

Learning Resource Centre

Newly Added Collection – 2022



(Click on the title and you will be directed to the Catalog for book details)

Accounting / Finance / Business / Economics / Management / Marketing/Sport Management/ Tourism			
No.	Title	Author	Call Number
1	<u>Understanding the sustainable development of tourism</u>	Liburd, Janne J. and Edwards, Deborah	Ebook
2	<u>Sustainable tourism : business development, operations and management</u>	Patterson, Carol	Ebook
3	<u>Managing change in organizations</u>	Carnall, Colin A.	Ebook
4	<u>Festival and events management : an international arts and culture perspective</u>	Yeoman, Ian, Robertson, Martin, Ali-Knight, Jane, Drummond, Siobhan, and McMahon-Beattie, Una,	Ebook
5	<u>A guide to IT contracting [electronic resource] : checklists, tools, and techniques</u>	Overly, Michael R.	Ebook
6	<u>Supply chain management : strategy, planning, and operation</u>	Chopra, Sunil	Ebook
7	<u>Strategic sports event management</u>	Masterman, Guy	Ebook
8	<u>Measurement and instrumentation principles</u>	Morris, Alan S.	Ebook
9	<u>Predictive analytics : the power to predict who will click, buy, lie, or die</u>	Siegel, Eric	Ebook

10	<u>Conservation and promotion of heritage tourism</u>	Srivastava, Surabhi, - editor.	G156.5.H47 .C657 2019
11	<u>Innovative marketing communications : strategies for the events industry</u>	Masterman, Guy. and Wood, Emma H.	GT3405 .M37 2011
12	<u>Time out. National perspectives on sport and the Covid-19 lockdown</u>	Krieger, Jörg, editor.; Henning, April, editor.; Parks, Lindsay Pieper, editor. and Dimeo, Paul, editor.	GV706.5 .T562 2021
13	<u>Women and sport in Asia</u>	Maryam Koushkie Jahromi, Maria Luisa M. Guinto and Rosa Lopez de D'Amico (Editors)	GV709.18.A75 .W66 2021
14	<u>Managing sport events</u>	Greenwell, T. Christopher, Danzey-Bussell, Leigh Ann, and Shonk, David J	GV713 .G65 2020
15	<u>Sports media : reporting, producing and planning</u>	Schultz, Brad	GV742 .S38 2019
16	<u>Doing qualitative research : designs, methods, and techniques</u>	Garner, Roberta. and Scott, Gregory M.	H62 .G256 2013
17	<u>Case study research and applications: design and methods</u>	Yin, Robert K	H62 .Y56 2018
18	<u>Mostly harmless econometrics: an empiricist's companion</u>	Angrist, Joshua David. and Pischke, Jörn-Steffen.	HB139 .A54 2009
19	<u>Microeconomics</u>	Vengedasalam, Deviga; Karunagaran Madhavan. and Rohana Kamaruddin	HB172 .V46 2008
20	<u>Entrepreneurial innovation and economic development in Dubai and comparisons to its sister cities</u>	Webb, Heather C., and Al Numairy, Hussain A. - editor.	HB615 .E57785 2020
21	<u>Entrepreneurship and small business</u>	Schaper, Michael (Professor); Volery, Thierry; Weber, Paull and Gibson, Brian	HD2346.P23 .S34 2014
22	<u>The Practitioner's Guide to Governance As Leadership : Building High-Performing Nonprofit Boards</u>	Cathy A. Trower	HD2769.15 .T76 2013
23	<u>Management information systems : moving business forward</u>	Rainer, R. Kelly, Jr., Prince, Brad, and Watson, Hugh J.	HD30.213 .R35 2015
24	<u>Research methods for business students</u>	Saunders, M. N. K., Lewis, Philip, and Thornhill, Adrian	HD30.4 .S28 2019

