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b) Essentials Of Management by Joseph L. Massie, Prentice hall Publishing Co., 4th Edition. c) Managing Projects: A System Approach by Daniel D. Roman, Elsevier Science Publishing CO., 1986. d) Engineering Program Management by Hans J. Tharrihain, John Wiley & Sons, 1984. e) Engineering Management by D.I. Cleland and D. E Kocaoglu, McGraw-Hill ...

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DMGT203 ESSENTIALS OF MARKETING Sr. No. Description 1. An overview of marketing, Strategic planning for competitive advantage. 2. Social responsibility, Ethics and the marketing environment, developing a global vision. ... McGraw-Hill, 1994.) “It (marketing) is the whole business seen from the point of view of its final result, that is, from