

**Amruta Institute of Engineering and Management Sciences**

**Department of MBA (2019-20)**

**Details of E books**

Sl. No	Sem	Subject	Name of the book	Website/Link
1	II	Entrepreneurship Development	Entrepreneurship Theory at crossroads	<a href="https://books.google.co.in/books?id=tpuWv1AGNMYC&amp;lpg=PP1&amp;dq=entrepreneurs%20development%20by%20mathew%20j%20manimala&amp;pg=PR16#v=onepage&amp;q=entrepreneurship%20development%20by%20mathew%20j%20manimala&amp;f=false">https://books.google.co.in/books?id=tpuWv1AGNMYC&amp;lpg=PP1&amp;dq=entrepreneurs%20development%20by%20mathew%20j%20manimala&amp;pg=PR16#v=onepage&amp;q=entrepreneurship%20development%20by%20mathew%20j%20manimala&amp;f=false</a>
2			Entprenuership development	<a href="https://books.google.co.in/books?id=5PXgDAAAQBAJ&amp;lpg=PP1&amp;dq=entrepreneurs%20development&amp;pg=PP1#v=onepage&amp;q=entrepreneurship%20development&amp;f=false">https://books.google.co.in/books?id=5PXgDAAAQBAJ&amp;lpg=PP1&amp;dq=entrepreneurs%20development&amp;pg=PP1#v=onepage&amp;q=entrepreneurship%20development&amp;f=false</a>
3			Entrepreneurial development Tendencies.	<a href="https://books.google.co.in/books?id=1GqQDwAAQBAJ&amp;lpg=PP1&amp;dq=entrepreneurs%20development&amp;pg=PP1#v=onepage&amp;q=entrepreneurship%20development&amp;f=false">https://books.google.co.in/books?id=1GqQDwAAQBAJ&amp;lpg=PP1&amp;dq=entrepreneurs%20development&amp;pg=PP1#v=onepage&amp;q=entrepreneurship%20development&amp;f=false</a>
4			Basics of Entrepreneurship Development	<a href="https://books.google.co.in/books?id=belHDwAAQBAJ&amp;lpg=PP1&amp;dq=entrepreneurship%20development&amp;pg=PP1#v=onepage&amp;q=entrepreneurship%20development&amp;f=false">https://books.google.co.in/books?id=belHDwAAQBAJ&amp;lpg=PP1&amp;dq=entrepreneurship%20development&amp;pg=PP1#v=onepage&amp;q=entrepreneurship%20development&amp;f=false</a>
5			Entrepreneurship Development-Small Business Enterprise-	<a href="https://books.google.co.in/books?id=RMdQoW3v9QgC&amp;lpg=PP1&amp;dq=Entrepreneurs%20Development-Small%20Business%20Enterprise%20by%20charantimath&amp;pg=PP1#v=onepage&amp;q=Entrepreneurship%20Development-Small%20Business%20Enterprise%20by%20charantimath&amp;f=false">https://books.google.co.in/books?id=RMdQoW3v9QgC&amp;lpg=PP1&amp;dq=Entrepreneurs%20Development-Small%20Business%20Enterprise%20by%20charantimath&amp;pg=PP1#v=onepage&amp;q=Entrepreneurship%20Development-Small%20Business%20Enterprise%20by%20charantimath&amp;f=false</a>
6			Government,SMEs and Entrepreneurship Development	<a href="https://books.google.co.in/books?id=8s6jAgAAQBAJ&amp;lpg=PP1&amp;dq=entrepreneurship%20development&amp;pg=PP1#v=onepage&amp;q=entrepreneurship%20development&amp;f=false">https://books.google.co.in/books?id=8s6jAgAAQBAJ&amp;lpg=PP1&amp;dq=entrepreneurship%20development&amp;pg=PP1#v=onepage&amp;q=entrepreneurship%20development&amp;f=false</a>
7		Strategic Management	Strategic Management Concept & Cases	
8	IV	Public Relations	Public Relations -Principles and practice	<a href="https://books.google.co.in/books?id=0NpSb5nmn5sC&amp;lpg=PP1&amp;dq=public%20relations&amp;pg=PP1#v=onepage&amp;q=public%20relations&amp;f=false">https://books.google.co.in/books?id=0NpSb5nmn5sC&amp;lpg=PP1&amp;dq=public%20relations&amp;pg=PP1#v=onepage&amp;q=public%20relations&amp;f=false</a>

