Jagannath International Management School
MOR, Pocket-105, Kalkaji, New Delhi-110019
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Accredited by National Assessment and Accreditation Council (NAAC)

Total No. of Books in BBA & B.Com (H) 2024-25

S.NO	PARTICULARS	2023-24	2024-25	NEW ADDITIONS(2024-25)
1	BBA-BOOKS TITLE	2087	2242	**155**
2	BBA-BOOKS VOLUME	5179	5645	**466**
3	B.COM-BOOKS TITLE	1536	1665	**129**
4	B.COM-BOOKS VOLUME	4287	4690	**403**

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Status of Library - BOOKS

Total Books Added During the year – BBA – 155 Total

Volumes Added During the Year – BBA – 466

Total Books Added During the year – B.Com.(H) – 129 Total

Volumes Added During the Year – B.Com.(H) – 403

BBA NEW ADDITIONS DETAILS (2024-25)

S.No	Title	Author	Number Of Books
1	Premier guide to data analysis	Jana ,Sajal	3
2	Advertising ,brands and consumer behaviour	Kumar,Ramesh	4
3	Breakout trading made easy	Gurjar,Sunil	3
4	Connecting fintech: Building techno financial bridge using 5D model	Potnis,Krishna	3
5	Human resource management	Chhabra,T.N	5
6	Inspirational thoughts of Dr.A.P.J Abdul Kalam	Singh,M.K	3
7	International accounting	Ghosh,Somnath	3
8	Managing corporate knowledge in the digital age	Awad,Elias M	4
9	Corporate tax planning	Singhania,V.K	1
10	Business environment	Gupta,C.B	1

11	Entrepreneurship and small business management	Khanka,S.S	1
12	Banking and insurance	Chaturvedi,D.D	1
13	Introduction to econometrics	Jagannarayan,Nandini	1
14	Human resource management	Rao,V.S.P	1
15	Mercantile Law	Kapoor,N.D	1
16	Applications of trade analytics	Nag,Biswajeet	5
17	B2B Marketing	Hutt,Michael A	5
18	Simplified approach to income tax	Ahuja,Girish	3
19	Operations and supply chain management	Chase,Richard B	5
20	Sales and distribution management	Still,Richard R	2
21	Entrepreneurship development	Charantimath,Poornima	3
22	Advertising brands and consumer behaviour	Kumar,Ramesh	4
23	Business communication	Chaturvedi,P.D	4
24	Financial markets and institutions	Miskin,Frederic S	3
25	International finance	Krugman,Paul R	5
26	Supply chain management	Chopra,Sunil	4
27	Indian financial system	Pathak,Bharti V	5
28	Case studies in marketing	Srinivasan,R	5
29	HR Analytics	Gupta,Deepa	4

30	Sales and distribution management	Rathee,Rupa	5
31	Performance appraisal and compensation management	Goel,Dewakar	5
32	Organizational behavior	Samanta,Sasmita	4
33	Indian economy	Datt,Gaurav	4
34	Financial derivatives	Yaragol,Prakash B	5
35	Essentials of modern marketing	Kotler,Muharjee	5
36	What makes a good human	Dubey,Rajiv	1
37	The chants of vitasta	Dhar,Ravi	1
38	Innovation with IT,4.0	Dubey,Sanjiva Shankar	1
39	De-clutter to flow better	Sundararaman,V	1
40	Essentials of business economics	Dwivedi,D.N	1
41	Premier guide to data analysis	Jana,sajal	1
42	Research methodology and applications of SPSS in social science research	Pandian,Sundra P	1
43	Company law	Kapoor,N.D	1
44	Company law	Agnihotri,Anurag	1
45	Management process and organizational behavior	Chhabra	1
46	Fundamentals of corporate accounting	Maheshwari, S.N	1
47	Entrepreneurship and small business management	Khanka,S.S	1
48	Digital marketing	Babu,K.G.Raja sabarish	1

49	Entrepreneurial development	Gupta,C.B	1
50	Business law	Arora,Sushma	1
51	Essentials of business communications	Gupta,C.B	1
52	Introduction to human resource management	Chhabra,T.N	4
53	Legal aspects of business	Gupta,Parul	4
54	Corporate law	Kapoor,N.D	5
55	Entrepreneurial mindset	Shokeen,Anjali	5
56	Information system management	Gulati,Karishma	4
57	Mastering advanced excel	Arora,Ritu	4
58	Patterns of entrepreneurship management	Kaplan,Jack M	4
59	SQL,PL/SQL	Bayross,Ivan	4
60	Verbal ability and reading comprehension for CAT	Sharma,Arun	1
61	Business Analytics	Raj, Sahil	1
62	Entrepreneurship Development & Small Scale Business	Bansal, Sapna	1
63	Strategic Management	Gupta, C.B	1
64	Development Banking and Financial Intermediaries	Desai, Vasant	1
65	Business Statistics & Business Mathematics	Gupta, P.K	1
66	Managerial Economics	Gupta, Deepalshi	1
67	Database Management Systems	Chopra, Rajiv	1

