

TYBBM(IB)
(Pattern – 2013)w.e.f. 2015-16
Revised Course Structure
Bachelor of Business Management
(International Business)

Subject Code	Subject Name – Semester V	Subject Code	Subject Name – Semester VI
501	Business Ethics	601	Import Export Procedure
502	Business Law	602	International Business Law
503	International Relations	603	Study of Global Economics
504	International Banking & Finance	604	International Project Management
505	Business Reporting & Analysis	605	Supply Chain & Logistics Management
506	E- Commerce Technology	606	Research Methodology (50 Marks) & Project(50 Marks)

T.Y.B.B.M.(I.B.)
Semester V
Course Title -: Business Ethics
Course Code -: 501

Objectives -:

1. To impart knowledge of Business Ethics to the Students.
2. To impart knowledge of various Business Ethics practices.

Unit No.	Topic	Periods
1.	Ethics- Meaning and nature of Ethics Meaning of Moral & Ethics. Types of Ethics, Importance of Ethics, Nature of Ethics.	8
2.	Business Ethics- Meaning and nature. Importance of ethics in business. Types of business Ethics-Relation between corporate responsibility & Business ethics.	8
3.	Business Ethics in Global Economy. Ethics in the context of Global Economy-Relationship Between Business Ethics & Business Development-Role of Business Ethics in Building a civilized society.	10
4.	Moral issues in Business Justice & Economic system-ethics related to environment protection-Ethics relating to Consumer protection-Social responsibility & Business ethics arguments for and against social responsibility.	8
5.	Areas of Business ethics Meaning of functional ethics-types of ethics according to functions of business: marketing ethics, foreign trade ethics and ethics relating to Copyrights.	7
6.	Organizational Ethics Individual Ethics- Professional ethics. Corporate Ethics- Ethical behavior - Ten Commandments of ethical Behavior Control & audit of ethical behavior.	7
	Total	48

Recommended Books
<ol style="list-style-type: none"> 1. Business Ethics: - O.C. Ferrel, John Paul Fraedrich, Linda Ferrell. 2. Business Ethics: - GautamPherwani 3. Business Ethics: - RituPamraj 4. Business Ethics: - Prof. Agalgatti

T.Y.B.B.M.(I.B.)
Semester V
Course Title -: Business Law.
Course Code -: 502

Objectives -:

1. To gain Understanding of basic legal terms and concepts used in law pertaining to management of Business.
2. To comprehend applicability of legal principles to situations in business by referring to few decided leading cases.
3. To bestow confidence in students to deal with situations involving legal issues in commercial Transactions.

Unit No.	Topic	Periods
1.	<u>Indian Contract Act 1872</u> Definition, Kinds and concept of contracts. Offer and Acceptance. Consideration Capacity of Parties Free Consent Legality and Objects of consideration Void Agreements Performance of Contract Discharge of Contract and Remedies	12
2.	<u>The Sale of Goods Act 1930</u> Contract of Sale of Goods. Conditions and Warranties Transfer of Property Performance of a contract of sale Rights of unpaid Seller.	12
3.	<u>Business Entities</u> Introduction to the concept of Sole Proprietorship, Partnership, Joint Hindu Family Business, Co-operative Societies and Company. <u>Introduction to the Companies Act.1956</u> Nature & Types of Company Formation of a Company Memorandum of Association Articles of Association Prospects and allotment of Shares Shares and Share Capital Meeting and Proceedings	10
4.	<u>The consumer protection-Act, 1986.</u> Salient features of Act. Definitions-Consumer, Complaint, Services, defect and Deficiency,	8

	Rights and Reliefs available to consumer. Procedure to file complaint. Consumer Dispute Redressal Agencies. (Composition, Jurisdiction, Powers and functions). Procedure followed by Redressal Agencies.	
5.	Intellectual Property Rights : Definition and conceptual understanding of Patent Trademarks. Copy Rights and Design. (Under the relevant Indian current statutes.)	6
	Total	48

Recommended Books	
1.	Business & Commercial Laws -: Sen&Mitra
2.	An Introduction to Mercantile laws -: by N.D.Kapoor
3.	Business Law -: N.M. Vechlekar
4.	Company Law -: Avtar Singh
5.	Law of Contract -: Avtar Singh
6.	Business Laws -: Kucchal M.C.
7.	Business Law for Management -: Bulchandani K.R.
8.	Consumer Protection Act in India -: Niraj Kumar
9.	Consumer Protection in India -: V.K. Agrawal
10.	Redressal Consumer Grievances under CPA -: Deepa Sharma

T.Y.B.B.M.(I.B.)
Semester V
Course Title -: International Relations.
Course Code -: 503

Objectives -:

1. To know and understand foreign affairs & global issues with international business system.
2. To help students understand the background for conducting international trade in the constantly changing global market.

