OE1 - 9034

CSAOEPG(F) - PYTHON PROGRAMMING

UNIT - I

Getting Started: Introduction to Python, Application area, interactive mode and script mode.

Data types- Number (Integer- boolean, decimal, octal, hexadecimal; Floating point; Complex),none, Sequence (String, Tuples, List) Sets,. Mapping.

Mutable and Immutable Variables

Variables, Expressions and Statements: Values, Variables and Keywords; Operators and Operands in Python, Expressions and Statements; Taking input (using raw_input() and input() and displaying output(print statement); (single and multiple line).

Functions: Importing Modules, invoking built in functions, functions from math module ,functions from random module . Function from datetime module , functions from remodule compostion.

Defining functions, invoking functions, scope, passing parameters, scope of variables, void functions and functions returning values, recursion.

Conditional and looping construct, use of compound expression in conditional and looping construct.

UNIT - II

Strings: String operators, Comparing strings using relational operators; String functions & methods, Regular Expressions and Pattern Matching.

Lists: Concept of mutable lists, creating, initializing and accessing the elements, traversing, appending, updating and deleting elements, composition, lists as arguments, List operations, List functions and methods.

Dictionaries: Concept of key-value pair, creating, initializing and accessing the elements in a dictionary, traversing, appending, updating and deleting elements. Dicitionary functions and methods.

Tuples: Immutable concept, creating, initializing and accessing elements in a tuple, Tuple assignment, Tuple slices, Tuple indexing, Tuple Functions.

UNIT - III

Concept of Object Oriented Programming: Data Hiding, Data Encapsulation, Class and Object, Polymorphism, inheritance, advantages of Object Oriented Programming over earlier programming methodologies,

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OE1 - 9034

Classes: Defining classes (attributes, methods), creating instance objects, accessing attributes and methods, using built in class attributes (diet, doc, name, module, bases), Constructor(_

_init() , del() and str()) methods in a class, private attributes (limited support),

importance of "self" (acts as a pointer to current calling object) operator overloading with methods.

UNIT - IV

Inheritance: Concept of base class and derived class: Single, multileveland multiple inheritance- Overriding methods, using super() in derived class to invoke init() or overridden methods of parent class.

Data File - Need for non bold for data file, types of data file-text and binary, opening and closing files- open(), close(), access modes (output, input, default), file object, access_modes, reading and writing a file Read(), readline(), readlines(), write(), writeliness file positions (seek(), tell()), renaming and deleting a file., flush();

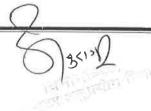
UNIT - V

Implementation of basic file operations on text and binary file in Python:Creating/writing data into file, reading and displaying data from file, searching for particular data from a file,insertion and deletion of data from an already existing file, modification of data in file.

Error and Exceptions - NameError, IndexError, TypeError, I/O Error, ImportError, ValueError, EOFError. Generator function using Yield.

Recommended Reading

- Learning Python, 5th Edition 5th Edition by Mark Lutz O'REILLY Publication
- Learning Pythoin by Fabrizio Romano Download link https://www.packtpub.com/packt/free-ebook/learning-python
- Learning Python by Mark Lutz (Fourth Edition) Download Link http://freebook.qiniudn.com/Learning%20Python,%204th%20Edition.pdf
- https://docs.python.org/3/tutorial/index.html



OE2 - 9038

CSAOEPG(J) - ANGULAR JAVASCRIPT

UNIT - I

Introduction to AngularJS, JavaScript Client-Side Frameworks, Features of AngularJS .Architectural concepts, Setting up the framework, Organizing the code, Introducing Data Binding, Simple Data Binding,

UNIT - II

Creating modules, Controllers, Scope, Two-way data binding Modules, Understanding AngularJS Forms, Form validation

UNIT - III

Creating Reusable Components with Directives - What is a directive? , Using AngularJS built-in directives, Creating our own directives

UNIT-IV

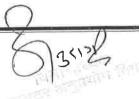
Data Handling, Expressions, Filters, Basic usage with expressions, currency, date, filter, creating filters,

UNIT - V

Dependency Injection and Services, Creating services, Using AngularJS built-in services, Factory & Provider

Text & Reference Book

- AngularJS Essentials- Rodrigo Branas, Packt Publishing Ltd Open Source
- AngularJS:Novice To Ninja Sandeep Panda, Sitepoint Pty. Ltd, Download link http://www.longevity.co.uk/media/1008/angularjs-novice-to-ninja.pdf



PAPER – V(C) CONTENT PRODUCTION FOR MEDIA

Total Credit – 03(2+1) Max Marks -50, (25Th.+15Pr.+10Int.)