25	<u>Management</u>	Robbins, Stephen P., Coulter, Mary K., and Randel, Amy	HD31 .R5647 2021
26	<u>Organizational theory, design, and change</u>	Jones, Gareth R.	HD58.7 .J62 2013
27	<u>Applied public relations : cases in stakeholder management</u>	Richardson, Kathy Brittain, and Hinton, Marcie.; Lamb, Larry F.	HD59 .L36 2015
28	<u>Quality management for organizational excellence : introduction to total quality</u>	Goetsch, David L. and Davis, Stanley	HD62.15 .G64 2016
29	<u>Luxury brand management in digital and sustainable times</u>	Chevalier, Michel, and Mazzalovo, Gerald	HD69.B7 .C476 2021
30	<u>Project management : a strategic managerial approach</u>	Meredith, Jack R., ; Mantel, Jr., Samuel J. (deceased); Shafer, Scott M.	HD69.P75 .M47 2016
31	<u>Management cases : thriving organizations in the new normal</u>	Sergio, Rommel editor	HD70 .M36 2022
32	<u>Cultural industries.ca : making sense of Canadian media in the digital age</u>	Wagman, Ira. and Urquhart, Peter,	HD9999.C9473 .C24 2012
33	<u>The luxury strategy : break the rules of marketing to build luxury brands</u>	Kapferer, Jean-Noël.and Bastien, Vincent.	HD9999.L852 .K37 2012
34	<u>International marketing</u>	Lascu, Dana-Nicoleta.	HF1416 .L37 2013
35	<u>Social marketing : behavior change for social good</u>	Kotler, Philip	HF5414 .K67 2020
36	<u>Essentials of marketing : a marketing strategy planning approach</u>	Perreault, William D., Jr., Cannon, Joseph P. (Assistant professor of marketing), and McCarthy, E. Jerome (Edmund Jerome),	HF5415 .M378 2021
37	<u>Emerging research on Islamic marketing and tourism in the global economy</u>	El-Gohary, Hatem, and Eid, Riyadh, editors of compilation	HF5415.12.I74 .E44 2015
38	<u>Business marketing management : B2B</u>	Hutt, Michael D. and Speh, Thomas W.	HF5415.13 .H87 2017
39	<u>Marketing management</u>	Kotler, Philip. and Keller, Kevin Lane,	HF5415.13 .K64 2016
40	<u>The art of technical closing : how technical people can build immediate rapport, eliminate resistance and win more deals by turning closing into a natural process</u>	Al Herbawi, Hamed	HF5439.T42 .A444 2020
41	<u>Human resource management</u>	Dessler, Gary,	HF5549 .D4379 2012
42	<u>Human resources in healthcare, health informatics and healthcare systems</u>	Kabene, Stefane M	HF5549 .H8726 2011
43	<u>Managerial accounting</u>	Braun, Karen Wilken and Tietz, Wendy M.	HF5657.4 .B36 2018

44	<u>Introduction to Quantitative Methods in Business : With Applications Using Microsoft Office Excel</u>	Bharat Kolluri, Michael J. Panik, and Rao N. Singamsetti	HF5691 .K71235 2017
45	<u>Islamic finance and banking system : philosophies, principles & practices</u>	Haron, Sudin; Nursafiza Wan Azmi, Wan	HG3368.A6 .S815 2009
46	<u>Essentials of investments</u>	Bodie, Zvi, Kane, Alex, and Marcus, Alan J.	HG4521 .B563 2022
47	<u>Encyclopedia of developing regional communities with information and communication technology</u>	Marshall, Stewart.; Taylor, Wallace, and Yu, Xing Huo.	HN49.C6 .E545 2006
48	<u>Popular culture and political identity in the Arab Gulf States</u>	Alanoud Alsharekh, Robert Springborg, and Sarah Stewart	HQ1410 .P67 2012
49	<u>Socioeconomic Status, Parenting, and Child Development</u>	Bornstein, Marc H and Bradley, Robert H	HQ755.8 .S63 2012
50	<u>Net zero city : how to overcome the climate crisis by 2032</u>	Morris, Langdon and Naz Farah.	HT361 .M67 2021
51	<u>Urbanization and its impact on socio-economic growth in developing regions</u>	Benna, Umar G., and Benna, Indo - editor.;	HT384.D44 .U72844 2018
52	<u>Marketing peace for social transformation and global prosperity</u>	Nedelea, Alexandru, and Nedelea, Marilena-Oana, - editor.	JZ5538 .M3569 2019
53	<u>Business law in the global marketplace : the effects on international business</u>	Nayler, Peter.	K3943 .N3954 2011
54	<u>Legal aspects of international business : a Canadian perspective</u>	Nicholson, Mary Jo, and Brierley, Alyssa,	KE1940 .N53 2015
55	<u>Fostering multiple levels of engagement in higher education environments</u>	Walters, Kelley, and Henry, Patricia - editor.	LB2395.7 .F68 2019
56	<u>The triumph of narrative : storytelling in the age of mass culture</u>	Fulford, Robert.	PN212 .F85 1999
57	<u>Man in motion : a suburban tech guy's journey into love and wisdom</u>	Thomas, Alexander	PR9199.3 .T46 2021
58	<u>Essential statistics : exploring the world through data</u>	Gould, Robert, Ryan, Colleen N. (Colleen Nooter), and Wong, Rebecca	QA276.12 .G6867 2017
59	<u>Essential biological psychology</u>	Martin, G. Neil	QP360 .M378 2016
60	<u>Human resource management in the hospitality industry</u>	Aminuddin, Maimunah; Hashim, Rahmat; and Baba, Noradzhazhar	TX911.3.P4 .A45 2013
Advertising / Communication / Journalism / Public Relations / Writing / Social Sciences / Psychology			
No.	Title	Author	Call Number
1	<u>Digital advertising</u>	McStay, Andrew	Ebook
2	<u>Doing ethics in media : theories and practical applications</u>	Black, Jay & Roberts, Chris	Ebook

