

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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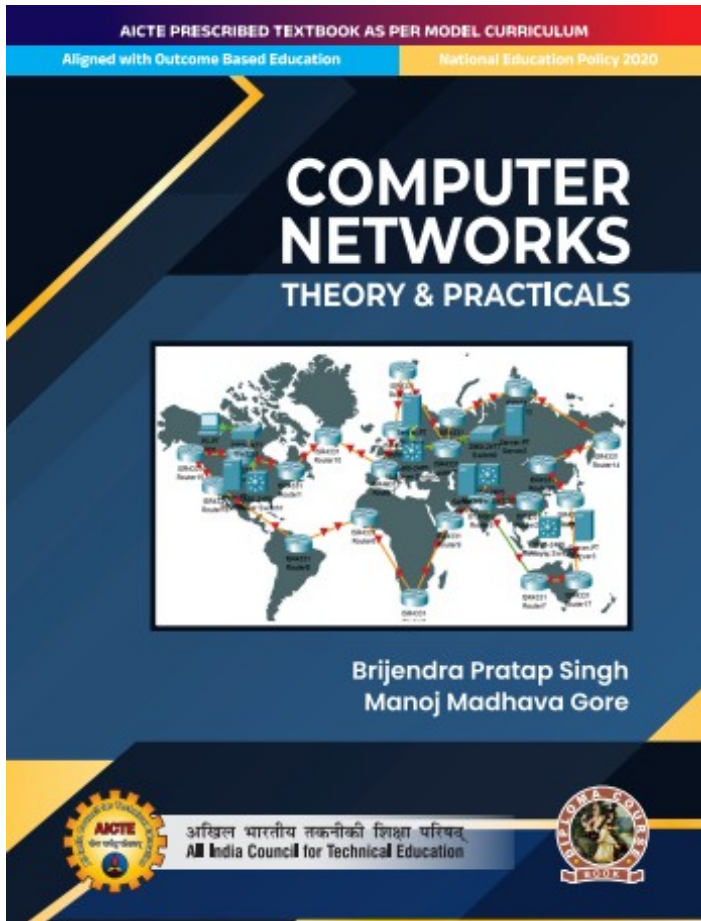
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- Introduction to Entrepreneurships
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- Feasibility, Competition and Environmental Analysis
- Venture Building
- Value Chain and Operations
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- Digital 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**





Computer Networks: Theory & Practicals

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Product Description

Computer Networks: Theory & Practicals The use of network applications and the internet is increasing every day. It is desirable that each user should have elementary knowledge about the working of network applications and the internet. Moreover, the professionals are supposed to have an understanding of network application development. Network architecture, network protocols, and network management. This book elaborates on the network architecture, transmission media, network topologies, ethernet, WI-FI, routing algorithms, routing protocols, IPv4 addresses, transmission control protocol, application layer protocols, simple network management protocol, and related topics. Moreover, the book takes alongside the laboratory tasks, such as the configuration of devices, creation of wired and wireless local area network and others. Salient features:

- Content of the book aligned with the mapping course outcomes, programs and Units Outcomes.
- In the beginning of each unit learning outcomes are listed to make the student understand what is expected out of him/her after completing that unit.
- Book provides lots of recent information, interesting facts, QR code for E-resources, QR code for use of ICT, projects, group discussion etc.
- Student and teacher centric subject materials included in book with balanced and chronological manner.
- Figures, tables, and software screen shots are inserted to improve clarity of the topics.
- Apart from essential information a 'know more' section is also provided in each unit to extend the learning beyond syllabus.
- Short questions, objective questions and long answer exercises are given for practice of students after every chapter.
- Solved and unsolved problems including numerical examples are solved with systematic steps



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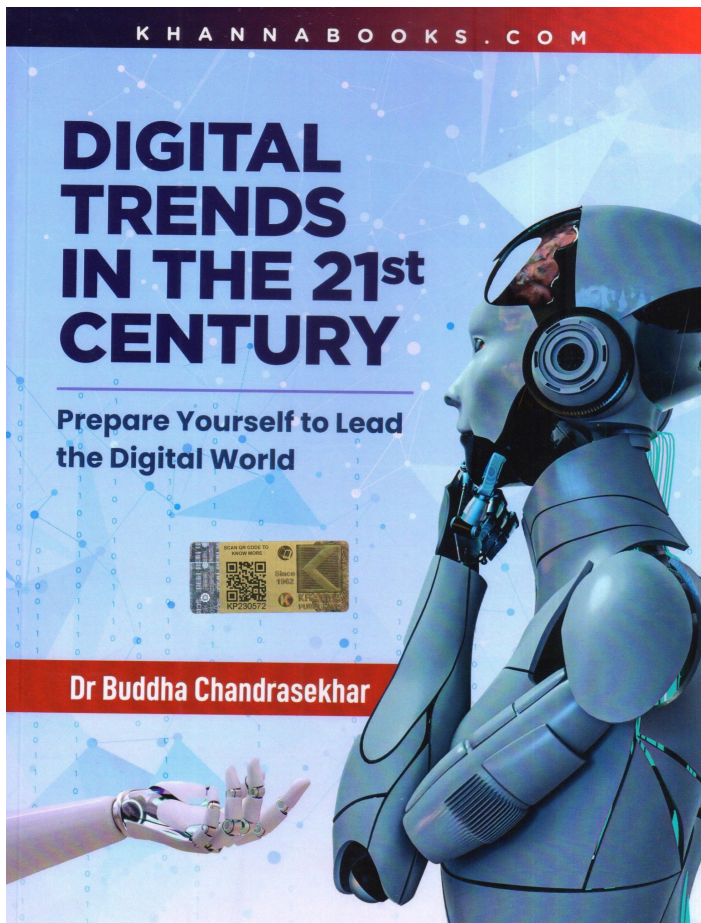
1. Principles of Computer Networks
2. Transmission Media, Data Link Layer, and Local Area Networks
3. Network Layer, Routing Algorithms, and Protocols
4. Transport and Application Layer
5. Networking Devices and Network Management System

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Digital Trends in The 21st Century

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Product Description

Our world is undergoing a series of digital transformation shifts occurring at an exponential speed. From the moment one Wake Up, to the moment one goes back to Sleep, Technology is present Everywhere. For the First time in history, we have 4 Generations working side by side in the digital world: Traditionalist, Boomer, Gen X, and Millennial: moving from the "Write to me generation" to the "WhatsApp me generation" to the "Voice search generation" to the "multi-modal prompt based transformers. Look around, do you see mobiles, laptops, routs, routers, monitors, LED screens, and electronic devices? Over the last 2 decades, we are living in an era of digital technology, Artificial Intelligence, Data analytics, quantum computing has dramatically changed our daily lives & the way we conduct our routine jobs. Digital transformation is leading to rapid changes across various verticals, from Agriculture to Education to Business to Shopping everything has a profound influence on digital technology. Digital platforms deliver immense value, enabling us to connect, collaborate and broaden our minds. Human became " Super Digital Humans" by communicating information in thousand different ways using a digital device that fits in our pocket. "Digital Trends in the 21st Century" book introduces readers to Digital Trends and Hyper Technology developments to lead the digital world.



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