping consumer behaviour, Culture and its impact on Consumer behaviour, Relevance of culture in making decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families.

Module-III

Models of Consumer Behaviour: Engel- Kollat-Blackwell Model. Changing Consumer Behaviour and its dynamics, Consumer Behaviour in online marketing, Characteristics of modern women and Netizens. Consumer decision Journey and stages, Omni Channel Behaviour.

Course Outcomes:

- CO-1: Rationalise for studying consumer behaviour and understanding its significance.
CO-2: Identify and explain factors which influence consumer behaviour inclusive of society and culture.
CO-3: Demonstrate how knowledge of consumer behaviour can be applied to marketing.
CO-4: Build the capability in understanding decision making processes, consumer behaviour models and Omni channel behaviour.

Text Books:

1. Consumer Behaviour, Leon G. Schiffman, Leslie Lazar Kanuk, S. Ramesh Kumar, Pearson
2. Consumer Behaviour, David L. Loudon & Albert, J. Della Bitta, Tata McGraw Hill
3. Consumer Behaviour Indian Perspective, Suja R. Nair, Himalaya Publishing House
4. Consumer Behaviour, Satish K. Bhatra & S H HKazmi, Excel Books

MBPC4002 PRODUCT & BRANDING MANAGEMENT (3-0-0)

Course Objectives:

1. Comprehend the stages of brand building and develop effective brand strategies.
2. Evaluate brand architecture and understand the factors contributing to the success or failure of brands.
3. Analyze brand equity and its valuation, while considering ethical considerations in branding.
4. Explore strategies for social media branding and brand rejuvenation to maintain brand relevance and competitiveness.

Module – I

Product Management: Emerging Indian market and relevance of product management, Concept of product management, Role of product manager, Product oriented organization, Product classification, Marketing of FMCG/FMCD product, Product mix and line decision, Product market strategy in competitive environment, New product development and design, Identifying PLC stages and designing suitable marketing strategy.

Module-II

Branding: Naming a Brand, Brand association, Brand image, Brand relationship, Brand identity, Brand identity prism, Brand loyalty, Brand personality, Brand life cycle, Brand positioning.

Module-III

Brand management: Stages in Brand building, brand strategy, brand architecture, reasons for success and failure of brand, Brand equity and valuation, branding ethics, Social media branding, brand rejuvenation.

Course Outcomes:

- CO-1: Interpret the key concepts and theories in product portfolio management.
- CO-2: Interpret the use of branding on products and the relevant psychological branding theories.
- CO-3: Develop the ability to appraise brand strategies and make suggestions for improvement.
- CO-4: Develop the ability to recognize and respond to challenges in the management of products and brands.

Text Books:

1. Product Management, D. R. Lehmann & R. S. Winer, 4th Edition, TATA McGraw-Hill publications
2. Brand Management Practices –Sashikumar -Himalaya
3. Product and Brand Management, UC Mathur, 2004, New Delhi: Excel Books
4. Product Management in India, Ramanuj Majumdar, 3rd Revised edition, PHI publications
5. Product Management, S. A. Chunawalla, Himalaya Publishing House.
6. Strategic Brand

MBPC4003 STRATEGIC FINANCIAL MANAGEMENT (3-0-0)

Course Objectives:

1. Master the strategic decision-making framework for aligning financial policies with sustainable goals.
2. Develop proficiency in various valuation techniques for stocks, bonds, and enterprises.
3. Understand the intricacies of corporate restructuring, mergers, and takeovers, including their processes, motivations, and potential outcomes.
4. Gain expertise in corporate risk analysis methods and strategic cost management techniques, as well as financing strategies for restructuring and reconstruction.

Module-I:

Financial Policy and Corporate Strategy: Strategic decision-making framework; Interface of financial policy and strategic management; Balancing financial goals vis-à-vis sustainable goals

Concepts of Valuation: Valuation of stock, dividend and earning model Bond valuation, YTM, YTC, Duration and immunization. Valuation of enterprise using market comparable, price to earnings, price to earning to growth, Market to book value, Enterprise value to EBITDA Enterprise value to cash flow, Enterprise value to sales.

Module-II:

Corporate Restructure: Mergers and Takeover: Meaning of mergers and acquisition, categories, purposes. Process of M & A – identification and valuation of the target, acquisition through negotiation, due diligence, post mergers integration, legal and regulatory requirement, M&A agreement, reverse merger, potential advise, effects of mergers. Major causes of M&A failures. Corporate take overs: Motivation, co-insurance effect, cross border take overs, forms of take overs, takeover defenses. Going private and other controlled transactions: CBO, MBO, spin offs and asset divestures.

