

**SRI RACHAPUDY NAGABHUSHANAM DEGREE & P.G COLLEGE****AUTONOMOUS****Accredited by NAAC with A Grade**

Permanently Affiliated to Yogi Vemana University  
 Recognized Under 2(f) & 12(B) of UGC Act 1956  
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**List of Books: MBA and MCA Programs**

<b>Programme</b>	<b>S. No.</b>	<b>Book Title</b>	<b>Author</b>	<b>Volumes</b>
MBA	1	Principles of Management	P. C. Tripathi	12
MBA	2	Principles of Management	Koontz & Weihrich	12
MBA	3	Management: Tasks, Responsibilities, Practices	Peter Drucker	12
MBA	4	Organizational Behaviour	Stephen P. Robbins	12
MBA	5	Organizational Behaviour	Fred Luthans	12
MBA	6	Organizational Behaviour	K. Aswathappa	12
MBA	7	Business Environment	Francis Cherunilam	12
MBA	8	Business Environment	Justin Paul	12
MBA	9	Strategic Management	Azhar Kazmi	12
MBA	10	Strategic Management	Thompson & Strickland	12
MBA	11	Business Ethics & Corporate Governance	A. C. Fernando	12
MBA	12	Business Communication	Meenakshi Raman	12
MBA	13	Entrepreneurship Development	Vasant Desai	12
MBA	14	International Business	Daniels & Radebaugh	12
MBA	15	International Business	Justin Paul	12
MBA	16	Financial Management	I. M. Pandey	12
MBA	17	Financial Management	Prasanna Chandra	12
MBA	18	Financial Management	Khan & Jain	12
MBA	19	Management Accounting	S. N. Maheshwari	12
MBA	20	Cost Accounting	Jain & Narang	12
MBA	21	Financial Markets & Institutions	Frederic Mishkin	12
MBA	22	Investment Analysis & Portfolio Management	Prasanna Chandra	12
MBA	23	Security Analysis & Portfolio Management	Donald Fischer	12
MBA	24	Banking Theory & Practice	K. C. Shekhar	12
MBA	25	Insurance Principles & Practice	M. N. Mishra	12
MBA	26	Marketing Management	Philip Kotler	12
MBA	27	Marketing Management	Rajan Saxena	12
MBA	28	Marketing Management	Ramaswamy & Namakumari	12
MBA	29	Consumer Behaviour	Schiffman & Kanuk	12
MBA	30	Consumer Behaviour	Leon Schiffman	12
MBA	31	Sales & Distribution Management	Tapan Panda	12
MBA	32	Advertising & Promotion	Belch & Belch	12
MBA	33	Services Marketing	Lovelock	12


