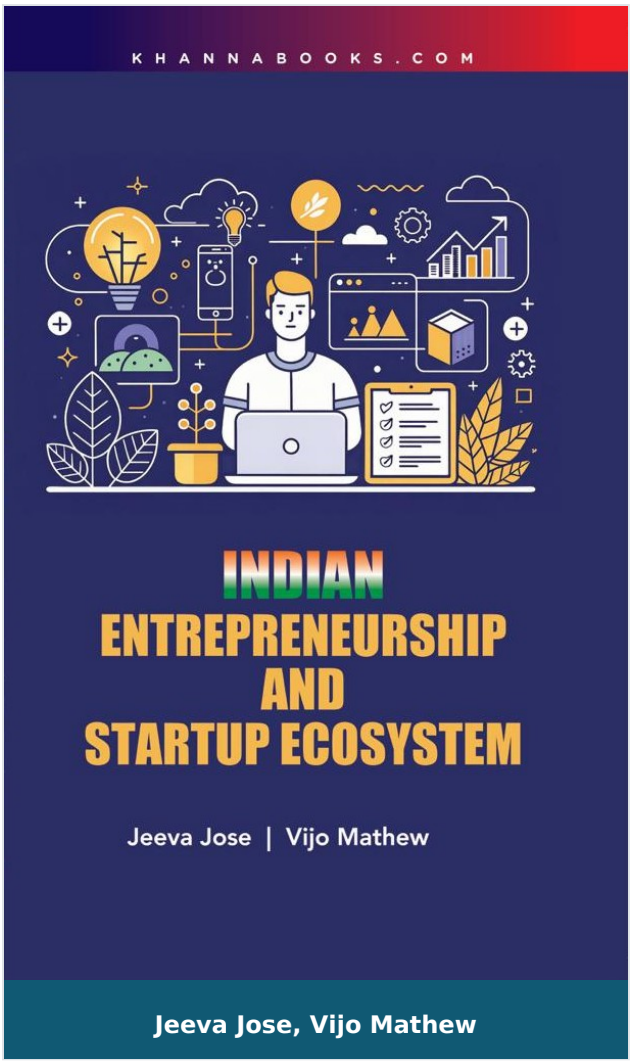


INDIAN ENTREPRENEURSHIP AND STARTUP ECOSYSTEM

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Product Description

INDIAN ENTREPRENEURSHIP AND STARTUP AND ECOSYSTEM

This book explains the journey of business from ideas and growing to a venture. The book connects creative ideas with real market opportunities. It teaches readers how to estimate business potential, test feasibility and run lean operations; the book explains how to build a team from scratch. It shows how to use low-cost digital marketing to reach customers. It also helps readers understand funding options and the Indian start-up ecosystem, including benefits under startup India and other government schemes, the book compares modern start-ups with traditional family businesses. It highlights lessons from well-known Indian companies and helps students to learn how legacy businesses differ from new ventures. Overall, this book provides clear guidance on legal, financial and operational aspects to build a strong and scalable enterprise in today’s competitive world.

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- Evaluating Business opportunity
- Feasibility, Competition and Environmental Analysis
- Venture Building
- Value Chain and Operations
- Legal Aspects
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- Startup India
- Digital India
- MSME

Author

Jeeva Jose

Dr. Jeeva Jose completed Ph. D. in Computer Science from Mahatma Gandhi University, Kerala, India and is a faculty member at BPC College, Kerala. Her passion is teaching and areas of interests include world wide web, Data Mining and Cyber laws. She has been in higher education for the last 15 years and has completed three research projects funded by UGC and KSCSTE. She has published more than twenty research papers in various refereed journals and conference proceedings. She has edited three books and has given many invited talks in various conferences. She is a recipient of ACM-W Scholarship provided by Association for Computing Machinery, New York.

Vijo Mathew

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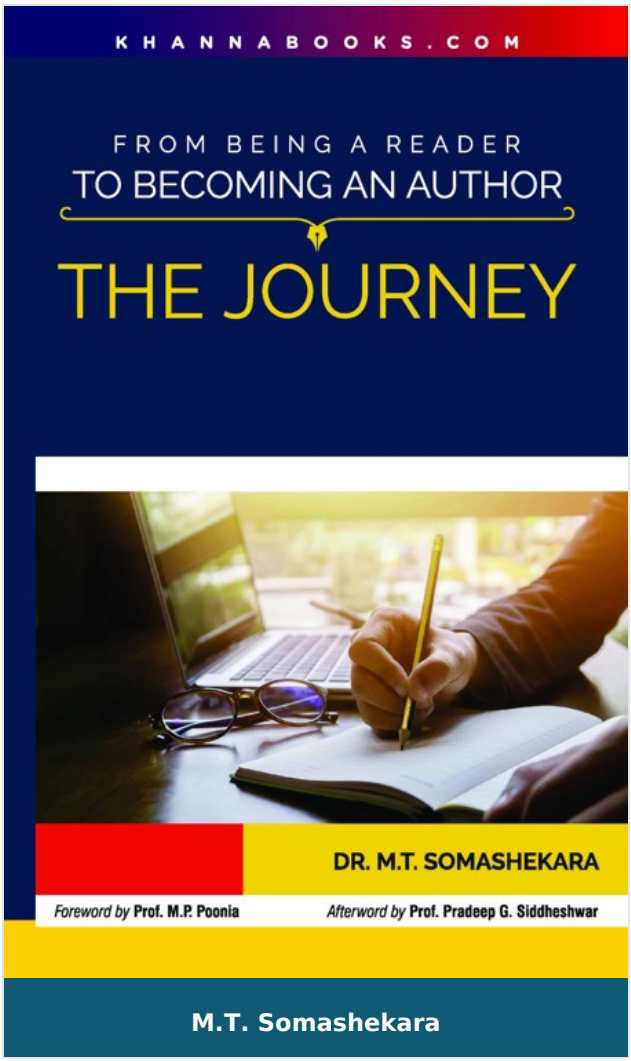
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Vijo Mathew is a highly accomplished engineer with three decades of experience in driving innovation and growth in various electrical, electronics, and information technology industries. His track record is complemented by a postgraduate degree in management, equipping him to excel in business management, strategic management, and technology management. His expertise is highly valued in the fields of software, electrical and electronics hardware, and design where he provides strategic guidance and mentorship to organizations seeking to stay ahead of the curve. He has demonstrated a unique ability to bridge the gap between technology and business driving success through his visionary approach and collaborative leadership style. His leadership skills and technical acumen have made him an advisor to some reputed national and international corporations. As an advisor and strategic leader, he is helping organizations achieve their full potential through innovative solutions, effective management, and visionary leadership. He is also author of many books related to technology and management.

