

**Recommended Texts of MBA**

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Bank Management MBFN2003	Main	Peter S. Rose & Sylvia C. Hudgins. <u>Bank management &amp; financial services</u> . 9 <sup>th</sup> ed. McGraw-Hill, 2013.  Barbara Casu, Claudia Girardone & Philip Molyneux. <u>Introduction to banking</u> . Prentice Hall, 2006.  <i>*New ed. (2015/2nd ed.) has been ordered.</i>	<i>*Has been Ordered</i>  332.1/CAS
	Supplementary	Timothy W. Koch & Steven Scott MacDonald. <u>Bank management</u> . 7 <sup>th</sup> ed. Cengage learning, 2009.	<i>*New ed. (2014/8th ed.) has been ordered.</i>
Business Law MBLW1003	Main	Lee Mei Pheng & Ivan Jeron Detta. <u>Business law</u> . Oxford Fajar Press, 2009.  Lee Mei Pheng. <u>General principles of Malaysian law</u> . 5th ed. Oxford Fajar Press, 2005.  Nuraisyah Chua Abdullah. <u>Business law in Malaysia</u> . Pusat Penerbit Universiti, UiTM, 2008.  Loganathan Krishnan, Parimaladevi Rejoo & Anne Chrishanthani Vergis. <u>Principles of business and corporate Law</u> . Malaysia. CCH, 2009.	<b>New ed.:</b> <b>2014, 2<sup>nd</sup> ed.</b> 346.07/LEE-4  340.9595/LEE-2 340.9595/LEE-3  Not available  <b>New ed.:</b> <b>2015, 2<sup>nd</sup> ed</b> 346.595/KRI-2
	Supplementary	-	

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Consumer behaviour MBMK2003	Main	Schiffman, L & Kanuk, L. <u>Consumer behaviour</u> . 10 <sup>th</sup> ed. Prentice Hall, 2010.  Graham, J.F. <u>Critical thinking in consumer behavior : cases and experiential exercises</u> . Prentice Hall, 2010.	<b>New ed.:</b> <b>c2015, 11th ed.</b> 658.8/SCH:2-9  658.8/GRA:2
	Supplementary	Evans, M. Jamal, Ahmed & Foxall, G. <u>Consumer behaviour</u> . 2 <sup>nd</sup> ed. Wiley, West Sussex, 2009.  Solomon, Michael R. <u>Consumer behavior</u> . 10th ed. Prentice Hall, 2012.  Hoyer, Wayne D, Deborah J. MacInnis and Rick Pieters. <u>Consumer behavior</u> . 6 <sup>th</sup> ed. Cengage Learning, 2012.  East, Robert, Malcolm Wright and Marc Vanhuele. <u>Consumer behaviour: applications in marketing</u> . 2 <sup>nd</sup> ed. SAGE Publications Ltd, 2013.  <i>*New ed. (2017/3rd ed.) has been ordered.</i>	658.8/EVA:2  <b>New ed.:</b> <b>c2015, 11th ed.</b> 658.8/SOL-8 <i>Title should be :</i> <i><u>Consumer behavior : buying, having, and being</u></i>  <b>*New ed. (2014/8th ed.) has been ordered.</b>  <b>Old ed.:</b> <b>c2008</b> 658.8/EAS
Corporate Finance MBFN2013	Main	Jonathan Berk & Peter Demarzo. <u>Corporate finance</u> . 2 <sup>nd</sup> ed. Prentice Hall, 2011.	<b>New ed.:</b> <b>c2017, 4th ed.</b> 658.15/BER:2-3

