MCKVINSTITUTE OF ENGINEERING

243, G.T. Road(N), Liluah, Howrah-711204
NAAC Accredited "A" Autonomous Institute under Act,1956
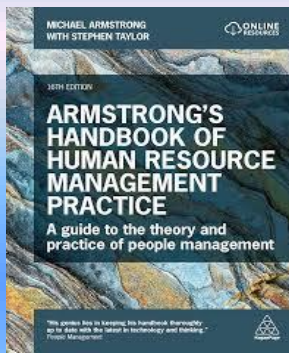Approved by AICTE and Affiliated to MAKAUT, WB

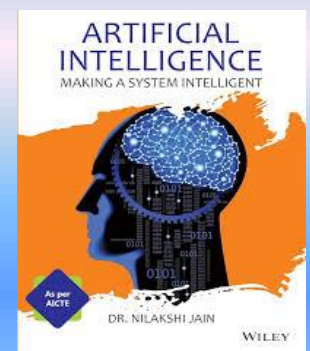## Central Library

New Books

March

2024

Armstrong's handbook of human resource management practice: a guide to the theory and practice of people management / Michael Armstrong with Stephen Taylor. - 16th ed. - New Delhi: Kogan Press, 2023. ISBN : 9781398606630

Content: 1. Fundamentals of human resource management- 2. The strategic approach to HRM- 3. Delivering HR- 4. Human resource management processes- 5. Organization- 6. Factors affecting the behaviour of people at work- 7. People resourcing- 8. Employment practices- 9. Learning and development- 10. Performance management- 11. Reward management- 12. Employment relations- 13. Employee wellbeing- 14. HR practices- 15. International HRM- 16. People management skills and competencies-.

Artificial intelligence: making a system intelligent / Nilakshi Jain. - New Delhi: Wiley, 2019. ISBN : 9788126579945

Content: 1. Introduction to artificial intelligence- 2. Intelligent agents- 3. Problem solving- 4. Uniformed search strategies- 5. Informed search- 6. Adversarial search- 7. Constraint satisfaction problem- 8. Knowledge and reasoning- 9. Predicate logic- 10. Representation knowledge using rules- 11. Planning and learning- 12. Uncertain knowledge and reasoning- 13. Natural language processing- 14. Expert system- 15. Application- 16. Cognitive computing- 17. Introduction to computing and fuzzy logic- 18. Artificial neural network-.
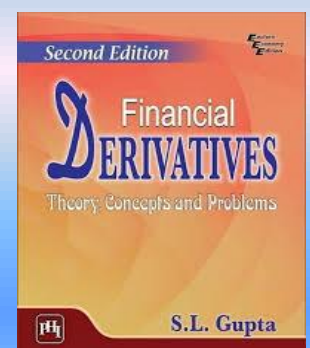
Big data and analytics / Seema Acharya and Subhashini Chellappan. - 2nd ed. - New Delhi: Wiley, 2019. ISBN : 978-81-265-7951-8
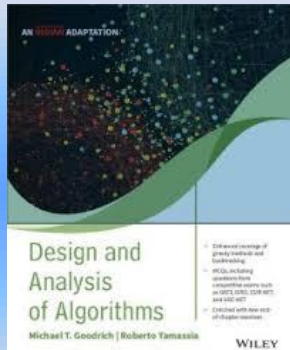
Content : 1. Type of digital data- 2. Introduction to big data- 3. Big data analytics- 4. The big data technology landscape- 5. Introduction to hadoop- 6. Introduction to mongoDB- 7. Introduction to cassandra- 8. Introduction to mapreduce programming- 9. Introduction to hive- 10. Introduction to pig11. Jasperreport using jaspersoft- 12. Introduction to machine learning- 13. Few interesting differences14. Big data trends in 2019 and beyond-.

