

Avinashilingam Institute for Home Science and Higher Education for Women**Coimbatore - 641043****New Arrivals for the Month of October 3rd Week 2024**

Accession No.	Title	Author	Call Number	
221826	Artificial Intelligence : Concepts and Applications	Goel, Lavika	9S09	R1;1
221827	Media Literacy : Keys to Interpreting Media Messages	Silverblatt, Art	4	R2
221828	Banking and Insurance : For MMS/ MBA/ PGDM and Other Management Examinations	Agarwal, O P	X62-81	Q9;2
221829	Principles of Marketing	Kotler, Philip	8;B	R3;14
221830	Strategic Management : Competitiveness and Globalization Concepts and Cases	Hitt, Michael A	8	Q7;4
221831	International Financial Management	Madura, Jeff	8;D.1	R1;1
221833	Legal Aspects of Business	Ravinder Kumar	8;(Z)	R3;4
221836	Legal Aspects of Business	Balachandran, V	8;(Z)	R3
221837	Human Resource Management : Text and Cases	Aswathappa, K	8;Y	R3;6
221838	Effective Business Communication	Jain, Neera	8;M3	R0
221839	Digital Marketing	Chaarlas, L J	8;B:(9S)	R3
221840	Security Analysis and Portfolio Management	Kevin, S	8;D	R3;5
221841	Research Methodology	Panneerselvam, R	9f	R3;6
221848	Business Statistics and Operations Research	Rajagopalan, S P	8;(B28)	Q7
221850	Business Statistics : For Contemporary Decision Making	Black, Ken	8;(B28)	R2
221851	Human Resources	Denisi, Angelo	8;Y	R0

Accession No.	Title	Author	Call Number	
221856	Managing Performance Through Training and Development	Saks, Alan M	8	Q9
221859	Data Analytics With R	Motwani, Bharti	9S5R	Q9;2
221860	Handbook of Retail Management	Baral, S K	8:(X,512)	Q4;2
221862	Human Resource Analytics : Theory and Application Techniques	Dhir, Swati	8;Y(B3)	R1;1
221863	Industrial Relations and Labour Laws : Including Labour Laws on Social Security, Wages, Minimum Standards of Employment and Labour Code	Srivastava, Suresh C	X:97	R2;1
221864	Hospital Management	Jha, S M	L:14(8)	Q1;3
221865	Event Management : For Tourism, Cultural, Business, and Sporting Events	Wagen, Lynn Van Der	8:(U8)	P5;2
221866	Tourism Impacts, Planning and Management	Mason, Peter	U8	Q6
221867	International Tourism Management	Bhatia, A K	U8:(8).1	Q9;2
221898	Sports Nutrition	Singh, Narendra	LT:46	R3
221901	Essential Social Psychology	Crisp, Richard J	SY	Q4;6
221903	Assessment of Children with Learning Disabilities	Kumari, Beenu	T6:(S1)	R3;1
221906	Public Administration and Rural Development	Singh, Rameshwar	Y31:7:7O a 8	R3
221907	Panchayati Raj in Rural India	Sharma, Trilok	Y31:7:7.4 4	R3