



## DEPARTMENT OF MANAGEMENT STUDIES-MBA

### E-Learning Resources of 3<sup>rd</sup> Semester MBA A.Y:2023-24

#### 1. Logistics And Supply Chain Management: (22MBA301)

Web links and Video Lectures (e-Resources):

[https://r.search.yahoo.com/\\_ylt=Awrx.GMrk\\_Niq2gI7Te7HAx.;\\_ylu=Y29sbwNzZzMEcG9zAzMEDnRpZAMEc2VjA3Ny/RV=2/RE=1660158891/RO=10/RU=https%3a%2f%2fwww.researchgate.net%2fpresentation%2f270876147\\_Supply\\_Chain\\_Management\\_4th\\_edition/RK=2/RS=l5xJm6fL0veF5TOaSQK.2R1Giqo-](https://r.search.yahoo.com/_ylt=Awrx.GMrk_Niq2gI7Te7HAx.;_ylu=Y29sbwNzZzMEcG9zAzMEDnRpZAMEc2VjA3Ny/RV=2/RE=1660158891/RO=10/RU=https%3a%2f%2fwww.researchgate.net%2fpresentation%2f270876147_Supply_Chain_Management_4th_edition/RK=2/RS=l5xJm6fL0veF5TOaSQK.2R1Giqo-)

- [https://r.search.yahoo.com/\\_ylt=Awrx.GMrk\\_Niq2gI7je7HAx.;\\_ylu=Y29sbwNzZzMEcG9zAzQEdnRpZAMEc2VjA3Ny/RV=2/RE=1660158891/RO=10/RU=https%3a%2f%2fwww.oracle.com%2fwebfolder%2fs%2fassets%2febook%2fscm-complete-guide%2fpdf%2fscmguide.pdf/RK=2/RS=ztnJiPlSXhKgq3LJKrxxE5MspDo-](https://r.search.yahoo.com/_ylt=Awrx.GMrk_Niq2gI7je7HAx.;_ylu=Y29sbwNzZzMEcG9zAzQEdnRpZAMEc2VjA3Ny/RV=2/RE=1660158891/RO=10/RU=https%3a%2f%2fwww.oracle.com%2fwebfolder%2fs%2fassets%2febook%2fscm-complete-guide%2fpdf%2fscmguide.pdf/RK=2/RS=ztnJiPlSXhKgq3LJKrxxE5MspDo-)
- [https://r.search.yahoo.com/\\_ylt=Awrx.GMrk\\_Niq2gI7ze7HAx.;\\_ylu=Y29sbwNzZzMEcG9zAzUEDnRpZAMEc2VjA3Ny/RV=2/RE=1660158891/RO=10/RU=http%3a%2f%2ftrainingtancang.com%2fupload%2fnews%2febook-principles-of-supply-chain-management9010.pdf/RK=2/RS=Drwv0C\\_5itZTS4CPslKgOZLYxQM-](https://r.search.yahoo.com/_ylt=Awrx.GMrk_Niq2gI7ze7HAx.;_ylu=Y29sbwNzZzMEcG9zAzUEDnRpZAMEc2VjA3Ny/RV=2/RE=1660158891/RO=10/RU=http%3a%2f%2ftrainingtancang.com%2fupload%2fnews%2febook-principles-of-supply-chain-management9010.pdf/RK=2/RS=Drwv0C_5itZTS4CPslKgOZLYxQM-)
- [www.proquest.com](http://www.proquest.com)

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

#### 2. Information Technology for Managers: (22MBA302)

Web links and Video Lectures (e-Resources):

- [https://onlinecourses.swayam2.ac.in/cec21\\_ge05/preview](https://onlinecourses.swayam2.ac.in/cec21_ge05/preview)
- <https://www.digimat.in/nptel/courses/video/122105022/L01.html>
- <https://www.youtube.com/watch?v=5JMkdGQCm4k>
- <https://archive.nptel.ac.in/courses/110/105/110105148/>
- <https://drive.google.com/file/d/16WQO04CNTgv0D236HTnEmrmF1DLx1MGW/view>
- <https://freevideolectures.com/course/2687/management-information-system>
- [https://www.academia.edu/33858287/LECTURE\\_NOTES\\_on\\_Management\\_I\\_informationSystems](https://www.academia.edu/33858287/LECTURE_NOTES_on_Management_I_informationSystems)
- [https://ebooks.lpu.edu.in/management/mba/term\\_4/DMGT505\\_MANAGEMENT\\_INFORMATION\\_SYSTEM.pdf](https://ebooks.lpu.edu.in/management/mba/term_4/DMGT505_MANAGEMENT_INFORMATION_SYSTEM.pdf)
- <https://www.pdfdrive.com/management-information-systems-e19716384.html>

#### 3. Consumer Behaviour: (22MBAMM303)

Web links and Video Lectures (e-Resources):