Module Code – OE3/4537
Open Elective —/4537

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TOTAL	Advertisement and Related Materials	Convergence in Media Content	Critical Perspectives on Content	Media Content : Motives and Significance, News and Views	FEATUERS OF MEDIA CONTENT
10	02	02	03	03	_
03	01		01	01	-1
05	02	02		01	ס
18	05	04	04	20	TOTAL

UNIT-II

	MEDIA CONTENT BEYOND NEWS	۲	-	ס	TOTAL
2.1	Feature : Concept , Significance and Types	03		2	04
2.2	Various styles of Feature Writing, Feature : The Visual Support	03	01	91	05
2.3	Writing Style of News Features	02	2	22	05
2.4	Fashion,Life Style and Entertainment Inputs	02	9	9	04
	TOTAL	10	ಜ	8	200

UNIT-III

	3.4	ω ω	3.2	3.1	
TOTAL	Activism and advocacy Journalism	Writing Editorials, Special Articles	Follow-up Stories	Writing Human Interest Stories	SPECIALISED MEDIA WRITING - I
06	02	01	01	02	
04	91	01	91	01	-1
80	02	02	02	02	ס
18	05	04	04	05	TOTAL

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TOTAL	Regionalism	4.4 Content on C	4.3 Content Writ	4.2 Writing on R	4.1 Selection of	OFECIALIO
X .	Regionalism , Human Rights and Communal	4.4 Content on Controversial Issues Like Cast, Community,	4.3 Content Writing for Weekend/Sunday Supplements and Pullouts	Writing on Rural, Urban and Rurban Issues	Selection of Subjects According to Specific Target Groups	OFFICIALISED MICUIA WRITING - II
6		03	03	02	02	Г
04		01	01	01	01	7
04		01	91	2	01	ס
18		05	05	04	04	TOTAL

JNIT-V

	NEW MEDIA WRITING : VIEWS	_		ס	TOTAL
5.1	Alternative Journalism: Skills for The Multimedia Journalist,	3	2	2	2
	Presenting News and Views, Citizens as Content Producer	S			CO
5.2	Writing for the Web	03	2	92	90
5.3	Telling the Story with Images	22	2	22	9
5.4	Working With Videos	2		2	02
	TOTAL	09	င္သ	90	18

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OE4- 4566

OE :: Business Communication

Unit1	Introduction
1.1	Understanding Business Communication
1.2	Its Elements & Process
1.3	Essentials of Effective Business Communication
1.4	Barriers to Business Communication
1.5	3 Models of Communication

Unit -2	Types of Business Communication - I
2.1	Oral, Verbal, Written
2.2	Downward, Upward, Horizontal, lateral
2.3	Non verbal
2.4	Intra & Intrapersonal
2.5	Group & Public Communication

Unit -3	Types of Business Communication - II
3.1	Visual Communication
3.2	Digital Communication
3.3	Mass Communication
3.4	Interactive Communication
3.5	Presentations

Unit -4	Oral/Verbal Communication for Business
4.1	Language, signs, symbols & wide systems
4.2	Spoken skills
4.3	Listening skills
4.4	Speech, Interviews, Debates, Presentation
4.5	Barriers to Verbal Communication

Unit -5	Written Communication for Business
5.1	Letters, Memos, proposals
5.2	Different writing styles
5.3	Using Visuals Aids/Visuals
5.4	Written Presentation & Reports
5.5	Drafting official Letters

