# Our Outstanding Publications for

S.Y. B.M.S. Semester-IV

**CORE COURSES (CC)** 

**BUSINESS ECONOMICS** 

Kalkoti, Rajalakshmy

**BUSINESS ECONOMICS** 

Sayyed

**BUSINESS RESEARCH METHODS BUSINESS RESEARCH METHODS** 

**PRODUCTION & TOTAL QUALITY MANAGEMENT** 

PRODUCTION & TOTAL QUALITY MANAGEMENT

### **ABILITY ENHANCEMENT COURSE (AEC)**

INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT - II

### **SKILL ENHANCEMENT COURSE (SEC)**

ETHICS & GOVERNANCE (Foundation Course-IV) Prabhudesai

**CONTEMPORARY ISSUES - (Foudation Course - IV)** Shinde, Bhagwat, Nimbalkar, Chakne

### **ELECTIVE COURSES (EC) - FINANCE ELECTIVES**

FINANCIAL INSTITUTION & MARKETS
Shah

**AUDITING** 

Chopde & Others

STRATEGIC COST MANAGEMENT

Chopde & others

CORPORATE RESTRUCTURING

Chopde & Others

# **MARKETING ELECTIVES**

INTEGRATED MARKETING COMMUNICATION

Nagpal, Sharma, Shelankar

INTEGRATED MARKETING COMMUNICATION

Kamble, Nargund

**RURAL MARKETING** Kamath

**RURAL MARKETING** 

Surya, Bansal

**EVENT MARKETING** 

Pendse, Pendse

TOURISM MARKETING

Pendse, Pendse

## **HUMAN RESOURCE ELECTIVES**

**HUMAN RESOURCE PLANNING & INFORMATION SYSTEM** 

Kurup, Pandey

TRAINING AND DEVELOPMENT IN HRM

TRAINING AND DEVELOPMENT IN HRM

**CHANGE MANAGEMENT** 

Iyer, Jain, Agrawal

**CONFLICT AND NEGOTIATION** 

Shelke, Sidhu



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Elective Courses (EC)

# Strategic Cost Management

S.Y.B.M.S. Semester-IV



**BOOK Code: - B007691** 

S.Y.B.M.S. Semester-IV