- <https://youtu.be/ctMpHpJouoU>
- <https://youtu.be/jSrC-EWYIJQ>
- <https://youtu.be/dptzjrKRAm8>



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- <https://youtu.be/60eRK7AwgwM>
- [https://youtu.be/KILsxmXUm\\_M](https://youtu.be/KILsxmXUm_M)
- <https://youtu.be/0srjdRDh99Y>
- <https://youtu.be/AGYxSskyuq0>
- <https://books.mec.biz/tmp/books/NXHQRTHBQ2L87NIU6YVN.pdf>
- [https://www.oup.com.au/\\_data/assets/file/0025/131983/9780195597080\\_SC.pdf](https://www.oup.com.au/_data/assets/file/0025/131983/9780195597080_SC.pdf)
- <https://www.pdfdrive.com/consumer-behaviour-books.html>

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

### 4. Sales And Retail Management: (22MBAMM304)

Web links and Video Lectures (e-Resources):

- <https://www.pdfdrive.com/sales-management-e529300.html>
- <https://ncert.nic.in/textbook/pdf/ieva101.pdf>
  - <https://www.pdfdrive.com/retail-marketing-e34523955.html>
  - <https://www.coursera.org/lecture/mafash/retail-management-yrF51>
  - <https://www.youtube.com/watch?v=8ah0ET7zlBw>
  - [https://onlinecourses.swayam2.ac.in/cec20\\_mg01/preview](https://onlinecourses.swayam2.ac.in/cec20_mg01/preview)
  - <https://www.digimat.in/nptel/courses/video/110105122/L16.html>
  - <https://freevideolectures.com/course/4216/nptel-sales-distribution-management>
  - <https://nptel.ac.in/courses/110105122>
  - <https://www.digimat.in/nptel/courses/video/110105122/L01.html>
- Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

### 5. Strategic Cost Management: (22MBAFM303)

Web links and Video Lectures (e-Resources):

- <https://journal.ump.edu.my/ijim/article/view/5983/1166>
- <http://indianresearchjournals.com/pdf/APJMMR/2013/April/7.pdf>
- <https://www.youtube.com/watch?v=fWPPfUiPdHA>
- <https://www.coursera.org/lecture/construction-cost-estimating/introduction-to-cost-estimating-and-cost-control-xXOyj>
- [https://www.icsi.edu/WebModules/Publications/FULL\\_BOOK\\_PP-CMA-2017-JULY\\_4.pdf](https://www.icsi.edu/WebModules/Publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf)
- <https://www.pdfdrive.com/cost-management-e20763553.html>
- [https://www.academia.edu/31736202/Cost\\_Management\\_Accounting\\_and\\_Control](https://www.academia.edu/31736202/Cost_Management_Accounting_and_Control)

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### 6. Security Analysis And Portfolio Management: (22MBAFM304)

• Web links and Video Lectures (e-Resources):

- <https://www.digimat.in/nptel/courses/video/110105035/L01.html>
- <https://www.youtube.com/watch?v=Fv63XWOIERM>
  - <https://www.youtube.com/watch?v=NlJucusocFw>



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- <https://www.digimat.in/nptel/courses/video/110105035/L02.html>
- <https://www.pdfdrive.com/investment-management-e1833037.html>
- <https://www.youtube.com/watch?v=5QuK8L1g2r4>
- Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

### **7. Recruitment And Selection:(22MBAHR303)**

Web links and Video Lectures (e-Resources):

- <https://www.pdfdrive.com/employee-recruitment-selection-and-assessment-e47851497.html>
- <https://asiajobsinc.com/ebook/1202894721.pdf>
- <https://core.ac.uk/download/pdf/29818879.pdf>
- <https://www.youtube.com/watch?v=NcGtVXmcfTQ>
- <https://www.youtube.com/watch?v=Z3lOca6YVSc>
- <https://www.youtube.com/watch?v=IeabqeaBTbY>
- Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

### **8. Industrial Relations And Legislations:(22MBAHR304)**

- <https://www.youtube.com/watch?v=P29Cp35JqGA>
- <http://www.digimat.in/nptel/courses/video/110105069/L22.html>
- <https://www.buytestseries.com/OnlineCourses/Industrial-Relations-MBA-Video-LectureOnline>
- <http://www.nitttrc.edu.in/nptel/courses/video/110105069/L22.html>
- <https://www.icci.edu/media/webmodules/publications/7.%20Industrial,%20Labour%20and%20General%20Laws.pdf>
- <https://odl.ptu.ac.in/SLM/mba/4th/BOOK%20MBA%20968.pdf>
- <https://www.scribd.com/document/435959602/Industrial-Relations-and-Labour-Laws-6th-SC-Srivastava-1-pdf>
- <http://www.gopalancolleges.com/gcem/course-material/mba/hr-subjects/industrialregulations-legislation-14MBAHR301.pdf>
- Note: The aforesaid links and study materials are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.