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ENVIRONMENT JOURNALISM

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Amming Conference	1.5 Deforestation, forest conservation programme	ecosystem and environmental degradation	1.4 The use of technology in exploitation of nature,	relationship of man with nature	1.3 An introduction to environment and ecology,	sustainable Development	1.2 Indicators of human development concept of	perspective of Asia & World	1.1 Indian development process in comparative	CTITE A CONTROL OF DEACHODINGHE
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	2.1 Water Pollution, Air Pollution, Sound Pollution. 2.2 Radioactive Pollution, Global Warming (Toxic & Hazardous waste) Depletion of ozone 2.3 Green Revolution and its impact on environment 2.4 Wildlife and its conservation, 2.5 Depletion of Bio-diversity
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3.2 Air Pollution Act 1981, Water Pollution Act 1974	2	•	_					
3.3 Wild life protection Act 1972 with Amondment of	,		,	7.	1	1	_	4
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3.4 Brief introduction to environment protection, Action	2	ï	-	E	1200	_	ī	4
3.5 Waste Management and re civiling								
2.2 waste intallagement and re-cycling.	2	_	Ĩ	•	r	r	,	

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OE 5 - 4606

Down to earth, Sanctuary, Vigyan pragati	4.4 The brief study of centre for studies in environment (The contributions of Sundarlal Bahuguna, Medha Patkar, Anil Agrawal, Vandana Shiva, Indira Jaisingh, M.C.Mehta	Big dams, the role of Government and Judiciary in these Debates)	Descrification and drought). 4.3 Environment policies (Description)	Waste Materials, Health Hazards of solid waste treatment) 4.2 Managing Fragile Economics 4.2 Managing Fragile Economics 4.2 Managing Fragile Economics 4.3 Managing Fragile Economics 4.4 Managing Fragile Economics 4.5 Managing Fragile Economics 4.6 Managing Fragile Economics 4.7 Managing Fragile Economics 4.8 Managing Fragile Economics 4.9 Managing Fragile Economics 4.0	Unit- 4 Environmental Policies
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En Programmes On TV	Review Of Their Status 5.5 Environment Bolder In	development issues 5.4 Role Of Local and Booking 196	writing for development 5.3 Types and tools of recovery for the state of the state	Writing for development. 5.2 Selection of medium format of	Unit-5 Environmental Writing
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056-4662

NEW MEDIA AND ITS CHARACTERISTICS

Source our Society	4.5 Impact of New Media on Society.	Relations, Advertising, Video Game & Economics of 4.4 New Media & Society	Variability and Transcending Comprehensible Danse, Feedback System, Narrative and Multimedia 4.3 New Media Industry Software M.	4.2 Numerical Representation, Modularity, Auto-	Unit -4 Characteristics of New Media and Industry	wiedla language, Bilignal language	3.5 Evolution of New Medical	3.4 Security Isono Cyber Communication	3.2 Cyber Crime,	Unit -3 Cyber space and New Media		2.5, Online Channels, Online Radjo	2.4 Online News Papers, Online Magazin	2.3 New Media Power and limitation.	Communication	2.1 New Media an Introduction as a form of	Unit-2 New modi-	Thread	1.5 Uses of Internet in Communication	1.4 Convergence 1.4 Convergenc	1.3 Fundamentals of Internet: WWW, IP Web page	Graph, BBS, and IP Voice	1.2 Introduction to Internet . F	Unit -1 Digital and internet Introduction	
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OE6 - 4662

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ı	i.	Ç.	ī		2	Mobile Communication Mobile Communication
Ű	•	į.	j		1	Orkut, Virtual Community, Linkedin, Friend Finder
V	D	W	S	T	L	5.1 Espionage Community: Facebook Twitter B. 1.

