

# **B.A**

## **Business Management**

**MANGALORE UNIVERSITY**

### **CURRICULUM STRUCTURE AND SCHEME OF EXAMINATIONS OF B.A. DEGREE PROGRAMME IN BUSINESS MANAGEMENT**

**(W.e.f.2024-25)**

#### **Preamble:**

Business management gives skills and knowledge that are directly applicable in all aspects of life. Whether it is planning, influencing, analyzing, networking or organizing – business management helps to develop key competencies that will promote career prospects and will ultimately lead to success!

Business management helps to manage the human resources and develop team working and communication skills, which are both important qualities of successful leadership. No matter what you ultimately end up doing – starting your own business, working in the public or private sector - the ability to be a good team-player and to build relationships and influence others will be essential.

**Name of the Degree Programme: B.A**

**Discipline: Business Management**

**Objectives of the Programme:**

1. Develop key management skills.
2. Management courses teach students the art of analyzing information, weighing the pros and cons, and making sound decisions.
3. Business management can help individuals develop their leadership skills and increase their ability to lead and motivate teams.
4. Financial management is a critical aspect of management, and studying management can provide students with a thorough understanding of financial concepts and practices.
5. Business management study includes case studies of successful organizations, providing students with a practical understanding of how management principles are applied in the real world.

<b>CourseScheme</b>							
<b>CourseCo de</b>	<b>Courses</b>	<b>Instruction Hours per week</b>	<b>Exam Hours</b>	<b>Marks FinalE xam</b>	<b>IA</b>	<b>Total Marks</b>	<b>Credit</b>
<b>SemesterI</b>							
<b>BABM1.1</b>	<b>Principles of Management</b>	6	3	80	20	100	5
<b>SemesterII</b>							
<b>BABM2.1</b>	<b>Marketing Management</b>	6	3	80	20	100	5
<b>SemesterIII</b>							
<b>BABM3.1</b>	<b>Financial Decisions</b>	6	3	80	20	100	5
<b>BABM3.2 (Elective)</b>	<b>Personality Developments and Communication Skills/ Retail Managements</b>	2	2	40	10	50	2
<b>SemesterIV</b>							
<b>BABM4.1</b>	<b>Strategic Management</b>	6	3	80	20	100	5
<b>BABM4.2 (Elective)</b>	<b>Industrial</b>	2	2	40	10	50	2

	<b>Relations/Auditing</b>						
<b>BABM4.2 (Skill Based)</b>	<b>Communication for Rural Development</b>	2	2	40	10	50	2
<b>Semester V</b>							
<b>Paper V: BABM5.1</b>	<b>Managerial Economics and Business Statistics</b>	5	3	80	20	100	4
<b>Paper VI: BABM5.2</b>	<b>Human Resource Management</b>	5	3	80	20	100	4
<b>BABM5.3 (Skill Based)</b>	<b>Internship</b>	2	2	40	10	50	2
<b>Semester VI</b>							
<b>Paper VII: BABM6.1</b>	<b>Income Tax and Change Management</b>	5	3	80	20	100	4
<b>Paper VIII: BABM6.2</b>	<b>Event Management</b>	5	3	80	20	100	4
<b>BABM6.3 (Skill Based)</b>	<b>Research Methodology</b>	2	2	40	10	50	2

**Evaluation of the course consists of**

1. Theory exam for 3 hours duration for 80 marks
2. Internal Formative Continuous Assessment for 20 marks

20 marks for Two written Internal Assessment tests

Pedagogy: Class Lecture, Group discussions, Role play, Micro Project, Field Visits, Using PPT & Videos , Focus group Discussion , Class Seminar and Case studies

**Internal Assessment:**

The internal assessment marks for a course shall be based on two tests of 10 marks each. The test shall be of at least one hour duration.