68	Computer Applications	Trehan, Gulati Karishma	1
69	Cost Accounting	Maheshwari, S.N	1
70	Microeconomics	Chaturvedi,D.D	1
71	Coaching for Performance	Whitmore, John Sir	3
72	Harvard Business Review sales Management Handbook	Sinha, Prabhakant	3
73	Influence at Work	Martin, J. Steve	5
74	Timeless Wisdom on Finance	Lamba, Anil	5
75	11 Rules for Life	Bhagat, Chetan	5
76	E-Commerce	Kumar, Sandeep	1
77	Advertising and Sales Management	Sontakki, C.N	5
78	Advertising Brands and Consumer Behaviour	Kumar, S Ramesh	5
79	Marketing Management	Chhabra, T.N	5
80	Bayesian Analysis	Carlberg, Conrad	5
81	Business Communication	Sinha, K.K	4
82	Business Finance	Gupta, K Shashi	5
83	Corporate Finance and Policy	Sahni, N.K	5
84	Decision Techniques for Business	Thukral, J.K	5
85	Design Thinking	Tiwari, Rahul Shalini	5
86	Export and Import Management	Singh, Ram	3
87	Financial Markets and Services	Gordon, E	5
88	Foundational Python for Data Science	Behrman, Kennedy	6

89	Fundamentals of International Business	Verma, Sumati	2
90	Fundamentals of Statistics	Gupta, S.C	3
91	Global Bit coin Trade Practices	Rajkumar, k.Prabhakar,	2
92	International Trade & Tariffs	Kaur, Kuljeet	6
93	Investment Banking	Murthy, Vishwanath	3
94	Investment Management	Singh, Preeti	5
95	Management Information System	Kohar, Kuldeep Singh	2
96	Management Information System	Murthy, CSV	3
97	Marketing Management Indian Cases	Gupta, Prachi	5
98	Microsoft Office	Lambert,Joan	3
99	Money GPT	Rickards,James	3
100	Organization Development	Ramnarayan,S	5
101	Platform Business Models for Executives	Srinivasan,R	4
102	Principles and Practice of Management	Prasad, L.M	5
103	Quantitative Techniques for Commerce	Thukral, J.K	6
104	Sales and Distribution Management	Still, R. Richard	1
105	Services Marketing	Kaur, Amandeep	1

106	The Dynamics of Entrepreneurial Development and Management	Desai, Vasant	2
107	The Intelligent Investor	Graham, Benjamin	4
108	Talent Management	Joshi, Gowri	4
109	Legal Aspects of Business	Kumar, Ravinder	5
110	Business ethics	Murthy, C.S.V	4
111	Emotional Intelligence	Purushothaman, Rajagopalan	1
112	AI and machine learning	Rahman, Was	1
113	Venture capital investments	Kumar, Raj	1
114	Fin tech Future	Phadke, Sanjay	1
115	Accounting Simplified	Shette, Rachappa	1
116	Strategy Huddle	Dhayanithy, Deepak	1
117	INDIA @ 2047	Sharma, SP	1
118	Consumer Behaviour	G. Anitha	2
119	Research Methodology	Jain, Rachna	2
120	WHO	Smart, Geoff	1
121	A Textbook Of Business Mathematics	Hazarika, Padmalochan	4
122	A textbook on Design Thinking	R. Srinivasan	4
123	An Introduction to Accountancy	Maheshwari, S.N	3
124	An Introduction to Artificial Intelligence and Machine Learning	Paneerselvam, Manikandan	4
125	Analytical Skills	Thorpe, Showick	4