MBA	34	Digital Marketing	Seema Gupta	12
MBA	35	Retail Management	Swapna Pradhan	12
MBA	36	Human Resource Management	Gary Dessler	12
MBA	37	Human Resource Management	K. Aswathappa	12
MBA	38	Personnel Management	Edwin Flippo	12
MBA	39	Industrial Relations	C. B. Mamoria	12
MBA	40	Training & Development	Raymond Noe	12
MBA	41	Quantitative Techniques	N. D. Vohra	12
MBA	42	Business Statistics	S. P. Gupta	12
MBA	43	Operations Research	Hamdy Taha	12
MBA	44	Business Analytics	James Evans	12
MBA	45	Supply Chain Management	Sunil Chopra	12
MBA	46	Management Information Systems	Kenneth Laudon	12
MBA	47	Project Management	K. K. Chitkara	12
MBA	48	Total Quality Management	Dale Besterfield	12
MBA	49	Operations Management	William Stevenson	12
MBA	50	Production & Operations Management	K. Aswathappa	12
MBA	51	Business Research Methods	Donald Cooper	12
MBA	52	Business Research Methods	C. R. Kothari	12
MBA	53	Corporate Finance	Jonathan Berk	12
MBA	54	International Marketing	Philip Cateora	12
MBA	55	E-Commerce	Kenneth Laudon	12
MBA	56	Service Operations Management	Johnston & Clark	12
MBA	57	HR Analytics	Dipak Kumar Bhattacharyya	12
MBA	58	Leadership	John P. Kotter	12
MBA	59	Business Law	N. D. Kapoor	12
MBA	60	Managerial Economics	Dominick Salvatore	12
MBA	61	Managerial Economics	H. L. Ahuja	12
MBA	62	Performance Management	Herman Aguinis	12
MBA	63	Compensation Management	Milkovich & Newman	12
MBA	64	Brand Management	Kevin Keller	12
MBA	65	Rural Marketing	Pradeep Kashyap	12
MBA	66	Retailing Management	Michael Levy	12
MBA	67	Customer Relationship Management	V. Kumar	12
MBA	68	Six Sigma	Pande Neuman	12
MBA	69	Logistics Management	Donald Bowersox	12
MBA	70	Corporate Governance	Christine Mallin	12
MBA	71	Strategic HRM	Jeffrey Mello	12
MBA	72	International Finance	Eun & Resnick	12
MBA	73	Financial Derivatives	John Hull	12
MBA	74	Business Forecasting	Spyros Makridakis	12
MBA	75	Entrepreneurship	Robert Hisrich	12
MBA	76	Organizational Change	Stephen Robbins	12
MBA	77	Negotiation	Roy Lewicki	12
MBA	78	Business Policy	Kazmi	12
MBA	79	Management Control Systems	Robert Anthony	12

MBA	80	Knowledge Management	Elias Awad	12
MBA	81	Innovation Management	Joe Tidd	12
MBA	82	Public Relations	Cutlip & Center	12
MBA	83	Green Marketing	Jacquelyn Ottman	12
MBA	84	Event Management	Donald Getz	12
MBA	85	Family Business Management	Kelin Gersick	12
MBA	86	Hospital Management	S. L. Goel	12
MBA	87	Tourism Management	A. K. Bhatia	12
MBA	88	Insurance Management	S. P. Gupta	12
MBA	89	Bank Management	Peter Rose	12
MBA	90	Financial Statement Analysis	K. R. Subramanyam	12
MBA	91	Marketing Research	Naresh Malhotra	12
MBA	92	HR Planning	VSP Rao	12
MBA	93	Organizational Development	French & Bell	12
MBA	94	Business Strategy	Richard Lynch	12
MBA	95	Corporate Strategy	Igor Ansoff	12
MBA	96	Service Quality Management	Zeithaml	12
MBA	97	Operations Strategy	Nigel Slack	12
MBA	98	Workforce Planning	Clifford	12
MBA	99	Digital Business	Nicholas Negroponte	12
MBA	100	Business Intelligence	Ramesh Sharda	12
MCA	1	Programming in ANSI C	E. Balagurusamy	12
MCA	2	The C Programming Language	Kernighan & Ritchie	12
MCA	3	Data Structures Using C	Reema Thareja	12
MCA	4	Data Structures	Seymour Lipschutz	12
MCA	5	Object Oriented Programming with C++	E. Balagurusamy	12
MCA	6	Object Oriented Programming in C++	Robert Lafore	12
MCA	7	Java: The Complete Reference	Herbert Schildt	12
MCA	8	Head First Java	Kathy Sierra	12
MCA	9	Python Programming	Reema Thareja	12
MCA	10	Core Python Programming	Wesley Chun	12
MCA	11	Operating System Concepts	Galvin & Gagne	12
MCA	12	Modern Operating Systems	Andrew Tanenbaum	12
MCA	13	Computer Networks	Andrew Tanenbaum	12
MCA	14	Data Communications & Networking	Behrouz Forouzan	12
MCA	15	Distributed Systems	Coulouris	12
MCA	16	Cloud Computing	Rajkumar Buyya	12
MCA	17	Cyber Security	Nina Godbole	12
MCA	18	Network Security Essentials	William Stallings	12
MCA	19	Database System Concepts	Korth	12
MCA	20	Database Management Systems	Raghu Ramakrishnan	12
MCA	21	Artificial Intelligence	Stuart Russell	12
MCA	22	Artificial Intelligence	Elaine Rich	12
MCA	23	Machine Learning	Tom Mitchell	12
MCA	24	Data Mining Concepts	Han & Kamber	12
MCA	25	Big Data Analytics	Seema Acharya	12
MCA	26	Web Technologies	Uttam K. Roy	12

