

**Amrita School of Business  
Coimbatore  
TRIMESTER I : MBA 2025-2027**

Sl No	Course Code	Subject	Text Book	Author	Publisher
1	23FI103C	Accounting for Decision Makers	Managerial Accounting, 7ed, An Indian Adaptation (Full book),	James Jiambalvo and Padmini Srinivasan	Wiley
2	23GM101C	Business Communication	Business Communication Essentials – A Skills-Based Approach to Vital Business English (Fourth Edition),	Courtland Bovee / John Thill,	Pearson
3	23MM101C	Fundamentals of Marketing	Principles of Marketing (19th Edition),	Philip Kotler, Gary Armstrong, Sridhar Balasubramanian & Prafulla Y. Agnihotri	Pearson
4	23HR102C	Individual & Group Behaviour Dynamics in Organizations	Organizational behaviour (18e),	Robbins, S. P., Judge, T. A., & Vohra, N	Pearson
5	23BA101C	Introduction to Business Analytics	Business Analytics/Fifth edition,	Jeframm et al	Cengage
6	23FI104C	Managerial Economics	Principles of Economics, 8th edition, (Including Mind Tap)	N Gregory Mankiw	Cengage
7	23GM105C	Statistical Analysis	Business Statistics: Communicating with Numbers 4th Ed.,	Sanjiv Jaggia and Alison Kelly,	McGraw Hill

**TRIMESTER IV : MBA 2024-2026**

Sl No	Course Code	Subject	Text Book	Author	Publisher
1	23GM512C	Innovation & Entrepreneurship	Entrepreneurship: Successfully Launching New Ventures (Edition 6).	Bruce R. Barringer & R. Duane Ireland	Pearson
2	23FI631E	Financial Markets and Institutions	Financial Markets and Institutions (Edition 10) (MEJM 2024),	Mishkin, Frederic S.; Eakins, Stanley G., Jayakumar, Tulsi, and Manju Hemant	Pearson
3	23FI512E	Financial Derivatives	Options, Futures, and Other Derivatives 1th Edition 2022,	Hull, John C	Pearson
4	23FI509E	Investment Analysis and Portfolio Management	Investment Analysis and Portfolio Management (Edition 6).	Prasanna Chandra. (2021)	McGraw Hill
5	23HR411E	Organizational Theory, Structure, Design and Dynamics	Understanding the Theory and Design of Organizations, 11E,	Richard L. Daft, Nishant Uppal	CENGAGE Learning, 2020
6	23MM506E	Consumer Behaviour	Consumer Behaviour,(12 e/Latest edition),	Leon G. Schiffman, Joseph Wisenblit, S Ramesh Kumar	Pearson
7	23MM639E	Omni Channel Retail & E-Commerce	Retail Management A Strategic Approach, 13th edition ,	Barry Berman, Joel R Evans, and Ritu Shrivastava	Pearson
8	23OM506E	Logistics and Supply Chain Management	Business Logistics/ Supply Chain Management 5th edition	Ballou & Srivatsav	Pearson
9	23OM410E	Sustainable Manufacturing Systems	Lean and Agile Manufacturing: Theoretical, Practical and Research Futurities,	Devadasan, S. et al.,	Prentice-Hall of India Pvt. Ltd. India.
10	23OM406E	Cases in Supply Chain Management	Supply Chain Management: Strategy, planning & operation, 7th edition,	Sunil Chopra, Dharam Vir Kalra,	Pearson
11	23OM618E	Service Operations Management	Service Management: Operations, Strategy, and Information Technology, 8th Edition, ,	Fitzsimmons, James A., Mona J. Fitzsimmons, and Sanjeev K. Bordoloi	McGraw-Hill

**TRIMESTER II : MBA 2025-2027**

Sl No	Course Code	Subject	Text Book	Author	Publisher
1	23GM205C	Decision Models in Management	An Introduction to Management Science: Quantitative Approaches to Decision Making, 14th edition	Anderson, D.R., Sweeney, D.J., Williams, T.A., Martin, K	Cengage Learning India Private Limited, 2019
2	23FI203C	Financial Management	Financial Management	I.M. Pandey	Pearson
3	23BA302C	Management Information System	Management Information Systems. Managing the Digital firm.	Kenneth C LaudonJane P Laudon	Pearson
4	23OM202C	Operations Management	Operations Management 13th edition	William J. Stevenson	McGraw-Hill
5	23HR303C	Human Resource Management	Human Resource Management, 17th Edition	Dessler, G. and Varkkey, B. (2016)	Pearson

**TRIMESTER V : MBA 2024-2026**

Sl No	Course Code	Subject	Text Book	Author	Publisher
1	23GM610C	Managerial Values and Business Ethics	Business Ethics: An Indian Perspective (2019 )	Fernando, A. C., & Muralidheeran, K. P.	Pearson
2	23FI643E	Personal Financial Planning	Personal Finance	Arthur J Keown	Pearson
3	23HR641E	Responsible and Sustainable Leadership Skills	The leadership experience, 8th Edition	Author :Daft, R. L. (2023).	Cengage Learning India Pvt. Ltd
4	23MM412E	B2B Marketing	B2B Marketing - A South - Asian Perspective 13th Edition	Michael D. Hutt, Dheeraj Sharma, Thomas W, Speh	Cengage Learning India Pvt. Ltd
5	23MM618E	Strategic Brand Management	Strategic Brand Management: Building, Measuring, and Managing Brand Equity,5th Edition, 2020	Kevin Lane Keller, Vanitha Swaminathan, Ambi M. G. Parameswaran, Isaac G Jacob	Pearson
6	23FI408E	Bank Management and Financial Services	Bank Management and Financial Services	Peter S Rose and Sylvia C Hudgins	McGraw Hill
7	23GM410E	ESG Essentials for Business Leaders: Principles, Practices, and Impact (e-book)	Corporate Sustainability, Integrating performance and responsibility	Brockett & Rezaee	Wiley

**TRIMESTER III : MBA 2025-2027**

Sl No	Course Code	Subject	Text Book	Author	Publisher
1	23MM610E	Marketing Research	Marketing Research: An Applied Orientation (Edition: 7th Edition Updated (Updated February 20	Naresh Malhotra, Satyabhusan Das	Pearson
2	23OM409E	Advanced Models in Operations Management	Managing Business Process flows, 3rd Edition	Anupindi, Chopra	Pearson
3	23GM407C	Strategic Management	Strategic Management Concept and Cases, An Indian Adaptation, fourth edition	Jeffrey H Dyer, Paul C Godfrey, Robert J Jensen, David J Bryce, Safal Batra	Wiley
4	23GM305C	Legal Aspects of Business	Legal Aspects of Business, 2nd Edition	Rashmi Aggarwal and Rajinder Kaur	Pearson

**TRIMESTER VI : MBA 2024-2026**

Sl No	Course Code	Subject	Text Book	Author	Publisher
1	23MM406E	Experiential Marketing	Experiential Marketing: Secrets, Strategies, and Success Stories from the World's Greatest Brands	Kerry Smith	Wiley
2	23FI523E	Financial Analytics	Financial Analytics	Pitabas Mohanty	Wiley
3	23OM511E	Operations Strategy	Operations Strategy, 5th Edition	Nigel Slack, Michael Lewis, Mohita Gangwar Sharma	Pearson
4	23HR602E	HR Metrics and Analytics	HR Analytics - Connecting Data and Theory	Rama Shankar Yadav, Sunil Maheshwari	Wiley