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The Journey - From Being a Reader to Becoming an Author

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Product Description

Here is a collection of my motivational and directional messages on authoring academic books. They answer the questions why should a teacher in an institution of higher learning involve in authoring an academic book? And How to go about authoring keeping in mind the expectations from the book’s perspective readers and the expectations from the prospective publishers?

And in addition to these there is one more chapter (9th one) namely “9. Responses from Professors of Eminence, Teachers, Friends and Team Members on the Initiative and on the Motivational and Directional Communications”.

The messages in the well-organized chapters undoubtedly clear all inhibitions in the mind of a teacher aspiring to become an author. The book has thus turned out to be a reference guide consisting of the right set of prescriptions for budding authors of academic books to realize their dream of becoming an author.

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- Impact of Authoring on Improvement in English Language
- Benefits of Publishing with Internationally Reputed Publishers
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- Directional Communication on How to Go About Authoring
- Responses from Professors of eminence, teachers, friends and team members on the initiative and on the motivational and directional communications.
- Postface
- Afterword.

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M.T. Somashekara is with the Department of Computer Science and Applications, Bangalore University, Bengaluru. He has over two decades of teaching experience at both UG and PG levels. He has authored three other books ‘Problem Solving with C’, ‘Object-Oriented Programming with C++’’ and ‘Object-Oriented Programming with JAVA’ published by PHI Learning Private Limited, New Delhi and all of these have seen multiple editions. They have been adopted as textbooks/reference books for UG and PG courses of more than a hundred universities and autonomous colleges in the country. He has also authored a unique motivational and directional book on authoring academic books entitled ‘The Journey – From Being a Reader to Becoming an Author’ brought out by

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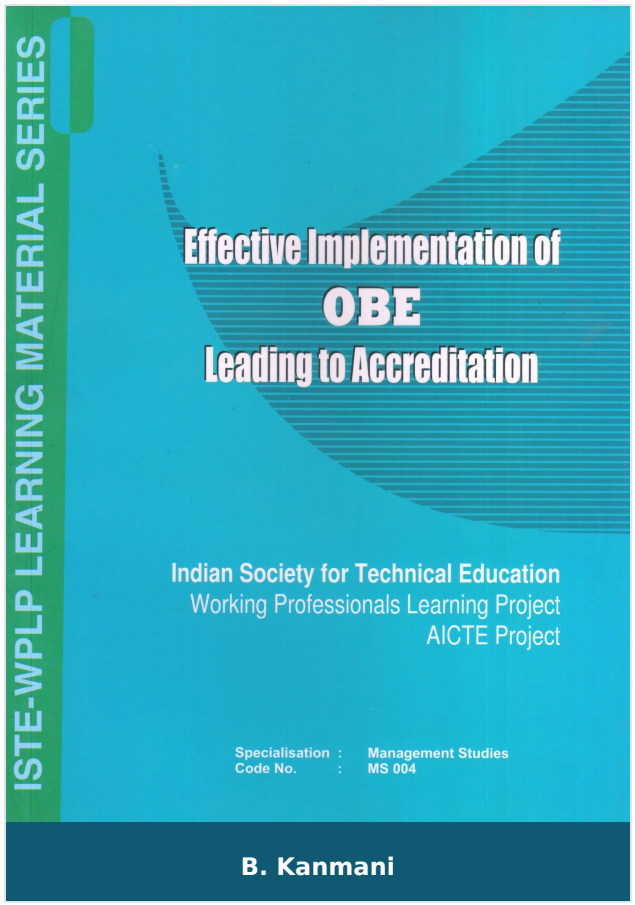
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Khanna Publishing House and it is useful for those aspiring to become academic authors as it not only motivates but guides also as to how to go about academic authoring. He has several research papers to his credit in national and international journals. He is a life member of ISTE CSI, ISCA, and IUPRAI. His areas of academic interest include Data Structures, Algorithms, Programming Languages, Operating Systems, and Databases. His areas of research include Image Processing and Pattern Recognition.

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Effective Implementation of OBE Leading to Accreditation

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Product Description

Accreditation of programs has now become a measure of quality. Hence, a large number of engineering programs voluntarily apply to have their programs accredited. The programs put significant efforts towards preparing and submitting the Self-Assessment-Report (SAR), followed by the huge preparations for the actual evaluation by the expert team. Team book provides a comprehensive approach to ensure an effective implementation of OBE that is reflected through quality teaching together with quality assessments. The recommended processes when effectively implemented, leads to enhanced quality of the graduating engineers, as OBE is focused on student learning. This then reflects through enhanced performance of students in: Percentage of On-campus placements; Off-campus placements; Average ad highest pay package; Performance, through planned faculty contribution, eventually lead to accreditation. The book provides broad guidelines focused on implementation of Outcome Based Education (OBE) and associated academic procedures leading to accreditation of the program.