Module-III:

Corporate Risk Analysis: Investment decision under risk and uncertainty; RADR; Statistical Method; Scenario Analysis; Sensitivity Analysis; Simulation Method, Strategic cost management: Components, Value chain analysis, Competitive life cycle analysis, Life cycle costing, Strategic control

Financing Strategy: Refinancing and rescue financing, reorganization of debtors and creditors, sale of assets, targeted stock offerings, downsizing and lay off program, negotiated wage give backs, employee buy outs financial reconstruction.

Course Outcomes:

- CO-1: Evaluate the role of financial management in achieving the strategic objectives of a firm
- CO-2: Critically appraise the various methods of corporate valuation and compare them from the strategic perspective.
- CO-3: Analyze and debate the reasons for/against M&As and Buy back of shares Critically assess various financial risk management approaches with reference to takeover tactics.
- CO-4: Debate on the existence of the organizational architecture Contribute more effectively to corporate strategy by taking a more proactive and forward-looking approach.

Books:

1. Strategic Financial Management, Podder, Ravi V., Rashmi B.H., Himalaya Publishing House
2. Strategic Financial Management, Jakhotia, Vikas
3. Strategic Financial Management, Ravi M Kishore, Taxman

MBPC4004 BEHAVIOURAL FINANCE (3-0-0)

Course Objectives:

1. Explore the intellectual foundations and evolution of behavioral finance, contrasting it with conventional finance theories.
2. Understand the psychological underpinnings and biases affecting financial decision-making, such as framing, mental accounting, and loss aversion.
3. Analyze the impact of investor sentiments, emotions, and external influences on market dynamics and bubble formation.
4. Discuss future directions in behavioral finance, including neurofinance, and address challenges in applying behavioral insights to financial planning.

Module- I

Introduction to behavioural finance; Intellectual underpinnings; The rise of the rational markets hypothesis; behavioral finance and conventional finance: A comparison; Foundation of Rational Finance: Expected utility theory, Agency theory; The influence of psychology: Allais paradox, Money illusion, Gambler's fallacy, Endowment effect, Ellsberg's paradoxes.

Module –II

Foundation of Behavioural Finance: cognitive psychology and Limits to arbitrage, Prospect Theory, Biases and Heuristics: Framing and Mental Accounting, Overconfidence, Loss Aversion, Concept of Heuristics; Familiarity & Related Heuristics; Representativeness & Related biases; Anchoring as a bias; Emotional Bias, Bounded Rationality.

Module III:

Investors sentiments and Bubble creation, Fear and Greed in Financial Market and the effect of External influence in stock market. Future Direction in Behavioural Finance; Neurofinance; Issues in applying Behavioural Finance; Behavioural Components of Financial Planning.

Course Outcomes:

- CO-1: Identify the conceptual framework of behavioural finance based on traditional and modern theories.
- CO-2: Examine the psychological aspects and challenges underlying the issue of rational and irrational behaviour
- CO-3: Utilize the understanding of the concepts to help promote more efficient financial decisions for investors, professional traders and corporate.
- CO-4: Integrate the knowledge of behavioural finance to predict and solve social ills like gambling.

Reference Books:

1. Behavioral Finance: Sinha PK - Himalaya
2. Behavioral Finance: Prasanna Chandra, McGraw Hill
3. Behavioral Finance: Shuchita Singh and Batt, Vikas.
4. Behavioural Finance, Forbes, William, Student ed, Wiley Publication
5. Choices, values and frames, Kahneman, D. and Tversky, A. Cambridge Univ. Press.

MBPC4005 COMPENSATION AND BENEFIT MANAGEMENT (3-0-0)

Course Objectives:

1. To learn basic compensation concepts and the context of compensation practices.
2. To learn the concepts of payment and employee benefits issues.
3. To understand various benefits an employee can avail during service.

Module I:

Conceptual and Theoretical Aspects of Compensation: Concept of compensation, The 3P Compensation concept, System of Compensation, Compensation Dimensions, Organizational Compensation policy, Methods of Payment: TRS, PBR, MDW; New Trends in compensation, Concept and Components of Wages, Theories of wages: Subsistence theory, Wage Fund Theory, Marginal Productivity theory, Residual Claimant Theory, Surplus Value theory, Bargaining theory, Employment theory, Competitive theory

Module-II:

Wage Administration and Wage Determination, Principles of Wage and Salary administration, Job Evaluation: Concept, Scope, Methods and Techniques, Merit based pay. Types of Incentive plans, Wage differentials, Wage Policy, Socio-Economic objectives of Wage policy, Criteria of wage fixation, Broad-banding, Executive Compensation.