Financial derivatives: (theory, concepts and problems) / S.L. Gupta. - 2nd ed. - Delhi: PHI Learning, 2023. ISBN : 9788120353480

Content: 1. Financial derivatives - the background- 2. Financial derivatives - Indian scenario- 3. Specific financial futures and forwards- 4. Financial swaps- 5. Options derivatives- 6. Other derivatives- 7. Financial derivatives - miscellaneous issues-.
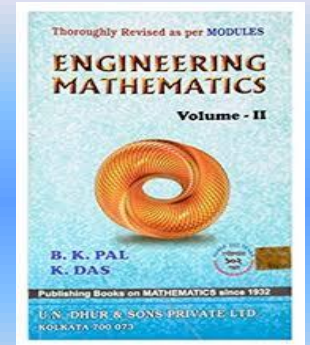
Design and analysis of algorithms / Michael T. Goodrich and Roberto Tamassia; content contribution for Indian adaptation by K. A. Venkatesh and Nitin Kumar. – An Indian adaptation ed.. – New Delhi: Wiley, 2021. ISBN : 9789354248481
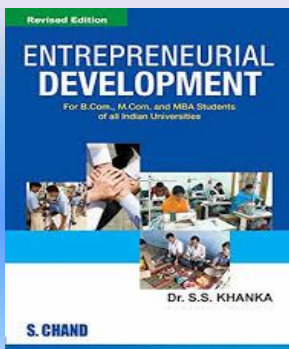
Content: 1. Algorithm analysis- 2. Basic data structures- 3. Binary search trees- 4. Balanced binary search trees- 5. Priority queues and heaps- 6. Hash tables- 7. Union-find structures- 8. Graphs and traversals- 9. Sorting algorithms- 10. Fast sorting and selection- 11. Divide-and-conquer- 12. The greedy method- 13. Dynamic programming- 14. Minimum spanning trees- 15. NP-completeness- 16. Approximation algorithms- 17. Text processing- 18. Number theory, cryptography, and fast fourier transform- 19. Network- 20. Randomized algorithms- 21. Computational geometry- 22. Linear programming- 23. Backtracking- 24. Useful mathematical facts-.

Engineering mathematics, V.IV / B. K. Pal and K. Das. – 6th rev.ed.. – Kolkata: U. N. Dhur, 2014. ISBN : 978-93-80673-53-0

Contents : MODULE - I : THEORY OF PROBABILITY 1.1. Fundamental of The Probability Theory 1.2. Probability Distribution And Expectation 1.3. Special Type of Distribution 1.4. Transformation of Random Variable 1.5. Limit Theorems & Tchebychef's Inequality MODULE - II : SAMPLING THEORY 2.1. Statistics : Its Introduction & Some Measures 2.2. Sampling & Its Distribution 2.3. Estimation of Parameters MODULE - III : TESTING OF HYPOTHESIS 3.1. Testing of Hypothesis MODULE - IV : ADVANCED GRAPH THEORY 4.1. Planar & Dual Graphs 4.2. Grapg Colouring MODULE - V : ALGEBRAIC STRUCTURES 5.1. Group 5.2. Subgroup & Cycle Group; Cosets 5.3. Homomorphism And Isomorphism 5.4. Ring And Field.
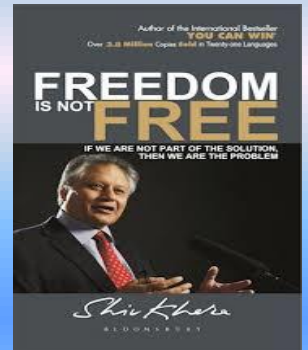
Entrepreneurial development / S S Khanka. – 4th rev.ed. – New Delhi: S Chand, 2012. ISBN : 9788121918015
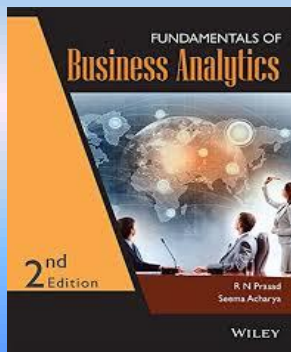
Contents : PART - I : PERSPECTIVE 1. Entrepreneur 2. Entrepreneurship 3. Women Entrepreneurship 4. Rural Entrepreneurship 5. Tourism Entrepreneurship 6. Agri-Preneurship 7. Social Entrepreneurship 8. Family Business 9. Factors Affecting Entrepreneurship Growth 10. Entrepreneurial Motivation 11. Entrepreneurial Competencies 12. Entrepreneurship Development Programmes (EDPs) PART - II : START-UP 13. Micro and Small Enterprises 14. Opportunity Identification and Selection 13. Formulation of Business Plans 16. Project Appraisal 17. Financing of Enterprise 18. Forms of Business Ownership PART - III : SUPPORT 19. Institutional Finance to Entrepreneurs 20. Lease Financing and Hire Purchadse 21. Institutional Support to Entrepreneurs 22. Taxation Benefits to Small-Scale Enterprises 23. Government Policy for Small-Scale Enterprises PART - IV : MANAGEMENT 24. Fundamentals of Management 25. Working Capital Management 26. Inventory Management 27. Production Management 28. Marketing Management 29. Human Resource Management 30. Total Quality Management (TQM) for Small-Scale Enterprises PART - V : DEVELOPMENT 31. Intellectual Property Rights (IPR) and Micro, Small and Medium Enterprises (MSMEs) 32. Accounting for Small Enterprises 33. Growth Strategies in Small-Scale Enterprises 34. Sickness in Small Enterprises 35. Export Documents and Procedure for Small Enterprises 36. Electronic Commerce and Small Enterprises 37. Franchising 38. Social Responsibility of Business (SRB).

