

| The SIA College of Higher Education -Library books Purchased for the Year 2020-21 | | | | | | |
|---|---|------------------|--|---|------|--------|
| Book Code | Book Name | Publisher | Author | Subject | Cost | Copies |
| 13481 | ARTIFICIAL INTELLIGENCE | CENGAGE LEARNING | KAUSHIK, SAROJ | ARTIFICIAL INTELLIGENCE | 595 | 1 |
| 13482 | ECONOMICS II (MACROECONOMICS) | MANAN PRAKASHAN | MASCARENHAS, A D JOHNSON, P A AND MODY, K P | BUSINESS ECONOMICS II | 180 | 5 |
| 13487 | DIRECT TAX | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | DIRECT TAX | 350 | 5 |
| 13492 | COST ACCOUNTING | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | COST ACCOUNTING | 220 | 5 |
| 13497 | BUSINESS REGULATORY FRAMEWORK (BUSINESS LAW) | VIPUL PRAKASHAN | VENKATARAMAN, KALAIVANI | BUSINESS LAW | 145 | 5 |
| 13502 | FINANCIAL MARKET OPERATIONS (FOUNDATION COURSE IN COMMERCE III) | VIPUL PRAKASHAN | MAKHIJA, JIA | FINANCIAL MARKET OPERATIONS | 150 | 5 |
| 13507 | ELECTRONICS MEDIA I | VIPUL PRAKASHAN | DESHPANDE, APARAJITA | ELECTRONICS MEDIA I | 130 | 5 |
| 13512 | INTRODUCTION TO PHOTOGRAPHY | VIPUL PRAKASHAN | PLAHA, ONKAR SINGH | PHOTOGRAPHY | 190 | 5 |
| 13517 | COPYWRITING | VIPUL PRAKASHAN | PEREIRA, PRAJAKTA AND DHONGADE, BHAGYASHREE | COPYWRITING | 135 | 1 |
| 13518 | ADVERTISING IN CONTEMPORARY SOCIETY | VIPUL PRAKASHAN | LUTHRA, KANCHAN | ADVERTISING IN CONTEMPORARY SOCIETY | 150 | 1 |
| 13519 | BRAND BUILDING | VIPUL PRAKASHAN | NAIKAR, SUBHASHINI AND BHATIA, MONA | BRAND BUILDING | 110 | 1 |
| 13520 | CONSUMER BEHAVIOUR | VIPUL PRAKASHAN | MANDREKAR, ANITA AND BANERJEE,, SANCHAYITA | CONSUMER BEHAVIOUR | 145 | 2 |
| 13522 | MEDIA PLANNING AND BUYING | VIPUL PRAKASHAN | PEREIRA, PRAJAKTA AND DHONGADE, BHAGYASHREE | MEDIA PLANNING AND BUYING | 160 | 2 |

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| 13524 | FINANCIAL ACCOUNTING | SHETH PUBLISHERS | CHOPDE L NETAL | FINANCIAL ACCOUNTING II | 230 | 5 |
| 13529 | INFORMATION TECHNOLOGY IN ACCOUNTANCY I | SHETH PUBLISHERS | BELL, DOUGLASS | INFORMATION TECHNOLOGY IN ACCOUNTANCY I | 240 | 5 |
| 13534 | CORPORATE COMMUNICATION AND PUBLIC RELATIONS | SHETH PUBLISHERS | CHHEDA, RINKESH AND SHOBHA VENKATESH | CORPORATE COMMUNICATION AND PUBLIC RELATIONS | 150 | 5 |
| 13539 | THEATRE AND MASS COMMUNICATION I | SHETH PUBLISHERS | GUPTA, SHAMALI | THEATRE AND MASS COMMUNICATION I | 110 | 5 |
| 13544 | ADVERTISING IN CONTEMPORARY SOCIETY | SHETH PUBLISHERS | MANDREKAR, ANITA | ADVERTISING IN CONTEMPORARY SOCIETY | 75 | 1 |
| 13545 | BRAND BUILDING | SHETH PUBLISHERS | SHOBHA VENKATESH AND CHHEDA, RINKESH | BRAND BUILDING | 120 | 1 |
| 13546 | COPYWRITING | SHETH PUBLISHERS | SINGH, PRIYADARSHINI | COPYWRITING | 80 | 1 |
| 13547 | INTRODUCTION TO MANAGEMENT | SHETH PUBLISHERS | DEVROKHKAR, SHIVANI NAIK | INTRODUCTION TO MANAGEMENT | 85 | 2 |
| 13549 | ADVERTISING ETHICS AND LEGAL ENVIRONMENT | SHETH PUBLISHERS | GOPAL, V SETAL | ADVERTISING ETHICS AND LEGAL ENVIRONMENT | 185 | 2 |
| 13551 | CONTEMPORARY ISSUES | SHETH PUBLISHERS | BAL, AMEYA SUNILDATTA | CONTEMPORARY ISSUES | 85 | 1 |
| 13552 | AGENCY MANAGEMENT | SHETH PUBLISHERS | JAIN, SIMMY | AGENCY MANAGEMENT | 80 | 1 |

