

Recommended Texts of BBA (Hons) in Marketing

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Advertising and Promotions BBMK3223	Main	Shimp Terrence A, Andrews, J. C. <u>Advertising promotion and other aspects of integrated marketing communication perspective.</u> 10th ed. Cengage Learning, 2013.	659.1/SHI-3 c2013, 9 th ed. <i>Title should be <u>Advertising, promotion, and other aspects of integrated marketing communications</u></i>
	Supplementary	Belch, E. G, Belch, M. <u>Advertising and promotion : an integrated marketing communications perspective.</u> 10th ed. McGraw Hill – International, 2014. O'Guinn, T. C., Allen, C. & Semenik R. J. <u>Advertising and promotions.</u> 6th ed. South-Western College Pub, 2011. Clow, K. E., Baack, D. E. <u>Integrated advertising, promotion and marketing communications.</u> 6th ed. Prentice Hall, 2013.	Old ed.: c2012, 9th ed. 659.1/BEL-6 659.1/SEM <i>Title should be <u>Advertising and promotions : an integrated brand approach</u></i> <i>Author should be Richard J. Semenik ... [et al.]</i> 659.1/CLO-3 c2014
Business Communication BBEN1013	Main	Courtland L. Bovee, John V. Thill. <u>Business communication essentials : a skills based approach to vital business English.</u> 4th ed. Pearson	New ed.: c2014, 6th ed. (Int'l ed.) 651.7/BOV-3

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		Education/Prentice Hall, 2010.	<i>Title should be <u>Business communication essentials</u></i>
	Supplementary	Rentz, K, Flatley, M & Lentz, P. <u>Lesikar's business communication : connecting in a digital world</u> . 12th ed. McGraw-Hill, 2011.	New ed.: c2014, 13th ed. 651.7/REN
Business Ethics and Corporate Governance BBAC3013	Main	Brooks L.J. and Dun P. <u>Business and professional ethics for directors : executives and accountants</u> . 6th ed. South Western College Publishing, 2011. Rashidah Abdul Rahman and Mohammad Rizal Salim. <u>Corporate governance in Malaysia</u> . Sweet and Maxwell Asia, 2010.	New ed.: c2015, 7th ed. 174.9657/BRO 346.595066/RAS
	Supplementary	Larcker, David and Tayan, Brian. <u>Corporate governance matters : a closer look at organizational choices and their consequences</u> . Pearson Prentice Hall, 2011. The Corporate Governance Blueprint 2011 of Malaysia The Malaysian Code on Corporate Governance (Revised 2007) IFAC Code of Ethics for Professional Accountants	658.4/LAR Not available Not available Not available
Business Law BBLW2013	Main	Loganathan Krishnan, Parimaladevi Rejoo & Anne Chrisanthani Vergis. <u>Principles of business and corporate law</u> . CCH	346.595/KRI <i>Title should be <u>Principles of</u></i>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		<p>Malaysia, 2011.</p> <p>Lee Mei Pheng, Ivan Jeron Detta. <u>Business law</u>. Oxford University Press, 2009.</p>	<p><u>business and corporate law, Malaysia</u></p> <p>New ed. c2011 346.07/LEE</p>
	Supplementary	<p>Beatrix Vohrah, Wu Min Aun. <u>The commercial law of Malaysia</u>. Longman, 2000.</p> <p>Abdul Majid Bin Nabi Baksh and Krishnan Arjunan. <u>Business law in Malaysia</u>. Malayan Law Journal, 2005.</p>	<p>346/WU-5</p> <p>346.595065/ABD</p>
Business Mathematics BBQM1013	Main	<p>Mark L. Berenson, David M. Levine, Timothy C. Krehbiel. <u>Basic business statistics : concepts and application</u>. 12th ed. Pearson, 2012.</p> <p>Slater, Jeffrey. <u>Practical business math procedures</u>. 10th ed. McGrawHill, 2010.</p>	<p>519.5/BER-6</p> <p>New ed. c2011, 10th ed. 650.01/SLA-6</p>
	Supplementary	<p>Newbold, Carlson and Thorne. <u>Statistics for business and economics</u>. 8th ed. Prentice Hall, 2013.</p> <p>Sharpe, De Veaux & Velleman. <u>Business statistics</u>. 2nd ed. Pearson, 2012.</p>	<p>519.5/NEW</p> <p>519.5/SHA:2</p>

