

Recommended Texts of School of Business & Management

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.	Remarks
Bahasa Cina	Main	Bahan kuliah fotostat (Bahan Bahasa Cina Kolej Selatan)		
	Supplementary	Li Xiangxin. <u>Zenyang Yuedu Guwen (Bagaimana Membaca Prosa Kuno)</u> . Taiwan: Xuehai Bianjibu, 1988.	820.3/XMC	COM
		Xie Bingying, Qiu Xieyou, Zuo Songchao, Ying Yukang, Huang Junlang, Fu Wuzhi (Terke,ajam). <u>Guwen Guanzhi (Antologi Prosa Kuno)</u> . Taiwan: Sanmin, 1992	835/XBY	COM
		Lin Yutang, Tai Geer. <u>Zhongwai Sanwen Jinghua (Intisari prosa dalam dan luar Negeri China)</u> . Taiwan: Changchunshu, 1980.	Not available	
Bahasa Kebangsaan (A)	Main	Ab. Rahman Ab. Rashid dan Ya Kim Fatt. <u>Bahasa Kebangsaan : Khas untuk IPTS</u> . Petaling Jaya: Longman, 2002.	499.28/AB	LAN
	Supplementary	Abdullah Hassan. <u>Linguistik Am untuk Guru Bahasa Malaysia</u> . Petaling Jaya: Fajar Bakti, 1980.	410/ABD-2	LAN
		Abdullah Hassan. <u>Isu-isu Perancangan Bahasa : Pengintelektualan Bahasa Malaysia</u> . Kuala Lumpur: Dewan Bahasa dan Pustaka, 1987.	499.28/ABD-4	LAN
		Ab. Rahman Ab. Rashid dan Yap Kim Fatt. <u>Bahasa Melayu : Komunikasi Berkesan dan Pengucapan Umum</u> . Petaling Jaya: Longman Malaysia, c1995.	Not available	

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		Ab. Rahman Ab. Rashid dan Hjh. Wan Som. <u>Bahasa Melayu : Bahasa dalam Komunikasi dan Proses Komunikasi</u> . Petaling Jaya: Longman Malaysia, c1995.	499.28/AB-2	LAN
		Asmah Hj. Omar. <u>Penggunaan Bahasa dalam Surat Rasmi : Bahasa dalam Komunikasi</u> . Kuala Lumpur: Dewan Bahasa dan Pustaka, 1983.	499.28/ASM-11	LAN
		Awang Sariyan. <u>Sebuatan Baku dan Ejaan Rumi</u> . Kuala Lumpur: Synerynate Sdn. Bhd., 1995.	Not available	
		Ismail Hussein. <u>Sejarah Pertumbuhan Bahasa Kebangsaan Kita</u> . Kuala Lumpur: Dewan Bahasa dan Pustaka, 1992.	499.28/ISM	LAN
		Nik Safiah Karim, et al. <u>Tatabahasa Dewan</u> . Kuala Lumpur: Dewan Bahasa dan Pustaka, Kementerian Pendidikan Malaysia, 1993.	499.285/SAF-2	LAN
		Sulaiman Masri. <u>Penulisan dalam Bahasa Malaysia Baku</u> . Cetakan 2. Kuala Lumpur: Dewan Bahasa dan Pustaka, 1990.	499.28/SUL-2	LAN
		Za'ba. <u>Pelita Bahasa Melayu Penggal I-III</u> . Kuala Lumpur: Dewan Bahasa dan Pustaka, c2000.	499.23/ZAI	LAN
Business English	Main	Thill, John V., and Courtland L. Bovee. <u>Excellence in Business Communication</u> . 7 th ed. Upper Saddle River: Prentice-Hall, 2007.	658.4/THI-2 651.7/THI	AC,BA, IB,MKT, LM
		Countland L. Bovee, John V. Thill.	658.4/BOV-2	AC,BA,IB