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OE 7 - 4705

OE Paper : Art of Photography (3 Credits)

Unit-1 Basics of Photography

- 1. Meaning and scope of photography
- 2. Photography as a medium of communication
- 3. Technological development in photography
- 4. Photo caption writing techniques

Unit-2 Introduction to camera

- 1. Working principle of DSLR camera
- 2. Parts and functions of a DSLR camera
- 3. Types of camera
- 4. Camera accessories

Unit-3 Photo techniques

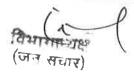
- 1. Photo lens and their types
- 2. Depth of field & its creative use
- 3. Lighting techniques
- 4. Filters use in Photography

Unit-4 Photo composition

- 1. Concept & importance of composition
- 2. Photo composition rules
- 3. Elements of photo composition
- 4. Golden rule of third, point of interest
- 5. Point of view: Subjective and Objective
- 6. Camera angles

Unit-5 Digital Techniques

- 1. Photoshop softwares, tools & techniques
- 2. Art of photo cropping
- 3. Photo editing tools
- 4. Tools for photo finishing





OE8 - 5307/5337/5367/5397



Soft Skills for Managers

Objective: The course will help the students to develop basic managerial skills and also professional etiquettes required become a successful manager

Unit 1 Concepts of Soft Skills

- 1.1 Meaning and Definition of Soft Skills Types of Skills; Conceptual, Supervisory, Technical, Managerial and Decision Making Skills.
- 1.2 Listening and Monitoring Soft Skills, Socializing Soft Skill
- 1.3 Method to Develop Soft Skills: Professional Skills, Life Skills.
- 1.4 Soft Skills in the Workplace
- 1.5 Behavioral Skills, Attitude and Altitude, Lateral Thinking

Unit 2 Developing effective Communication Skills.

- 2.1 Components of effective Communication, Communication Process and Its Handling
- 2.2 Interpersonal and Cross Cultural Communication Skills, Communication Barriers
- 2.3 Non Verbal Communication, Study of Different Pictorial Expression of Non-Verbal Communication and Its Analysis
- 2.4 Written Communication Skills, Developing Writing Skills.
- 2.5 Memoranda, Notices, Circulars, Formal and Informal Letters, Essentials of Effective Correspondence

Unit 3. Presentation Skill Practice

- 3.1 Planning and Preparation, Presentation Design, Delivery of Presentation
- 3.2 Concept of Methods for Presentation, Methods of Delivery.
- 3.3 Informative Presentations, Persuasive Presentations Visual Support Handouts
- 3.4 Evaluating The Presentation, Preparing Feedback
- 3.5 Leadership and Team Building in Presentation, Group Dynamics

Unit 4 Self Management Skills

- 4.1 Who Am I, Attributes, Self Discipline, Self Awareness, SWOT Analysis.
- 4.2 Self Criticism, Recognition of One's Own Limits and Deficiencies, Independency Etc.
- 4.3 Planning & Goal Setting, Managing Self Emotions, Ego, Pride.
- 4.4 Office Management, Filing System, Types of Correspondence
- 4.5 Importance of Self Confidence, Self Esteem, Self Evaluation

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OE-8 - 5307/5337/5367/5397

Unit 5. Developing Professional Etiquettes

- 5.1 Importance of Professional Etiquette, Basic Professional etiquette tips
- 5.2 Conversation Etiquettes, Handshake Etiquettes
- 5.3 Introduction and Greeting Etiquettes, Electronic Communication Etiquettes
- 5.4 Professional Etiquette in the Workplace Meeting and Greeting
- 5.5 Dinning Etiquettes, Telephone, E-Mail and Public Relations Offices Etiquettes.

References:

- 1. Carnegie Dale, How to Win Friends and Influence People, New York: Simon & Schuster, 1998.
- 2.Soft Skills Training A Workbook to Develop Skills For Employment By Fredrick H. Wentz
- 3. Personality Development and Soft Skills, Oxford University Press By Barun K. Mitra
- 4. The Time Trap: The Classic Book On Time Management By R. Alec Mackenzie

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OE-9-4876

Content Analysis

-I OEI (4876)

Total Credits-3 (15*3=45H)
Max Marks 50, Distribution of Marks 25 Th+15 P+10 Int.