Unit No.	Topic	Periods
1.	Overview of International Relations 1.1 Economic Relations 1.2 Socio –Cultural Relations 1.3 Legal Relations 1.4 Political Relations	10
2.	Regional Economic Integration & their current Practices 2.1 European Union [EU] & their current Practices 2.2 North Atlantic Free Trade Agreement [NAFTA] & their current Practices 2.3 South Asian Association for Regional Co-operation[SAARC] & their current Practices 2.4 SAARC Preferential Trading Arrangement [SAPTA] & their current Practices	10
3.	Socio-Cultural Relations 3.1 Social Structure – Dualism in Indian Society and Problem of uneven income distribution 3.2 Culture and workplace Religious and ethical systems-	10
4.	Legal Relations 4.1 WTO provisions relating to preferential treatment of developing Countries 4.2 Implications of WTO pertaining to 4.2.1 General Agreement on Trade in Services [GATS] 4.2.2 Trade Related Intellectual Property Rights [TRIPs] 4.2.3 Trade Related Investment measures [TRIMs] 4.2.4 Commodity Agreement	12
5.	Trade Relations 5.1 Instruments of Trade Policy 5.1.1 Tariffs 5.1.2 Subsidies 5.1.3 Quotas 5.2 Dumping – Meaning and Antidumping policies 5.3 Case Studies	06
	Total	48

Recommended Books

1. International Business –Competing in the Global Market place Charles Hill, Arun Kumar Jain, TATA McGraw Hill
2. International Economics – W.Charles Sawyer, Richard L. Sprinkle, Prentice Hall India.
3. International Business Environment – Black and sundaram, Prentice Hall India.
4. The Global Business Environment – Tayeb, Monis H, Sage Publication, New Delhi Text & cases.
5. International Business Environment – Francis Cherunilam, Prentice Hall India.
6. Economic Environment of Business – Gosh, Biswanath, south Asia Book, New Delhi.

T.Y.B.B.M.(I.B.)
Semester V
Course Title -: International Banking & Finance.
Course Code -: 504

Objective -:

To acquaint students with Global Banking Practices & various methods for financing International trade.

Unit No.	Topic	Periods
1.	<p>Introduction:</p> <p>1.1 Meaning and Definition of 'Bank'</p> <p>1.2 Functions of Bank</p> <p style="padding-left: 20px;">A. Primary functions:</p> <p style="padding-left: 40px;">Accepting deposits: Demand deposits: Current and Savings; No Frills Account, Time deposits-Recurring and Fixed deposits, Flexi Deposits</p> <p style="padding-left: 40px;">Granting Loans and Advances- Term Loan, Short term credit, Overdraft, Cash Credit, Purchasing, Discounting of bills,</p> <p style="padding-left: 20px;">B. Secondary functions:</p> <p style="padding-left: 40px;">Agency Functions- Payment and Collection of Cheques, Bills and Promissory notes, Execution of standing instructions, Acting as a Trustee, Executor.</p> <p style="padding-left: 40px;">General Utility Functions: Safe Custody, Safe deposit vaults, Remittances of funds, Pension Payments, Acting as a dealer in foreign exchange.</p> <p>1.3 Various Ways of creating Relations in International Market Management Contract, Franchising, Use of Logo, Mergers & Acquisition, Opening of Branch Offices.</p>	12
2.	<p>Role of Commercial Banks in Financing Import & Export</p> <ul style="list-style-type: none"> • Role of Commercial Banks. • Role & Functions of EXIM Bank & ECGC [Export Credit Guarantee Corporation] • Types of Bank Deposits & advances for Importer & exporter (i.e.NRE- Non Resident External A/c NRO-Non Resident Ordinary A/C FCNR-Foreign Convertible Non Resident A/C • NRNR – Non Resident Non repatriate A/c Deposits] • Introduction of Nostro Vostro & Laro Account) • Transactions (i.e Bill Discounting, Pre & Post shipment Financing, Package Financing Concept of Fee Based & Fund Based Financing (Bank Guarantee, Letter of Credit) Loan Syndications 	12