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- Student Performance
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- Reference.

Author

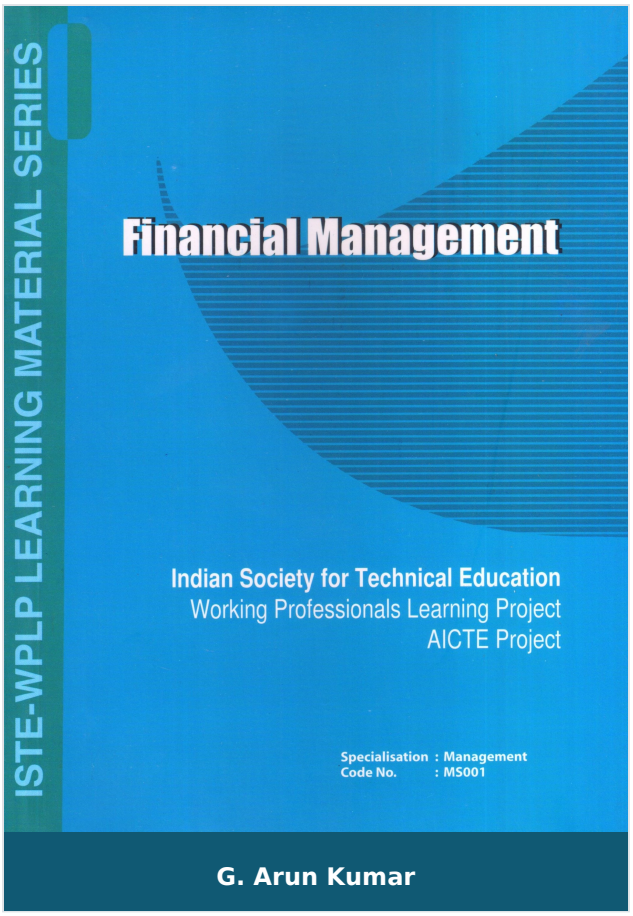
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Financial Management

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Product Description

The trend of current day Financial Management is to emphasized on overall managerial implication of a decision made than the decision making process itself. Through it is occasionally useful to put under a scanner the entire process of decision making. the managers are better advised to focus on the implications. Such is the focus of this reading material on Financial Management.

This is a concise form of basic text in the area of Financial Management and assumes that, the participant has as basic level of knowledge in accounting and the financial markets. This reading material will accomplished the objective of both a basic addition to a financial management theory. The instructor who chooses to discuss the basic financial management theory will find this reading material especially appealing.

Through this material is more of a miniature form of a financial management text book in provides clarity, in terms of various basic theories and aspects for a person new to tis arena. The entire material is divided into three modules. In the first module, the author introduces the subject of financial management and also discusses the time value of money concepts.

In the second part of this material, the various characteristics of risk viz. systematic and unsystematic risk and their measurement is discussed. In addition, the various return models are also discussed. The basic portfolio selection and measurement of portfolio risk and return along with cost of equity are discussed in this module. The third module focuses on capital structure and divided policy. Various types of markets efficiency and their implications give the reader a sufficient idea about the markets. In this module the debt markets and the market signaling aspects are also discussed.

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- Module II: Risk Return & Cost of Capital
- Module III: Capital Structure & Dividend Policy
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Author

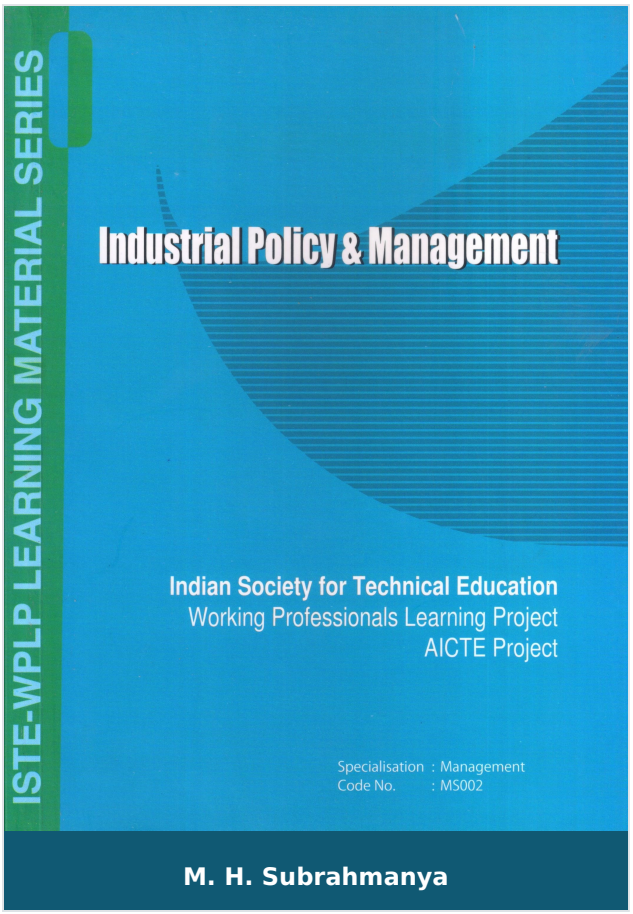
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Industrial Policy & management

Author :	M. H. Subrahmanya
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Product Description

Industrialization is the sine-qua-non of economic development. Policy makers in Indian economy have attached strategic significance of industrialization with the twin objectives of employment generation and acceleration of economic development, among others. Industrial Policy has a decisive role of play in the management and growth of industrial enterprises as well as over all industry. India's Industrial Policy has undergone remarkable changes over a period of time 1950s to 1980s to a period of enormous economic freedom since 1990s, industrial enterprises have seen and experienced different turbulent times. All these have valuable lessons to be learnt not only for academic and business researchers but also for managers and executives of industrial enterprises of different sizes. It is to meet this objective that this monograph on Industrial Policy & Management has been written.