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		Bruce L Bowerman, Richard T O'Connell. <u>Essentials of business statistics</u> . 3 rd ed. McGraw-Hill, 2010.	New ed.: c2012, 4th ed. (Int'l ed.) 519.5/BOW-2
		McClave and Sincich. <u>Statistics</u> . 12 th ed. Pearson, 2013.	519.5/MCC-7 c2011
Business Research Methods BBQM2213	Main	Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. <u>Business research methods</u> . 9 th ed. Cengage Learning, 2013.	658.007/ZIK-2 658.007/ZIK-3
		Mark Saunders, Philip Lewis, Adrian Thornhill. <u>Research methods for business students</u> . 5 th ed. Pearson, 2009.	New ed.: 2012, 6th ed. 650.072/SAU-2
	Supplementary	A. D. Jankowicz. <u>Business research projects</u> . 4 th ed. Chapman and Hall, 2005.	650.072/JAN
		Donald R. Cooper, Pamela S.Schindler. <u>Business research methods</u> . 10 th ed. McGraw Hill Higher Education, 2008.	New ed.: 2014, 12th ed. 658.007/COO-5
Company Law BBLW2023	Main ordered	Chan Wai Meng. <u>Company law in Malaysia</u> . 2 nd ed. Cengage Learning Asia, 2012.	New ed.: c2014, 2nd ed. 346.595/CHA:2
		Shanthy Rachagan, Janine Pascoe, & Joshi Anil. <u>Concise principles of company law in Malaysia</u> . 2 nd ed. LexiNexis, c2010.	346.595/RAC

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	Aiman Nariman, Aishah Bidin, Pamela Hanrahan, Ian Ramsay & Geof Stapledon. <u>Commercial applications of company law in Malaysia</u> . 3 rd ed. CCH Malaysia, 2008. Ben Chan, Philip Koh & Peter Ling. <u>Chan & Koh on Malaysian company law : principles & practice</u> . 2 nd ed. Sweet & Maxwell, 2006.	346.595/AIM 346.595/CHA
Consumer Behavior BBMK 2103	Main	Schiffman, Leon G and Wisenblit, Joseph. <u>Consumer behavior</u> . 11 th ed. USA: Prentice Hall, 2014.	Old ed.: c2010, 10th ed. (Global ed.) 658.8/SCH:2-7 <i>(New ed. has been ordered)</i>
	Supplementary	Solomon, M.R. <u>Consumer behavior : buying, having and being</u> . 11 th ed. Prentice Hall, 2014. Hawkins, D., Mothersbaugh, D., & Best, R. <u>Consumer behavior : building marketing strategy</u> . 12 th ed. Irwin : McGraw-Hill, 2012. Schiffman, L., Kanuk, L. <u>Consumer behavior</u> . 10 th ed. Prentice Hall, 2009.	Old ed.: c2009, 8th ed. 658.8/SOL-6 <i>(New ed. has been ordered)</i> 658.8/HAW-3 c2014 658.8/SCH:2-7 c2010
Cost and Management Accounting BBAC2113	Main	Gary Sundem, William Stratton, Dave Burgstahler, Jeff Schatzberg, Charles Horngren, Gary L. Sundem. <u>Introduction to management accounting : chapters 1-17 with my accounting lab</u> . Global ed,	New ed.: c2014, 16th ed. 658.15/HOR:2-8

