

PRODUCT PROPOSAL FORM

Dear Author,

Welcome to the quest to create Learning Solutions in your area of expertise. With education being enthused with digital support, a text book merely does not fulfil the quest for complete knowledge of the subject. We therefore, in this ever-changing environment, seek to cover the knowledge of a subject entirely.

This form has been designed to enable us study your proposal in greater detail. You may therefore provide the information requested as completely as you can. We understand that the information you provide here may undergo some changes as you develop the product.

PROPOSED TITLE OF YOUR PROJECT:

ABOUT YOU:

Please append your updated C.V. (Which should include other published works, if any, with their current Status/Publisher/Edition)

DETAILS OF THE PROPOSED TYPESCRIPT (TS):

Please answer the following in as comprehensive a manner as you can so that we get good grasp of the **TS** that you are developing.

A. THE TYPESCRIPT

1. Status (Please confirm the material you are ready with)

- a. Learning Objectives (LOs)
- b. Table of Contents
- c. Sample content ready (Two-three chapters with all the pedagogical features)

2. Length of the TS:

- a. Approximate number of pages (in 12-point Times New Roman with Single-spacing and A4-Size setting)
- b. Number of chapters
- c. Appendices/Tables
- d. Average number of LOs per chapter

3. Digital Content

Which of the following do you think will enhance the student experience? Please confirm which all you agree with.

- a. Course-wide Test Bank
- b. Audio Lectures
- c. Narrated PPTs
- d. Additional Lecture Notes
- e. Detailed Solutions Manual (Step-by-step analysis)
- f. Any other (Please mention)

4. Supplements

These are more or less a given with all our learning solutions. Please confirm which all you agree to provide.

- a. PPTs for Instructors
- b. Instructor's Manual
- c. Solution's Manual
- d. Additional chapters and appendixes
- e. Chapter-wise Text bank
- f. Any other (Please mention)

B. SYNOPSIS

Please provide an overview of the TS giving a broad idea of the approach, coverage and emphasis.

C. CONTENT USP

Please provide us with the information as to how your content is unique from other learning solutions provided in the market?

D. TABLE OF CONTENTS

Please give the contents in as detailed a manner as possible, including the subheadings and topics covered (along with the Learning Objectives). In case the subheadings have not been worked out, give a chapter wise synopsis along with the chapter titles. Attach more sheets, as necessary.

Chapter No.	Chapter Name	Learning Objectives	Topics Covered	Sub-topics covered
1	Introduction to...	LO 1	Topic A	Sub-topic A.i
				Sub-topic A.ii
			Topic B	Sub-topic B.i
				Sub-topic B.ii
				Sub-topic B.iii
		LO 2	Topic C	Sub-topic C.i
				Sub-topic C.ii
				Sub-topic C.iii
				Sub-topic C.iv
		LO 3	Topic D	Sub-topic D.i
				Sub-topic D.ii
			Topic E	
		LO 4	Topic F	
			Topic G	
			Topic H	
		LO 5	Topic I	
			Topic J	
			Topic K	
			Topic L	

E. MISCELLANEOUS ACTIVITIES

1. Is your content class-tested?
2. Which syllabuses have you referred in preparing the TS? Please mention all Universities/Institutes.
3. Till which extent would your TS meet the syllabus requirements? Please provide in a tabular analysis vis-à-vis the syllabuses considered.
4. Which of the following activities would you be interested in after the release of your textbook? Please confirm which all you agree with.
 - a. Run communities on Social Media Sites (Twitter, FB)
 - b. Blogs
 - c. Work-shops (or virtual work-shops)
 - d. Any other (Please mention)

F. COMPETITION

Please list the three major books (both Indian and Foreign) which will compete with your proposal and provide a comparison of your proposal vis-à-vis each one highlighting the strengths and weaknesses of the books and your proposal. You may use the parameters listed in the table below for providing the comparison:

Feature	TS	Book 1	Book 2	Book 3
Author				
Title				
Publisher				
Approach to the subject (Theoretical/mathematical/ application-based)...please elaborate				
Digital Content				
Course-wide Test Bank				
Audio Lectures				
Narrated PPTs				
Additional Lecture Notes				
Detailed Solutions Manual (Step-by-step analysis)				
Any other (Please mention)				
Supplements				
PPTs for Instructors				
Instructor's Manual				
Solution's Manual				
Additional chapters and appendixes				
Chapter-wise Text bank				
Any other (Please mention)				

G. Basis all of the above, please inform us of the tentative dates of completion for each chapter along with its Digital and Supplementary Components. This will help us access the most opportune release date of your product. Please do this for all chapters.

Chapter No.	Chapter Name	Date of Completion (dd/mm/yyyy)	Digital Content (Whichever agreed to)	Date of Completion (dd/mm/yyyy)	Supplements	Date of Completion (dd/mm/yyyy)
1	Introduction to...		Course-wide Test Bank		PPTs for Instructors	
			Audio Lectures		Instructor's Manual	
			Narrated PPTs		Solution's Manual	
			Additional Lecture Notes		Additional chapters and appendixes	
			Detailed Solutions Manual (Step-by-step analysis)		Chapter-wise Text bank	
			Any other (Please mention)		Any other (Please mention)	

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EDITORIAL ANALYSIS OF PROPOSAL

MARKETING DISCUSSION

(Development Editor).....
(Manager Sponsoring).....
(Product Manager).....

FINAL STATUS

Accepted
Accepted with riders
Rejected