Freedom is not free: if we are not part of the solution, then we are the problem / Shiv Khera. - Bloomsbury ed. - New Delhi: Bloomsbury, 2014. ISBN : 9789385936579

Content: 1. Let's pay it forward- 2. Patriotism and treachery- 3. Parasites in action- 4. Social capital- 5. Citizens: crooks or custodians- 6. Self-destructive culture- 7. Third world or third class- 8. The current state of India- 9. Facts, facts and more facts: an eye opener- 10. Corruption- 11. Who pay this price- 12. Justice and governance- 13. Tradition or hypocrisy?- 14. Freedom is not free- 15. Humanity and nation above religion- 16. Synopsis- 17. Country first-.
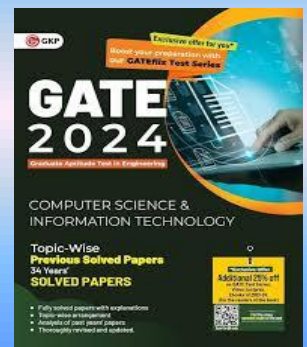
Fundamentals of business analytics / R. N. Prasad and Seema Acharya. - 2nd ed. - New Delhi: Wiley, 2016. ISBN : 9788126563791
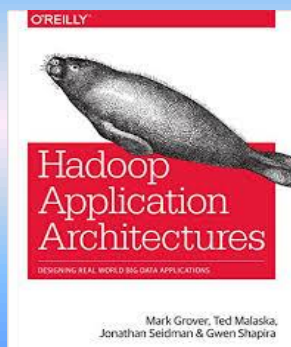
Content : 1. Business view of Information Technology Application 2. Types of Digital data 3. Introduction to OLTP and OLAP 4. BI definitions and concepts 6. Basics of data integration 7. Multidimensional data modeling 8. Measures, metrics, KPIs, and performance management 9. Basics of enterprise reporting 10. Understanding statistics 11. Application of analytics 12. Data mining algorithms 13. BI road ahead.

GATE - 2024: computer science & information technology / Made Easy. - 16th ed. - New Delhi: Made Easy, 2022.