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		Business communication today. 8th ed. Upper Saddle River: Prentice Hall , c2005		, MKT,LM
	Supplymentary	Biennu, Sherron and Timm, Paul R. Business communication : discovering strategy developing skills. Upper Saddle River: Prentice Hall, c2002.	658.4/BIE	AC,BA, IB,MKT, LM,DEE (COM)
Business Finance	Main	Gitman, Lawrence J. Principles of Managerial Finance. 10th ed. Boston: Pearson Addison Wesley, 2003 Eugene F. Brigham, Joel F Houston. Fundamentals of Financial Management. 4th ed. Mason, Ohio: Thomson/South Western, 2004.	658.15/GIT-4 658.15/GIT-3 Not available New ed.: Concise 5th ed., c2007 658.15/BRI-3	BA,FA, MKT BA,FA, MKT
	Supplementary	James C. Van Horne, John M. Wachowicz. Fundamentals of Financial Management. 12th ed. Harlow: FT Prentice Hall, 2005.	658.15/HOR-6	BA,FA, MKT
Business Law	Main	Kelly, David, Ann Holmes and Ruth Hayward. Business Law. 5th ed. London: Cavenish, 2005.	346/KEL-2	BA,IB, MKT,LM
	Supplementary	Mei Pheng Lee. General Principles of Malaysian Law. 5th ed. Malaysia: Penerbit Fajar Bakti Sdn. Bhd., 2005. Vohrah, Beatrix, and Wu Min Aun. The Commercial Law of Malaysia. 2nd ed. Petaling Jaya: Pearson, 2004.	340.9595/LEE-2 346/WU-5	BA,IB, MKT,LM BA,IB, MKT,LM
Business Research Methods	Main	Cooper, Donald R., and Pamela S. Schindler. Business Research Methods. 10th ed. New York: McGraw	658.007/COO-4	BA,IB, MKT,LM

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		Hill, 2008. Burns, Alvin C., and Ronald F. Bush. <u>Basic Marketing Research using Microsoft Excel Data Analysis</u> . 2 nd ed. Upper Saddle River: Pearson Prentice Hall, c2008.	658.8/BUR:3-5	BA,IB, MKT,LM
	Supplementary	Aaker, David A., V. Kumar and G. S. Day. <u>Marketing Research</u> . 9 th ed. New York: John Wiley & Sons, 2006. Bryman, Alan, and Emma Bell. <u>Business Research Methods</u> . 2 nd ed. New York: Oxford University, 2007.	658.8/AAK-6 658.007/BRY-2	BA,IB, MKT,LM BA,IB, MKT,LM
Computer Application (同日)	Main	Shelly, Gary B., Cashman, Thomas J. and Steven G. Forsythe. <u>Microsoft Internet Explorer 6 : Introductory Concepts and Techniques</u> . US: Thomson Course Technology, c2005. Habraken ,Joe. <u>Microsoft Office 2003 All in one</u> . Indianapolis: Que, c2004.	004.6/SHE 005.3/HAB	BA,IB, MKT,LM, CBS BA,IB, MKT,LM
	Supplementary	Any books regarding Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Internet Explorer.		
Consumer Behavior	Main	Schiffman, Leon G., and Leslie Lazar Kanuk. <u>Consumer Behavior</u> . 9 th ed. Upper Saddle River: Pearson Education, 2007.	658.8/SCH:2-6	BA,IB, MKT
	Supplementary	Michael R. Solomon. <u>Consumer behavior : buying, having and being</u> . 8 th ed. Upper Saddle River, N. J.: Prentice Hall, 2008.	658.8/SOL-6	BA,IB, MKT
Contemporary Literary	Main	Gibaldi, Joseph. <u>MLA handbook for writers of research papers</u> . 6 th ed. New York: MLA, 2003.	808/GIB-3	