Item	Test 1	Test 2	Total
Score (6/5 Credit)	10	10	20
Score (3/2 Credit)	-	10	10

**Question Paper Pattern**  
**Time:3 Hours     Max.Marks-80**  
**(Title of the Course)**

**I.     Answer any FIVE questions in 2-3 sentences each     (2x5=10)**

1.     Q.
2.     Q.
3.     Q.
4.     Q.
5.     Q.
6.     Q.
7.     Q.

**II.     Answer any Five questions in 10-12 sentences each     (5x5=25)**

1.     Q.
2.     Q.
3.     Q.
4.     Q.
5.     Q.
6.     Q.
7.     Q.

**III.     Answer any THREE questions in 25-30 sentences each     (15x3=45)**

1.     Q.
2.     Q.
3.     Q.
4.     Q.
5.     Q.

**Question Paper Pattern**  
**Time: 2 Hours    Max.Marks-40**  
**(Title of the Course)**

**I.      Answer any FIVE questions in 2-3 sentences each    (2x5=10)**

1.      Q.
2.      Q.
3.      Q.
4.      Q.
5.      Q.
6.      Q.
7.      Q.

**II.     Answer any TWO questions in 10-12 sentences each    (5x2=10)**

1.      Q.
2.      Q.
3.      Q.
4.      Q.

**III.    Answer any TWO questions in 25-30 sentences each (10x2=20)**

1.      Q.
2.      Q.
3.      Q.
4.      Q.

**I SEMESTER**  
**BABM 1.1: PRINCIPLES OF MANAGEMENT**  
**(6 Hrs/Week)**

**Course outcomes:**

By the end of the course the students will be able

1. To understand the genesis, nature and principles of management.
2. To practices of management by business organisation.
3. To understand the developments in management practices.
4. To learn various applications of management principles.

**Unit – I**

**MANAGEMENT** – Meaning, definition, characteristics, Management and Administration - Levels of management, Functions of management, Importance of management. Role of managers, Qualities of an effective manager.

**Unit – II**

**MOTIVATION** – Meaning, definition, Theories of Motivation- Maslow, Mc.Gregor's theory X and theory Y, Motivation techniques.

**Unit-III**

**LEADERSHIP** – Meaning, definition, characteristics of good leadership, qualities, and styles.

**Unit-IV**

**DELEGATION OF AUTHORITY:** meaning, principles, difficulties, steps to make delegation effective, Centralization and Decentralization, advantages and disadvantages- Line, Line and staff, functional and committee organization.

**Unit – V**

**COMMUNICATION** – Meaning, definition, characteristics, importance, channels, barriers, merits and demerits of written and verbal communication. Non-Verbal communication.

**REFERENCE BOOKS**

1. Reddy : Business Management, Himalaya Publishing, Mumbai
2. Srinivasan : Management Principles and Practice
3. Sherlekar:- Principles of Business Management
4. R. Sharrna. Laxminarayana : Principles and Practice of Management, Agarwal, Agra.
5. J.S Chandan: Management Theory and Practice, Vikas Publishing, New Delhi.



**II SEMESTER**  
**BABM 2.1: MARKETING MANAGEMENT**  
**(6 Hrs/Week)**

**Course outcomes:**

By the end of the course the students will be able

1. To understand the nature and principles of marketing management.
2. To know the significance of marketing management in business.
3. To understand the developments in marketing management.
4. To learn various applications of marketing management principles.

**Unit- I**

**Marketing** – Meaning of market and marketing, elements of marketing mix, market research and marketing research – definition, objectives, differences, function and types.

**Unit – II**

**Service Marketing**– Meaning, Characteristics, classification of services.

**Unit – III**

**Brand Management** – Definition, brand name- meaning, characteristics, advantages of brand name, types and brand mark-meaning, trade mark-meaning.

**Unit-IV**

**Advertising And Salesmanship** – Advertising – meaning, definition, objectives, media, benefits, criticism, advertisement copy, essentials of good copy. Preparation of Advertisement Copy, Case studies.

**Salesmanship** – Meaning, definition, importance, qualities of salesman, training methods, Remuneration methods

**Unit-V**

**Buying Motives** – Types of customers, Buying Behaviour of consumers, Factors influencing purchase decisions – cultural, social, personal and psychological.

**REFERENCE BOOKS**

1. R.S. Davar & N.R. Davar: Salesmanship and Publicity
2. P.K. Sahu & K.C. Raut: Salesmanship and Sales Management.
3. B.S. Raman: Marketing & Salesmanship
4. Philip Kotler: Marketing Management
5. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.

**III SEMESTER**  
**BABM 3.1: FINANCIAL DECISIONS**  
**(6 Hrs/Week)**

**UNIT – I**

Financial Management– Meaning, Characteristics, Objectives, Functions, Importance.