Content: 1. Discrete and engineering mathematics- 2. Theory of computations- 3. Digital logic- 4. Computer organization and architecture- 5. Programming and data structures- 6. Algorithms- 7. Compiler design- 8. Operating system- 9. Database- 10. Computer networks- 11. General aptitude- 12. Mathematical logic- 13. Set theory and algebra- 14. Combinatorics- 15. Graph theory- 16. Probability 17. Linear algebra- 18. Calculus-

Hadoop application architectures / Mark Grover ...[et al.]. - Kolkata: O'Reilly, 2015. ISBN : 9789352131419
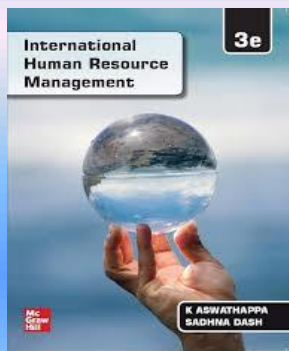
Content: 1. Data modeling in Hadoop- 2. Data movement- 3. Processing data in Hadoop- 4. Common Hadoop processing patterns- 5. Graph processing on Hadoop- 6. Orchestration- 7. Near-Real-Time processing with Hadoop- 8. Clickstream analysis- 9. Fraud Detection- 10. Data warehousing-.

International financial management / P G Apte and Sanjeevan Kapshe. – 8th ed. – Chennai: McGraw Hill, 2020. ISBN : 978939011113255

Content: 1. Financial management in Global context- 2. Objective of the firm and the impact of risk- 3. The nature and measurement of exposure and risk- 4. The balance of payments- 5. The international monetary system- 6. Global financial markets and interest rates- 7. The foreign exchange market- 8. Forwards, Swaps, and interest parity- 9. Currency and interest rate futures- 10. Currency options- 11. Exchange rate determination and forecasting- 12. Corporate exposure management policy- 13. Hedging, speculation, and management of transactions exposure- 14. Management of operating exposure- 15. Management of interest rate exposure- 16. Financial Swaps- 17. Short-term financial management in a multinational corporation- 18. International equity investment- 19. Long-term borrowing in the Global capital market- 20. International project appraisal- 21. Accounting implications of international activities22. Tax implications of international activities- 23. Interest rate mathematics- 24. Selected ISO currency codes-
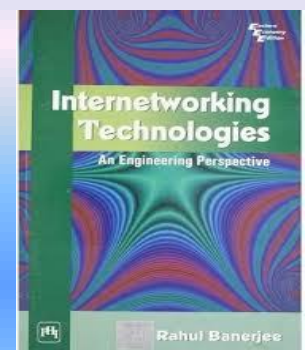
International human resource management: text and cases / K. Aswathappa and Sadhna Das. – 3rd ed. – Chennai: McGraw Hill, 2020. ISBN : 9789389538274
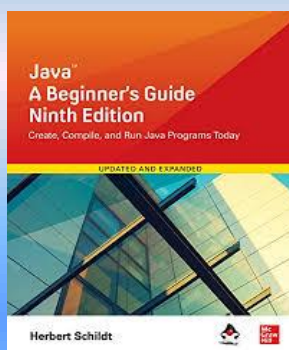
Content: 1. Global perspective- 2. Multiculturalism- 3. Nature of IHRM- 4. Strategic IHRM- 5. HRM in cross-border mergers and acquisitions- 6. Staffing of international business- 7. Training and development- 8. Performance management- 9. International compensation management- 10. Repatriation and inpatriation- 11. International industrial relations- 12. Ethics and social responsibility13. Future of IHRM- 14. HRM practices in different countries-.