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		Habraken, Joe. Microsoft Office 2003 all in one . Indianapolis, Indiana: Que, 2004.	005.3/HAB	DIE COM
		List, Carla. Information research . 2 nd ed. Dubuque, LA: Kendal/Hunt, 2002.	In process	
		Mayfield, Marlys. Thinking for yourself : developing critical thinking skills through reading and writing . 5 th ed. USA: Heinle & Heinle, c2001.	808/MAY New ed.: 7 th ed., c2007 808/MAY-2	COM
	Supplementary	Klein, Brock, Hunt, Matthew, and Robert Lee. The essential workbook for library and internet research . Boston: McGraw-Hill, 1999.	027/KLE-2 027/KLE Instruction manual	COM
		Presentation skills . Stockport: Executive Business Channel Ltd, 1995.	658.4/PRE	
Database Management (BA 同旧)	Main	Connolly, Thomas M., and Carolyn E. Begg. Database Systems : A Practical Approach to Design, Implementation and Management . 4 th ed. Harlow: Addison-Wesley, 2005.	005.74/CON-4	BA,IB, MKT, LM,CS,IT
	Supplementary	David M. Kroenke. Database Processing : Fundamentals, Design, and Implementation . 9 th ed. Upper Saddle River: Prentice-Hall, 2004.	005.74/KRO-7 Int'l ed., 2005	BA,IB, MKT,LM
		Rraghu Ramakrishnan and Johannes G. Database Management Systems . 3rd ed. Singapore: McGraw-Hill, c2003.	005.74/RAM-3	BA,IB, MKT,LM
Design Fundamenta	Main	Iglido G. Biesele. Experiment design : more creativity through experimental	In process	DID

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I		design work. ABC Edition, c1986.		
	Supplementary	Maurits Cornelis Escher. Exploring the of Infinite . New York: Harry N. Abrams, 1980.	769.9492/ESC Title should be: Escher on Escher : exploring the of infinite . 1989.	DID
E-Commerce	Main	Kenneth C. Laudon, Carol Guercio Traver. E-commerce : Business, Technology, Society . 4th ed. Boston: Addison-Wesley, 2008.	658.8/LAU	AC, BA, IB,MKT, LM
	Supplementary	Ward A. Hanson and Kirithi Kalyanam. Internet Marketing and E-Commerce . Mason, OH: Thomson South Western, c2007.	658.8/HAN:2-2	AC, BA, IB,MKT, LM
		Kenneth C. Laudon, Carol Guercio Traver. E-commerce : Business, Technology, Society : Case Book to Accompany . 2nd ed. Boston: Addison-Wesley, c2005.	658.8/LAU-2	AC, BA, IB,MKT, LM
Entrepreneurship	Main	Barringer B., Ireland D. Entrepreneurship : Succesfully Launching New Ventures . 2 nd ed. Upper Saddle River: Prentice Hall, 2008.	658.1/BAR	BA,IB, MKT,LM
	Supplementary	Lambing, Peggy A., and Charles R. Kuehl. Entrepreneurship . 4th ed. Upper Saddle River: Pearson/Prentice Hall, 2007.	658.4/LAM-2	BA,IB, MKT,LM
		Wickham, Philip A. Strategic Entrepreneurship . 4th ed. Harlow: Pearson Education, 2006.	658.4/WIC-2	BA,IB, MKT,LM
		Mariotti, Steve. Entrepreneurship : How to Start and Operate a Small	658.1 /MAR Title should be:	BA,IB, MKT,LM

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		Business . 10th ed. Upper Saddle River, NJ : Pearson/Prentice Hall, 2006.	Entrepreneurship : Starting and Operating a Small Business	
Export Management for Small Business	Main	Hisrich, Robert D., Michael P. Peter, and Dean A. Shepherd. Entrepreneurship . 6th ed. New York: McGraw Hill/Irwin, c2005.	658.4/HIS	BA,IB, MKT
		Gerald Albaumb, Jesper Strandskov and Edwin Duerr. International Marketing and Export Management . 5th ed. Harlow: Pitman, c2005.	658.8/ALB-3	BA,IB, MKT
	Supplementary	Hill, Charles W. L. International Business : competing in the global marketplace . 6th ed. New York: McGraw Hill, 2007.	Not available New ed.: 7th ed., c2009 658.049/HIL	BA,IB, MKT
		Leon C. Megginson, Mary J. Byrd and William L. Megginson. Small Business Management : An Entrepreneur's Guidebook . 5th ed. New York: McGraw Hill/Irwin, c2006.	658.02/MEG-3	BA,IB, MKT
		UiTM Entrepreneurship Study Group. Fundamentals of Entrepreneurship . Rev. ed. Selangor: Pearson Education, c2004.	338/UIT	BA,IB, MKT
Financial Accounting I	Main	Wood, Frank, and Alan Sangster. Frank Wood's Business Accounting 1 . 10th ed. Harlow: Pearson Education, 2005.	657/WOO-18	AC,BA, IB,MKT, LM
		Loh, Boon Foo and Kim Haw Ng. Principles of Accounts . 1 st ed. Singapore: Pearson Education Asia, 2002.	657/LOH	AC,BA, IB,MKT, LM