Module III:

Employees Benefits: Overview of Employee's Benefits, Benefits Structure, Employees Benefits planning, Design and Administration, Statutory Benefits : Health Care , Employee Welfare and Retirement Benefits. Incentive Schemes: Pay for Performance: Types of Incentive Schemes, Wage Incentive Plans, Pre-requisites of Effective Incentive Schemes, Merits and Demerits of Incentives.

Course Outcomes:

- CO-1: Understand the basic compensation concepts, objectives, scope of compensation management system.
- CO-2: Outline the different types of compensation and techniques of compensation payment.
- CO-3: Analyse and interpret the effect of business environment factors and theories on Compensation Management.
- CO-4: Apply knowledge of compensation system, policy and exercise leadership in pursuit of innovative HRM solution.

Books:

1. Compensation Management–Bhatia Kanchan, HPH
2. Compensation, Milkovich Jerry M Newman, CS Venkata Ratnam, McGraw Hill.
3. Compensation and Reward Management, B.D. Singh, Excel Books
4. Compensation Management in a Knowledge Based World, Henderson, Pearson

MBPC4006 STRATEGIC HRM (3-0-0)

Course Objectives:

1. Develop a conceptual understanding of Strategy, Strategic Management and Strategic Human Resource Management HRM
2. Critically evaluate and understand the role of various approaches and models of SHRM in global and Indian context
3. Apply the in-depth understanding of strategic role of HR and contribute towards alignment of HR strategy with overall business strategy

Module-I:

Understanding Strategic HRM : Introduction : Traditional Vs. Strategic HR, Typology of HR activities, 'Best fit' approach Vs 'Best practice' approach ; Investment perspective of human resources; Investment consideration, investments in training and development, investment practices for improved retention, investments job secure work courses, Non-traditional investment approaches; Planning and implementing Strategic HR policies; Linkage of corporate strategy, core competencies and competitive advantage with HRM; Aligning HRM with business strategy; emerging issues in strategic HRM.

Module-II:

Aligning HR Systems with business strategy: Alternative HR systems; Universalistic, contingency, configuration, congruence and integrated HR systems, Designing congruent HR systems; Linking HRM practices to organizational outcomes; Human Resources Strategy Formulation; HR Strategy in workforce utilization; Strategic performance management; HR strategy for training and development.

Module-III:

International and comparative strategic HRM: Managing global human resources; Evaluating HR functions in International context; Multinational, Global and Transnational strategies in HRM: Multinational, Global and Transnational Strategies Strategic Alliances, Sustainable Global Competitive Advantage, Globally competent Managers; Expatriation and repatriation management in global HRM; High Performance work practices.

Course Outcomes:

CO-1: Develop and interpret the meaning and nature of SHRM.

CO-2: Apply different HR strategies that are related to business strategies.

CO-3: Analyse, identify problems and integrate dynamic nature of global competition and of social and technological trends and their significance for HRM practice.

Text Books:

1. Gary Dessler, Human Resource Management, PHI, New Delhi, 2003.
2. Strategic Human Resource Management-Rajees Viswanthan - Himalay
3. Charles R. Greer, Strategic Human Resource Management, Pearson Education, 2003.
4. Peter J. Dowling, Denice E. Welch, Randall S. Schuler, International Human Resource Management, Thomson South – Western, 2002.

MBPC4007 MANAGEMENT OF MANUFACTURING SYSTEM (3-0-0)

Course Objectives:

1. To make the students to familiarize on operations planning and control activities in both manufacturing and service organizations
2. To build the students to take decisions on operations planning and control activities through by estimating forecasting future requirements, capacity, aggregate requirements, and material requirements

Module – I:

Manufacturing systems – Types and Process mapping –Manufacturing Process Planning – Definition, Scope and Elements –Manufacturing concept planning – Requirements of good manufacturing and assembly lines –Layout planning and analysis, Cellular manufacturing systems (Group Technology) – Cellular manufacturing formation –Cell formation –Methods and production flow analysis & minimization of inter-cell movement.