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	Supplementary	<p>James C. Van Horne, John M. Wachowicz. <u>Fundamentals of Financial Management</u>. 13th ed. Pearson, 2009.</p> <p>Stephen A. Ross, Randolph Westerfield &amp; Jeffrey Jaff. <u>Corporate finance</u>. 10<sup>th</sup> ed. McGraw-Hill, 2013.</p> <p>George Chacko, Carolyn L. Evans. <u>Valuation : methods and models in applied corporate finance</u>. Pearson, 2014.</p>	<p>658.15/HOR-9</p> <p><b>New ed.:</b> <b>c2016, 11th ed.</b> 658.15/ROS-11</p> <p>658.15/CHA:3</p>
Cross Cultural Management MBIB2003	Main	<p>Marie-joelle, Browaeys and Roger Price. <u>Understanding cross-cultural management</u>. Pearson, 2010.</p> <p><i>*Latest ed. (2016/3rd ed.) has been ordered.</i></p> <p>Helen Deresky. <u>International management : managing across borders and cultures, text and cases</u>. 8<sup>th</sup> ed. Prentice Hall, 2014.</p> <p><i>*New ed. (2016/9th ed.) has been ordered.</i></p>	<p><b>New ed.:</b> <b>2011, 2<sup>nd</sup> ed</b> 658.3008/BRO-2</p> <p><b>Old ed.:</b> <b>2000</b> 658/DER</p>
	Supplementary	<p>Richard Mead, Tim G. Andrews. <u>International management</u>. 4<sup>th</sup> ed. Wiley Publishing, 2009.</p> <p>Christopher Bartlett &amp; Paul Beamish. <u>Transnational management : text, cases &amp; readings in cross-border</u></p>	<p>Not available</p> <p><i>*Has been ordered</i></p>

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		<p><u>management</u>. McGraw-Hill, 2013.</p> <p>Parissa Haghirian. <u>Multinational and cross cultural management</u>. Routledge, 2010.</p>	<b><i>*Has been ordered</i></b>
Econometrics MBFN2023	Main	<p>Greene, W.H. <u>Econometric analysis</u>. 7<sup>th</sup> ed. Prentice Hall, 2011.</p> <p>Hayashi, F. <u>Econometrics</u>. Princeton University Press, 2000.</p> <p>James H. Stock &amp; Mark W. Watson. <u>Introduction to econometrics</u>. 3rd ed. Prentice Hall, 2011.</p>	<p><b><i>*New ed. (2017/8th ed.) has been ordered.</i></b></p> <p>Not available</p> <p><b><i>*New ed. (2014/3rd ed.) has been ordered.</i></b></p>
	Supplementary	<p>Studenmund, A.H. <u>Using econometrics: a practical guide</u>. 6<sup>th</sup> ed. Prentice Hall, 2011.</p> <p>Damodar Gujarati &amp; Dawn Porter. <u>Essential of economics</u>. McGraw-Hill. 2009.</p>	<p>330.015195/STU</p> <p>Not available</p>
Financial Management MBFN1003	Main	James C. Van Horne, John M. Wachowicz. <u>Fundamentals of Financial Management</u> . 13th ed. Pearson, 2009.	658.15/HOR-9
	Supplementary	<p>Raymond Brooks. <u>Financial Management : Core Concepts</u>. 2nd ed. Pearson, 2013.</p> <p>Eugene F. Brigham, Michael C. Ehrhardt. <u>Financial Management: Theory and Practice</u>. 13th ed. Cengage Learning, 2011.</p>	<p><b>New ed.:</b> <b>c2016, 3rd ed.</b> 658.15/BRO-4</p> <p><b>New ed.:</b> <b>c2017, 15<sup>th</sup> ed</b> 658.15/BRI-7</p>