3	<u>The art of social media : power tips for power users</u>	Kawasaki, Guy	Ebook
4	<u>Consumer behavior : buying, having, and being</u>	Solomon, Michael R.	Ebook
5	<u>Practical journalism : how to write news</u>	Sissons, Helen	Ebook
6	<u>Digitization and digital archiving : a practical guide for librarians</u>	Leggett, Elizabeth R.	Ebook
7	<u>An overview of the public relations function</u>	Bowen, Shannon A.; Rawlins, Brad; Martin, Thomas R.	Ebook
8	<u>Critical reasoning : understanding and criticizing arguments and theories</u>	Cederblom, J. B.	BC177 .C4 2012
9	<u>Psychological theories for environmental issues /</u>	Mirilia Bonnes, Terence Lee, Professor Terence Lee, Professor David Canter, and Dr. David Stea	BF353 .P774 2016
10	<u>Environmental psychology : an introduction</u>	Steg, Linda, editor.; de Groot, Judith I. M., editor	BF353.5.N37 .E585 2019
11	<u>Let the elephants run : unlock your creativity and change everything</u>	Usher, David, .	BF408 .U84 2015
12	<u>Predictably irrational : the hidden forces that shape our decisions</u>	Ariely, Dan	BF448 .A75 2010
13	<u>The 7 habits of highly effective people : powerful lessons in personal change</u>	Covey, Stephen R.	BF637.S8 C68 2004
14	<u>Psychology for sustainability</u>	Scott, Britain A.; Amel, Elise L.; Koger, Susan M.; Manning, Christie M.; Koger, Susan M.	GE195.7 .S36 2016
15	<u>Advertising and integrated brand promotion</u>	O'Guinn, Thomas C., Allen, Chris T., ; Scheinbaum, Angeline Close, .and Semenik, Richard J.	HF5821 .O34 2019
16	<u>Social media : a critical introduction</u>	Fuchs, Christian	HM742 .F84 2021
17	<u>Social media communication : concepts, practices, data, law and ethics</u>	Lipschultz, Jeremy Harris,	HM741 .L563 2021
18	<u>Arab media in the information age</u>	Markaz al-Imārāt lil-Dirāsāt wa-al-Buḥūth al-Istirātījyah. Annual Conference	P92 .A65 .M36 2006
19	<u>Arab Media : Globalization and Emerging Media Industries</u>	Khalil Rinnawi, Noha Mellor, Nabil Dajani, and Muhammad I. Ayish	P92.A65 .A73 2011
20	<u>A first look at communication theory</u>	Griffin, Emory A., ; Ledbetter, Andrew, ; Sparks, Glenn Grayson	P90 .G725 2019

21	<u>Persuasion in the media age</u>	Borchers, Timothy A.	P301.5.P47 .B67 2022
22	<u>Mediating the message in the 21st century : a media sociology perspective</u>	Shoemaker, Pamela J., ; Reese, Stephen D.	P91 .S46 2014
23	<u>Writing right for today's mass media : a textbook and workbook with language exercises</u>	Adams, Paul.	PN4781 .A25 1998
24	<u>Clinical interviewing</u>	Sommers-Flanagan, John	RC480.7 .S66 2017
25	<u>Landscape photography</u>	Thornton, Gene	TR660.5 .L37 1984

