



University College of Bahrain
Library New Arrivals 2024-25

CMM Department				
Course & Course Code	Title	Author	Publisher	ISBN, Year & Edition
Digital Photography GRD132	Photography 101: Pocket Guide: Exposure Basics, Camera Settings, Lens Info, Composition Tips, and Shooting Scenarios	Rocky Nook	Rocky Nook	ISBN-10 : 1681988453 ISBN-13 : 978-1681988450 The Pocket Guide Series for Photographers, 18 2022
	The Photographer's Guide to Posing: Techniques to Flatter Everyone	Lindsay Adler	Rocky Nook	ISBN-10 : 1681981947 ISBN-13 : 978-1681981949 2017
PR Campaigns COM402	The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, social media, AI, Live Video, and Newsjacking to Reach Buyers Directly	David Meerman Scott	Wiley	ISBN-10 : 1119854288 ISBN-13 : 978-1119854289 8 th ed 2022

	Planning and Managing Public Relations Campaigns	Anne Gregory	Kogan Page	ISBN 9781789663211 5 th ed 2020
Mass Comm Research COM401	Applied Communication Research Methods Getting Started as a Researcher	Michael Boyle, Mike Schmierbach	Taylor & Francis	ISBN:9781000997149, 1000997146 2023
Intro to Multimedia Tools MMP207	Introduction to Digital Media Design Transferable Hacks, Skills and Tricks	David Leicester Hardy	Bloomsbury Publishing	ISBN:9781350104945, 1350104949 2022
GRD204 GD Studio I	Designing Brands: A Collaborative Approach to Creating Meaningful Brand Identities	<u>Gestalten</u> (Editor), <u>Mario Depicolzuane</u> (Editor), <u>Voyage Creative</u> (Editor)	Gestalten	ISBN-10: 3967041220 2024
GRD204 GD Studio I	Identity Designed: The Process: Research, Strategy, Design, Implementation	<u>David Airey</u>	Rockport Publishers	ISBN-10: 0760384061 2024
GRD134 Digital Photography	Learning to see; a photographer's guide from Zero to your first paid gigs	NOOK, R	Harper Horizon	2023 ISBN-10 : 0785253661, ISBN-13 : 978- 0785253662
	Strategic Planning for Public Relations	by Deborah A. Silverman (Author), Ronald D. Smith	Routledge	ISBN-10 : 1032391162, ISBN-13 : 978- 1032391168
COM 304 International & Intercultural Communication	The Routledge Handbook of Intercultural Mediation	Dominic Busch	Routledge	ISBN: 9781032130606

COM401 Mass Communication Research	The Illustrated Guide to the Mass Communication Research Project	Patricia Swann	Routledge	ISBN 9781032080758
COM203 Media Translation I	The Package Design Book (2) Hardcover	Taschen (Author), Julius Wiedemann (Editor), Isabel Varea Riley (Translator), Ulrike Becker (Translator),	Rockport Publishers	ISBN-10: 3836590999
Digital Photography GRD132	National Geographic Photo Basics: The Ultimate Beginner's Guide to Great Photography	Joel Sartore	National Geographic; Illustrated edition	ISBN-10 : 1426219709 ISBN-13 : 978- 1426219702 2019
	Hook Point: How to Stand Out in a 3-Second World	Brendan Kane	Independently published	ISBN-13 : 979- 8425205179 2022
	Social Media Marketing Workbook: How to Use Social Media for Business (2024 Marketing - Social Media, SEO, & Online Ads Books)	Jason McDonald Ph.D.	Independently published	ISBN-13 : 979- 8871228586 2023
	Brand Storytelling: Integrated Marketing Communications for the Digital Media Landscape	Keith A. Quesenberry Messiah College; author o (Author), Michael K. Coolsen	Rowman & Littlefield Publishers	ISBN-10 : 1538176386 ISBN-13 : 978- 1538176382 2023
	Social Media Strategy	Keith A. Quesenberry Messiah College	Rowman & Littlefield Publishers	ISBN-10 : 1538167093 ISBN-13 : 978- 1538167090 2024 Fourth Edition

GRD307 GD IV Studio	The Package Design Book (2) Hardcover	by Taschen (Author), Julius Wiedemann (Editor), Isabel Varea Riley (Translator), Ulrike Becker (Translator),	Taschen America Llc	ISBN-10: 3836590999 2023
COM402 Public Relations Campaigns	Public Relations Campaigns: An Integrated Approach	Luttrell, R M, et al	Sage	ISBN 978-1-5443-8558-7
MMP207 Intro to Multimedia tools	Introduction to Multimedia Tools and Applications. Handbook of Multimedia Information Security	Sait, A.R., Uthayakumar, J., Shankar, K., & Kumar, K.S.	Routledge	ISBN : 978-3-030-15886-6
	An Introduction to the Effects of Mass Media	Roger Haney	Cambridge Scholars Publishing	ISBN:9781527575745, 1527575748 2024
COM304	Introduction to Educational Research	by Diana Mindrila Ph.D. (Author)	Academic publishing	ISBN-13- 979-8321148990
General Studies Unit				
ENG 201	Successful writing at work	Philip.C.Kolin	CENGAGE , 2022	978-0357656471
SBS 205	The Effective Communication Method: 9 Keys to Master Communication Skills, The Comprehensive Training Guide to Step by Step Improve Your	Brian Basterfield	MC Graw Hill	978-1738866403 Paperback – March 3, 2023