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		Robert Stretcher, Timothy B. Michael. <u>Cases in Financial Management</u> . Pearson, 2005.	658.15/STR
		Stephen Foerster. <u>Financial Management : Concepts and Applications</u> . Pearson, 2015.	658.15/FOE
		Sheridan J. Titman, John D. Martin, Arthur J. Keown. <u>Financial Management : Principles and Applications</u> . 12th ed. Pearson, 2014.	658.15/TIT
Financial & managerial accounting MBAC1003	Main	Charles T. Horngren, C. T., Harrison, W. T. & Oliver, M. S. <u>Financial &amp; managerial accounting</u> . 3 <sup>rd</sup> ed. Prentice Hall, 2012.	<b>New ed.:</b> <b>c2016, 5<sup>th</sup> ed.</b> 657/MIL:2
	Supplementary	William, L. <u>Practical financial management : business school</u> . 8 <sup>th</sup> ed. Thomson South-Western, 2010.	<b>New ed.:</b> <b>c2014, 7<sup>th</sup> ed.</b> 658.15/LAS-2
		Atrill, M. <u>An introduction to accounting</u> . 5 <sup>th</sup> ed. Prentice Hall, 2010.	<b>New ed.:</b> <b>2014, 7<sup>th</sup> ed.</b> 657.042/MCL-3 <i>Title should be:</i> <u><i>Accounting and finance : an introduction</i></u>
Human Resource Management MBMN2013	Main	Dessler, G. <u>Human resource management</u> . 13 <sup>th</sup> ed. Pearson Education, 2013.	<b>New ed.</b> <b>c2015, 14<sup>th</sup> ed. (Global ed.)</b> 658.3/DES-13

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		Luis Gomez-Mejia, David Balkin & Robert Cardy. <u>Managing human resources</u> . Int'1 ed. Prentice Hall, 2011.	<b>New ed.:</b> <b>c2016, 8<sup>th</sup> ed. (Global ed.)</b> 658.3/GOM-5
	Supplementary	Mondy, W. <u>Human resource management</u> . 12 <sup>th</sup> ed. Pearson Education, 2012.	<b>New ed.:</b> <b>c2016, 14<sup>th</sup> ed.</b> 658.3/MON:2-2
International Relations MBIB2013	Main	Joshua C Goldstein & Jon C. Pevehouse. <u>Principles of international relations</u> . Prentice Hall, 2009.	<b>New ed.</b> <b>c2014, 10<sup>th</sup> ed (Int'l ed.)</b> 327/GOL-6 <i>Title should be : <u>International relations</u></i>
	Supplementary	Paul R. Viotti & Mark V. Kauppi. <u>International relations theory</u> . 5 <sup>th</sup> ed. Prentice Hall, 2012.  Donald M. Snow. <u>Cases in international relations</u> . 5 <sup>th</sup> ed. Prentice Hall, 2012.  Nick Hunter. <u>International relations – ethics of politics</u> . Raintree, 2013.  Joseph S. Nye Jr. and David A. Welch. <u>Understanding global conflict and cooperation</u> . 9 <sup>th</sup> ed. Pearson, 2012.  John Baylis, Steve Smith and Patricia Owens. <u>The globalization of world politics: an introduction to international relations</u> . 5 <sup>th</sup> ed. Oxford University Press, 2011.	<b><i>*Has been ordered.</i></b>  <b><i>*New ed. (2014/6th ed.) has been ordered.</i></b>  <b><i>*Has been ordered.</i></b>  <b><i>*New ed. (2016/10th ed.) has been ordered.</i></b>  <b><i>*New ed. (2014/6th ed.) has been ordered.</i></b>

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Investment MBFN2033	Main	Herbert B. Mayo. <u>Investments: an introduction.</u> 11 <sup>th</sup> ed. Cengage Learning, 2014.  Lawrence J Gitman, Micahel D Joehnk. Scot B Smart. <u>Fundamentals of investing.</u> 11 <sup>th</sup> ed. Prentice Hall, 2011.  <i>*Latest ed. (2016/13th ed.) has been ordered.</i>	<b>Old ed.:</b> <b>c2008, 9<sup>th</sup> ed.</b> 332.6/MAY-2  <b><i>*New ed. (2016/12th ed.) has been ordered.</i></b>  <b>New ed.:</b> <b>c2014, 12th ed.</b> 332.6/SMA
	Supplementary	Zvi Bodie, Alex Kane & Alan Marcus. <u>Investment.</u> 8 <sup>th</sup> ed. McGraw-Hill, 2009.	<b>New ed.:</b> <b>c2014, Asia Global ed.</b> 332.6/BOD-4
Logistics and supply chain MBIB 2023	Main	Sunil Chopra and Peter Meindl. <u>Supply chain management: strategy, planning and operation,</u> 3 <sup>rd</sup> ed. , Pearson, 2009.  Donald J.Bowersox and David J.Closs. <u>Logistical management : the integrated supply chain process.</u> TMH, 2006.  Rajasekhar & Acharyulu. <u>Logistics and supply chain management.</u> Excel, 2009.  Sridhara Bhat. <u>Logistics and supply chain management.</u> Himalaya, 2009.	<b>New ed.:</b> <b>c2016, 6<sup>nd</sup> ed. (Global ed.)</b> 658.7/CHO-2  <b>Old ed.:</b> <b>c1996</b> 658.7/BOW  Not available  <b><i>*New ed. (2011) has been ordered.</i></b>