Architecture / Interior Design / Creative Industry

No.	Title	Author	Call Number
1	<u>A world history of architecture</u>	Fazio, Michael W.; Wodehouse, Lawrence.; Moffett, Marian.	NA200 .M575 2018
2	<u>The architect's studio companion : rules of thumb for preliminary design</u>	Allen, Edward, 1938- ; Iano, Joseph	NA2750 .A556 2017
3	<u>Top architects : the leader of architecture</u>		NA680 .T67
4	<u>Thomas' calculus</u>	Hass, Joel.; Heil, Christopher, Weir, Maurice D.; Thomas, George B., Jr. (George Brinton), and Estrugo, Jose Luis Zuleta	QA303.2 .W45 2020
5	<u>Building construction illustrated</u>	Ching, Francis D. K.	TH146 .C52 2019
6	<u>BIM handbook: a guide to building information modeling for owners, designers, engineers, contractors, and facility managers</u>	Sacks, Rafael, ; Teicholz, Paul M., ; Eastman, Charles, and Lee, Ghang	TH437 .S23 2018

Environmental Health Sciences / Food Safety

No.	Title	Author	Call Number
1	<u>Risks and benefits of technology in health care</u>	Kabene, Stefane M. and Wolfe, Melody	Book Chapter
2	<u>Recruitment and retention of healthcare professionals for the changing demographics, culture, and access in Canada</u>	Kabene, Stefane M. and Leduc, Raymond	Book Chapter
3	<u>Medical education in the 21st century</u>	Kabene, Stefane M.; Takhar, Jatinder; Leduc, Raymond and Burjaw, Rick	Book Chapter
4	<u>Data security in electronic health records</u>	Kabene, Stefane M.; Leduc, Raymond W. and Gibson, Candace J.	Book Chapter
5	<u>Environmental science</u>	Miller, G. Tyler (George Tyler).; and Spoolman, Scot	GE105 .M544 2019

6	<u>Healthcare and the effect of technology : developments, challenges and advancements</u>	Kabene, Stefane M	R858 .H37 2010
7	<u>Ubiquitous health and medical informatics : the ubiquity 2.0 trend and beyond</u>	Mohammed, Sabah, and Fiaidhi, Jinan	R859.7.U27 .U25 2010
8	<u>Measuring health care : using data for operational, financial, and clinical improvement</u>	Dlugacz, Yosef D.	RA395.A3 .D558 2006
9	<u>Diagnostic and statistical manual of mental disorders : DSM-5.</u>	American Psychiatric Association.; American Psychiatric Association. DSM-5 Task Force.	RC455.2.C4 .D54 2013
10	<u>The occupational environment : its evaluation, control, and management</u>	DiNardi, S. R. (Salvatore R.); DiNardi, S. R. (Salvatore R.); American Industrial Hygiene Association.	RC967 .D54 2003

Engineering / Information Technology / Computer Science / Mechatronics

No.	Title		Call Number
1	<u>Introduction to algorithms</u>	Cormen, Thomas H.; Leiserson, Charles E.; Rivest, Ronald L.; Stein, Clifford	Ebook
2	<u>Python network programming : conquer all your networking challenges with the powerful python language</u>	Ratan, Abhishek; Chou, Eric; Kathiravelu, Pradeeban; Sarker, M. O. Faruque	Ebook
3	<u>System analysis & design : an object-oriented approach with UML</u>	Dennis, Alan, .; Wixom, Barbara Haley, Tegarden, David Paul. and Seeman, Elaine.	QA402 .D395 2015
4	<u>Computer organization and architecture: designing for performance</u>	Stallings, William	QA76.9.C643 .S73 2016
5	<u>A first course in database systems</u>	Ullman, Jeffrey D.	QA76.9.D3 .U42 2014
6	<u>Java network programming and distributed computing</u>	Reilly, David.; Reilly, Michael	QA76.73.J38 .R45 2002
7	<u>LINUX and UNIX programming tools : a primer for software developers</u>	Sarwar, Syed Mansoor.; Al-Saqabi, Khaled H.	QA76.76.O63 .S35542 2003
8	<u>Software security : building security in</u>	McGraw, Gary,	QA76.9.A25 .M4286 2014
9	<u>Operating system concepts</u>	Silberschatz, Abraham, .; Galvin, Peter B., .; Gagne, Greg,	QA76.76.O63 .S55825 2018
10	<u>Information systems management in practice</u>	McNurlin, Barbara C.	T58.64 .I54 2014
11	<u>Introduction to mechatronics and measurement systems</u>	Alciatore, David G.	TJ163.12 .H57 2019