**Unit-II**

Fixed capital – factors to be considered for determining fixed capital requirements, fixed capital sources.

**Unit-III**

Working capital – factors to be considered, source – over and under capitalization – causes, effects, plough back.

**UNIT – IV**

Corporate Restructuring- Meaning, Characteristics, Objectives, Process.

International Financial Management- Meaning, Characteristics, Functions.

**UNIT – V**

Portfolio Management– Meaning, role, types, process.

Investment – meaning, objectives, investment V/s speculation, investment V/s gambling, types of investors, investment avenues.

Risk- meaning, elements. Systematic risk and unsystematic risk.

**Reference Books**

1. S. Kevin: Portfolio Management, Prentice Hall of India, New Delhi.
2. N.K Nair: Purchase Management, Vikas Publishing New Delhi.
3. Gopalakrishna, Sundresan: Materials Management, Prentice Hall of India, New Delhi.
4. I.M. Pandey : Financial Management, Vikas Publishing, New Delhi.

### **III SEMESTER**

#### **Elective: 1**

### **BABM 3.2: PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS (2 Hrs/Week)**

#### **Unit-I**

Personality Development (PD)-Meaning, Characteristics, Importance of personality development, Stages, Skills.

Determinants of Personality, Personality Traits, Different types of Personality, Qualities of a good personality.

#### **Unit-II**

Role of Personality Development (PD) in Reducing Stress, Role of PD In Organizational Success, Personality Disorders, Personality Development at workplace, Dressing & Personality Development

#### **Unit-III**

Communication Skills-Meaning, Good communication skills, importance of Communication Skills

#### **Reference Books:**

1. The Art of Focused Conversation, By Susan Roanne
2. Social Fluency, By Patrick King.
3. Everyone Communicates, Few Connect, By John Maxwell
4. Communication skills and personality, By J R Khadam
5. Personality Development and Soft Skills, By BarunMitra

**III SEMESTER**  
**Elective:2**  
**BABM 3.2: RETAIL MANAGEMENT**  
**(2 Hrs/Week)**

**Unit I:**

Introduction to Retailing, Definition, Characteristics, Emerging Trends in Retailing.

**Unit-II**

Factors behind the change in Indian Retail Industry, Entrepreneurship in Retail Business, Concepts of Sales & Management.

**Unit III:**

Retail Formats: Retail Sales by ownership, on the basis of merchandise offered, non-store based retail mix & nontraditional selling, Electronic Retailing-Types of Technology in Retailing, role of IT in Business.

Retail Marketing-Meaning, Retail Managers-Skills & Scope.

**Readings**

1. Cullen & Newman: Retailing - Environment & Operations, Cengage Learning EMEA
2. Berman & Evarv: Retail Management, Perntice Hall.
3. Bajaj, Tuli & Srivastava: Retail Management- Oxford University Publications
4. Gibson G Vedamani: Retail Management: Functional principles & practices, Jaico Publishing House.
5. Harjit Singh: Retail Management, S. Chand Publication

**IV SEMESTER**  
**BABM 4.1: STRATEGIC MANAGEMENT**  
**(6Hrs/Week)**

**Unit- I: Introduction to Strategic Management:**Strategy- Meaning- Levels of strategy- Strategic Management,Model- Challenges for Strategic Management- Strategic Intent- Vision-Mission- Goals- Objectives,Mc. Kinsey's 7S Framework

**Unit- II: Environmental Analysis:** External Environment- Elements- Environmental Scanning- Sources- Techniques- Environmental Threat Opportunity Profile (ETOP)-Porter's Five Force Model

Internal Environment- Elements- Core Competency- Distinctive Competency- Value Chain Analysis- Ansoff's Matrix-SWOT Analysis-Organisational Capabilities-Strategic Advantage Profile

**Unit- III: Strategy Formulation:** Strategy Formulation- Meaning-Process- Types of Strategies: Corporate level- Business Level- functional Level Contingency Strategies, Various other strategies including Diversification, Defensive, blue Ocean, etc. Strategic Decision making- BCG Matrix, Display Matrices

**Unit- IV: Strategy Implementation:**Meaning, Nature, Inter-relationship of formulation and implementation, Resource Allocation: Budgeting, Determinants; Introduction to Concept: Structural, Behavioural, Leadership, Functional and Operational Implementations.