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		<p>John T Mentzer. <u>Supply chain management</u>. Sage Publications, 2008.</p> <p>Donal Waters. <u>Global logistics</u>. Kogan Page, 2009</p> <p>Christian schuh. <u>The purchasing chess board</u>. Springer link, 2009.</p>	<p>Not available</p> <p><b>Old ed.:</b> <b>2007, 5<sup>th</sup> ed.</b> 658.7/GLO <i>*New ed. (2014/7th.) has been ordered.</i></p> <p><i>*New ed. (2017/3rd ed.) has been ordered.</i></p>
	Supplementary	-	
Macroeconomics for global environment MBIB2033	Main	<p>Makin. <u>International macroeconomics</u>. Financial Times/Prentice Hall, 2002.</p> <p>Mankiw, N. G. <u>Intermediate macroeconomics</u>. 7<sup>th</sup> ed. Worth/Palgrave Macmillan, 2010.</p>	<p>Not available</p> <p><b>New ed.:</b> <b>c2016, 9<sup>th</sup> ed.</b> 339/MAN <i>Title should be <u>Macroeconomic</u></i></p>
	Supplementary	<p>Dennis Appleyard, Alfred Field &amp; Steven Cobb. <u>International economics</u>. 6<sup>th</sup> ed. McGraw-Hill, 2007. <i>*Latest ed. (2016/9th ed.) has been ordered.</i></p> <p>Blanchard, O. <u>Macroeconomics</u>. 5<sup>th</sup> ed., Person, 2011. <i>*Latest ed. (2017/7th ed.) has been ordered.</i></p>	<p><b>New ed.:</b> <b>c2010, 7<sup>th</sup> ed. (Int'l ed.)</b> 337/APP-2</p> <p><b>New ed.:</b> <b>c2013, 6<sup>th</sup> ed. (Global ed.)</b> 339/BLA-5</p>



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		<u>The economists guide to economic indicators : making sense of economics.</u> 6 <sup>th</sup> ed. 2012. <b>(Out of Print)</b>	<b>Old ed.:</b> <b>c2003, 5<sup>th</sup> ed.</b> 330.021/ECO-2
Managerial Economics MBEC1003	Main	Png, I. and D. Lehman. <u>Managerial economics.</u> 3 <sup>rd</sup> ed. Malden: Blackwell Publishing, 2007.	<b>New ed.:</b> <b>2012, 4<sup>th</sup> ed.</b> 338.5024658/PNG  <b>2016, 5<sup>th</sup> ed.</b> 338.5024658/PNG-2
	Supplementary	Farnham, P. G. <u>Economics for managers.</u> 2 <sup>nd</sup> ed. Harlow : Prentice Hall, 2009.  Keat, P. and Young, P. <u>Managerial economics.</u> 6 <sup>th</sup> ed. Prentice Hall, 2008.  Christopher Thomas and Charles Maurice. <u>Managerial economics.</u> 9 <sup>th</sup> ed. McGraw Hill, 2008.	<b>New ed.:</b> <b>c2014, 3<sup>rd</sup> ed.</b> 330.025658/FAR  <b>New ed.:</b> <b>c2014, 7<sup>th</sup> ed.</b> 338.5024658/KEA  <b>New ed.:</b> <b>2013, 11<sup>th</sup> ed.</b> 338.5024658/THO <i>Title should be</i> <i><u>Managerial economics : foundations of business analysis and strategy</u></i>
Marketing Management MBMK1003	Main	Philip Kotler & Kevin Keller. <u>Framework for marketing management.</u> 5 <sup>th</sup> ed. Pearson Education, 2012.  Philip Kotler. <u>Marketing management.</u> 13 <sup>th</sup> ed. Pearson Education, 2009.  <b>*Latest ed.(2015/15th ed.) has</b>	<b>New ed.:</b> <b>c2016, 6<sup>th</sup> ed.</b> 658.8/KOT-36  <b>New ed.:</b> <b>c2012, 14<sup>th</sup> ed.</b> 658.8/KOT-35

