

DEPARTMENT OF MANAGEMENT STUDIES-MBA

e-Learning Resources of 1st Semester MBA

A.Y-2023-24

Management & Organizational Behaviour:(22MBA11)

Web links and Video Lectures (e-Resources):

https://onlinecourses.nptel.ac.in/noc22_mg104/preview

- https://onlinecourses.nptel.ac.in/noc22_mg78/preview
- https://learninglink.oup.com/access/king-lawley3e-student-resources#tag_all-chapters
- <https://openstax.org/details/books/organizational-behavior>
- <https://www.classcentral.com/course/introduction-organisational-behaviour-11892>

• Note: The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

ENTREPRENEURSHIP DEVELOPMENT:(22MBA12)

Web links and Video Lectures (e-Resources):

<https://youtu.be/rbmz5VEW90A>

- <https://www.youtube.com/watch?v=CnStAWc7iOw>
- <https://www.youtube.com/watch?v=RLQivEQUGUc>

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Accounts for Managers:(22MBA13)

<https://icmai.in/upload/Students/Syllabus2016/Inter/Paper-5New.pdf>

- <https://journals.sagepub.com/home/jaf>
- https://icmai.in/upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper5- Revised.pdf
- <https://books.mec.biz/tmp/books/Y3BMTIHRR2UE7LMTZG3T.pdf>
- <https://drnishikantjha.com/booksCollection/Financial%20Accounting%20-%20BMS%20.pdf>
- <https://www.pdfdrive.com/accountancy-books.html>
- https://onlinecourses.swayam2.ac.in/nou22_cm18/preview
- <https://www.coursera.org/lecture/uva-darden-financial-accounting/what-is-accounting-eXQEc>
- <https://www.youtube.com/watch?v=mq6KNVeTE3A>

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Marketing Management:(22MBA15)

Web links and Video Lectures (e-Resources):

<https://youtu.be/5fdx5Laavkc>

- <https://youtu.be/Ule8n6GgE1g>
- <https://youtu.be/ob5KWs3I3aY?t=131>
- <https://youtu.be/U1VWUHLhmdk>
- <https://youtu.be/iWuYUShXHg>
- https://youtu.be/IErR_YYfP3Y
- <https://youtu.be/mL7V7MASrDIQ>

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Business communication:(22MBA16)

Web links and Video Lectures (e-Resources):

<https://www.youtube.com/watch?v=yml9dx9nUco>

- <https://www.edx.org/learn/business-communications>
- https://onlinecourses.swayam2.ac.in/imb19_mg14/preview
- <https://www.careers360.com/courses-certifications/swayam-communication-courses-brp-org>
- <https://dcomm.org/wp-content/uploads/2019/05/Business-Communication-PDFDrive.com-pdf>
<http://www.mim.ac.mw/books/Business%20Communication.pdf>
- https://www.researchgate.net/publication/347508593_A_Practical_Book_of_Business_Communication
<https://2012books.lardbucket.org/pdfs/communication-for-business-success-canadianedition.pdf>
- <https://sagepub.libguides.com/c.php?g=964634&p=696889>
<https://nptel.ac.in/courses/110105052>
- <https://www.caclubindia.com/coaching/cseet-business-communication-ca-agrika-khatrionline-classes-3476.asp>

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