	Communication Skills and Build Successful Relationships			
Eng 101	Practice Makes Perfect Intermediate English Reading and Comprehension (Practice Makes Perfect Series	Diane Engelhardt	MC Graw Hill 1st Edition	978-0071798846
ENG III	Writing Matters: A Handbook for Writing and Research (Comprehensive Edition with Exercises) 4th Edition	Rebecca Moore	Mc Graw Hill	978-1260860306 2017
MAT218	Introduction to Linear Algebra	Gilbert Strang (Author)	Wellesley-Cambridge Press	ISBN-13: 978-1733146678
SBS 205 Communication skills	The Power of Communication Skills and Effective Listening: Say What You Mean and Mean What You Say Paperback – November 15, 2023	Janet Cruz	Unlimited Concepts, 2023	ISBN-10 : 1960188194
POS 101 INTRODUCTION TO POLITICAL SCIENCE	Power and Choice: An Introduction to Political Science Sixteenth Edition	by W. Phillips Shively	ROWMAN & LITTLEFIELD April 13, 2022	978-1538151860
STS201 Probability & Statistics I	Introduction to Probability	Joseph K. Blitzstein and Jessica Hwang	Taylor Francis Group for online version Chapman and Hall for paper version, 2019	ISBN-13: 9781138369917

Business Department				
MGT305 Human Resource Management	Human Resource Management.	R. Wayne Mondy and Joseph J. Martocchio		1292094370
MGT430 Total Quality management	Managing Quality. Integrating the Supply Chain	S. Thomas Foster, John W. Gardner	Pearson, 2022	978-1-119-88381-4
ACT 102 Financial Accounting II	Accounting principles, 12th edition.	Weygandt, Kimmel, Kieso (2018)..	Wiley, 2018	8126545895
FIN 360 Corporate Finance	'Essentials of Corporate Finance'	Ross, Westerfield, Jordan.	McGraw- Hill	978-1265405847
ECO201 Microeconomics	Economics: principles, problems, and policies	McConnell, C. R., Brue, S. L., & Flynn, S. M	McGraw Hill	ISBN10: 1260226778
Project management MGT 410	Project Management: The Managerial Process	by Erik W. Larson (Author), Clifford F. Gray (Author)	McGraw Hill	ISBN: 978-1260238860
IT Department				
CSC376 Artificial Intelligence	Artificial Intelligence programming with Python: From Zero to Hero	Perry Xiao	Wiley	ISBN: 978-1-119-82096-3 2022
CIT 213 Data Structure	Embracing Modern C++ Safely 2021	John Lakos, Vittorio Romeo, Rostislav Khlebnikov, Alisdair Meredith	Addison-Wesley Professional 1st edition	ISBN-10: 0137380356 ISBN-13: 978-0137380350

CIT318 Database Management Systems I	Fundamentals of Database Management Systems 2022	Mark L. Gillenson	Wiley 3rd	ISBN-10:1119907462 ISBN-13: 978-1119907466
	Advanced PLSQL Programming: The Definitive Reference (Oracle In Focus)	Boobal Ganesan	Rampant TechPress 1 st	ISBN-13: 978-0986119446, ISBN-10: 098611944X
CIT210 Intro. to Web Design	JavaScript from Beginner to Professional: Learn JavaScript quickly by building fun, interactive, and dynamic web apps, games, and pages-2021	Laurence Lars Svekis (Author), Maaik Van Putten (Author), Rob Percival	Packt Publishing	ISBN-10: 1800562527
MAT102 Calculus II	Calculus: Concepts and Contexts	James Stewart (Author), Kokoska (Author)	Cengage Learning	ISBN-13: 978-0357632499
CSC376 Artificial Intelligence	Artificial Intelligence and Deep Learning with Python: Every Line of Code Explained For Readers New to AI and New to Python	Steven D'Ascoli	Independently published	Independently published (January 22, 2022) ISBN-13 : 979- 8406364208
CSC376 Artificial Intelligence	Mastering Python for Artificial Intelligence: Learn the Essential Coding Skills to Build Advanced AI Applications	David Ward	Independently published (July 5, 2023)	ISBN-13 : 979- 8851200434 Independently published (July 5, 2023)
CSC376 Artificial Intelligence	Artificial Intelligence with Python 2nd ed. Edition	Alberto Artasanchez (Author), Prateek Joshi (Author)	Packt Publishing; 2nd ed. edition (January 31, 2020)	Packt Publishing; 2nd ed. edition (January 31, 2020) ISBN-13 : 978- 1839219535

CIT210 Introduction to web design	Responsive Web Design with HTML5 and CSS - Fourth Edition: Build future-proof responsive websites using the latest HTML5 and CSS techniques 2022	Ben Frain	Packt Publishing 4th edition	ISBN-10: 180324271X ISBN-13: 978-1803242712
CIT 213 Data Structure	Learning C# by Developing Games with Unity - Seventh Edition: Get to grips with coding in C# and build simple 3D games 2022	Harrison Ferrone	Packt Publishing, 7th edition	ISBN-10: 1837636877 ISBN-13: 978-1837636877
CIT213 Data structure	Data Structures Through C++: Experience Data Structures C++ through animations-2022	Yashavant Kanetkar	BPB Publications	ISBN-13:978-9355511881
CIT318 Database Management Systems I	Database System Concepts-2021	Abraham Silberschatz, Henry F.Korth and S.Sudharshan-	genetic	ISBN-10: 9390727502 ISBN-13: 978-9390727506
CSC402	Java: The Complete Reference, Thirteenth Edition	by Herbert Schildt (Author), Danny Coward (Author)	McGraw Hill; 13th edition (January 11, 2024)	ISBN-13 : 978-1265058432