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		15th ed. Pearson Higher Education, 2012 Drury Colin. <u>Management and cost accounting : an introduction</u> . 7th ed. South-Western Cengage Learning, 2011.	657.42/DRU-6
	Supplementary	Ray Garrison, Eric Noreen , Peter Brewer. <u>Managerial accounting</u> . 14th ed. Irwin/McGraw-Hill, 2011. Karen W. Braun, Wendy M. Tietz, Walter T. Harrison, Jr. <u>Managerial accounting</u> . 2nd ed. Prentice Hall, 2010.	658.15/GAR-4 2012 Title should be <u>Managerial accounting : an Asian perspective</u> New ed.: c2014, 3rd ed. 658.15/BRA
E-Marketing BBMK 2013	Main	Strauss, Judy and Frost, Raymond. <u>E-Marketing</u> . 7 th ed. USA: Prentice Hall, 2013.	658.872/STR c2014
	Supplementary	Roberts, M.L., Zahay, D. <u>Internet marketing : integrating online and offline strategies</u> . USA: Cengage Learning, 2012. Adams, R.L. <u>Online marketing 101 (online marketing university series)</u> . 1 st ed. USA: CreateSpace Independent Publishing Platform, 2014. Strauss, J., Frost, R. <u>E-marketing</u> . 7th ed. Prentice Hall, 2013. Thomas, L. <u>Online marketing</u> . McGraw-Hill, 2011.	Not available Not available 658.872/STR c2014 658.872/THO <i>Title should be</i>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		<p>Collins, S., Ward, M., <u>Internet marketing from the real experts</u>. Velocity NYC Press, 2010.</p> <p>Reedy & Schullo. <u>Electronic marketing : integrating electronic resources into the marketing process</u>. 2nd ed. USA: South – Western, Thomson learning, 2009.</p>	<p><i>The McGraw-Hill 36-hour course : online marketing</i></p> <p>658.872/INT</p> <p>658.8/REE c2004</p>
Entrepreneurship BBMK 3113	Main	Barringer B., Ireland D. <u>Entrepreneurship : successfully launching new ventures</u> . 4 th ed. Upper Saddle River : Prentice Hall, 2011.	658.1/BAR-2 c2012
	Supplementary	<p>Scarborough, Norman M. <u>Essentials of entrepreneurship and small business management</u>. 7th ed. USA: Pearson, 2013.</p> <p>Lambing, Peggy, and Charles R. Kuehl. <u>Entrepreneurship</u>. 4th ed. Upper Saddle River : Prentice Hall, 2007.</p> <p>Mariotti. <u>Entrepreneurship : how to start and operate a small business</u>. 10th ed. Upper Saddle River : Prentice Hall, 2007.</p>	<p>Old ed.: c2011, 6th ed. 658.02/SCA</p> <p>658.4/LAM-2</p> <p><i>Similar title is <u>Entrepreneurship : starting and operating a small business</u> 658.1/MAR</i></p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Fundamentals of Financial Management BBFN2213	Main	Eugene F. Brigham, Joel F Houston. <u>Fundamentals of financial management.</u> 4 th ed. Thomson, 2010. Brealey and Myers. <u>Fundamentals of corporate finance.</u> 6 th ed. McGraw Hill, 2009.	New ed.: c2015, Concise 8th ed. 658.15/BRI-9 New ed.: c2012, 7th ed. 658.15/BRE-7
	Supplementary	Gitman and Zutter. <u>Principles of managerial finance.</u> 13 th ed. Pearson Education, 2012. Berk, DeMarzo and Hartford. <u>Fundamentals of corporate finance.</u> 2 nd ed. Prentice Hall, 2012. Keown, Martin & Petty. <u>Foundations of finance.</u> 7 th ed. Prentice Hall, 2011. Stephen A. Ross, Randolph W Westerfield, Bradford D Jordan. <u>Fundamentals of corporate finance.</u> 10 th ed. McGraw-Hill, 2013.	658.15/GIT-6 658.15/BER:2 658.15/KEO-6 658.15/ROS-9 <i>c2012, Asia Global ed.</i>
Human Resource Management BBMN3213	Main	Robert L. Mathis, John H. Jackson. <u>Human resource management.</u> 14 th ed. USA: Cengage Learning, 2013.	Old ed. c1997, 8th ed. 658.3/MAT-2
	Supplementary	Garry Dessler. <u>Human resource management.</u> 14 th ed. USA : Prentice Hall, 2014.	Old ed. c2011, 12th ed. 658.3/DES-12 <i>(New ed. has</i>