3.	International Debt Settlement 3.1 Methods of Settlement of International Debts, Open Account, Advance Remittances 3.2 Detailed Study Of Letter of Credit Transactions – 3.3 Concepts of Factoring & Forfeiting	06
4.	Role of International Financing Agencies 4.1 World Bank, IMF-International. Monetary Fund, BIS- Bank for International settlement, ADC-Asian Development Corporation. 4.2 Modern Ways of Financing of International trade – Private Equity, Block Deals, FDI, ADR-American Depositary Receipts GDR & ECBs – External Commercial Borrowings 4.3 Risks in International trade-Economic Risks, Transaction & Translation Risk – Ways & means of Risk. 4.4 Hedging Techniques (Currency Futures, Swaps, Forwards, Collars & CAPS)	10
5.	Euro Currency Market 5.1 Meaning – Features – Why does this Market Exist? 5.2 Segments of Euro Currency Market 5.3 Advantages of Euro Currency Market	08
	Total	48

Recommended Books	
1.	International Finance-----Prof A.V. Rajawade
2.	International Finance----- P. G. Apte.
3.	International money----- Prof. Adrian Buckley
4.	Exchange Control Regulations-----Nabhi
5.	International Financial Management---By MachiRaju.
6.	Principles & Practice of Banking----- [Part I & II) By Prof Varshney.
7.	Fundamentals of Banking-----Dr. MukundMahajan
8.	Foreign Exchange-----Indian Institute of Banking & Finance
9.	International Banking-----Indian Institute of Banking & Finance

T.Y.B.B.M.(I.B.)
Semester V
Subject Name -: Business Reporting & Analysis.
Course Code -: 505

Objective -:

To develop among students abilities to analyze & interpret various Economic Factors that affect Business decision making. Similarly to understand reporting pattern followed in corporate sector as a part of MIS.

Unit No.	Topic	Periods
1.	Introduction to Business Reporting. Business Reporting --- Definition --- Importance ----- Scope – User of Business Report –Factors Affecting Business Reporting.	08
2.	<ul style="list-style-type: none"> • Business, Industry, Category, Segment and its explanation. • Discuss various Business Industries with reference of the above. • Analysis Parameters : Industry Size, Segment Size, Category Size, Segment wise contribution, Growth Patterns, Growth Drivers, Competition CSF, KPI. • Category Attractiveness : BCG matrix, Porter’s 5 force analysis • Designing of Reporting format, Preparing Business Plans. • Preparing for Business Meetings • Selective Business Strategies 	10
3.	Areas of Business Reporting Marketing Reports --- Financial Reporting — Inter Company & Intra Company analysis — Macro Economic Analysis --- Human Recourses Need & Forecasting — Global opportunities & Diversification.	10
4.	Business Analysis & Interpretation Business Analysis – Procedure – Factors to be Consider in Business Analysis — Various Tools & Techniques used in Business Analysis & Interpretation.	12
5.	Procedure of Business Analysis Company Analysis --- Economic Analysis --- Sector Analysis& its Correlation with Business Analysis --- Introduction & use of Various Statistical Simple Statistical Techniques & Tools.	08
	Total	48

Recommended Books

1. Business Process Analysis - GeofferyDarton (MakshaDarton Publication Edition 1997.
2. Business Analysis by Debra Paul (2007 Publishing – Donald Yeates)
3. International Financial Reporting Analysis – David Alexander & Anne Briton (Edition 2007)
4. Financial Reporting and Analysis - Charies Gibson. (Publishing 2009)

T.Y.B.B.M.(I.B.)
Semester V
Subject Name -: E- Commerce Technology
Course Code -: 506.

Objective -:

1. To give basic relating French as a commercial language.
2. To create awareness of prospects of learning French for International Trade.