Internetworking technologies: an engineering perspective / Rahul Banerjee. – Delhi: PHI, 2003. ISBN : 978-81-203-2185-4

Contents: Part I : FUNDAMENTALS OF INTERNETWORKING, MULTIMEDIA, COMPRESSION AND INTELLIGENT AGENT TECHNOLOGY 1. Introductory Concepts in Internetworking 2. Multimedia Internetworking Technology 3. Data Compression Technology 4. Intelligent Agent Technology in Internetworking Part II : INTERNETWORKING SYSTEM ARCHITECTURES 5. TCP/IPv6 Internetworking Architecture 6. Internetwork Routing Architectures 7. Internetwork Management Architectures 8. Internetwork Security Architectures Part III : INTERNETWORKING APPLICATION ARCHITECTURES 9. Internetwork-based Video-on-Demand Architectures 10. Internetwork-based Digital Library Architectures 11. Internet-commerce Architectures 12. Internet Programming.
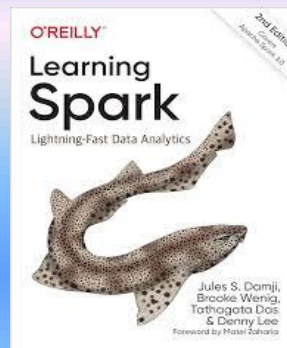
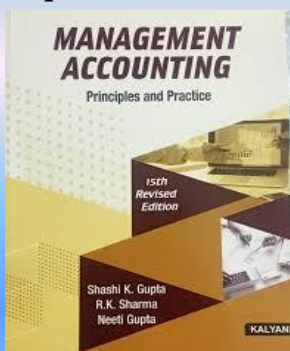**Java: a beginner's guide / Herbert Schildt. – 9th ed. – Chennai: McGraw Hill, 2022. ISBN : 9789355323347**

Content: 1. Java fundamentals- 2. Introducing data types and operators- 3. Program control statements4. Introducing classes, objects, and methods- 5. More data types and operators- 6. A closer look at methods and classes- 7. Inheritance- Packages and interfaces- 9. Exception handling- 10. Using I/O- 11. Multithreaded programming- 12. Enumerations, autoboxing, annotations, and more- 13. Generics- 14. Lambda expressions and method references- 15. Modules- 16. Switch expressions, records, and other recently added features- 17. Introducing swing-.

Learning spark: lightning-fast data analytics / Jules S. Damji ...[et al.]. – 2nd ed. – Kolkata: O'Reilly, 2020, ISBN : 9789385889059

Content: 1. Introduction to apache spark: a unified analytics engine- 2. Downloading apache spark and getting started- 3. Apache spark's structured APIs- 4. Spark SQL anad dataframes: introduction to built-in data sources- 5. Spark SQL and dataframes: interacting with external data sources- 6. Spark SQL and datasets- 7. Optimizing and tuning spark applications- 8. Structured streaming- 9. Building reliable data lakes with apache spark- 10. Machine learning with MLlib- 11. Managing, deploying, and scaling machine learning pipelines with apache spark- 12. Epilogue: apache spark 3.0-.
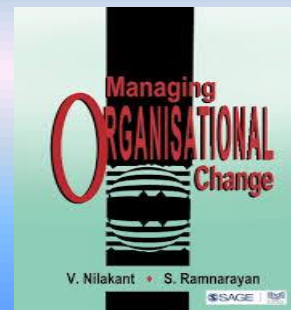
Management accounting: principles and practice / Shashi K. Gupta, R. K. Sharma and Neeti Gupta. – 15th rev.ed. – Kolkata: Kalyani, 2021. ISBN : 9789327282559
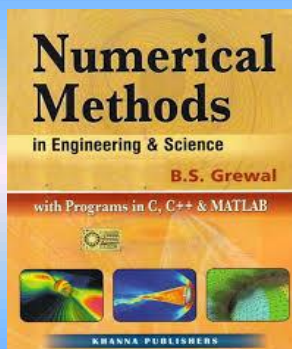
Content : 1 Introduction- 2 Financial analysis- 3 Cost analysis, control and profit planning- 4. Financial planning and management- 5. Funds management- 6. Investment analysis- 7. Miscellaneous

Managing organisational change / V. Nilakant and S. Ramnarayan. – New Delhi: Sage, 1998. ISBN : 9788170367024