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	Supplementary	Joe Adomako, Bala Balachandran. <u>How to Pass Accounting. Third Level.</u> 2 nd ed. UK: LCCI Examination Board, 2002.	657/ADO	BA,MKT
		Rosli Junaidah [et al.]. <u>Accounting : A Malaysia Perspective.</u> 3 rd ed. Mason: Thomson Learning, c2006.	657.595/ROS	AC,BA, IB,MKT, LM
Financial Accounting II	Main	Wood, Frank, and Alan Sangster. <u>Frank Wood's Business Accounting 1.</u> 10 th ed. Harlow: Pearson Education, 2005.	657/WOO-18	AC,BA, IB,MKT, LM
		Loh, Boon Foo and Kim Haw Ng. <u>Principles of Accounts.</u> 1 st ed. Singapore: Pearson Education Asia, 2002.	657/LOH	AC,BA, IB,MKT, LM
	Supplementary	Joe Adomako, Bala Balachandran. <u>How to Pass Accounting. Third Level.</u> 2 nd ed. UK: LCCI Examination Board, 2002.	657/ADO	BA,MKT
		Rosli Junaidah [et al.]. <u>Accounting : A Malaysia Perspective.</u> 3 rd ed. Mason: Thomson Learning, c2006.	657.595/ROS	AC,BA, IB,MKT, LM
Fundamentals of Marketing	Main	Armstrong, G, Kotler, Geoffrey da Silva. <u>Marketing : An Introduction (An Asian Perspective).</u> Englewood: Prentice Hall, 2007.???	658.8/KOT-21 Title should be : <u>Principles of marketing : an Asian Perspective</u> ISBN: 0-13-123439-0	BA,IB, MKT,LM
		Kotler, Philip, and Gary Armstrong. <u>Principles of Marketing.</u> 12 th ed. Upper Saddle River: Pearson/Prentice Hall, 2008.	658.8/KOT-24	BA,IB, MKT,LM

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	Supplementary	Kotler, Phillip, and Kevin Keller. <u>Marketing Management</u> . 13th ed. Upper Saddle River, NJ: Pearson/Prentice Hall, 2008.	658.8/KOT-25 C2009	BA,IB, MKT,LM
Human Resource Management	Main	Dessler, G. <u>Human Resource Management</u> . 11 th ed. Upper Saddle River: Prentice-Hall, 2008.	658.3/DES-10	BA,IB, MKT,LM
		Mondy, R. Wayne ; in collaboration with Judy Bandy Mondy. <u>Human Resource Management</u> . 10 th ed. Upper Saddle River, NJ: Pearson/Prentice Hall, 2008.	658.3/MON-3	BA,IB, MKT,LM
	Supplementary	Gomez-Mejia, Luis, David Balkin, and Robert Candy. <u>Managing Human Resources</u> . 5th ed. Upper Saddle River: Prentice Hall, c2007.	658.3/GOM-3	BA,IB, MKT,LM
Information Technology	Main	George Beekman, Michael J. Quinn. <u>Tomorrow's Technology and You</u> . 8th ed. Upper Saddle River, NJ: Pearson/Prentice Hall, c2008.	004/BEE-5	AC,BA, MKT,LM
		Bill A. Daley. <u>Computers are your future, complete</u> . 9 th ed. Upper Saddle River: Prentice Hall, 2008.	004/DAL	AC,BA, MKT,LM
	Supplementary	Williams, Brian K. & Stacey C. Sawyer. <u>Using Information Technology : A practical Introduction to Computers and Communications : complete version</u> . 6th ed. New York: McGraw Hill, c2005.	004/WIL-3 New ed.: 7 th ed., c2007 004/WIL-4	AC,BA, MKT,LM
International Business	Main	Hill, Charles W.L. <u>International Business : Competing in the Glogal Market Place</u> . 6th ed. New York: McGraw-Hill/Irwin, 2007.	658.049/HIL C2009	BA,MKT