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		<i>been ordered.</i>	
	Supplementary	Russ Winer & Ravi Dhar. <u>Marketing management</u> . 4 <sup>th</sup> ed. Pearson Education, 2011.	658.8/WIN:3 <b>c2014</b>
Marketing Research MBMK2013	Main	Burn, A.C & Bush, R.F. <u>Marketing research</u> . 7 <sup>th</sup> ed. Prentice Hall, 2014.  <i>*Latest ed. (2016/8th ed.) has been ordered.</i>	658.8/BUR:3-6
	Supplementary	Beri, C.G. <u>Marketing research</u> . 4 <sup>th</sup> ed. McGraw-Hill, 2008.  Scott M. Smith & Gerald S. Albaum. <u>Fundamentals of marketing research</u> . Sage Publication, 2005.  Aaker, David A., V. Kumar, Robert Leone and G. S. Day. <u>Marketing research</u> . 11 <sup>th</sup> ed. Wiley, 2012.  <i>*Latest ed. (2015/12th ed.) has been ordered.</i>  Malhotra, Naresh K. <u>Basic marketing research</u> . 4 <sup>th</sup> ed. Prentice Hall, c2012.  Zikmund. William G., Barry J Babin, Carr and Griffin. <u>Business research methods</u> . 9 <sup>th</sup> ed. Cengage Learning, 2012.	<i>*New ed. (2013/5th ed.) has been ordered.</i>  Not available  <b>New ed.:</b> <b>c2013, 11<sup>th</sup> ed (Int'l student ed.)</b> 658.8/AAK-8  658.8/MAL-3 <i>Titile should be:</i> <i><u>Basic marketing research : integration of social media</u></i>  <b>New ed.:</b> <b>c2013, 9<sup>th</sup> ed.</b> 658.007/ZIK-2  658.007/ZIK-3

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MBA Project 1 MBDS3003	Main	John W. Creswell. <u>Research Design : Qualitative, Quantitative, and Mixed Methods Approaches</u> . 3 ed. SAGE Publications Ltd, 2009.	<b>New ed.:</b> <b>c2014, 4<sup>th</sup> ed.</b> 300.72/CRE
		Cooper, D. R.,. <u>Business Research Methods</u> . 10th ed. McGraw Hill Higher Education, 2009.	<b>New ed.:</b> <b>2014, 12<sup>th</sup> ed (int'l ed.)</b> . 658.007/C00-5
	Supplementary	-	
MBA Project 2 MBDS3013	Main	John W. Creswell. <u>Research Design : Qualitative, Quantitative, and Mixed Methods Approaches</u> . 3 ed. SAGE Publications Ltd, 2009.	<b>New ed.:</b> <b>c2014, 4<sup>th</sup> ed.</b> 300.72/CRE
		Cooper, D. R.,. <u>Business Research Methods</u> . 10th ed. McGraw Hill Higher Education, 2009.	<b>New ed.:</b> <b>2014, 12<sup>th</sup> ed. (int'l ed.)</b> . 658.007/C00-5
	Supplementary	--	
Operating management MBMN 2023	Main	Heizer, J. and Render, B. <u>Operations management</u> . 9 <sup>th</sup> ed. Prentice Hall, 2008.	<b>New ed.:</b> <b>c2017, 12<sup>th</sup> ed.</b> 658.5/HEI-5
		Meredith and Shafer. <u>Operations management for MBA's</u> . 3 <sup>rd</sup> ed. John Wiley and Sons, Inc, 2007.	<b>Old ed.:</b> <b>c2002, 2<sup>nd</sup> ed.</b> 658.5/MER <b>* New ed. (2015/6<sup>th</sup> ed.) has been ordered.</b>
		Nigel Slack, Stuart Chambers, and Robert Johnston. <u>Operation management</u> . 6 <sup>th</sup> ed. Harlow: Prentice Hall-Financial Times, 2010.	<b>New ed.:</b> <b>2013, 7<sup>th</sup> ed.</b> 658.5/SLA-5