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- Small & Medium Enterprises (SMEs) om India: Policy and Growth.
- Environmental Policy for Industry in India.
- Technology Policy and Research & Development in Industry.
- Labour Policy.
- How to Set-up an Enterprise?

Author

M. H. Subrahmanya

Dr. M. H. Bala Subrahmanya is a Professor (Economics) at the Department of Management Studies, Indian Institute of Science (IISc), Bangalore. He has done M. A. (First Rank and Gold Medallist) at Mysore University and Ph.D. in Economics with Indian Council for Social Science Research (ICSSR) fellowship at Institute for Social & Economic Change, Bangalore. One of his research papers won an award from the Intermediate Technology Development Group, London in 1997. He won Commonwealth Fellowship in

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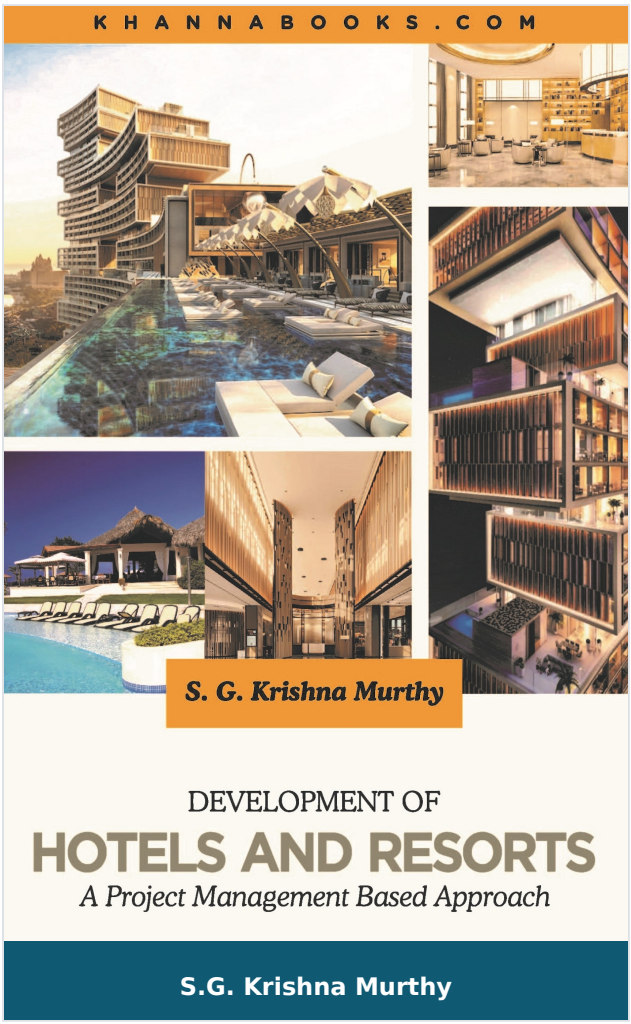
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1999-2000 and worked as a Visiting Research Fellow at the Foundation for Small and Medium Enterprise Development, University of Durham, United Kingdom during February-July 2000. He was awarded Japan Foundation Fellowship for 2004/2005 and he worked as a Visiting Research Fellow at the National Graduate Institute for Policy Studies(GRIPS) Tokyo, Japan during March 2005-February 2006. In 2008, one of his papers won Emerald Literati Network Highly Commended Award. He has been awarded Fulbright-Nehru Senior Research Fellowship for 2009/2010. He has published more than 50 research papers in refereed national and international journals and presented 15 research in International Conferences. His field of specialization is Industrial Economics. He is currently involved in doing research & consultancy projects, teaching and guiding students for Ph.D.

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Development of Hotels and Resorts (A Project Management Based Approach)

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Product Description

This book is explores the origin and development of 5-star hotels and resorts, and the project management skills needed for their systematic construction. It describes the roles and responsibilities of various professionals involved in the process, such as the owner, consultant, project coordinator, and design team. It also covers the building automation systems and computer applications that are essential for hotel management. Moreover, it explains the project management principles for construction management in detail.

The book also addresses the impact of COVID-19 on the global economy and the risks and precautions associated with it in the hospitality industry. It discusses, in detail the future opportunities for developing resorts along India’s long coastline. The author, a civil engineer and a consultant with over 40 years of experience in the industry, hopes that this book will be useful for consultants, civil engineering and MBA student, University teachers, and aspiring hotel and resort developers. Shri S G Krishna Murthy has had a splendid professional journey. His life philosophy and meticulous handling of project and the message he wants to give young engineers have all been encapsulated in his book.

I am sure the book will be very useful to project engineers and those involved in hotel projects.