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		Bohlander, George and Scott Snell. <u>Managing human resource</u> . 16th ed. South-Western Cengage Learning, 2012.	<i>been ordered)</i> Old ed.: c2004, 13th ed. 658.3/BOH
Industrial Training for Business Students BBMN 3003	Main	NIL	
	Supplementary	NIL	
Information Technology and Business Application BBCM1013	Main	Shelly, G. B., & Vermaat, M. E. <u>Discovering computers 2011 : introduction</u> . Mason : Cengage Learning, 2011. O'Leary, T. J. & O'Leary, L. I. <u>Computing essentials 2013</u> . New York : McGraw Hill, 2012.	New ed.: c2015 004/VER <i>Title should be</i> <i>Enhanced</i> <i>discovering</i> <i>computers</i> : <i>technology in a</i> <i>world of</i> <i>computers,</i> <i>mobile devices,</i> <i>and the internet</i> 004/OLE-3 <i>Title should be</i> <i>Computing</i> <i>essentials</i> : <i>making IT work</i> <i>for you, complete</i> <i>2015</i>
	Supplementary	Morley, D. & Parker, C. <u>Understanding computers : today and tomorrow</u> . 14 th ed. New York : Thomson Learning, 2013.	New ed.: c2015, 15th ed. 004/MOR

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		<p>Hogan, L. & Rutledge, A. <u>Practical computing</u>. 3rd ed. Upper Saddle River : Pearson Education, 2012.</p> <p>Oja, D. <u>Computer concepts : illustrated introductory</u>. 9th ed. Mason : Cengage Learning, 2013.</p>	<p>004.16/HOG c2013</p> <p>004/PAR-2 <i>Author should be June Jamrich Parsons, Dan Oja</i></p>
International Business Management BBMN3223	Main	<p>Griffin, R.W. & Pustay, M. <u>International business</u>. 7th ed. Pearson Education Limited, 2013.</p> <p>Cavusgil, S.T., Knight, G., & Riesenberger, T. <u>International business : the new realities</u>. 2nd ed. Pearson Education Limited, 2012.</p>	<p>New ed.: c2015, 8th ed. 658/GRI-7 <i>Title should be <u>International business : a managerial perspective</u></i></p> <p>New ed.: c2014, 3rd ed. 658.049/CAV</p>
	Supplementary	<p>Wild, J.J. & Wild, K.L. <u>International business : the challenges of globalization</u>. Pearson Education Limited, 2012.</p> <p>Hashim F., Bakar, A.R., & Nizam, A. <u>International business</u>. 2nd ed. Shah Alam : Oxford University. Press, 2010.</p>	<p>New ed.: c2014, 7th ed. 658/WIL:4-4</p> <p>658.049/FAR</p>
International Marketing BBMK 3233	Main	<p>Cateora, P., Gilly, M., & Graham, J. <u>International marketing</u>. 16th ed. McGraw-Hill, 2012.</p>	<p>Old ed.: 2007, 13th ed. 658.8/CAT-6</p>

