

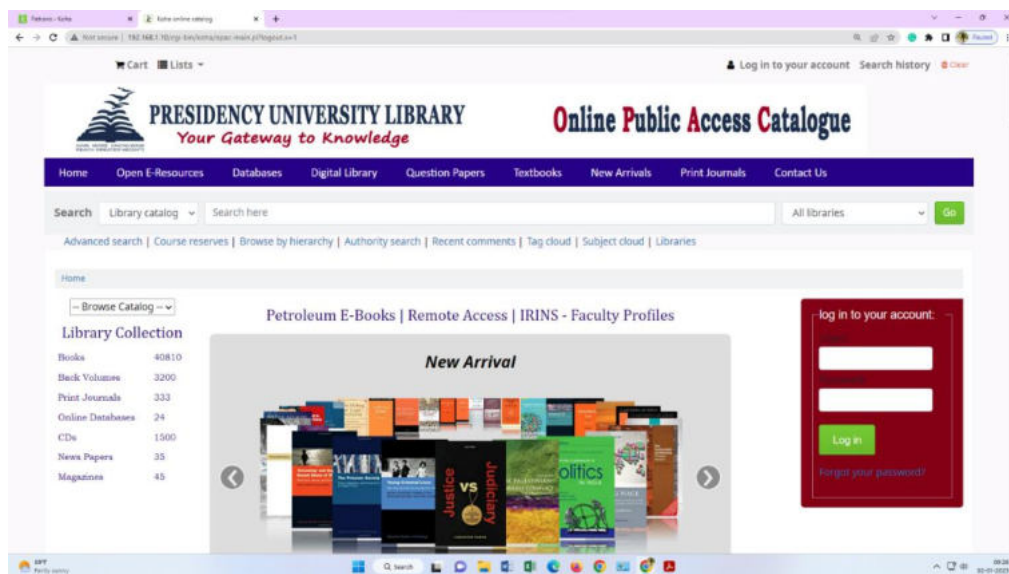


# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi

## LIBRARY WEB OPAC

A user can search all materials available in the library collection through the OPAC (Online Public Access Catalogue) including Books of Engineering, Law, Management, Design, Media Studies and Commerce & Economics, Reference books, Gift books, Journals, Magazines, Project reports, In-plant training reports, Digital materials, CD/DVD details, etc. The Library is able to provide access to KOHA only to its members using their User IDs and Passwords.



To search the OPAC you can either choose to enter your search words in the box at the top of the OPAC or click on the 'Advanced search' link to perform a more detailed search.

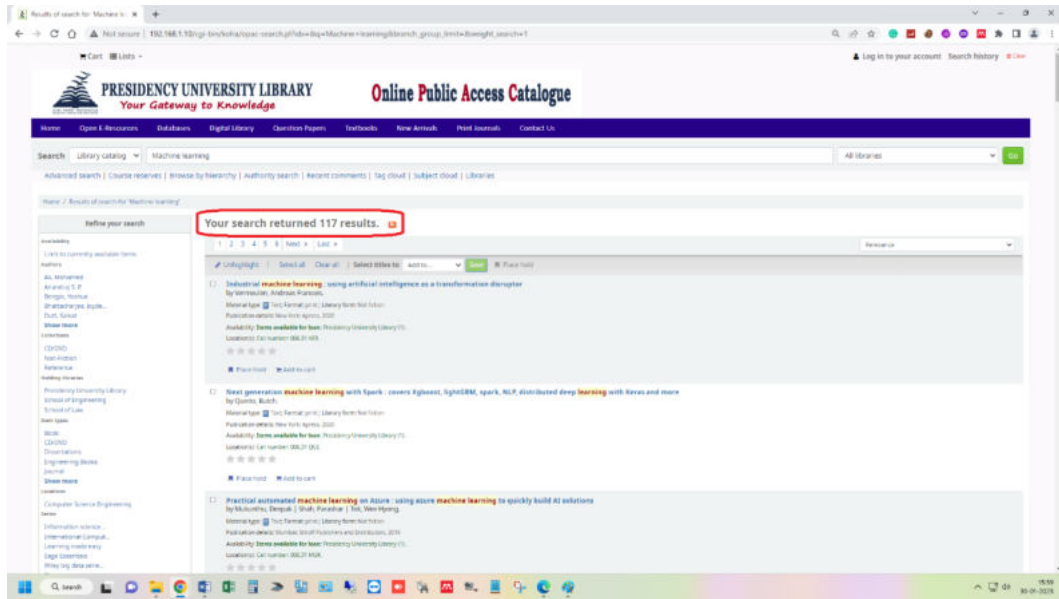
After performing a search the number of results found for your search will appear above the results

