



Jagannath International Management School

MOR, Pocket-105, Kalkaji, New Delhi-110019

(Affiliated to Guru Gobind Singh Indraprastha University and Approved under Section 2(f) of UGC Act 1956)

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	5719	4645	466
3	B.COM-BOOKS TITLE	1536	1165	129
4	B.COM-BOOKS VOLUME	4287	4690	403

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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