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- Duties of FF&E (Future Fittings & Equipment) Manager and Concerned Staff
- Risks with COVID-19 and Corrections
- Scope for hotels & Resorts in India

Author

S.G. Krishna Murthy

This book is explores the origin and development of 5-star hotels and resorts, and the project management skills needed for their systematic construction. It describes the roles and responsibilities of various professionals involved in the process, such as the owner, consultant, project coordinator, and design team. It also covers the building automation systems and computer applications that are essential for hotel management. Moreover, it explains the project management principles for construction management in detail. The book also addresses the impact of COVID-19 on the global economy and the risks and

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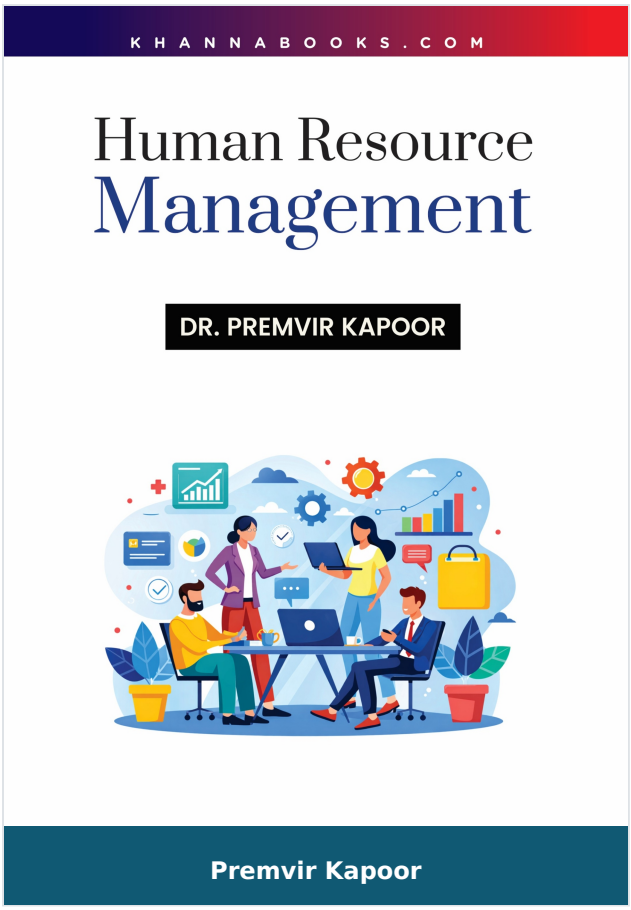
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Human Resource Management

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Product Description

Human Resource Management

Human resource management by Dr. Premvir Kapoor is a comprehensive and forward-looking guide designed to navigate the complexities of managing people in a rapidly evolving global economy. Recognizing that human capital is an organization’s most vital and appreciating asset, the book shifts the focus from traditional, rule-bound personnel management to a modern, humanitarian, and strategic approach. It explores how socioeconomic, technological, and political shifts – such as globalization and the rise of WTO—demand innovative mechanisms for developing employee skills and competencies.

Specifically tailored for students for students of BBA, MBA, and M. Com, the text presents complex concepts in a simple, compact, and easily understandable manner. It bridges the gap between academic theory and professional practice by covering essential topics like job analysis, recruitment, performance appraisal, and the emerging field of human resource Accounting. Whether you are a student preparing for professional examinations or a manager seeking to improve organizational effectiveness through a motivated workforce, this book provides the necessary tools to transform human potential into a source of sustainable competitive advantage.

Salient Features:

- **Strategic Capital Focus**: the text treats human resources as a form of capital and a primary investment, emphasizing that while other resources depreciate, human value appreciates through experience.
- **Comprehensive functional coverage**: it provides an in-depth look at the entire HRM lifecycle, including meticulous processes for manpower planning, recruitment, selection, and induction.

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- **Scientific job Analysis**: The book details systematic methods for job description and specification, utilizing both quantitative and non-quantitative techniques to define roles and responsibilities accurately.
- **Advanced performance metrics**: Readers are introduced to sophisticated evaluation tools such as the balanced scorecard and HR scorecard to link people management directly to business performance.
- **Human Resource Accounting**: It explores modern valuation methods and models, like the lev and schwarts model, to measure the economic value of human resources within financial statements.
- **Organizational Development Insights**: The content emphasizes building an enabling culture through OD interventions, team development, and the use of change agents to faster innovation.
- **Analytical Research tools**: Dedicatied sections on personal research and auditing provide methodologies for evaluating HR effectiveness and ensuring compliance with statutory provisions.
- **Practical Learning Aids**: Each chapter is supported by learning objectives, summaries, and a detailed glossary of key terms to reinforce conceptual clarity and academic retention.

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Dr. Premvir Kapoor BBM(BHU), MBA(Podar Institute of Management), LLB Delhi, Ph.D(Meerut University), Diploma in Training and Development, ISTD New Delhi, Diploma in Corporate Laws and Secretarial Practice(Indian Law institute New Delhi). He has worked s Director in Sri Ram Institute of Management and IIMT Institute of Management, Greater Noida and Professor of Human Resource Management at IMS Ghaziabad and

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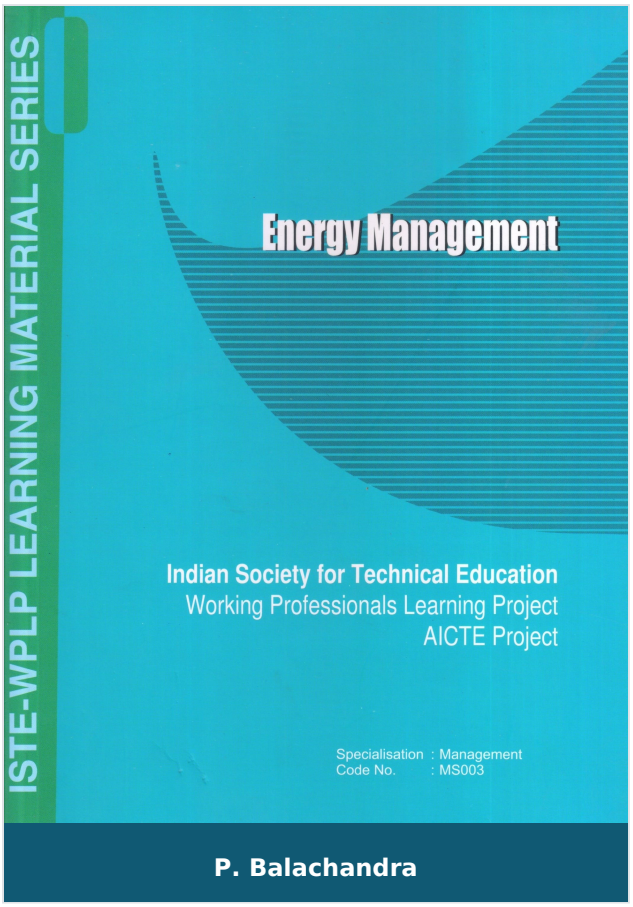
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Lingaya University Faridabad. He has been associated with some of the leading Institutes of Company Secretaries of India, Institute of Marketing management, Western U.P Productional Council. He is a member of Indian Law Institute, New Delhi. He has been visiting faculty at various prestigious business schools.