**Unit- V: Strategy Evaluation and Control**

Nature, Importance Participants, Barriers, Essentials, Process of Control, Techniques and Types of Control; Balanced Score Card Technique, Strategic Audit and Checklist; ESG Initiatives, Role of technology and Recent Trends and Concerns in Strategic Management

**References**

1. Strategic Management: The Indian Context- R Srinivasan, PHI
2. Strategic Management: Text and Cases- VSP Rao and Harikrishna- Excel
3. Strategic Management: Chandra P Singh – Anmol Publication
4. Strategic Management and Business Policy – AzarKhazmi – McGraw Hill
5. Strategic Management: P SubbaRao- Himalaya Publishing House

**IV SEMESTER**  
**Elective-1**  
**BABM 4.2: INDUSTRIAL RELATIONS**  
**(2Hrs/Week)**

**Unit- I**

**Industrial Relation:** Meaning, Characteristics, Scope, objectives, Importance, Functions, Factors affecting industrial relations, Approaches to industrial- Psychological, Sociological, Human relationships, Gandhian approach, HRM Approach.

**Unit-II**

**Trade Unions and Employers' Association:** Trade Unions meaning, Characteristics, Functions, objectives of Indian Trade Unions, types, advantages and disadvantages, structure- craft unions, General Unions, Industrial Unions, and Federations. Problems of Trade Unions, characteristics of successful Trade Unions, Decline in trade unions after Globalization-Reasons and impact.

**Unit-III**

**Small Scale Industries (SSIs):** Meaning, characteristics, differences between small-scale and large scale industries, objectives of small scale industries, advantages of small scale industries, role played by SSI in the development of the Indian Economy, problems faced by small scale industries, steps taken by the Government to solve the problems of SSIs.

**REFERENCE BOOKS:**

1. P. SubbaRao "Essentials of Human Resource Management and Industrial Relations"Himalaya Publishing House -2003
2. Parul Gupta "Industrial Relations and Labour Law for Managers"- Sage Texts
3. Pradhyuman Singh LakhawatPoonam Singh "Contemporary Issues of Industrial Relations"-An Indian Perspective

**IV-SEMESTER**  
**Elective- 2**  
**BABM 4.2: AUDITING**  
**(2 Hrs/Week)**

**Unit – I**

**Introduction to Audit:** Meaning, definition, objectives, differences between Accounting and Auditing, advantages and limitations of auditing, classifications of auditing- Statutory, Government, Internal, Continuous and Annual audit

**Internal Check:** Meaning, definition, objectives, advantages of internal check.

**Unit-II:**

**Audit Programme:** Meaning, advantages and disadvantages, Audit notebook, Audit working papers.

**Vouching:** Meaning, definition, objectives, voucher- meaning, types, Verification- meaning, definition, differences between verification and valuation.

**Unit-III**

**Company Audit:** Qualifications and Disqualifications, Appointment and Removal of auditor, Rights, Duties of company auditor. Audit report-Meaning, types.

**BOOKS FOR REFERENCE:**

1. Auditing: T.R.Sharma, Sahithya Bhavan Publications
2. Auditing: Shekhar K.C, Sulthan Chand and Company
3. Auditing: B.S. Raman, United Publishers
4. Auditing: Maxim Carl, Universal King Publishers

**V-SEMESTER**  
**BABM 5.1: MANAGERIAL ECONOMICS & BUSINESS STATISTICS**  
**(5Hrs/Week)**

**Unit –I**

**Economics:** Business Economics: Meaning, Nature. Scope and managerial implications. Application of Demand. Supply and Market Mechanism in Business Decisions. Concept and Measurement of Elasticity of Demand (Price. Income and Cross) and their managerial implications. Elasticity of Supply and their managerial implications.

**Unit-II**

**Micro and Macro economics:** Microeconomics; meaning, Central problems of an economy, production possibility curve and opportunity cost. Consumer's Equilibrium Production function Cost and Revenue: Forms of Market and Price Determination

Macroeconomics: meaning. Circular flow of income, concepts of GDP, GNP, NDP, NNP.