9		Public Relations	<a href="https://books.google.co.in/books?id=wEbL12zECNEC&amp;lpg=PP1&amp;dq=public%20relations&amp;pg=PP1#v=onepage&amp;q=public%20relations&amp;f=false">https://books.google.co.in/books?id=wEbL12zECNEC&amp;lpg=PP1&amp;dq=public%20relations&amp;pg=PP1#v=onepage&amp;q=public%20relations&amp;f=false</a>
10		Public Relations -Theory and Practice	<a href="https://books.google.co.in/books?id=BWRvN-7c2_sC&amp;lpg=PP1&amp;dq=public%20relations&amp;pg=PP1#v=onepage&amp;q=public%20relations&amp;f=false">https://books.google.co.in/books?id=BWRvN-7c2_sC&amp;lpg=PP1&amp;dq=public%20relations&amp;pg=PP1#v=onepage&amp;q=public%20relations&amp;f=false</a>
11		Public Relations ,society and culture	<a href="https://books.google.co.in/books?id=reXMSqfZl8IC&amp;lpg=PP1&amp;dq=public%20relations&amp;pg=PP1#v=onepage&amp;q=public%20relations&amp;f=false">https://books.google.co.in/books?id=reXMSqfZl8IC&amp;lpg=PP1&amp;dq=public%20relations&amp;pg=PP1#v=onepage&amp;q=public%20relations&amp;f=false</a>
12		Public Relations	<a href="https://books.google.co.in/books?id=SCt4WZMoC4kC&amp;lpg=PP1&amp;dq=Public%20Relations%20-%20Paul%20Baines%2C%20John%20Egan%2C%20Frank%20Jefkins%2C%20Routledge&amp;pg=PP1#v=onepage&amp;q=Public%20Relations%20-%20Paul%20Baines,%20John%20Egan,%20Frank%20Jefkins,%20Routledge&amp;f=false">https://books.google.co.in/books?id=SCt4WZMoC4kC&amp;lpg=PP1&amp;dq=Public%20Relations%20-%20Paul%20Baines%2C%20John%20Egan%2C%20Frank%20Jefkins%2C%20Routledge&amp;pg=PP1#v=onepage&amp;q=Public%20Relations%20-%20Paul%20Baines,%20John%20Egan,%20Frank%20Jefkins,%20Routledge&amp;f=false</a>
13	Risk Management and Insurance	Principles of Risk Management and Insurance	<a href="https://books.google.co.in/books?id=gAyD6RXFa7QC&amp;lpg=PP1&amp;dq=Principles%20of%20Risk%20Management%20and%20Insurance%20BY%20George%20E%20Rejda%2C&amp;pg=PP1#v=onepage&amp;q=Principles%20of%20Risk%20Management%20and%20Insurance%20BY%20George%20E%20Rejda,&amp;f=false">https://books.google.co.in/books?id=gAyD6RXFa7QC&amp;lpg=PP1&amp;dq=Principles%20of%20Risk%20Management%20and%20Insurance%20BY%20George%20E%20Rejda%2C&amp;pg=PP1#v=onepage&amp;q=Principles%20of%20Risk%20Management%20and%20Insurance%20BY%20George%20E%20Rejda,&amp;f=false</a>
14		Risk Management and Insurance.	<a href="https://books.google.co.in/books?id=fyritbn0RvIC&amp;lpg=PR1&amp;dq=Risk%20management%20and%20insurance&amp;pg=PR1#v=onepage&amp;q=Risk%20management%20and%20insurance&amp;f=false">https://books.google.co.in/books?id=fyritbn0RvIC&amp;lpg=PR1&amp;dq=Risk%20management%20and%20insurance&amp;pg=PR1#v=onepage&amp;q=Risk%20management%20and%20insurance&amp;f=false</a>
15		Risk Management and Insurance Planning	<a href="https://books.google.co.in/books?id=nY27AQAAQBAJ&amp;lpg=PP1&amp;dq=Risk%20management%20and%20insurance&amp;pg=PP1#v=onepage&amp;q=Risk%20management%20and%20insurance&amp;f=false">https://books.google.co.in/books?id=nY27AQAAQBAJ&amp;lpg=PP1&amp;dq=Risk%20management%20and%20insurance&amp;pg=PP1#v=onepage&amp;q=Risk%20management%20and%20insurance&amp;f=false</a>
16		principles of Risk Management and Insurance( Pearson Ediction )	<a href="https://books.google.co.in/books?id=KxIyuNiWfGgC&amp;lpg=PP1&amp;dq=Risk%20management%20and%20insurance&amp;pg=PP1#v=onepage&amp;q=Risk%20management%20and%20insurance&amp;f=false">https://books.google.co.in/books?id=KxIyuNiWfGgC&amp;lpg=PP1&amp;dq=Risk%20management%20and%20insurance&amp;pg=PP1#v=onepage&amp;q=Risk%20management%20and%20insurance&amp;f=false</a>
17		Theory and practice of Insurance	<a href="https://books.google.co.in/books?id=YfAHCAAQBAJ&amp;lpg=PP1&amp;dq=Principles%20and%20Practice%20of%20Insurance%20%20BY%20%20P.%20Periasamy%202009&amp;pg=PP1#v=onepage&amp;q&amp;f=false">https://books.google.co.in/books?id=YfAHCAAQBAJ&amp;lpg=PP1&amp;dq=Principles%20and%20Practice%20of%20Insurance%20%20BY%20%20P.%20Periasamy%202009&amp;pg=PP1#v=onepage&amp;q&amp;f=false</a>
18	Sales Management	Sales and distribution Management	<a href="https://books.google.co.in/books?id=OdRjDwAAQBAJ&amp;lpg=PP1&amp;dq=Sales%20%26%20Distribution%20Management%20by%20Tapan%20K.%20Panda%20%26%20Sunil%20Sahadev&amp;pg=PP1#v=onepage&amp;q&amp;f=false">https://books.google.co.in/books?id=OdRjDwAAQBAJ&amp;lpg=PP1&amp;dq=Sales%20%26%20Distribution%20Management%20by%20Tapan%20K.%20Panda%20%26%20Sunil%20Sahadev&amp;pg=PP1#v=onepage&amp;q&amp;f=false</a>
19		Sales and Retail Management -An Indian Perspective.	<a href="https://books.google.co.in/books?id=jCwfi8yybMC&amp;lpg=PP1&amp;dq=Sales%20%26%20Retail%20Management%2C%20an%20Indian%20perspective%20by%20Dr.S.L%20Gupta%2C&amp;pg=PP1#v=onepage&amp;q&amp;f=false">https://books.google.co.in/books?id=jCwfi8yybMC&amp;lpg=PP1&amp;dq=Sales%20%26%20Retail%20Management%2C%20an%20Indian%20perspective%20by%20Dr.S.L%20Gupta%2C&amp;pg=PP1#v=onepage&amp;q&amp;f=false</a>
20		Sales Management	<a href="https://books.google.co.in/books?id=bqckHDepmSYC&amp;lpg=PP1&amp;dq=sales%20management&amp;pg=PP1#v=onepage&amp;q=sales%20management&amp;f=false">https://books.google.co.in/books?id=bqckHDepmSYC&amp;lpg=PP1&amp;dq=sales%20management&amp;pg=PP1#v=onepage&amp;q=sales%20management&amp;f=false</a>