Unit No.	Topic	Periods
1.	Introduction to E-Commerce 1.1 What is E-Commerce (Introduction And Definition) 1.2 Main activities E-Commerce 1.3 Goals of E-Commerce 1.4 Technical Components of E-Commerce 1.5 Functions of E-Commerce 1.6 Advantages and disadvantages of E-Commerce 1.7 Scope of E-Commerce 1.8 Electronic Commerce Applications 1.9 Electronic Commerce and Electronic Business(C2C, C2G, G2G, B2G, B2P, B2A, P2P, B2A, C2A, B2B, B2C)	10
2.	Building Own Website 2.1 Reasons for building own website 2.2 Benefits of Website 2.3 Cost, Time, Reach 2.4 Domain Names – Meaning and types of Internet Organizations(.edu, .com, .mil, .gov, .net) 2.5 Internet Service Provides 2.6 Registering a Domain Name 2.7 Web promotion – Meaning and Concept 2.8 Types of Website Promotion like Target email, Baner Exchange, Shopping Bots	08
3.	Internet, Extranet and Intranet 3.1 Definition of Internet 3.2 Evolution of Internet 3.3 Advantages and Disadvantages of the Internet 3.4 Definition of Intranet & Extranet 3.5 Components of Intranet 3.6 Extranet and Intranet Difference 3.7 Internet Marketing 3.6.1 Meaning of Internet Marketing 3.6.2 Pros & Cons of Online Shopping 3.6.3 Different Techniques of Internet Marketing	10
4.	Electronic Data Exchange & E-Governance	10

	4.1 Electronic Data Interchange (EDI) 4.1.1 Introduction 4.1.2 Concepts of EDI 4.1.3 Applications of EDI& Its Limitation 4.1.4 EDI model 4.2 E-Governance 4.2.1 Introduction 4.2.2 E-Governance in India 4.2.3 Import, Export	
5.	Electronic Payment System 5.1 Introduction to EPS 5.2 Meaning of Traditional and Modern Payment System 5.3 Types of Modern Payment System (GIRO Payment, Credit Card, Smart Card, Direct Transfers, Stored Value Card, Point of Scale, Micropayment, Electronic Cash, E-cheque, RTGS, Security measures of online transactions, Threats of Payment System etc.)	10
	Total	48

Recommended Books
1. E-Commerce Concepts, Models, Strategies:- G. S. V. Murthy Himalaya Publishing House 2. E- Commerce :- Kamlesh K Bajaj and Debjani Nag 3. Electronic commerce :- Gray P. Schneider

T.Y.B.B.M.(I.B.)

Semester VI
Course Title -: Import Export Procedure.
Course Code -: 601

Unit No.	Topic	Periods
1.	Essentials for Export 1.1 Registration – IEC, RCMC [Registration cum membership Certificate.] EPC-Export promotion council, central excise. 1.2 Categories of Export 1.2.1 Physical 1.2.2 Deemed Export 1.2.3 Merchant 1.2.4 Manufacture Export 1.3 Shipping Documents 1.4 Terms used in Shipping	10
2.	Custom Clearance Procedure for Imported Cargo Documentation Consignment Clearance Procedure Payment Procedure Concept of Ware Housing Procedure for Importing Goods within relevant provisions under various Acts.	08
3.	Export Procedure 3.1 Basic Documentation 3.2 Excise clearance for export 3.3 Quantity – Preshipment inspection 3.4 Packaging, Marketing, Labeling 3.5 Shipment of Goods 3.6 GSP [Generalized System of preferences] Rules & Origin 3.7 Role of overseas agent & remittance of commission. 3.8 Incentives for export from Govt. 3.9 Various modes of transport.	10
4.	Benefits of Export 4.1 Service Tax benefits 4.2 Excise clearance benefits / rebates 4.3 Income Tax benefits	10
5.	Duty Drawback & Remittance Scheme Advance License Replenishment license Special Interest License DEPR Scheme [Duty Entitlement Pass Book Scheme] DFRC Scheme [Duty Free Replenishment Certificate]	10
Total		48

Recommended Books

1. EXIM policy 2004-09 Import –Export Documentation- By M.I. Mahajan
2. How to Export – Handbook
3. A guide on Export policy procedures & documentation
4. Export Management – by D.C. Kapoor
5. Excise custom manually.