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	Supplementary	William J. Stevenson. <u>Operations management</u> . 10 <sup>th</sup> ed. McGraw-Hill Higher Education, 2009.	<b>New ed.: c2014, 2nd ed.</b> 658.5/STE-2
Organization Management MBMN1003	Main	Stephen P Robbins, David A. De Cenzo & Mary Coulter. <u>Fundamentals of management : essential concepts and applications</u> . 9 <sup>th</sup> ed., c2015.  Richard L. Daft. <u>Management</u> . 11 <sup>th</sup> ed. Cengage Learning, 2013.	658/ROB-18  <b>c2016, 12<sup>th</sup> ed.</b> 658/DAF-3
	Supplementary	-	
Oriental Management MBMN2003	Main	Dongshui SU and Chung Waiso, <u>Essential of oriental management</u> . Singapore: World Scientific Publishing Company, 2013.  Dongshui Su and Chung Waisa, <u>Textbook of oriental management</u> . Singapore: World Scientific Publishing Company, 2013.	Not available <b>(Publication Cancelled)</b>  Not available <b>NYP: Sept. 2018</b>
	Supplementary	Koller, John, M. <u>Asian philosophies</u> . 6 <sup>th</sup> ed. USA: Pearson, 2011.  Warner, Malcolm and Chris Rowley, <u>Chinese management in the harmonious society</u> . UK: Routledge, 2011.	181/KOL  658.00951/CHI <i>Title should be <u>Chinese management in the 'harmonious society' : managers, markets and the globalized economy</u></i>

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		Yong Su and Lanjian CHEN. <u>Modern oriental corporate culture: a case collection.</u> New York: Springer, 2014.	302.350951/SU
		Anthony, Carol, K. <u>The philosophy of I-Ching.</u> 2 <sup>nd</sup> ed. USA: Anthony Publishing Company, 1998.	299.512/ANT <i>Title should be <u>The philosophy of the I Ching</u></i>
		Griffith, Samuel, B. <u>The art of war.</u> UK: Oxford University Press, 1971.	355.02/SUN-4 <i>Title should be: <u>Sun-tzu : the art of war</u></i>
		McPharlin, Paul. <u>Chinese philosophy: sayings of confucius, mencius and Lao Tzu.</u> USA: Literary Licensing LLC. 2011.	181.11/CHI
		Lao Tzu and John C.H.Wu. <u>Tao Teh Ching.</u> USA: Shambala, 2006.	Not available <b>(Out of Print)</b>
		<u>Confucian moral self cultivation.</u> USA: Hackett Publishing company, 2000.	171/IVA
		Chao-Chuan, CHEN and Yueh-Ting LEE. <u>Leadership and management in China: philosophies, theories and practices.</u> UK: Cambridge University Press, 2008.	658.40920951/LEA
Relationship Marketing MBMK2023	Main	Godson, M. <u>Relationship marketing.</u> Oxford, Oxford University Press, 2009.	658.8/GOD
		Egan, J. <u>Relationship marketing : exploring relational strategies in</u>	658.8/EGA