Unit-I Introduction	, —	-1	S	8	0	<	ס
1.1 - Meaning and Definition, Scope of content analysis	_	73	ı	ŧ	1	1	Ľ
1.2 - Process of Content Analysis	2			a	1		
1.3 - Limitations of content analysis		9009	1	ť	•	1	_

Unit- II Types of Content Analysis								
2 .1- Qualitative Content Analysis	2	1000	rii	C.	f)	8		ω
2.2 - Quantitative content analysis	2	1	1	ī	•			ω
2.3 - Unit of Analysis, Types, Coding	2	tis.	10	ı,	ě	•	2	4
Unit- III Sampling								
3.1 - Sampling, Types of Sampling, Sample Size	2	Æ	ı	1	×	ii.	2	4
3.2 - Variables	1	а	gar)	(4)	ı	i.	2	ω
3.3 - Analytical Techniques : Text driven , ₱roblem driven	2	10	Y	į	9	ŧ	_	ω
Method driven								

4.3 - Interpre	presentation of data	4.2 - Coding,	4.1 - Content	Unit- IV Med
4.3 - Interpretation and Report Writing	of data	4.2 - Coding, Data Sheet Tabulation, Graphical	4.1 - Content Analysis in Print Media, audio Video	Unit- IV Media Content Analysis
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Unit- V Code Book and Tabulation
5.1 - Portfolio of Print content analysis
5.2- Portfolio of audio video content analysis
5.3- Portfolio of Social network analysis

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OE 10 - 4906

OE- - Film Appreciation

Unit-1	Understanding Cinema
1.1	Genres of Films
1.2	Cultural Significance in Relation to Film
1.3	Introduction to Indian and World Cinema
1.4	Film Screening

Unit-2	Basics of Film Appreciation
2.1	Introduction to Film Appreciation, Importance
	to Film Appreciation
2.2	Basic Elements of Film Appreciation
2.3	Film Review Writing
2.4	Glossary for Film Review Writing

Unit-3	Study of Indian Cinema-I
3.1	Awaara - Raj Kapoor (1951)
3.2	Mother India- Mehboob Khan (1957)
3.3	Kagaj Ke Phool- Gurudutt (1959)

Unit-4	Study of Indian Cinema-II
4.1	Pather Panchali - Satyajit Ray (1955)
4.2	Sujata - Bimal Roy (1959)
4.3	Mughal-E-Azam - K Asif's (1960)

Unit-5	Study of Indian Cinema-III
5.1	Guide-Vijay Anand (1965)
5.2	Sholay - Ramesh Sippy (1975)
5.3	Lagaan – Ashutosh Gowariker (2001)

Mahakai Chaiurvadi National University of Dertment Operations University of National University of Dertment Operation, Bhopai Journalism and Communication, Bhopai Journalism and Communication, Bhopai operation, Bhopai operation,

		Course
	Script Writing and Story Boarding for New	Subject
	w Media	
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	Media	Marks

Objective

- Knowledge of Creative writing
- Visual Presentation
- Digitalization of Storyboard

UNIT 1:Introduction to Script Writing

- Principles of Script Writing
- Concepts of writing for online media
- Principles of story writing
- Writing pilot episode

2:Elements of Script and Visual Script

- Elements of script
- Characteristics of visual script
- Types of script
- Making of visual script

3:Creative Writing

- Writing one pager, three pager
- Writing for various media (Print, Radio & TV)
- Writing for new media
- Different types of writing (Tele play, screen play, shooting script)
- Software tools for script writing- FINAL DRAFT

UNIT 4: Visual Presentation

- Başic components and principles of the storyboard
- Various formats of story boards
- Design, composition and color
- Light sources and depth of field
- Camera Angles, Movement, Framing, Heights, Shot, Scene, Sequence

UNIT 5:Digitalization of Storyboard

Story board sheets

60



OE11 - 4972

- Using digital story boards
- Software tools for story boarding
- Storage and output

Assignments

- Participate in debate on the issues relating to language and communication
- Exercises of script writing on different formats
- Writing a five minute story on any current issue
- Any assignment given by concerned faculty