126	Artificial Intelligence in Business	Gupta, Seema	4
127	Business Ethics	Gupta, Neeraj	3
128	Business Analytics	Acharya,Debidutta	4
129	Business Law	Kaur, Jaspreet	4
130	Business Ethics and values	Jena, Biswa Mohana	4
131	Competency Based Assessment Development Center	Shermon, Ganesh	4
132	Cost Accounting	Maheshwari, S.N	4
133	Cost Accounting	Arora,M.N	4
134	Educated	Westover, Tara	3
135	Entrepreneurship Development and Start Up	Jena, Biswa Mohana	4
136	Entrepreneurship : Idea to Empire	Deepti	4
137	Essentials of Modern Marketing	Kotler	4
138	Export Marketing	Rathor, B.S	4
139	Fundamentals of Entrepreneurship and E-Commerce	Khuntia, Chittaranjan	4
140	Human Resource Information Systems	Gupta, P.K	4
141	Human Value and Ethics	Manchanda, Bhushan	4
142	International Trade and Export Management	Cherunilam, Francis	4
143	Leadership	Mittal, Ranjana	4

144	Machine : Learning with Python	Malu, Siddharth Savyasachi	4
145	Marketing	Grewal, Dhruv	1
146	Marketing : A New Age Perspective	Chaturvedi, Mukesh	3
147	Principles of Management : Text & Cases	Chandan,JS	4
148	Range	Epstein, David	3
149	Business Statistics	Tulsian,PC	5
150	The Leadership Experience	Daff L. Richard	1
151	Business Cades	Seetharaman, Arumugam	1
152	Research Methods and Statistics	Jackson, L Sherri	1
153	Operations & Supply Chain Management	Collier A. David	1
154	Business Communication	Guffey, Mary Ellen	1
155	Financial Accounting	Rich S. Jay	1
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S.No	Title	Author	Number Of Books
1	Principles of Marketing	Sharma, Kavita	1
2	Business Analytics	Kumar, Sandeep	1
3	Corporate Governance Ethics & Social Responsibility of Business	Kaushik, Meenakshi	1
4	Business Policy and Strategy	Agrawal, D.C	1
5	Information Systems Management	Bhagwan Jai	1
6	Goods and Services Tax	Gupta, Amit	1
7	Financial Markets and Institutions	Kaur, Paramjeet	1
8	A Textbook on Numerical Methods and Analysis	Kumar, Chaitanya	1
9	Environmental Studies	Batra, Kumar Sanjay	1
10	Principles and Practice of Management	Prasad, L.M	1
11	Management	Gupta, C.B	1
12	Business Law	Kuchhal, MC	1
13	Business Law	Kapoor,N.D	1
14	Services Marketing	Wirtz, Jochen	2
15	Entrepreneurship New Venture Management	Batra, Safal	4
16	Investment Analysis and Portfolio Management	Reily, Frank K	3
17	Group Dynamics	Forsyth, Donelson R	5
18	Management Accounting	Arora,M.N	4
19	How to Prepare for Data Interpretation for CAT	Sharma, Arun	1
20	How to Prepare for Logical Reasoning for CAT	Sharma, Arun	1
21	How to Prepare for Quantitative Aptitude for CAT	Sharma, Arun	1
22	Human Resource Management	Aswathappa, K	4

23	Strategic Management	Kazmi, Azhar	4
24	Financial Management	Pandey, I.M	2
25	Human Resource Management	Dessler Gary	2
26	Fundamentals of International Business	Varma, Sumati	5
27	Organizational Behaviour	Robbins, Steohen P	2
28	Marketing Management	Kotler, Philip	4
29	Principles of Marketing	Kapoor,Neeru	3
30	Consumer Behaviour	Jain, P.C	4
31	Marketing Management	Pillai, R.S.N	4
32	Human Resource Management	Khanka,SS	3
33	Business Statistics	Haxarika, Padmalochan	5
34	Investment Management	Bhalla,V.K	4
35	Operations Research	Gupta, PK	4
36	Financial Management	Tulsian, P.C	5
37	Wealth Management	Verma, Anuj	10
38	Cost & Management	Kishore, Ravi M	3
39	Research Methodology	Kothari, CR	4
40	Business Law	Kuchhal, MC	3
41	Organizational Behaviour	Singh, Kavita	3
42	Business Research Methods	Dangi, HK	4
43	Investment Management	Mujherjee Subrata	4
44	Financial Accounting	Maheshwari, S.N	4
45	Foreign Trade theory procedures practices and documentation	Jain, S. Khushpat	2
46	Organization Behaviour	Aswathappa, K	3
47	Introduction to Operations Research	Hillier, S Frederick	2
48	Corporate Governance	Kumar, Satheesh	4
49	Indian Cases in Organizational Behaviour	Joy, Simy	5
50	Financial Markets and Institutions	Mishkin,S Frederic	2
51	Pandas for everyone	Chen, Y. Daniel	3
52	Banking and Insurance	Ray, Saptarshi	6