Content: 1. Introduction- 2. Perspective on change- 3. Types of changes- 4. Change programmes- 5. Change levers- 6. Change growth- 7. Change as transformation- 8. Change as turnaround- 9. Valuebased change.
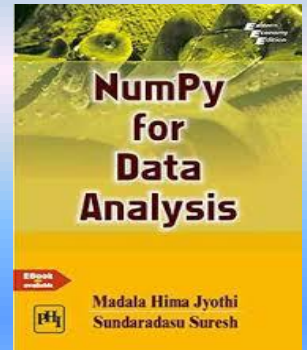
Numerical methods: in engineering and science with programs in C, C++ & MATLAB / B.S. Grewal and J.S. Grewal. – 11th ed. – Delhi: Khanna, 2017. ISBN : 9788174092489
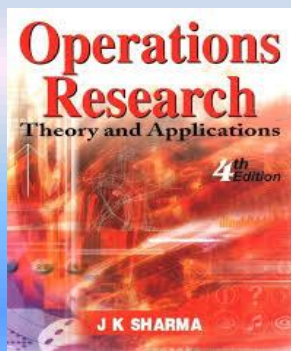
Content: 1. Approximations and errors in computation- 2. Solution of algebraic and transcendental equations- 3. Solutions of simultaneously algebraic equations- 4. Matrix inversion and eigen-value problems- 5. Empirical laws and curve-fitting- 6. Finite differences- 7. Interpolation- 8. Difference equations- 10. Numerical solution of ordinary differential equations- 11. Numerical solution of partial differential equations- 12. Linear programming- 13. A brief review of computers- 14. Numerical methods using C language- 15. Numerical methods using C++ language- 16. Numerical methods using MATLAB-.

NumPy for data analysis / Madala Hima Jyothi and Sundaradasu Suresh. - Delhi: RABINDRA LIBRARY, 2022. ISBN : 9789391818357

Content: 1. Introduction- 2. Creation of NumPy arrays- 3. Data types and string operations- 4. Indexing, slicing and advanced indexing- 5. Arithmetic operators- 6. Broadcasting- 7. Array manipulation functions8. Joining and splitting of arrays- 9. Sorting and searching elements of nd array- 10. Insert and delete elements of nd array- 11. Matrix multiplication using dot() function- 12. Linear algebra function from linalg module- 13. Unique function and IO operations with NumPy- 14. Basic statistics with NumPy- 15. NumPy mathematical and financial functions- 16. Functional programming-.
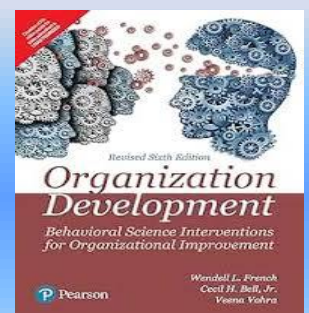
Operation research: theory and applications / J K Sharma. - 6th ed. - bengaluru: UNISTAR, 2023. ISBN : 9789385935145
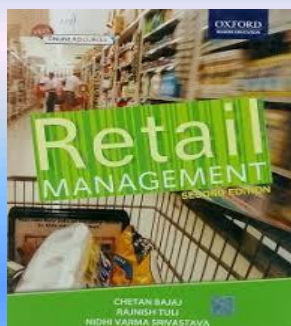
Content: 1. Operation research: an introduction- 2. Linear programming: applications and model formulation- 3. Linear programming programming: the graphical method- 4. Linear programming: the simplex method- 5. Duality in linear programming- 6. Sensitivity analysis in linear programming- 7. Integer linear programming- 8. Goal programming- 9. Transportation problem- 10. Assignment problem11. Decision theory and decision trees- 12. Theory of games- 13. Project management: PERT and CPM14. Deterministic inventory control models- 15. Probabilistic inventory control models- 16. Queuing theory- 17. Replacement and maintenance models- 18. Markov chains- 19. Simulation- 20. Sequencing problems- 21. Information theory- 22. Dynamic programming- 23. Classical optimization methods- 24. Non-linear programming methods- 25. Theory of simplex method- 26. Revised simplex method- 27. Dual-simplex method- 28. Bounded variables LP problem- 29. Parametric linear programming- 30. Prestudy for operations research-.