Text and Reference books

- A History of the Screen Play by Steven Price Published by Palgrave Macmillan, ISBN 978-1-137-31570-0.
- Steve Katz "Film Directing Shot" Focal Press Publishers, ISBN-10: 0941188108. Dwight V Swain "Film Scriptwriting" Focal Press Publishers, ISBN 13: 9780240511900.
- Storyboarding: A Critical History, Steven Price Chris Pallant 2015, ISBN 9781137027603
- 9781601386076 The Complete Guide to Writing a Successful Screenplay, Melissa Samaroo, 2015, Atlantic Publishing Company, ISBN





SEMESTER-1

(Open Elective)

ISSUE BASED WRITING

OF DANEE WALLET

UNIT- I

MAX MARKS 50 (25TH+15PR+10INT)

Total Credit 03 (2+1)

1.5 Developmental Issues:	1.4 Economical, Political, C	1.3 Formats of writing-New	1.2 Idea, Ideology and Media	1.1 Significance of Issues based writing	MEANING AND CONCEPT
Developmental Issues: Environment] Child Education Women Empowerment	Economical, Political, Cultural and Social Issues	Formats of writing-News, Feature, Article, Editorial etc	lia	based writing	EPT

UNIT-II

	WRITING FOR INTERNATIONAL ISSUES
2.1	Bilateral Relations Between Powerful Countries
2.2	Conflicts and war, Corruption, Terrorism
2.3	Natural resources, Climate Change, Pollution: Water, Air, Soil, Sound
2.4	Crime: Human Trafficking, Immigration, Racial and Religious Issues
2.5	United Nations Sustainable Development
	TOTAL







UNIT-III

	WRITINING FOR NATIONAL ISSUES
<u>ω</u>	Internal Security and National Integrity
3.2	Literacy, Population and Infrastructure
ယ	Unemployment, Black Money, Health-Hygiene Issue
3.4	Casteism Human Trafficking
ა. 5	Centre-State Relationship
	TOTAL

VI-TINU

	WRITING FOR REGIONAL ISSUES
4.1	Regional Disparities
4.2	Urban and Rural Development
4.3	Agricultural and Land Reforms
4.4	Education and Sanitary Issue
4.5	Child and Woman Issues
	TOTAL

UNIT-V

	CURRENT MEDIA ISSUES
5.1	News Credibility, Fake news, channel war, price war
5.2	Importance and credibility of Social Media
5.3	Ethical Media based Issues
5.4	Cross Media Ownership, paid news
5.5	press council and press associations
	TOTAL

Court Court



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TEXT & REFERENCE BOOKS -

- JOURNALISM IN THE AGE OF SOCIAL MEDIA By JENNIFER ALEJANDRO, Thomson Reuters Foundation
- The Handbook of Global Online Journalism Edited by Eugenia Siapera and Andreas Veglis, Wiley Blackwell
- The SAGE Handbook of Digital Journalism
- Journalism 2.0 by Mark Briggs, Edited by Jan Schaffer, J-Labs
- Basic Photography Using a Digital Camera By Jong Pil Cheon
- Digital Photography by Dennis P. Curtin
- Writing for the Web by Lynda Felder, New Riders Publications
- CDC Audio Script Writing Guide
- High Quality Podcast Recording Version 2.0, August 26, 2016 Markus Völter
- CREATING PODCASTS WITH AUDACITY Developed by: Cindy Yamaguchi, Media Specialist Technology-Mediated Instructional Support Office of Technology and Distance Learning
- Podcasting Trainee Manual Student Youth Network Inc. 2010
- Windows 8.1 in Easy Steps by Vandome Nick, In Easy Steps Limited, ISBN13: 9781840786149 ISBN10: 1840786140
- Windows 8.1 Step by Step by Ciprian Adrian Rusen and Joli Ballew, PHI Limited, MOS Study Guide 2010 (Word, Excel, Power point and Outlook) Exam PHI
- INTRODUCTION TO INTERNET & HTML SCRIPTING by Ivan Boris, BPB Pblications
- Microsoft Office 2013 Bible By Lisa A Bucki, John Walkenbach, FaitheWempen, Michael Alexander, Microsoft Office 2013, Microsoft Official Academic Course, Microsoft Press

Dick Kusleika, Wiley India