Module – II:

Just-in-time systems – Overview, Principles and Benefits – Seven Wastes – Elements of JIT – Design and Improvement aspects of JIT – Kanban systems, –Definition and Principles – Types of Kanban Single card and Two card Kanban – Push and Pull Concepts of Kanban – Constant Work-in-Process (CONWIP) –Concept and comparison with Kanban system.

Module – III:

Synchronous manufacturing (Theory of Constraints) – Definition, Operation planning and control based on theory of constraints – Measures of Performance – Constraints in manufacturing system – Drum-Buffer-Rope (DBR) Methodology – Flexible manufacturing systems (FMS) –Meaning, Components and types – Conceptual model of FMS – Applications of FMS, Machine loading and scheduling.

Course Outcomes:

- CO-1: Gain more insights on the concept of Manufacturing System.
- CO-2: Briefly explain insights on cellular manufacturing systems as present day requirement in industry.
- CO-3: Apply in to Just-in-Time conceptual ideas and familiar about the lean philosophy, Kaizen concept and Six Sigma.
- CO-4: Gain knowledge on synchronizing and Flexible manufacturing systems special reference to product industry.

Books:

1. Ajay K Garg, Production and Operations Management, McGraw Hill Education (India) Pvt. Ltd., 2012, Reprint2017.
2. William J Stevenson, Operations Management, Twelfth Edition, McGraw Hill Education (India) Pvt. Ltd., 2017, Reprint2018.
3. R. Panneerselvam, Production & operations management, Prentice Hall India private limited, 2017.
4. Aswathappa, K., ShridharaBhat, K., Production and Operations Management , Himalaya Publishing House,2014
5. Mahadevan B., Operations Management Theory and Practice, Pearson Publication, 3rdEdition, 2015

MBPC4008 SOURCING MANAGEMENT (3-0-0)

Course Objectives:

1. To provide knowledge on global sourcing principles and practices
2. To inculcate the habit of Negotiation, Risk analysis, Market Research and Evaluation of suppliers before selecting them
3. To expose various methods and analytical tools for Supplier Rating and Selection
4. To offer insights on Electronic Sourcing and Sustainable Sourcing Strategies

Module – I :

Introduction to Global Sourcing – Objectives, Process and Trends in Global Sourcing – Supply Management – Strategic Sourcing Plan, Strategy and Model– Environmental and Opportunity Analysis – Global Operational Sourcing Strategy, Negotiation – Nature, Strategy and Planning– Performance Measurement and Evaluation– Risk Management in Sourcing (Concepts) – Nature and Principles of Risk Management, Risk management process, Risk management tool and technique, Managing risk in international business.

Module – II :

Supplier Research and Market Analysis– Vendor Rating – Objectives, Self certify vendor management, Criteria and Methods of Vendor rating – Supplier Evaluation and Selection (Concepts), Solicitation of Bids and Proposals – Planning and Methods, Contract negotiation, Vendor performance monitoring and controlling.

Module – III :

Analytical Tools in Sourcing, Pricing Analyses : Analytical Tools in Sourcing (Foreign Exchange Currency Management, Learning Curve, Quantity Discount Models), Integrative Pacific Systems Case (Supplier Scorecard, Sourcing Risk, Supplier Financial Analysis) – Electronic Sourcing – Sustainability and Sourcing, Green Sourcing.

Course Outcomes:

- CO-1: Illustrate basic knowledge and understanding on global sourcing principles and practices with recent advances.
- CO-2: Inculcate the habit of negotiation, risk analysis, do supplier research and evaluate them as per firm's requirement.
- CO-3: Identify, develop and modify different methods of rating and selecting suppliers or vendors.
- CO-4: Analysis of supplier performance using various analytical tools.

Text Books :

- 1) Fred Sollish, John Semanik, Strategic Global Sourcing Best Practices, John Wiley and Sons Inc., Publications, 2011.
- 2) Olivier Bruel, Strategic Sourcing Management: Structural and Operational Decision-making, KoganpagePublications, 2017
- 3) SathitParniangtong, Supply Management: Strategic Sourcing, Springer Publications, 2016
- 4) Robert W. Turner, Supply Management and Procurement: From the Basics to Best-in-class, J.Ross Publishing, 2011

MBPC4009 STRATEGIC MANAGEMENT OF IT (3-0-0)

Course Objectives:

1. Develop understanding and skills in formulating strategies at various levels, processes, and types
2. Gain insights into special considerations for IT strategy, including planning, critical success factors, future scenarios, and the role of strategic information systems
3. Explore the drivers behind organizational transformation, understand their implications, and envision the strategic role of IT
4. Foster visionary leadership in envisioning the strategic role of IT, guiding organizations through transformational change and positioning them for long-term success

Module – I:

Strategy Formulation: Levels and formulation of strategy – Process– Types of Strategy–Top–down approaches to Planning for Strategic IT Applications Value Chain Analysis: The Value Chain Analysis Approach to IS/IT Strategy Formulation – Value Chain Analysis for Service Industries.