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		Griffin, R.W, and Michael W. Pustay. <u>International Business : A Managerial Perspective</u> . 5th ed. Upper Saddle River: Prentice Hall, 2007.	658/GRI	BA,IB, MKT
	Supplementary	Wild, John J., Wild, Kenneth L., and Han, Jerry C.Y. <u>International Business</u> . 4th ed. Upper Saddle River: Pearson Prentice Hall, c2008.	658/WIL:4	BA,MKT
		Daniels, John D., Lee H. Radebaugh and Daniel R. Sullivan. <u>International Business : Environments and Operations</u> . 12th ed. Upper Saddle River: Pearson Prentice Hall, 2009.	In process	BA,MKT
International Marketing	Main	Keegan, Warren J., and Green, Mark C. <u>Global Marketing</u> . 5th ed. Upper Saddle River: Prentice Hall, 2008.	658.8/KEE-4	IB,MKT
	Supplementary	Caterora, Philip R. and Graham, John L. <u>International Marketing</u> . 13th ed. New York: Irwin McGraw Hill, 2007.	658.8/CAT-6	IB,MKT
		Czinkota, Michael R., and Ilkka A. Ronkainen. <u>International Marketing</u> . 8th ed. Mason: Thomson South-Western, 2007.	658.8/CZI-3	IB
		Strandskov, Jesper, Edwin Duerr, and Gerald Albaum. <u>International Marketing and Export Management</u> . 5th ed. Harlow: FT Prentice Hall, 2005.	658.8/ALB-3	IB,MKT
Introduction to Mass Communication	Main	Dominick, Joseph R. <u>The dynamics of mass communication</u> . Boston: McGraw-Hill, 2006.	302.23/DOM-2	BA,MKT
		Vivian John. <u>The media of mass communication</u> . 7th update ed.	302.23/VIV	BA,MKT

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		Boston: Allyn and Bacon, 2006.		
	Supplementary	Melvin L. DeFleur and Everette E. Dennis. <u>Understanding mass communication : a liberal arts perspective</u> . Boston: Houghton Mifflin Co., 2003.	In process	BA,MKT
		Ross, Karen, and Virginia Nightingale. <u>Media and audience : new perspectives</u> . Maidenhead: Open University Press, 2003.	302.23/ROS	BA,MKT
Introduction to Multimedia	Main	Weixel, Suzanne, Fulton, Jennifer, Barksdale, Karl Morse, Cherly, & Morse, Bryan. <u>Multimedia basics</u> . Boston: Thomson Course Technology, 2003.	006.6/WEI	BA,MKT
	Supplementary	Li, Ze-Nian & Drew, Mark S. <u>Fundamentals of multimedia</u> . Int'l ed. Upper Saddle River, N. J.: Prentice Hall, c2004.	006.7/LI	BA,MKT
		Lopez, Luis. <u>Advanced Adobe Photoshop CS2 basics</u> . Boston: Thomson/Course Technology, c2007.	006.6/LOP-2	BA,MKT
		Rosenberg, Jacob. <u>Adobe Premier Pro 1.5 Studio techniques</u> . Berkeley: Peachpit Press, 2004.	In process	BA,MKT
Management and Cost Accounting	Main	Drury, Colin. <u>Cost and Management Accounting : an introduction</u> . 6th ed. London: Thomson Learning, 2006.	658.15/DRU-5	AC,BA, MKT
	Supplementary	Das, Prabir. <u>Cost Accounting</u> . 3rd ed. Shah Alam: Penerbit Fajah Bakti, c2001.	657/DAS-2	AC,BA, MKT
		Upchurch, Alan. <u>Management</u>	In process	BA,MKT