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		<u>marketing</u> . 4 <sup>th</sup> ed. London, FT Prentice Hall, 2011.	
	Supplementary	Baron, S., Conway, T. and Warnaby, G. <u>Relationship marketing a consumer experience approach</u> . London, SAGE, 2010.	658.8/BAR:2
Research Methodology MBQM1003	Main BC+2 RM443.29	Uma Sekaran, Roger Bougie. <u>Research methods for business : a skill-building approach</u> . 5 <sup>th</sup> ed. A John Wiley and Sons Ltd Publication, 2009.  <i>*Latest ed. (2016/7th ed.) has been ordered.</i>  Cooper, D. R. <u>Business research methods</u> . 10 <sup>th</sup> ed. McGraw Hill Higher Education, 2009.  Paul D. Leedy and Jeanne E. Ormrod. <u>Practical research : planning and design</u> . 9 <sup>th</sup> ed. Pearson Education, Inc, 2010	<b>New ed.:</b> <b>c2013, 6<sup>th</sup> ed.</b> 650.072/SEK  <b>New ed.:</b> <b>2014, 12<sup>th</sup> ed.</b> 658.007/COO-5  <b>New ed.:</b> <b>c2016, 11<sup>th</sup> ed.</b> 001.4/LEE-2  <b>c2015, 11<sup>th</sup> ed. (Global ed.)</b> 001.4/LEE-3
	Supplementary	Alan Bryman and Emma Bell. <u>Business research methods</u> . 2 <sup>nd</sup> ed. Oxford University Press, 2008.	<b>New ed.:</b> <b>c2015, 4<sup>th</sup> ed.</b> 658.007/BRY-3

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		John W. Creswell. <u>Research design : qualitative, quantitative, and mixed methods approaches.</u> 3 <sup>rd</sup> ed. SAGE Publications Ltd, 2009.	<b>New ed.:</b> <b>c2014, 4<sup>th</sup> ed.</b> 300.72/CRE
Service Marketing MBMK2033	Main	Christopher.H.Loveloock & Jochen Wirtz. <u>Service marketing.</u> 7 <sup>th</sup> ed. Prentice Hall, 2011.	658.8/LOV-7 <i>Title should be <u>Services marketing : people, technology, strategy</u></i>
	Supplementary	Valarie A. Zeithaml, Mary Jo Bitner & Dwayne D. Gremler. <u>Services marketing : integrating customer focus across the firm.</u> 5 <sup>th</sup> ed. McGraw-Hill, 2009.  Adrian Palmer. <u>Principles of services marketing.</u> 6 <sup>th</sup> ed. McGraw-Hill, 2011.	<b>Old ed.</b> <b>c2003, 3<sup>rd</sup> ed.</b> 658.8/ZEI <b>*New ed.: (2016/3rd Rev. ed.) has been ordered.</b>  <b>*New ed.: (2014/7th ed.) has been ordered.</b>
Strategic Management MBMN1023	Main	John Pearce & Richard Robinson. <u>Strategic management.</u> 12 <sup>th</sup> ed. McGraw Hill, 2012.  Fred R David. <u>Strategic Management: a competitive advantage approach.</u> 14 <sup>th</sup> ed. Prentice Hall, 2013.	<b>New ed.:</b> <b>2015, 14<sup>th</sup> ed.</b> 658.4012/PEA  <b>New ed.:</b> <b>c2015, 15<sup>th</sup> ed. (Global ed.)</b> 658.4012/DAV-2 <i>Title should be:</i> <i><u>Strategic management : concepts and cases : a competitive advantage approach</u></i>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	<p data-bbox="662 279 1066 394">Mary Coutler . <u>Strategic management in action.</u> 6<sup>th</sup> ed. Prentice Hall, 2013.</p> <p data-bbox="662 453 1066 569">Richard Lynch. <u>Strategic management.</u> 6<sup>th</sup> ed. Pearson, 2012.</p> <p data-bbox="662 627 1066 785">Johnson, G., Scholes, K. &amp; Wittington, R. <u>Exploring strategy: text and cases.</u> 9<sup>th</sup> ed. Prentice Hall, 2011.</p>	<p data-bbox="1089 279 1240 306">658.4/COU-2</p> <p data-bbox="1089 453 1240 569"><b>New ed.: 2015, 7<sup>th</sup> ed.</b> 658.4/LYN-3</p> <p data-bbox="1089 627 1240 743"><b>New ed.: 2014, 10<sup>th</sup> ed.</b> 658.4/JOH-7</p>

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