



DEPARTMENT OF MANAGEMENT STUDIES-MBA

E-Learning Resources of 3rd 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%2fpublication%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_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
- 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://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_Information_Systems
- https://ebooks.lpude.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/0srjdRDh99Y>
- <https://youtu.be/AGYxSskyuq0>
- <https://books.mec.biz/tmp/books/NXHQORTHBQ2L87NIU6YVN.pdf>
- https://www.oup.com.au/_data/assets/file/0025/131983/9780195597080_SC.pdf
- <https://www.pdfdrive.com/consumer-behaviour-books.html>

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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=8ah0ET7zIBw>
- 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-estimatingand-cost-control-xXOyj>
- 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

• 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.

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=NIjucusocFw>



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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.icsi.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.