



**VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY**  
Jnanasagara Campus, vinavakanagara, Cantonment, Ballari-583105

NO. VSKUB/Central Library/2025-26/

Date: 12-03-2026

**Brief Notification**

**ADVERTISEMENT / NOTICE**

Applications are invited from **Publishers / Authorized Book Suppliers / Distributors** to submit their **discount rate quotation** for the supply of books required for the **Department of Management Studies** for the **Academic Year 2025–26** at **Vijayanagara Sri Krishnadevaraya University, Ballari**.

The approximate value of the books to be purchased is **₹5,80,000/- (Rupees Five Lakhs Eighty Thousand only)** (including GST) Interested suppliers are requested to submit their **maximum discount rate quotation** as per the prescribed rules.

The **list of required books and detailed information** is available on the University website: **www.vskub.ac.in** Your quotations should be submitted in a sealed envelope by date: 15.03.2026. to the Registrar, VSKUB, Ballari

Suppliers are requested to submit their quotations in the prescribed manner within the stipulated time.

**Registrar**

Vijayanagara Sri Krishnadevaraya University  
Ballari

S. No.	Book Title	Publisher	Approx. Price (INR)	Quantity	Total Price
1	Business Analytics	Pearson	4800	2	9600
2	Business Analytics	Wiley India	950	6	5700
3	Analytics at Work	Harvard Business Press	3200	3	9600
4	Advanced Google AdWords	Wiley	4200	2	8400
5	Search Engine Marketing	Wiley	3800	2	7600
6	Digital Marketing	McGraw-Hill India	800	8	6400
7	Employee Relations Management	Oxford University Press India	750	6	4500
8	Employee Engagement	Wiley	4500	2	9000
9	Human Resource Management	Pearson	5200	2	10400
10	FinTech in a Flash	Zaccheus	2100	3	6300
11	The FINTECH Book	Wiley	3000	3	9000
12	FinTech for Billions	Penguin India	500	6	3000
13	Merchant Banking	McGraw-Hill India	720	8	5760
14	Merchant Banking and Financial Services	PHI Learning	650	6	3900
15	Financial Services	McGraw-Hill	4800	3	14400
16	Materials Management	PHI Learning	650	6	3900
17	Materials Management	PHI Learning	600	4	2400
18	Production & Operations Management	PHI Learning	4800	2	9600
19	Storytelling with Data	Pearson	2800	2	5600
20	Data Visualization	Wiley	3500	2	7000
21	Data Visualization using Python	Packt	4200	3	12600
22	Mobile Marketing	O'Reilly	3200	3	9600
23	Digital Marketing	Kogan Page	800	4	3200
24	Mobile Marketing	McGraw-Hill India	4500	3	13500
25	Sports Marketing	Springer	5200	3	15600
26	Entertainment Marketing	Human Kinetics	4800	3	14400
27	Sports Marketing	Pearson	4600	3	13800
28	Financial Management	Pearson	650	4	2600
29	Corporate Finance	Vikas Publishing	5200	3	15600
30	Principles of Corporate Finance	McGraw-Hill	5500	3	16500
31	Mutual Funds in India	McGraw-Hill	550	4	2200
32	Mutual Fund Management	Excel Books	600	4	2400
33	Investment Analysis	Himalaya Publishing	5200	3	15600
		Cengage	720	5	3600
		McGraw-Hill India			

35	Retail Supply Chain Management	Wiley	4800	3	14400
36	Supply Chain Management	Pearson	350	5	1750
37	R for Data Science	O'Reilly	4200	3	12600
38	Business Analytics Using R	Springer	3800	3	11400
39	Statistics with R	Oxford India	650	6	3900
40	Marketing Strategy	McGraw-Hill India	850	5	4250
41	Strategic Brand Management	Pearson	5200	2	10400
42	Consumer Behavior	Pearson	5200	2	10400
43	Performance Management Systems	Sage India	650	8	5200
44	Compensation	McGraw-Hill	5200	2	10400
45	Reward Management	Kogan Page	3800	2	7600
46	Insurance Management	Himalaya	650	4	2600
47	Risk Management and Insurance	Pearson	5200	2	10400
48	Principles of Risk Management	Prentice Hall	4200	2	8400
49	Strategic Logistics Management	McGraw-Hill	5200	2	10400
50	Logistics Management	Pearson	4800	3	14400
51	Logistics and Supply Chain	McGraw-Hill	5400	3	16200
52	Python for Data Analysis	O'Reilly	4200	3	12600
53	Applied Analytics with Python	Packt	3500	3	10500
54	Python for Business Analytics	BPB Publications	750	5	3750
55	Email Marketing Rules	Wiley	2800	3	8400
56	Epic Content Marketing	McGraw-Hill	700	6	4200
57	Content Marketing	Himalaya Publishing	550	5	2750
58	International Logistics	McGraw-Hill	5200	2	10400
59	Global Logistics Management	Oxford University Press India	750	8	6000
60	International Supply Chain	Wiley	4800	2	9600
61	Big Data Analytics	Wiley India	900	5	4500
62	Cloud Computing	McGraw-Hill	5200	2	10400
63	Big Data	Houghton Mifflin	3500	2	7000
64	Web Analytics 2.0	Wiley	3200	2	6400
65	Digital Marketing Analytics	Pearson	3000	3	9000
66	Web Analytics	Oxford India	650	5	3250
67	Entrepreneurship Development	S. Chand	650	8	5200
68	The Lean Startup	Crown Business	900	8	7200
69	Startup Nation	Twelve	1200	3	3600

70	Time Management	Himalaya	350	5	1750
71	Getting Things Done	Penguin	650	6	3900
72	The 7 Habits of Highly Effective People	Simon & Schuster	750	8	6000
73	Entrepreneurship	McGraw-Hill	5200	2	10400
74	Innovation and Entrepreneurship	Harper Business	850	8	6800
75	Entrepreneurship in Emerging Markets	Oxford University Press	4800	2	9600
			213240		601160

G P Dindal 6/1/28

Chairman

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