T.Y.B.B.M.(I.B.)
Semester VI
Course Title -: International Business Law.
Course Code -: 602

Unit No.	Topic	Periods
1.	International Law Meaning, scope, objects, state Jurisdiction Evolution of International Economics/ Trade Law with special reference to United Nation's role in its development. Trans-National Corporations-their rights, duties & responsibilities under International Law Charter on Economic Rights & Duties of State (ERDS)	12
2.	International Institutions, their functions & Role in International Economic Law United Nations Conference on Trade & Development (UNCTAD) United Nations Conference on International Trade(UNICITRAL) International Finance Corporation (IFC) International Development Programme (UNDP) Organization for Economic Co-operation & Development (OECD)	10
3.	International Trade 3.1 Unification of law of International Sale of Goods 3.2 Uniform Customs & Practice of Documentary Credits & international Chamber of Commerce 3.2.1 UNICITARAL Model for Inter Credits & Guaranties 3.2.2 UNICITARAL Model for International Payments 3.2.3 UNICITARAL Model for Electronic- commerce 3.3 International Convention Governing Bill of Lading 3.3.1 Brussel Convention 3.3.2 UNICITARAL Convention	10
4.	International Dispute Settlement Machinery W.T.O. Dispute Redressed system International Court of Justice- Constitutional, Jurisdiction, Procedure, Evaluation World Bank Inspection Panel- Functions &Procedure International Clauses for Settlement of Investment Disputes (ICSID)- Tribunal, Function & Procedure International commercial Arbitration & Enforcement of Foreign Awards.	08
5.	Indian Law affecting International Trade Foreign Trade (Regulation & Development) Act 1992. The Customs Act 1962 (Definitions-Authorities-Penalties)	08

	Role & functions of Indian Government Bodies for promotion of International Trade Ministry of Commerce Board of Trade Commodity Organization Export Promotion Council Commodity Boards Service Institutions Indian Government Trade Representative Abroad	
	Total	48

Recommended Books	
1.	International Law- H.O.Agrawal- Central Law Publication
2.	International Economics Law- S.R. Myneni
3.	Environmental Law- Jaiswal P.S.
4.	Customs Law Practice & Procedure-V.S. Datey- Taxmann
5.	Indian Foreign Trade – Raj Agrawal Excel Books
6.	World Trade Organization- Institute of Company Secretaries of India
7.	Kyoto Protocol- Aspects & Prospects- AmeySatishPitale- Think Line- A GunaGauravNyas Publication

T.Y.B.B.M.(I.B.)
Semester VI
Course Title -: Study of Global Economics.
Course Code -: 603

Unit No.	Topic	Periods
1.	Introduction 1.1 Globalization 1.1.1. Drivers of Globalization 1.1.2. The Globalization debate 1.2 The changing world order 1.3 Global economy of the 21 st Century	09
2.	Study of International Monetary Fund [IMF] And World Bank with reference to : 2.1 Nature of Global financial markets 2.2 Emerging markets 2.3 Poverty Aid	08
3.	Global Human Resource Management 3.1 International Labour Relations – concern and strategy of organized labour. 3.2 Mobilizing talent for global development with respect to international migration of skilled and unskilled labour	08
4.	Challenges confronting the global economy with reference to : 4.1 Energy and commodity crisis 4.2 Financial turmoil	05
5.	India in the Global Setting : 5.1 India – An emerging market 5.2 India in Global Trade 5.3 Liberalization and integration with the global economy	08
6.	Case studies in Economic and Business Environment in the Global Economy 6.1 India and Europe 6.2 India and Association of South East Asian Nations [ASEAN] 6.3 India and North America	10
	Total	48

Recommended Books

1. International Business – Text and Cases Francis Cherunilam –Prentice Hall of India
2. International Business – Competing in the Global Market place – Charles W Hill and Arun Kumar Jain – Tata McGraw Hill
3. Business Environment –Text And cases- Justin Paul, Tata McGraw Hill
4. International Business – Bhalla V.K., Anmol Publications, New Delhi
5. International Business Environment –Black and Sundarma, Prentice Hall of India
6. Economic Environment of Business – Gosh, Biswanath, South Asia Book, New Delhi
7. International Economics – PrakashVohra and Rakesh Mittal.