12	<u>Fundamentals of robotics : manipulators, wheeled and legged robots</u>	Pratihari, Dilip Kumar,	TJ211 .P723 2017
13	<u>Introduction to robotics : mechanics and control</u>	Craig, John J.,	TJ211 .C67 2022
14	<u>Mechatronics with Experiments</u>	Sabri Cetinkunt	TJ 163.12 .C43 2015
15	<u>Modern control systems</u>	Dorf, Richard C., and Bishop, Robert H.,	TJ216 .D67 2022
16	<u>Computer Networks</u>	Tanenbaum, Andrew S., Feamster, Nick and Wetherall, D. (David)	TK5105.5 .T36 2021
17	<u>Embedded systems with arm cortex-m microcontrollers in assembly language and c</u>	Zhu, Yifeng.	TK7895.E42 .Z48 2017
18	<u>Computer-integrated manufacturing</u>	Rehg, James A. and Kraebber, Henry W.	TS155.63 .R45 2005
19	<u>Modern electronic instrumentation and measurement techniques</u>	Helfrick, Albert D. and Cooper, William David.	TK275 .H45 2016
20	<u>Elements of electronic instrumentation and measurement</u>	Carr, Joseph J.	TK7878.4 .C36 1996
21	<u>Fitzgerald & Kingsley's electric machinery</u>	Umans, Stephen D. and Fitzgerald, A. E. (Arthur Eugene),	TK2181 .F5 2014
22	<u>Digital design : principles and practices</u>	Wakerly, John F	TK7874.65 .W34 2018
23	<u>Embedded systems : introduction to the ARM® Cortex(TM)-M microcontrollers</u>	Valvano, Jonathan W.	TK7895.E42 .V353 2015
24	<u>Operations and supply chain management</u>	Russell, Roberta S., and Taylor, Bernard W., III.	TS155 .R755 2014

General Interest

No.	Title		Call Number
1	<u>60 seconds & you're hired</u>	Ryan, Robin	HF5549.5.I6 .R94 2001
2	<u>Interview power : selling yourself face to face</u>	Washington, Tom	HF5549.5.I6 .W373 2004
3	<u>Knock 'em dead resumes: a killer resume gets more job interviews!</u>	Yate, Martin John	HF5549.5.I6 .K57 2014

Fiction

No.	Title		Call Number
1	<u>Amerikanua</u>	Aguerrebere, Pablo Medina	FIC AGU
2	<u>Two by two</u>	Sparks, Nicholas	FIC SPA
3	<u>Windmills of the gods</u>	Sheldon, Sidney	FIC SHE

Arabic

عربي

No.	Title		Call Number
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1	<u>جماعة الإخوان المسلمين في دولة الإمارات العربية المتحدة : الحسابات الخاطئة</u>	السويدي، جمال سند	BP10 .J383 .S89 2021
2	<u>الموضوع البيئي سعوديً وعربياً وعالمياً</u>	المهنا ، محمد مهنا	GE 350 .M843 1999
3	<u>مبادئ علم الاجتماع</u>	لطفی ، طلعت ابراهيم	HM606 .T354 2010
4	<u>علم اجتماع البيئة</u>	الجوهري، محمد	HM861 .I45 2019
5	<u>المعجم الموجز في علم الاجتماع</u>	الخواجه، محمد ياسر.	HM17 K422 2011
6	<u>البحث الاجتماعي : أسس منهجية وتطبيقات عملية</u>	الخواجه، محمد ياسر	HM571 .K52 2011
7	<u>غرس المهارات الاجتماعية لدى الاطفال = Social Skills in the Early Years</u>	ميثيسن ، كاي	HM691 .M3812 2012
8	<u>التغير الاجتماعي</u>	زايد ، أحمد	HM 831 Z38 2006
9	<u>الجرائم الإلكترونية ودور أجهزة العدالة الجنائية في مواجهتها</u>	محجوب، محمد الأمين البشرى [مؤلف.]	HV 6773 .M33 2018
10	<u>الارشاد النفسي و التوجيه التربوي و المهني</u>	أبو حماد ، ناصر الدين	LB 1050.9 .N37 2014
11	<u>إشكالية الهوية و التعدد اللغوي في المغرب العربي : المغرب نمودجا</u>	بلكا، إلياس [مؤلف.] مركز الإمارات للدراسات والبحوث الاستراتيجية حراز، محمد	P119.32 .M8 .B45 2014