MCA	27	Internet & Web Design	Joel Sklar	12
MCA	28	Mobile Application Development	Raj Kamal	12
MCA	29	Internet of Things	Arshdeep Bahga	12
MCA	30	Blockchain Basics	Daniel Drescher	12
MCA	31	Software Engineering	Ian Sommerville	12
MCA	32	Compiler Design	Aho & Ullman	12
MCA	33	Theory of Computation	Hopcroft	12
MCA	34	Design and Analysis of Algorithms	Horowitz	12
MCA	35	Advanced Java Programming	Cay Horstmann	12
MCA	36	Advanced Python	Mark Lutz	12
MCA	37	Linux Administration	Wale Soyinka	12
MCA	38	Unix Concepts	Sumitabha Das	12
MCA	39	Computer Graphics	Donald Hearn	12
MCA	40	Multimedia Systems	Prabhat	12
MCA	41	Information Security	Behrouz Forouzan	12
MCA	42	Ethical Hacking	Michael Gregg	12
MCA	43	Deep Learning	Ian Goodfellow	12
MCA	44	Natural Language Processing	Daniel Jurafsky	12
MCA	45	Pattern Recognition	Sergios Theodoridis	12
MCA	46	Data Warehousing	Paulraj Ponniah	12
MCA	47	NoSQL Databases	Pramod J. Sadalage	12
MCA	48	Advanced DBMS	Elmasri & Navathe	12
MCA	49	Parallel Computing	Barry Wilkinson	12
MCA	50	Grid Computing	Joshy Joseph	12
MCA	51	Software Testing	Ron Patton	12
MCA	52	Agile Software Development	Robert Martin	12
MCA	53	DevOps Handbook	Gene Kim	12
MCA	54	Web Services	Gustavo Alonso	12
MCA	55	Microservices	Sam Newman	12
MCA	56	Android Programming	Bill Phillips	12
MCA	57	iOS Programming	Stanley	12
MCA	58	Game Programming	Sanjay Madhav	12
MCA	59	Human Computer Interaction	Alan Dix	12
MCA	60	Information Retrieval	Christopher Manning	12
MCA	61	Digital Image Processing	Rafael Gonzalez	12
MCA	62	Robotics	Saeed Niku	12
MCA	63	Embedded Systems	Raj Kamal	12
MCA	64	Quantum Computing	Michael Nielsen	12
MCA	65	Edge Computing	Weisong Shi	12
MCA	66	Software Project Management	Bob Hughes	12
MCA	67	IT Project Management	Jack Marchewka	12
MCA	68	Enterprise Systems	Mary Sumner	12
MCA	69	ERP Concepts	Alexis Leon	12
MCA	70	Management Information Systems	Kenneth Laudon	12
MCA	71	E-Commerce	Gary Schneider	12
MCA	72	Business Intelligence	Sharda	12
MCA	73	Data Visualization	Knaflic	12
MCA	74	Statistical Computing	John Chambers	12

MCA	75	R Programming	Hadley Wickham	12
MCA	76	Python for Data Analysis	Wes McKinney	12
MCA	77	Advanced Algorithms	Kleinberg	12
MCA	78	Secure Coding	Mark Graff	12
MCA	79	Computer Architecture	Morris Mano	12
MCA	80	Advanced Computer Networks	Tanenbaum	12
MCA	81	Wireless Communications	Theodore Rappaport	12
MCA	82	Mobile Computing	Raj Kamal	12
MCA	83	Semantic Web	John Davies	12
MCA	84	Digital Forensics	Jason Luttgens	12



  
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