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		Accounting : principles & practice. London: Atlantic Publications, 2007.		
Marketing Communication	Main	Belch, George E. and Belch, Michael A. Advertising and Promotion : An Integrated Marketing Communications Perspective. 7th ed. New York: McGraw Hill, c2007.	659.1/BEL-4	BA,MKT
		Sayre, Shay. Campaign Planner for Integrated Brand Communications. 3 rd ed. Ohio: South-Western, c2005.	658.8/SAY	MKT
	Supplementary	Duncan, Tom. Principles of Advertising & IMC. 2nd revised ed. New York : McGraw-Hill Higher Education, 2008.	658.8/DUN:2	BA,MKT
		Clow, Kenneth E. and Donald Baack. Integrated Advertising, Promotion, and Marketing Communication. 3rd ed. Upper Saddle River, N.J.: Pearson/Prentice Hall, c2007.	659.1/CLO-2	BA,MKT
		Shimp, Terence A. Advertising, Promotion and Other Aspects of Integrated Marketing Communications. 7th ed. Mason: Thomson South-Western, 2007.	659.1/SHI-2	BA,MKT
Microeconomics	Main	R. Glenn Hubbard and Athony Patrick O'Brien. Economics. Upper Saddle River, N. J.: Pearson Education, 2006.	Not available New ed.: 2nd ed., c2008 330/HUB	AC.BA, IB,MKT, LM
		Lipsey, Richard G., and Alec Chrystal. Economics. 11th ed. Oxford: Oxford University Press, 2007.	330/LIP-12	AC.BA, IB,MKT, LM
	Supplementary	Mankin, Ng. Principles of Economics. 4th ed. Mason, OH: Thomson/Southern Western, 2007.	330/MAN:2-2 Author: N. Gregory Mankiw ISBN: 0324224729	AC.BA, IB,MKT, LM

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Operations Management	Main	Slack, Nigel, Stuart Chambers, and Robert Johnston. <u>Operations Management</u> . 5 th ed. Harlow: Prentice Hall/Financial Times, 2007.	658.5/SLA-3	BA,MKT
	Supplementary	Reid, R. Dan, and Nada R. Sanders. <u>Operations Management : an Integrated Approach</u> . 3 rd ed. Hoboken: John Wiley & Sons, Inc., c2007.	658.5/REI-2	BA,MKT
Organizational Behavior	Main	George, Jennifer M., and Gareth R. Jones. <u>Understanding and Managing Organizational Behavior</u> . 5 th ed. Upper Saddle River, NJ: Pearson/Prentice Hall, c2008.	658.3/GEO-6	AC,BA, IB,MKT
		Robbins, Stephen P., and Timothy A. Judge. <u>Organizational Behavior</u> . 12 th ed. Upper Saddle River: Pearson/Prentice Hall, c2007.	658.3ROB-7	AC,BA, IB,MKT
	Supplementary	Hersey , Paul H, Kenneth H Blanchard, and Dewey E. Johnson. <u>Management Of Organizational Behavior</u> . 9 th ed. Upper Saddle River, NJ: Pearson/Prentice Hall, 2007.	658.3/HER C2008	AC,BA, IB,MKT
Pendidikan Moral	Main	Abdul Rahman Md. Aroff. <u>Pendidikan Moral : Teori Etika dan Amalan Moral</u> . Serdang: Penerbit Universiti Putra Malaysia, c1999.	370.44/ABD	LAN
		Eow Boon Hin. <u>Moral education</u> . 3 rd ed. Longman, 2005.	370.11/EOW 2002	LAN
	Supplementary	Mackinnon, Barbara. <u>Ethics : Theory and Contemporary Issues</u> . 2 nd ed. Belmont: Wadsworth Pub. Co., c1998.	170/MAC	LAN
		Ghazali Darussalam. <u>Dinamika Ilmu</u>	297.44/GHA	LAN