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	Supplementary	<p>Baack, D. W., Harris, E. G., & Baack, D. <u>International marketing</u>. Sage Pubns, 2012.</p> <p>Keegan, W. J., Green, Mark. <u>Global marketing</u>. 7th ed. Prentice Hall, 2012.</p> <p>Czinkota, M. R., Ronkainen, I. A. <u>International marketing</u>. 8th ed. South-Western College Pub, 2012.</p> <p>Onkvisit, S., Shaw, J. <u>International marketing : analysis and strategy</u>. 3rd ed. New Jersey : Prentice hall, 1997.</p>	<p>658.84/BAA</p> <p>658.8/KEE-6 c2013</p> <p>New ed.: c2013, 10th ed. 658.8/CZI-5</p> <p>New ed.: 2009, 5th ed. 658.84/ONK</p>
Introduction to Financial Accounting BBAC1013	Main	<p>Andrew Thomas & Anne Marie Ward. <u>Introduction to financial accounting</u>. 7th ed. McGraw-Hill Education, 2012.</p> <p>Gerrand, J., Hardy, L., & Contessotto, C. M., eds. <u>Introduction to financial accounting</u>. McGraw Hill, 2012.</p>	<p>657/THO:2-2</p> <p>New ed.: c2013, 2nd ed. 657/GER</p>
	Supplementary	<p>Charles T. Horngren, Gary L. Sundem, Gary L. Sundem, Donna Philbrick. <u>Introduction to financial accounting</u>. 10th ed. Prentice Hall, 2011.</p>	<p>New ed.: c2014, 11th ed. 657/HOR-11</p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Introduction to Psychology BBMN2013	Main	Kalat, James. W. <u>Introduction to psychology</u> . 10th ed. Wadsworth Publishing/Cengage Learning : Belmont, 2013.	150/KAL-3
		Wade, Carole and Tavis, Carol. <u>Psychology</u> . 11th ed. Pearson Education Prentice Hall, 2014.	150/WAD
	Supplementary	Richard J. Gerrig. <u>Psychology and life</u> . 20th ed. Pearson Education, 2012.	150/GER-2
		Myers. David, G. <u>Psychology</u> . 10th ed. Worth Publishers, 2013.	Not available
Macroeconomics BBEC1023	Main	Michael Parkin. <u>Macroeconomics</u> . 10 th ed. Prentice Hall, 2011.	New ed.: c2014,11th ed. 339/PAR-4
		Robert Frank and Ben Bernanke. <u>Principles of economics</u> . 5 th ed. McGraw Hill, 2013.	New ed.: c2015, Asia Global ed. 330/FRA-7
	Supplementary	N. Gregory Mankiw. <u>Principles of macroeconomics</u> . 6 th ed. Southern-Western Cengage Learning, 2011.	338.5/MAN c2012
		Griffiths A. and Wall S. <u>Applied economics</u> . 12 th ed. Financial Times Press, Pearson, 2011	330/APP-3 2012

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		R. Glenn Hubbard, Anthony Patrick O'Brien. <u>Economics</u> . 4 th ed. Prentice Hall, c2013.	330/HUB-3
		Case, Fair & Oster. <u>Principles of economics</u> . 10 th ed. Prentice Hall, 2012.	330/CAS-6
Malaysian Taxation BBAC 2123	Main	Choong Kwai Fatt. <u>Malaysian taxation : principles and practices</u> . 13 th ed. Malaysia : InfoWorld, 2011.	New ed. 2013, 19th ed. 336.9595/CHO-6
		Veerinderjeet Singh. <u>Veerinder on taxation</u> . 2 nd ed. Malaysia : CCH, 2011.	New ed.: c2013, 3rd ed. 336.2009595/SIN
	Supplementary	Income Tax Act 1967	343.595/INC-2
		Ctim/MIA/CPA (2011), Budget Commentary & Tax Information, Malaysia	Not available
		CCH Tax Editors. <u>Malaysian master tax guide</u> . 29 th ed. CCH Asia, 2012.	New ed. 2015, 32nd ed. 343.595/CCH2015
Marketing Research BBMK 3313	Main	Malhotra, Naresh K. <u>Basic marketing research : integration of social media</u> . 4 th ed. Upper Saddle River, NJ : Prentice-Hall, 2012.	658.8/MAL-3
	Supplementary	David A. A., Kumar, V., George S. Day., and Robert L. <u>Marketing research</u> . 11 th ed. Wiley, 2012.	658.8/AAK-8 c2013