Measurement of National Income, Determination of Income and Employment

**Unit- III**

**Statistics:** Meaning, definition, characteristics, functions, limitations. Importance of Statistics in business.

**Data Interpretation:** Meaning, need for data interpretation, process of data interpretation,

**Unit-IV**

**Quantitative Data:** Meaning, Advantages and Disadvantages of Quantitative Research. Qualitative Data - Meaning, Advantages and Disadvantages of Qualitative Research.

**Unit –V**

**Data Presentation:** Diagrammatic & Graphical representation, uses, limitations, types. Arithmetic mean, median, mode, simple problems.

**REFERENCE BOOKS:**

1. Appaanaiah, Reddy, Shanthi: Economics for Business, Himalaya Publishing House.
2. Dr. S.K. Singh: Business Economics, Sahitya Bhawan Publications, Agra.
3. D.K. Setai, G. Andrews Frank ISC : Economics, Frank Broseco, Delhi.
4. Raj Mohan : Text book of Statistics, Benaka Books, Udupi.



**V- SEMESTER**  
**BABM 5.2: HUMAN RESOURCE MANAGEMENT**  
**(5 Hrs/Week)**

**Unit – I**

**HUMAN RESOURCE MANAGEMENT** – Meaning, objectives, Managerial and operative functions. Qualities of HR manager.

**Unit-II**

**RECRUITMENT** - Sources, steps in selection process, Promotion – meaning, features, purpose, types, and benefits. Talent Acquisition, Transfer-meaning, purpose, types and causes. Grievances-meaning, causes, effective steps to handle employee grievances most effectively. Grievances principles.

**Unit – III**

**TRAINING** – Meaning, need, areas of training, methods of wage payment – time wage, piece wage, merits and demerits of methods of wage payments. Incentives – meaning, types.

**Unit-IV**

**JOB SATISFACTION** – Meaning, definition, factors related to job satisfaction, advantages of job satisfaction. Job stress-meaning, symptoms, sources, management of stress.

**Unit – V**

**INDUSTRIAL DISPUTES** – Meaning, causes, consequences, types of industrial conflicts, prevention of industrial conflicts.

Absenteeism-meaning, causes, how to reduce absenteeism in the work place.

**REFERENCE BOOKS**

1. Prasad and Banerjee: Management of Human Resources, Sterling Ltd., New Delhi.
2. Astrid French: Interpersonal Skills, Sterling Ltd. New Delhi.
3. Jane Allen: How to develop your personal Management skills, Universal Book Stall, New Delhi.
4. Arun Monappa and Mirza S. Saiyadain: Personnel Management.
5. Yodere Dale: Personnel Management and Inter relations, Prentic Hall India.
6. R. Sharma, Laxmi Narayana: Personnel Management and Inter relations, Agarwal, Agra.
7. V.S.P. Rao: Human Resources Management

**V- SEMESTER**  
**BABM 5.3: INTERNSHIP (Skill Based)**  
**(2 Hrs/Week)**

**Methodology:** Every student has to take up Internship in the field of business management during their fifth semester. Students must be attached to business organizations. This shall be done under the supervision of a faculty member of the Department. The students must submit the Certificate for completion of Internship issued by the organization to the college.

At the end of the course, students have to submit a report not less than 40 pages. The report contains details of the organization, nature of business, and a write up on the learning outcome from the internship carried out by them.

**Work Load:**

Work load (02 hours per week) shall be allotted individually to the entire faculty member for guiding the students for internshipwork and for the preparation of report.

The entire batch of students is to be divided equally among the department faculty members. The faculty members should be the mentors and guide the students in the Internship process.

**Evaluation:** Total Marks: 50 (10+15+15+10)

Internal marks: 10. The supervisor / guide will evaluate the report for 15 marks; another faculty member (within the Department) who serves as external member of the evaluation board will evaluate the report for 15 marks; Viva-voce shall be conducted to evaluate the performance of the student(s) for 10 marks by the team. Viva-voce shall be conducted by a team of two faculty members consisting the supervisor as internal member and one of the Faculty Members of the Department (as constituted by the Head) as an external member.