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Energy Management

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Product Description

Supply and utilization of energy, forms an integral part of economic development of a country. Further, energy interacts with all aspects of social and economic development, including livelihoods, water, agriculture, industry, environment, population, health education, job creation and gender- related issues. These energy interactions have both positive and negative implications for every sector of the economy as well as for the environment. The objective of the author, is to introduce the prospective readers of this book to the fascinating world of energy and how it interacts with many other systems which are closely connected to the human system. This is done with a focus on India.

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Author

P. Balachandra

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Mumbai. He received his ph.D. in Energy and Enviroment form the IISc in 2000. He has about 22 years of Research and Teaching experience in the field of energy, environment and technology management. His Research expertise includes energy & environmental economics and policy, sustainable development, climate change mitigation, technology transfer and diffusion, renewable energy and sustainable mobility. His Research is focused predominantly on policy analysis, technology assessments, economic analyses, modeling and planning, arriving at solutions relevant for developing countries like India and truing from the perspective of sustainable development. He has investigated about 20 research and consultancy projects. Prominent Organizations, for which he has carried out Consultancy/Research assignments, are UNDP, European Commission, World Bank, SIDA AIT, TERI, IGIDR and various ministries of Government of India and private sector organizations. He ha co-authored three books and published about 70 papers in various iInternational and National journals, conferences and edited books.

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INNOVISION

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Product Description

With ageing, we live a short future, where young people have to live there for rest of their lives. We are comfortable with friends and memories because we know them, but not with our future because we do not know it. We see problems in opportunities, in contrast youths see opportunity in problems. With better medical care and healthy food, today's 70- years old is healthier than those in their sixties a decade back and are more wealth with savings and service benefits, opening up anew market for consumption, clothing, holidays, properties and car hire. With more than hundred sensor, Al-sensitive signals and commands, our future car will be a computer on wheels, without accidents and bodyworks, Robots will care our elders and 3-D printing will relocate production with reduced costs. A smart phone can raise the labor income by 20 percent, as it enables instant connectivity between user and provider which will raise the GDP by 10 percent. It enables quality education online at no extra cost, liberating millions from poverty, illiteracy and ill-health. Our world will become less violent and corrupted; with our problems solved with opportunities making our planet more happy and livable, we can see more open exchange of knowledge, resources, collaboration and trust than conflicts and wars.

If creativity thrives when constrained, with problems to be solved by opportunity, India with one of the largest skilled talents in her campuses will regain its ancient glory of inventions and discoveries in the next future.

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- Trust and Collaboration
- Inspiration and Appreciation

Author

Chelat Bhuvanachandran

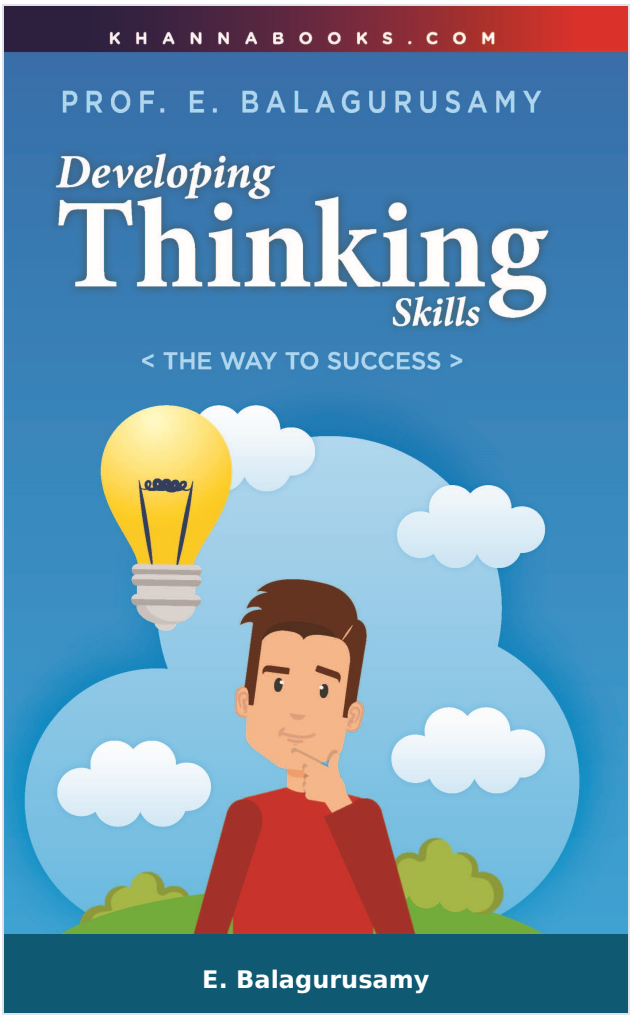
Chelat Bhuvanachandran retired as Gen Manager-ME & Signatory with a Swiss company-AFG Arbonia-Forster-Holding AG in 2012. He started his career as a sales trainee with British Paints India Ltd and was operating from various locations in India and later in the Middle East. Back home after three years of consulting assignment with a German firm, he turned to volunteering to National causes and purposes. The first attempt was to script two books in 2021, ‘Living The Values’ – a Value narrative to Grass-root Leadership with a purpose of redefining our school model with values, patriotism and a purpose. The second book titled ‘The State of Israel’- a Start-up Nation to a Scale-up Nation, which inspires our youths to achieve impossible dreams. On submission to over one hundred Govt of India departments, NCERT, MoE, CDS and DRDO acknowledged with very positive appreciation while NCERT recognized the first one as learning tool tor up-skill HSE teachers and the second one as a reference document for education, military, economy and governance. Essentially in an uncontested space, it requires a theme, passion and stretched imagination, to script a book, where his next inspiration was intertwined with Prime Minister Narendra Modi’s vision that ‘Start-up Innovations will drive India’s GDP in next two decades’. He is not a specialist from any domains of accelerating technologies, but he selected ‘entrepreneurship’ which comes from the core skills of his past career. The result was ‘InnoVision’-The grand challenges of 21st century. He defines every big problem as a big business opportunity, where the convergent technologies could find a business solution for each of the UN’s 17 SDG-Sustainable Development Goals, where India and South Asia score poorest ranks in the world. The book’s target readership is the aspiring innovators from our technology campuses. Born to Sri (Late) M.K.K.Menon and Smt (Late)