*Jane*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE

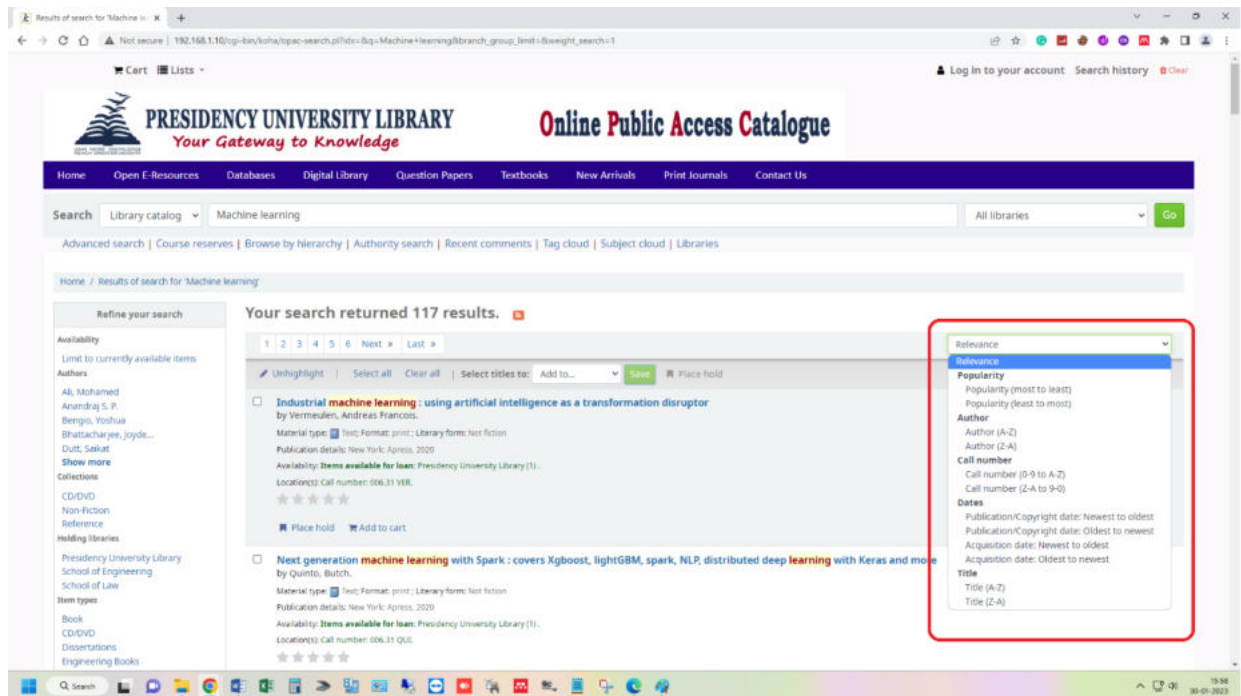


# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi



By default, our search results will be sorted based on your 'OPAC default Sort Field' and 'OPAC default Sort Order' system preference values.



Under each title on the results list a series of values will appear.





# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi

The screenshot displays the Presidency University Library's Online Public Access Catalogue. The search results for 'Machine learning' are shown, with 117 results returned. The first result is 'Industrial machine learning : using artificial intelligence as a transformation disruptor' by Vermeulen, Andreas Francois. The material type is listed as 'Text; Format: print; Library form: Not fiction'. The second result is 'Next generation machine learning with Spark : covers Xgboost, lightGBM, spark, NLP, distributed deep learning with Keras and more' by Quanta, Butch. The material type is listed as 'Text; Format: print; Library form: Not fiction'. The interface includes a search bar, navigation menus, and a sidebar for refining search results.

*Sanne*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi

An item's is 'available' or 'waiting' status.

The screenshot shows the library's search results page. The search term is 'Machine learning', and 117 results are returned. The first result is 'Industrial machine learning : using artificial intelligence as a transformation disruptor' by Vermeulen, Andreas Francois. The availability status is highlighted in red: 'Availability: Items available for loan: Presidency University Library (1)'. The second result is 'Next generation machine learning with Spark : covers Xgboost, lightGBM, spark, NLP, distributed deep learning with Keras and more' by Quimto, Butch. Its availability status is also highlighted: 'Availability: Items available for loan: Presidency University Library (1)'. The interface includes a search bar, navigation tabs, and a sidebar for refining the search.

Patrons can able to see the book jackets on the search results.

This screenshot shows the same search results page, but with book jackets visible for the results. The first result, 'Self-service AI with power BI desktop : machine learning insights for business' by Ehrenmueller-jensen, Markus, has a book jacket circled in red. The second result, 'Machine learning using R' by Kumar Rahul | U. Dinesh Kumar, also has a book jacket. The third result, 'Machine learning fundamentals : use Python and scikit-learn to get up and running with the hottest developments in Machine learning' by Saleh, Hyyat, has a book jacket. The interface includes a search bar, navigation tabs, and a sidebar for refining the search.

*Sanne*  
REGISTRAR  
PRESIDENCY UNIVERSITY  
BANGALORE



# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi

Patrons will see filters for your home, holding or both libraries.

Results of search for 'Machine learning' returned 117 results. The left sidebar shows filters for 'Holding libraries' with 'Presidency University Library' and 'School of Engineering' selected. The main area shows search results for 'Machine learning' with 117 results. The first result is 'Industrial machine learning : using artificial intelligence as a transformation disruptor' by Vermeulen, Andreas Francois.

Patrons will see filter authors details

Results of search for 'Machine learning' returned 117 results. The left sidebar shows filters for 'Authors' with 'Anandraj S. P.' selected. The main area shows search results for 'Machine learning' with 117 results. The first result is 'Industrial machine learning : using artificial intelligence as a transformation disruptor' by Vermeulen, Andreas Francois.

Registrar  
PRESIDENCY UNIVERSITY  
BANGALORE



# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi

**Bibliographic record:** When patron click on a title from the search results, they are brought to the bibliographic detail of the record.

Home / Details for: Mass communication : principles and concepts

**Mass communication : principles and concepts**  
By: Seema Husan  
Material type: Text  
Publication details: New Delhi: CBS Publishers and Distributors Pvt. Ltd., 2016  
Edition: 2nd ed  
Description: vii, 844 p  
ISBN: 9788123922508  
Subject(s): Communication | Mass media  
DDC classification: 302.2 SEE  
Tags from this library: No tags from this library for this title. Add tags)  
Average rating: 0.0 (0 votes)

Holdings ( 2 )    Comments ( 0 )

Item type	Current library	Shelving location	Call number	Materials specified	Status	Date due	Barcode
Book	Presidency University Library	Management	302.2 HAS (Browse shelf)		Available		3646
Book	Presidency University Library	Social Sciences	302.2 SEE (Browse shelf)		Available		45313

© Copyright 2017 by Presidency University. All Rights Reserved.

**OPAC self-registration:** Patrons are allowed to register themselves to the Library Account through OPAC page. Once logged in patrons are brought to their account summary. From the 'your summary' tab, patrons will see all of the items they have checked out with the overdue items highlighted in red.

log in to your account:

Login:

Password:

[Log in](#)

[Forgot your password?](#)