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| 13553 | INFORMATION TECHNOLOGY IN ACCOUNTANCY II | SHETH PUBLISHERS | BELL, DOUGLASS | INFORMATION TECHNOLOGY IN ACCOUNTANCY | 250 | 5 |
| 13558 | AGENCY MANAGEMENT | VIPUL PRAKASHAN | PAWAR, AMRUTA | AGENCY MANAGEMENT | 140 | 1 |
| 13559 | COMPANY LAW | VIPUL PRAKASHAN | VENKATARAMAN, KALAIVANI | COMPANY LAW | 155 | 5 |
| 13564 | INDIA'S COMMUNICATION REVOLUTION: FROM BULLOCK CARTS TO CYBER MARTS | SAGE PUBLICATIONS | SINGHAL, ARVIND AND ROGERS, EVERETT, M | COMMUNICATION | 795 | 2 |
| 13566 | FINANCIAL ACCOUNTING | SHETH PUBLISHERS | CHOPDE L NETAL | FINANCIAL ACCOUNTING II | 260 | 5 |
| 13571 | DIRECT TAX (TAXATION PAPER - III) | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | DIRECT TAX | 260 | 5 |
| 13576 | FC IN MANAGEMENT (INTRODUCTION TO MANAGEMENT) | MANAN PRAKASHAN | VAZ,MICHAEL AND VAZ, AURORA | INTRODUCTION TO MANAGEMENT | 100 | 3 |
| 13579 | BUSINESS LAW (COMPANY LAW III) | MANAN PRAKASHAN | NAGARKAR, LATA | COMPANY LAW | 120 | 5 |
| 13584 | FINANCIAL ACCOUNTING | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | FINANCIAL ACCOUNTING II | 320 | 3 |
| 13587 | MANAGEMENT ACCOUNTING (INTRODUCTION TO MANAGEMENT ACCOUNTING) | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | MANAGEMENT ACCOUNTING | 380 | 5 |
| 13592 | INTRODUCTION TO MANAGEMENT | SHEHT PUBLISHERS | DEVROKHKAR, SHIVANI NAIK | INTRODUCTION TO MANAGEMENT | 85 | 5 |
| 13597 | INFORMATION TECHNOLOGY IN ACCOUNTANCY II | SHETH PUBLISHERS | PANDYA, LAXMI | INFORMATION TECHNOLOGY IN ACCOUNTANCY II | 250 | 5 |

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| Book Code | Book Name | Publisher | Author | Subject | Cost | Copies |
| 13602 | CONTEMPORARY ISSUES | VIPUL PRAKASHAN | SINGH, ATISH | CONTEMPORARY ISSUES | 150 | 1 |
| 13603 | FINANCIAL ACCOUNTING II | VIPUL PRAKASHAN | KISHNADWALA, V. HETAL | FINANCIAL ACCOUNTING II | 200 | 2 |
| 13605 | RESEARCH METHODOLOGY IN ACCOUNTING AND FINANCE | VIPUL PRAKASHAN | KALE, N.G AND AHMED M | RESEARCH METHODOLOGY IN ACCOUNTING AND FINANCE | 170 | 5 |
| 13610 | STRATEGIC FINANCIAL MANAGEMENT | VIPUL PRAKASHAN | DHOND,ARVIND A | STRATEGIC FINANCIAL MANAGEMENT | 185 | 2 |
| 13612 | INDIRECT TAXES: GOODS AND SERVICES TAX AT | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | INDIRECT TAXES | 340 | 5 |
| 13617 | INDIRECT TAXES (GOODS AND SERVICES TAX ACT) | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | INDIRECT TAXES | 380 | 5 |
| 13622 | DIRECT TAX | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | DIRECT TAX | 260 | 5 |
| 13627 | MANAGEMENT ACCOUNTING (INTRODUCTION TO MANAGEMENT ACCOUNTING) | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | INTRODUCTION TO MANAGEMENT ACCOUNTING | 380 | 5 |
| 13632 | MEDIA LAWS AND ETHICS | VIPUL PRAKASHAN | RAJANI, SAHER | MEDIA LAWS AND ETHICS | 150 | 6 |

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|---|---------------------------------|---------------------------|--|--------------------------------|------|------------|
| Book Code | Book Name | Publisher | Author | Subject | Cost | Copies |
| 13638 | MASS MEDIA RESEARCH | VIPUL PRAKASHAN | KOSHY, BINCY | MASS MEDIA RESEARCH | 125 | 6 |
| 13644 | STRATEGIC FINANCIAL MANAGEMENT | SHETH PUBLISHERS | THAKKAR, KINNARY....ETAL | STRATEGIC FINANCIAL MANAGEMENT | 225 | 3 |
| 13647 | WRITING AND EDITING FOR MEDIA | VIPUL PRAKASHAN | MEERA SURYANARAYANAN | WRITING AND EDITING FOR MEDIA | 175 | 6 |
| 13653 | COMPUTERS MULTIMEDIA II | VIPUL PRAKASHAN | SHIRODE, SHWETA AND SHRIODE, VIKAS | COMPUTERS MULTIMEDIA II | 250 | 6 |
| 13659 | THE GREAT MOVIES | BROADWAY BOOKS | EBERT, ROGER | GENERAL READING | 999 | 1 |
| 13660 | 50 INDIAN FILM CLASSICS | HARPER COLLINS PUBLISHERS | RAGHAVENDRA, M K | GENERAL READING | 499 | 1 |
| 13661 | COST ACCOUNTING III | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | COST ACCOUNTING | 300 | 5 |
| 13666 | INDIRECT TAXES I (GST) | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | INDIRECT TAXES | 380 | 5 |
| 13671 | FINANCIAL MANAGEMENT II | MANAN PRAKASHAN | KANNAN, V S ASHAR, VAIBHAV AND MEHTA, DIPALI | FINANCIAL MANAGEMENT II | 260 | 5 |
| 13676 | FINANCIAL ACCOUNTING (PAPER VI) | MANAN PRAKASHAN | AINAPURE,VARSHA AND AINAPURE, MUKUND | FINANCIAL ACCOUNTING VI | 350 | 5 |
| Total No of books Purchased for the year 2020-21 | | | | | | 200 |

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