Chelat Leelamma, Bhuvanachandran is married to Nirmala Pulapre, and lives in Sobha City Thrissur.

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Developing Thinking Skills (The Way to Success)

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Product Description

Industries and business around the world are changing very fast as they are constantly disrupted with new technologies, new ideas and new approaches. It is therefore imperative for students to learn to manage the change that will inundate their lives. World organizations like world Economic Forum (WEF), International labor Organization (ILO), Organization for Economic Cooperation and Development (OECD) and International Society for Technology Development (ISTE) have recommended a number of skills that the 21st century youth must possess in order to succeed in their professional and personal lives. They include, among others, the following 7C thinking skills:

1. Creative Thinking

2. Critical Thinking

3. Computational Thinking

4. Competitive Thinking

5. Comprehensive Thinking

6. Communicative Thinking

7. Collaborative Thinking

This book is all about developing these skills among the readers. The book comprehensively covers all major aspects of thinking. It presents in a simple and lucid manner concepts, models, analysis and applications of various thinking styles. Wherever necessary, pictorial representations of concepts and models are provided to facilitate easy grasping and better understanding of the concepts discussed. This book focuses on “how to think rather than what to think”. Successful thinking is a mindset that enables us to reach our full potential and provides us with the mental discipline to create and achieve positive outcomes. By mastering thinking skills, we can learn how to think

differently and to solve problems at multiple levels of depth.

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Author

E. Balagurusamy

E. Balagurusamy 1- Prof. E. Balagurusamy is currently the Chairman of EBG Foundation, Coimbatore. He served as a Member of High-Level Committee on School Education of Tamil Nadu Government and Chairman of Committee for Development of Text Books on Science and Technology in Higher Education. He also served as a member (Education). Planning Commission of Tamil Nadu Government. He was earlier a Member of Union Public Service Commission and Chairman of Consortium for Educational Communications, New Delhi and Vice Chancellor of Anna University, Chennai, the largest technical

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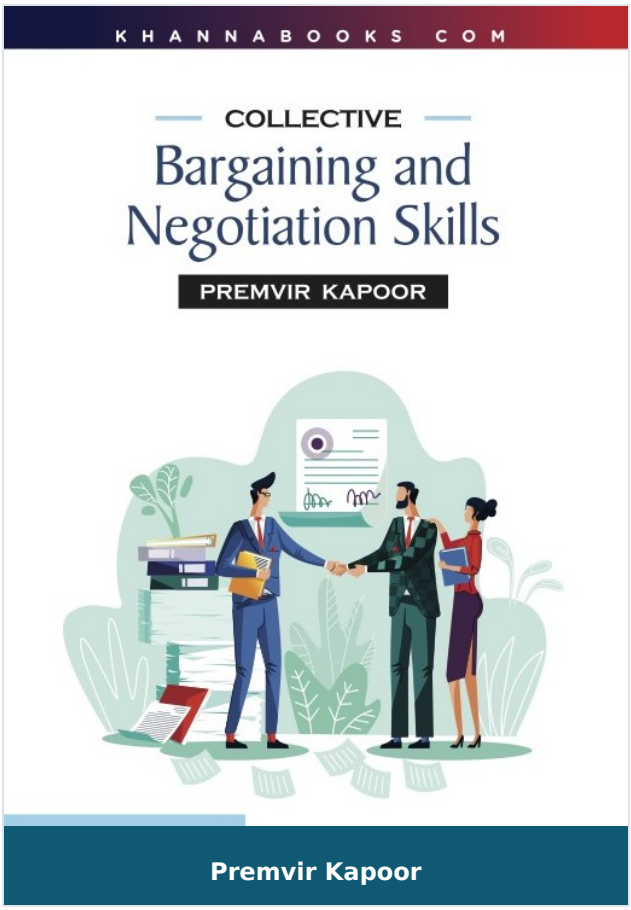
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university in India. A prolific writer, he has authored more than 40 Books on IT and Computer, many of them are being prescribed as texts in Universities and Colleges throughout India. Some of his books have been translated into Mandarin, Spanish, Korean and Russian Languages. Prof. Balagurusamy, an ethical leader, philanthropist and recipient of numerous awards and honors, has established EBG Foundation, a Charitable Trust, to serve the socially and economically deprived sections of the society. His biography “Nermaiyin Payanam” (A Journey of Honesty) was released by Mrs. Nirmala Sitharaman, Hon’ble Minister of Finance, Government of India November,2019. He hold an ME(Hons) in Electrical Engineering, PhD in Systems Engineering, both from IIT, Roorkee and a Diploma in Education from U.K.