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		<u>Ahlak Islamiah</u> . Kuala Lumpur : Tinggi Press. Sdn Bhd, c1997.		
Pengajian Malaysia	Main	Mardiana Nordin dan Hasnah Hussii. <u>Pengajian Malaysia</u> . Shah Alam: Penerbit Fajar Bakti, c2000.	959.5/MAR	LAN
	Supplementary	Asnarulkhadi Abu Saman & Jayum A. Jawan. <u>Kenegaraan Malaysia</u> . Serdang: Penerbit Universiti Putra Malaysia, 1997.	959.5/KEN	LAN
		Mahathir Mohamad. <u>Jalan Ke Puncak</u> . Kuala Lumpur: Pelanduk Publication, c1999.	338.9595/MAH	LAN
		Ranjit Singh Malhi. <u>Pengajian Am : Kenegaraan Malaysia</u> . Kuala Lumpur:Federal Publication, 1995.	959.5/RAN C1988	LAN
Practical English	Main	Carver, Tina Kasloff, Sandra Douglas Fotinos-Riggs with Sarah Lynn. <u>A Conversation Book 1 : English in everyday life</u> . 4 th ed. London: Pearson/Longman, c2006.	418/CAR-5	
		Soar, John & Liz. <u>Headway: pre-intermediate</u> . Oxford: Oxford University Press, 1993.		本馆另有其他馆藏，请见以下4书：
		Bowler, Bill, and Parminter, Sue, <u>Headway : pre-intermediate pronunciation</u> . Oxford: Oxford University Press, c1992.	428.2/HEA-2	
		Soar, John & Liz, <u>Headway : pre-intermediate, student's book</u> . Oxford: Oxford University Press, c1991.	428/SOA-5	DIE
		Soar, John & Liz, <u>Headway:</u>	428/SOA-6	DIE

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		<p>pre-intermediate, teacher's book. Oxford: Oxford University Press, 1991.</p> <p>Soar, John & Liz. Headway: pre-intermediate, workbook. Oxford: Oxford University Press, c1991.</p>	428/SOA-7	DIE
	Supplementary	Baker, Ann. Tree or Three? An elementary pronunciation course. 2 nd ed. Cambridge: Cambridge University Press, 2006.	428.1/BAK-5 372.6/FLA	DIE
Quantitative Methods	Main	<p>Render, Barry, and Ralph M. Stair, JR.. Quantitative Analysis for Management. 9th ed. Upper Saddle River: Prentice Hall, c2006.</p> <p>Douglas A. Lind, William G. Marchal, Samuel A. Wathen. Statistical Techniques in Business & Economics. 12th ed. McGraw-Hill, 2005.</p>	658.4/REN 519.5/LIN-5.	BA,IB, MKT,LM BA,IB, MKT,LM
	References	<p>Terry Lucey. Quantitative Techniques. 6th ed. London: Thomson, 2003.</p> <p>Derek Friend. How to Pass Business Statistics. UK: LCCI Examinations Board Preparation Books, 1997.</p>	545/LUC-4 519.5/FRI	BA,IB, MKT,LM BA,IB, MKT,LM
Sales Management	Main	Jobber, David, and Geoff Lancaster. Selling and Sales Management. 7th ed. Harlow: Pearson, 2007.	658.8/JOB-4	BA,MKT
	Supplementary	Johnston, Mark W., and Greg W. Marshall. Churchill/Ford/Walker's Sales Force Management. 8th ed. New York: McGraw-Hill/Irwin, c2007.	658.8/JOH:4 New ed.: 9th ed., c2009 658.8/JOH:4-2	BA,MKT

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		Manning, Gerald L, and Barry L Reece. <u>Selling Today : Creating Customer Value And Act.</u> 10th ed. Upper Saddle River, N. J.: Pearson, c2007.	658.85/MAN-2	BA,MKT
Statistics	Main	Douglas A. Lind, William G. Marchal, Samuel A. Wathen. <u>Statistical Techniques in Business & Economics.</u> 12th ed. New York: McGraw-Hill, 2005. David M. Levine ... [et al.] <u>Statistics for Managers Using Microsoft Excel.</u> 4th ed. Upper Saddle River, N.J.: Pearson Prentice Hall, 2005.	519.5/LIN-5 Not available: New ed.: 5th ed., c2008 519.5/LEV-6	AC,BA, IB,MKT AC,BA, IB,MKT
	Supplementary	James T. McClave, P. George Benson, Terry Sincich. <u>Statistics for Business and Economics.</u> 9th ed. Pearson Prentice Hall, 2005. Derek Friend. <u>How to Pass Business Statistics.</u> UK: LCCI Examinatinos Board Preparation Books, 1997.	519.5/MCC-5 519.5/FRI	AC,BA, IB,MKT AC,BA, IB,MKT

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