**VI SEMESTER**  
**BABM6.1: INCOME TAX AND CHANGE MANAGEMENT**  
**(5 Hrs/Week)**

**UNIT- I**

**Income Tax:** Meaning of Income tax, types of tax. Definitions of the term Assessment, Assessment year, Previous year including exceptions, Assessee, Person, Income, Gross Total Income(problems)- Income tax Slab – PAN - Agricultural Income (simple problems for 5 marks)

**UNIT- II**

**Good and Service Tax (GST):**Introduction, Meaning, Objectives, Features, Advantages and Disadvantages of GST- Taxes Subsumed under GST- Types of GST- GST Council. Meaning of the terms Goods, Services, Business, Place of Business, Place of Supply, Casual Taxable Person, Input Tax Credit (Simple problems for 5 marks)Job Worker, Reverse Charge Mechanism(RCM), Aggregate turnover(ATO) (Simple problems)

**Unit – III**

**GST Registration:** Procedure for Registration, person liable for GST and person not liable for GST registration, GSTIN (Simple problems on GST Registration).

**Unit – IV**

**Change Management:** Meaning, importance, nature of change, types, environmental factors – resistance to change, reasons, guidelines for implementing change.

**Unit- V**

**Organisational Development (OD):**OD meaning and How A System Deals with Change. Planned change, OD interventions.Transformation and StrategicChange.Diagnostic Process and Assessingthe Resistance.OD Efforts and Team Development

**REFERENCE BOOKS**

1. S.K. Bhatia: Management of change Organization Development, Deep Publications Pvt. Ltd. NewDelhi.
2. R.A. Paton and J.McCalman: Change Management, Response Books New Delhi.
3. Agarwal, Nair, Banerjee: Organizational Behaviour, Pragati Publishers New Delhi.
4. UdaiPareek: Implementing Change in Organization, Oxford and IBH.
5. Income Tax:Theory and Problems
6. Nirmal Sling: Organizational Behaviour, Deep Publications Pvt. Ltd. New Delhi.

**VI SEMESTER**  
**BABM6.2: EVENT MANAGEMENT**  
**(5Hrs/Week)**

**Unit--I**

**Introduction to Event Management:** Event-Meaning, Characteristics, types. Meaning and Definition of Event Management. Five C's of Event Management, need for Event Management, analysis of events

**Unit-II**

**SWOT Analysis in Event Management:** Key decision makers, Managing Technical Staff, Establishing Policies and Procedures of an event, Procedures to be followed in conducting of events.

**Unit-III**

**Record Keeping:** Meaning, record keeping system, benefits of record keeping system, types of record keeping system, steps for developing record keeping systems.

**Unit--IV**

**Event Management Procedure:** Principles for holding an Event, General Details, Permissions-Policies, Government and local Authorities –Phonographic Performance, License, Utilities-Five Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable.

**Unit-V**

**Conduct of an Event:** Preparing a Planning Schedule, Organizing Tables, assigning Responsibility, Communication and Budget of Event-Checklist, Computer Aided Event Management, Roles and Responsibilities of Event Management of Event Managers for Different Events.

**Books for Reference:**

- 1.Swarup K Goyal-Event Management(Adhyayan Publishers and Distributors,2010)
- 2.Shone .A and Parry. B-Successful Event Management (Cengage Learning)
- 3.Savita Mohan-Event Management (Enkay Publishing House)

**VI SEMESTER**  
**BABM 6.3:RESEARCH METHODOLOGY**  
**(2Hrs/Week)**

**Unit-I**

Research- Meaning, definition, objectives, characteristics of research, methods of research. types of research-Exploratory, Descriptive, Experimental.

**Unit-II**

Research Design: Concept, features of a good research design

**Unit-III**

Sampling: Meaning, definition, characteristics of a good sample. Probability Sample- Meaning, Types. Non-Probability sample- Meaning, Types.

**Unit- IV**

Data Collection - Methods-Questionnaire, interview-Types, observation.

**Unit-V**

Data Analysis: Meaning, Importance, Process, Types, Methods, and Techniques, Interpretation of data, Univariate analysis (Frequency table, bar chart, pie chart, percentage) Report writing: Findings, Suggestions, Conclusion, Bibliography. Plagiarism

**REFERENCE BOOKS:**

1. Dr. S Sachdeva- “Research Methodology”-Laxmi Narayan Agarwal.
2. Ranjith Singh- “Research Methodology”- RT Publications.
3. CR Kothari, GauravGarg- “Research Methodology” - 4th edition-New Age International Publishers
4. Business Research Methods- Donald Cooper and Pamela Schindler, TMGH, 9th edition.