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Collective Bargaining And Negotiation Skills

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Product Description

Collective Bargaining And Negotiation Skills

Collective Bargaining and Negotiation Skills has globally become a much discussed issue with economic conditions continuing to be uncertain complexity of business increasing many bold, competitive pressures mounting organizations becoming flatter by each passing day, managers have a tough balancing act to do one side they have a challenge of managing the needs, aspirations and emotions of their people, on the other side they have to negotiate from every stakeholder , the very best for their organization collective bargaining and negotiate are two very important and much needed skills for todays managers. the book test provides the readers a unique resource for continuing self-development. The book aims to fulfill the need of management students and also for the practitioners as a reference manual to help them upgrade their knowledge and skills with the right attitude. Both students in an academic setting as well as management practitioners will benefit from the text.

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- Negotiating A Contract
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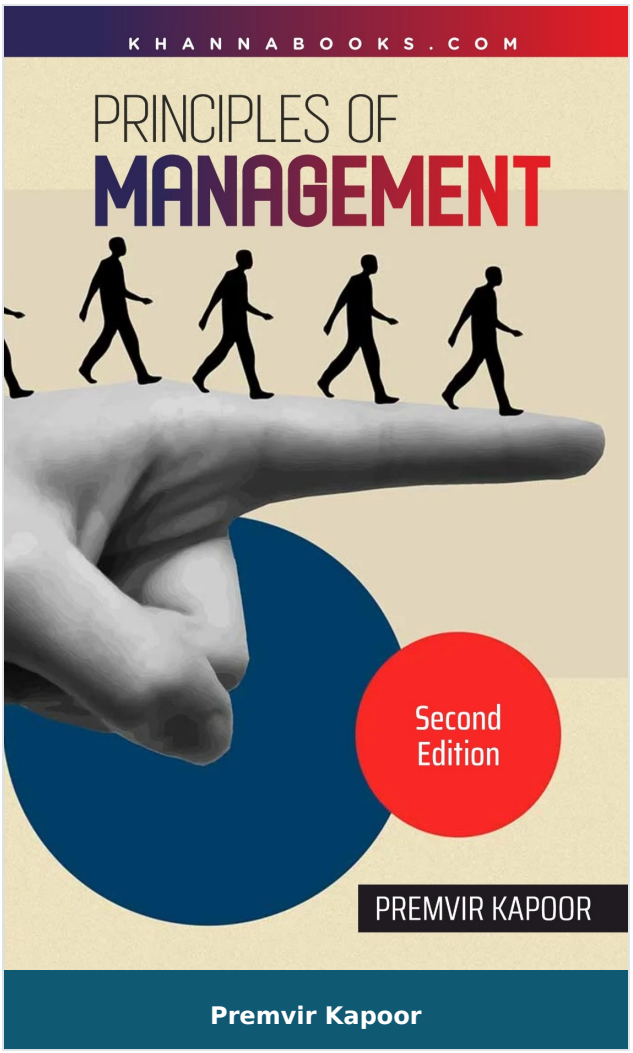
Premvir Kapoor

Dr. Premvir Kapoor BBM(BHU), MBA(Podar Institute of Management), LLB Delhi, Ph.D(Meerut University), Diploma in Training and Development, ISTD New Delhi, Diploma in Corporate Laws and Secretarial Practice(Indian Law institute New Delhi). He has worked s Director in Sri Ram Institute of Management and IIMT Institute of Management, Greater Noida and Professor of Human Resource Management at IMS Ghaziabad and Lingaya University Faridabad. He has been associated with some of the leading Institutes of Company Secretaries of India, Institute of Marketing management, Western U.P Productional Council. He is a member of Indian Law Institute, New Delhi. He has been visiting faculty at various prestigious business schools.

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Principles of Management

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Product Description

The book provides comprehensive coverage of the management principles and concepts in simple and lucid style with economic conditions continuing to be uncertain, complexity of business increasing many fold, competitive pressures mounting and organizations becoming flatter by each passing day, managers have a tough balancing act to do and need adequate grounding and acquaintance of principles and functions of management. The book shall be useful for the readers who want to upgrade then knowledge and skills with the right attitude.

The book has been specifically designed to meet the academic requirements of the students BBA, MBA, M.Com, BCA courses.

The book covers the syllabus of principles and functions of management subject of various management/Business institutes and universities.

It covers model questions and answers on various management topics.

It covers various management and commerce terms.

The whole subject matter has been presented in a simple and easily understandable manner and an attempt has made to give a precise, comprehensive and compact treatment to the subject. In order to enhance knowledge, understanding and application adequate emphasis has been given to clarify management concepts.

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Premvir Kapoor

Dr. Premvir Kapoor BBM(BHU), MBA(Podar Institute of Management), LLB Delhi, Ph.D(Meerut University), Diploma in Training and Development, ISTD New Delhi, Diploma in Corporate Laws and Secretarial Practice(Indian Law institute New Delhi). He has worked s Director in Sri Ram Institute of Management and IIMT Institute of Management, Greater Noida and Professor of Human Resource Management at IMS Ghaziabad and Lingaya University Faridabad. He has been associated with some of the leading Institutes of Company Secretaries of India, Institute of Marketing management, Western U.P Productional Council. He is a member of Indian Law Institute, New Delhi. He has been visiting faculty at various prestigious business schools.

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