Module – II:

IT Strategy: Special Considerations for IT Strategy – IT Strategic Planning – IT Critical Success Factors – IT Future Scenarios, Strategy Information: Strategic information systems (SIS)– Organizational movements around the Strategic Grid – inter organizational systems (IOS), Information Systems and Information Technology Strategies

Module – III:

Transformation Drivers: Drivers behind the transformation– Implications of the drivers – Visioning of the strategic role of IT in the organization

Course Outcomes:

- CO-1: Acquire proficiency in formulating strategies at different levels, utilizing top-down approaches and value chain analysis techniques.
- CO-2: Develop skills in IT strategic planning, identifying critical success factors, anticipating future scenarios, and leveraging strategic information systems.
- CO-3: Gain insights into the drivers behind organizational transformation, understand their implications on IT strategy.
- CO-4: Develop the ability to envision the strategic role of IT within the organization, aligning IT strategies with overall business objectives and transformation initiatives for sustainable growth and success.

Books :

1. CA. Deepak Pandian & CA. Aneesh Noor Mohammed, Strategic Management & Information Technology Paperback, Kothari Academic & Research Publications, 2016.
2. Neil Ritson, Strategic Management, Ventus Publishing ApS, 2011.
3. Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Bentley University, Charles E. Bamford, Iowa State University, Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability plus Pearson MyLab Management with Pearson eText, Global Edition, ©2019 Availability: 01 Mar 2018 •
4. Business Strategy: Managing Uncertainty, Opportunity, and Enterprise Publishers, 1st Edition, by J.-C. Spender, Oxford University Press, 2014
5. Linda Parker Gates, Strategic Planning with Critical Success Factors and Future Scenarios: An Integrated Strategic Planning Framework, Software Engineering Institute, November 2010.

MBPC4010 MANAGING SOFTWARE PROJECT (3-0-0)

Course Objectives:

1. Understand the unique aspects of software project management, including activities, methodologies, stakeholders, and success/failure factors.
2. Learn techniques for project portfolio management, individual project evaluation, risk assessment, resource allocation, and strategic programme management.
3. Gain insights into selecting appropriate project approaches, methodologies, and technologies
4. Develop skills in stepwise project planning, choosing process models, and estimating software effort, enabling effective project management and delivery.

Module – I:

Introduction to Software Project Management: Introduction– Software Project –vs–other Projects, Activities covered by Software Project Management– Plans, Methods and methodologies, Some ways of categorizing software projects, stakeholders– Project success and failure – Management Control.

Module – II:

Project Evaluation and Programme Management: Project Portfolio Management, Evaluation of Individual projects, CBA techniques, Risk Evaluation, Programme Management, Managing the allocation of resources within programmes, Strategic Programme Management, Aids to programme management, Stepwise Project Planning.

Module – III:

Selection of an appropriate project approach and Software Effort estimation: Build or buy– Choosing methodologies and technologies, Choice of process models, structure –vs– speed of delivery, Waterfall model, Spiral model, software prototyping, Selecting the most appropriate process model, Basis for Software Estimating, Software effort estimation techniques

Course Outcomes:

- CO-1: Acquire proficiency in managing software projects by understanding project activities, methodologies, stakeholders
- CO-2: Develop the ability to evaluate projects, manage project portfolios, assess risks, allocate resources strategically, and implement programme management techniques for optimal project outcomes.
- CO-3: Gain the ability to select appropriate project approaches, methodologies, and technologies based on project requirements
- CO-4: Acquire techniques for software effort estimation, enabling accurate planning and allocation of resources, leading to successful project completion within budget and schedule constraints.

Books :

1. Bob Hughes, Mike Cotterell and Rajib Mall – Software Project Management – TMH– 2017
2. Joel Henry, Software Project Management, Pearson, 2011
3. Kathy Schwalbe, Project Management in IT, Cengage, 2011
4. Sanjay Mohapatra – Software Project Management – Cengage –2011