53	Cyber security MYTHS and Misconceptions	Spafford, H Eugene	3
54	Organizational theory Design and Change	Jones, R. Gareth	3
55	Strategic Management and Business Policy	Bamford, E. Charless	3
56	Project Management	Horine, M. Gregory	3
57	Supply Chain Management	Chopra, Sunil	3
58	Strategic Management and competitive Advantage	Barney, B.Jay	3
59	Strategic Management	David, R. Fred	4
60	Financial Management	Chugh, Aman	5
61	Introduction to Fintech	Chavan, Chandrahauns	6
62	Cloud Computing	Thomas, Erl	4
63	The Art and Science of Business Communication	Chaturvedi, P.D	5
64	Indian Economy	Mahajan, M. Madhur	5
65	Statistics Management	Levin. I. Richard	4
66	Managerial Economics	Keat, G. Paul	5
67	Leap, Frog	Sud, Mukesh	5
68	Export and Import and Logistics Management	Rai, Kiran Usha	3
69	Operations Research	Srinivasan,G	2
70	Cyber Law and IT Protection	Chander, Harish	3
71	Logistics Management for International Business	Sudalaimuthu, S	3
72	Operations Research	Panneerselvam,R	3
73	Services Marketing	Srinivasan,R	4
74	Elements of Banking and Insurance	Sethi, Jyotsna	3
75	Labour and Industrial Laws	Padhi, P.K	3
76	Management Accounting	Gupta, C.P	5
77	HR Analytics	Lochab, Anshu	5
78	Management Information System	Goyal,D.P	5
79	Business Communication	Madhukar,R.K	5
80	Marketing Management	Kumar, Arun	5

81	Artificial Intelligence	Goel, Lavika	5
82	Strategic Management	Hitt A. Michael	1
83	Practical Management Science	Winston L. Wayne	1
84	Managerial Accounting	Mowen M. Maryanne	1
85	New Perpectives Microsoft Office 365 Excel 2021	Carey, Patrick	1
86	Corprate Financial Accounting	Warren S. Carl	1
87	Statistics for Business & Economics	Camm D. Jeffrey	1
88	Cloud Comouting & Big Data	Elayidom Sudheep M	4
89	Advanced Business Analytics	Ghosh, Munmun	4
90	Emerging Tecnologies for Managers	Dubey, Rahul	4
91	Managerial Economics	Froeb, M. Luke	5
92	Critical & Analytical Thinking	Prasad, A.S	4
93	Textbook of Environmental Studies	Dave, Deeksha	4
94	AI for Managers	De Rahul	4
95	Management Information Systems	Bidgoli, Hossein	4
96	Social Media Marketing	Zahay, Debra	4
97	Services Marketing	Hoffman, Douglas K	4
98	Money Banking Financial Markets & Institutions	Brandl W. Michael	3
99	Programming with Python	Mcmullen, Kyla	4
100	Microeconomics	Arnold, A. Roger	4
101	Macroeconomics	Arnold, A. Roger	4
102	Research Methods for Business	Quinlan, Christina	4
103	Legal Aspects of Business	Kumar, Ravinder	4
104	Consumer Behavior	Hoyer D. Wayne	4
105	Global Business	Peng W. Mike	4
106	Business Ethics	Ferrell, O.C	4
107	International Economics	Carbaugh J. Robert	4
108	Operations Management	Gaither, Norman	4
109	Digital marketing	Gupta, Seema	2
110	Negotiation	Lewicki J. Roy	1
111	Design Thinking	Magoo Kumar Sanjay	4
112	Machine Learning	Banerjee, Pratyush	3
113	Finance Sense	Chandra, Prasanna	3

114	Essentials of Marketing Analytics	Hair F. Joseph	4
115	Understanding Organizational Behaviour	Khanna, Sushama	1
116	Leadership in Organizations	Yukl, Gary	1
117	Marketing Research	Malhotra K. Naresh	1
118	International Relations	Pevehouse, W C Jon	1
119	E-Commerce	Laudon C. Kenneth	1
120	Security in Computing	Pfleeger, P Charles	1
121	Marketing Management	Kotler, Philip	1
122	Financial Accounting for Management	Gupta, Ambrish	5
123	Auditing	Jha, Aruna	4
124	Business Statistics	Kaur, Gurmeet	2
125	Students Guide to INCOME TAX & GST 2025-26	Singhania, Vinod K	1
126	Students Guide to INCOME TAX 2025-26	Singhania, Vinod K	4
127	HR Analytics	Lochab, Anshu	4
128	Business Statistics	Sharma J.K	2
129	Marketing Management	Gupta, Prachi	1
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