21			Sales Management -Key to effective sales.	<a href="https://books.google.co.in/books?id=7Gpa_kGJASMC&amp;lpg=PP1&amp;dq=sales%20management&amp;pg=PP1#v=onepage&amp;q=sales%20management&amp;f=false">https://books.google.co.in/books?id=7Gpa_kGJASMC&amp;lpg=PP1&amp;dq=sales%20management&amp;pg=PP1#v=onepage&amp;q=sales%20management&amp;f=false</a>
22			Sales Management -A global perspective.	<a href="https://books.google.co.in/books?id=V7BAwlieKboC&amp;lpg=PP1&amp;dq=sales%20management&amp;pg=PP1#v=onepage&amp;q=sales%20management&amp;f=false">https://books.google.co.in/books?id=V7BAwlieKboC&amp;lpg=PP1&amp;dq=sales%20management&amp;pg=PP1#v=onepage&amp;q=sales%20management&amp;f=false</a>
23			Sales Management -Theory and Practice.	<a href="https://books.google.co.in/books?id=VE1dDwAAQBAJ&amp;lpg=PP1&amp;dq=sales%20management&amp;pg=PP1#v=onepage&amp;q=sales%20management&amp;f=false">https://books.google.co.in/books?id=VE1dDwAAQBAJ&amp;lpg=PP1&amp;dq=sales%20management&amp;pg=PP1#v=onepage&amp;q=sales%20management&amp;f=false</a>
24	II	Research Methodology	Research Methodology- Methods & Techniques	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
25			Research Methods	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
26			Fundamentals of Research Methodology and Statistics	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
27	IV	Project	Graphics for statistics and Data analysis with R	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
28			Basics of Data Analysis with R	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
29			Regression Analysis with R	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
30	IV	Risk Management	Understanding Risk- The theory and practice of Financial Risk Management	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
31		Corporate Valuation	Analytical Corporate Valuation	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
32			Partnership Accounts	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
33	Financial Accounting		<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>	
34	IV	Digital Marketing	Understanding Digital Marketing- Marketing Strategies for engaging the digital Generation	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
35		Organizational Leadership	Organizational culture and leadership	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
36			Emotional Intelligence	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
37	IV	Mergers,Acquisitions & Corporate restructuring	Mergers,Acquisitions & Corporate restructuring	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>
38		IHRM	International Human Resorce management	<a href="https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP">https://drive.google.com/drive/u/0/folders/1u6opBGUaJX-B51Un9J9klDPny9Bj_jdP</a>