T.Y.B.B.M.(I.B.)
Semester VI
Course Title -: International Project Management
Course Code -: 604

Unit No.	Topic	Periods
1.	Introduction to International Project Management 1.1 Introduction 1.2 Definition of Project 1.3 What is Project Management? 1.4 Characteristics of a Project 1.5 Roll of Project Manager and skills required, Knowledge required, 1.6 Complicities of a Project 1.7 Different Types of Projects 1.8 7's Of project Management	10
2.	Strategy planning & Project Management 2.1 Need for Strategy in Project Management 2.2 Resource Co-ordination 2.3 Project performance measurement 2.4 Work breakdown structure, Stakeholder Management 2.5 Project Analysis : Technical aspects, Financial aspects, Risk factors & management 2.6 Social cost benefit analysis	08
3.	Time, Cost and Quality Planning 3.1 Process 3.2 Gantt Charts 3.3 Estimating 3.4 Critical Path Analysis 3.5 Arrow – on- Arrow Diagrams 3.6 Scheduling 3.7 Quality Conference Planning 3.8 Quality Performance Planning 3.9 Project Structure Teams 3.10 Organization	10
4.	Project Delivery & Control 4.1 Requirement of Control System 4.2 Defining System, Characteristics of Importance 4.3 Defining Variation Limits 4.4 Measurement, Making Process Visible 4.5 Feedback & Corrective Action 4.6 Project Completion & Handover 4.7 Improvement Activities 4.8 Training & Education 4.9 Audit & Review	10

5.	Cultural Factors Influencing International Projects & Learning 5.1 Different Countries, Different Cultures, How it can be useful in International Projects 5.2 Future Challenges for Project Management, Managing change & its issues 5.3 Improving Project Performance	10
	Total	48

Recommended Books	
1.	Project Management – Harvey Maylor (Pearson Education)
2.	Project Management – Vasant Desai (Himalaya Publication)

T.Y.B.B.M.(I.B.)
Semester VI
Course Title -: Supply Chain & Logistics Management
Course Code -: 605

Unit No.	Topic	Periods
1	Basic Concept about distribution system 1.1 Basic concept of distribution system Logistics needs 1.2 Setting distribution objectives. 1.3 Definition of physical distribution concept of distribution cost. Analysis of distribution cost. Element of total cost in physical indistribution system. 1.4 Developing channel design.	10
2	Channel Section Control system for efficiency Productivity aspects of logistics management. Distribution & customer satisfaction Channel strategy decision. Channel management & channel strategy.	06
3	Selections of channel partner & Strategies of channel of distribution. Objectives of channel of distribution Patterns of distribution. Factors in the selection distribution channel. Motivation of intermediaries Motivational tools & control areas. Remuneration of the sales person.	12
4	Logistics for customer satisfaction. Functional areas of logistics integration. Marketing & physical Distribution	08
5	Physical Distribution Management Transportation Models of Transportation. Distribution analysis control & management. Standards of performance of distribution & analysis. Controlling the distributor and retailer.	12
	Total	48

Recommended Books
<ol style="list-style-type: none"> 1. Sales and Distribution Management Dr. S.L. Gupta 2. Channel Management & Retail Management – MeenalDhotre 3. Supply Chain Management – V. V. Sople 4. Supply Chain & Logistics Management – Donald Boowersox, David Class, M. Cooper 5. Distribution Management –S. Eliton

T.Y.B.B.M.(I.B.)

Semester VI

Course Title -: Research Methodology (50 Marks) & Project (50 Marks)

Course Code -: 606

Unit No.	Topic	Periods
1.	Introduction to Research Methodology – 1.1 Meaning & Definition of Research 1.2 Significance & Limitations of Research 1.3 Types of Research 1.4 Research Design (Definition, Objectives, Essentials of good Research Design)	8
2.	Data Collection Process – 2.1 Research Process & collection of data 2.2 Primary Data (Definition, Advantages, Disadvantages & Methods of collection of Primary Data) (Observation, Interview, Scheduling, Questionnaire) 2.3 Secondary Data ((Definition, Advantages, Disadvantages, Types &Methods of collection of Secondary Data) 2.4 Introduction to Sampling (Types)	10
3.	Analysis & Report Writing – 3.1 Data Processing, Analysis, Interpretation, 3.2 Meaning & Characteristics of Research Report, Steps involve in report writing	6
	Total	24

Project	Marks
Project work	30
Viva	20
Total	50

Student has to select any **ONE** area of interest from the Six Semesters of BBM(IB) & prepare a project with guidelines from Subject Teacher.

Recommended Books
1. Business Research Methodology – J. K. Sachdeva (Himalaya Publication)
2. Research Methodology – C. R. Kothari
3. Business Research Methodology – D. K. Sharma & A. K. Gupta