Organization development: behavioral science interventions for organizational improvement / Wendell L. French, Cecil H. Bell and Veena Vohra. - Noida: PHI,PE, 2017. ISBN : 9789332575264

Content: 1. The field of organization development- 2. Definitions and historical overview of organization development- 3. Values, assumptions, and beliefs in OD- 4. Foundations of organization development- 5. Managing of the OD process- 6. Action research and organization development- 7. An overview of OD interventions- 8. Training experiences- 9. Team interventions- 10. Intergroup and third-party peacemaking intervention- 11. Comprehensive OD interventions- 12. Structural interventions and the applicability of OD- 13. Issues in consultant - client relationships- 14. Power, politics, and organization development- 15. The future and organization development-.

Retail management / Chetan Bajaj, Rajnish Tuli and Nidhi Varma Srivastava. - 3rd ed. - New Delhi: OUP, 2016. ISBN : 9780199467440
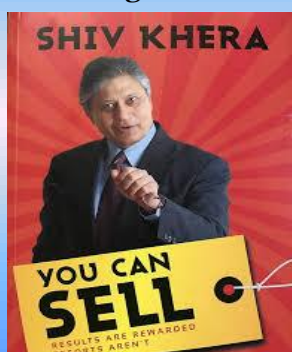
Content: 1. Retailing: role, relevance, and trends- 2. Retail organization- 3. Retail in India- 4. Retail customer- 5. Retail market segmentation- 6. Financial planning for retail- 7. Retail location strategy- 8. Organizational structure and human resource management in retail- 9. Supply chain management and information systems- 10. Retail product and brand management- 11. Merchandise management- 12. Retail pricing- 13. Retail promotion strategy- 14. Store operations- 15. Atmospherics and retail space management- 16. Customer relationship management in retailing- 17. Managing retail chains and franchising- 18. E-commerce-.

Web technologies: HTML, javaScript, PHP, java, JSP, ASP.NET, XML and AJAX / DT Editorial Services. – New Delhi: Dreamtech, 2015. ISBN : 9788177229974

Content: 1. Web programming concepts- 2. Creating PHP applications- 3. Creating java web applications- 4. Creating ASP.NET applications- 5. Creating XML applications- 6. Creating AJAX applications-

You can sell: results are reward, efforts are not / Shiv Khera. – Bloomsbury ed. – New Delhi: Cambridge University, 2014. ISBN : 9789382951940

Content: 1. A chosen profession- 2. Who is not selling- 3. Pride in the profession of selling- 4. Attitude determines success- 5. Qualities of a winning professional- 5. Formula of success- 7. Pleasing personalities- 8. Selling is rejection business- 9. Transactional versus relationship selling- 10. Psychology of selling- 11. What buyers need and want- 12. Quality and credibility- 13. Selling process14. Prospecting- 15. Call reluctance and telephone calling- 16. Rules for letter writing- 17. Questions are the answers- 18. Listening is caring- 19. Positive communication for selling- 20. Uncovering the need21. Features and benefits- 22. ABC selling- 23. Negotiation or haggling- 24. Objection handling- 25. Closing- 26. Self-evaluation and self-commitment- 27. Goal setting- 28. Why salespeople fail- 29. Managing time- 30. Ethics-.

You can win: winners don't do different things, they do things differently - a step by step tool for top achievers / Shiv Khera. – Bloomsbury ed. – New Delhi: Cambridge University, 2014. ISBN : 9789382951711

Content: 1. Importance of attitude- 2. Build a positive attitude- 3. Success- 4. Attribute of success- 5. What is holding us back- 6. Motivation- 7. Self-esteem- 8. Steps on building high self-esteem-9. Interpersonal skills- 10. Build a positive personality- 11. Subconscious mind- 12. Goal setting- 13. Values and vision-