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		Coakes, S., Clara O. <u>SPSS version 18.0 for Windows : analysis without anguish.</u> John Wiley & Sons, Inc, 2010.	New ed.: 2013 519.50285/COA <i>Title should be <u>SPSS version 20.0 for Windows</u> : <u>analysis without anguish</u></i>
		Alvin, C. B., Ronald, F. B. <u>Marketing research.</u> 7th ed. Prentice Hall, 2013.	658.8/BUR:3-6 c2014
Marketing Strategy BBMK 3213	Main	Walker, Orville, Mullins. <u>Marketing strategy : a decision- focused approach.</u> 8th ed. Irwin: McGraw Hill, 2013.	658.8/WAL:2-2
	Supplementary	Perrault, William Jr., Cannon, J., McCarthy, E. J. <u>Essentials of marketing : a marketing strategy planning approach.</u> 14th ed. USA : McGraw Hill / Irwin, 2014.	658.8/PER-4
		Ferrell, O. C., and Michael, H. <u>Marketing strategy : text and cases.</u> 6th ed. South-Western College Pub, 2012.	658.8/FER-2 c2014
		Chernev, A., Kotler, P. <u>Strategic Marketing Management.</u> 7th ed. Cerebellum Press, 2012.	658.8/CHE:3
Media Planning BBMK 3303	Main	Baron, R., Sissors, J. <u>Advertising media planning.</u> 7th ed. McGraw-Hill, 2010.	659.111/SIS
	Supplementary	Geskey, D.R. <u>Media planning & buying In the 21st century.</u> 2nd ed. Create Space Independent Publishing Platform, 2013.	659.111/GES

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		<p>Helen Katz. <u>The media handbook : a complete guide to advertising media</u>. USA : Routledge communication Series, 2013.</p> <p>Kelley, L. D., Jugenheimer, D. M., & Sheehan, K. B. <u>Advertising media planning : a brand management approach</u>. McGraw-Hill, 2011.</p>	<p>Not available</p> <p>c2012, 3rd ed. 659.111/KEL</p>
Microeconomics BBEC1013	Main	<p>Michael Parkin. <u>Microeconomics</u>. 10th ed. Prentice Hall, 2012.</p> <p>Robert Frank and Ben Bernanke. <u>Principles of economics</u>. 5th ed. McGraw Hill, 2013.</p>	<p>New ed.: c2014, 11th ed. 338.5/PAR:2-2</p> <p>New ed.: c2015, Asia Global ed. 330/FRA-7</p>
	Supplementary	<p>N. Gregory Mankiw. <u>Principles of microeconomics</u>. 6th ed. (Int'l ed.). South-Western, c2012.</p> <p>Griffiths A. and Wall S. <u>Applied economics</u>. 12th ed. Financial Times Press, Pearson, 2012.</p> <p>Hubbard & O'Brien. <u>Economics</u>. 4th ed. Prentice Hall, 2013.</p> <p>Case, Fair & Oster. <u>Principles of economics</u>. 10th ed. Prentice Hall, 2012.</p>	<p>338.5/MAN</p> <p>330/APP-3</p> <p>330/HUB-3</p> <p>330/CAS-6</p>

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		McConnell, Brue and Flynn. <u>Economics : principles, problems, and policies</u> . 19 th ed. McGraw-Hill, 2012.	330/MCC-2
Organisational Behaviour BBMN2013	Main	Robbins and Judge. <u>Organizational behavior</u> . 15 th ed. Prentice Hall, 2013.	658.3/ROB-10
	Supplementary	<p>Mc Shane and Von Glinow. <u>Organizational behavior</u>. 6th ed. McGraw-Hill/Irwin, 2012. ISBN-13 : 978-0078112645.</p> <p>Jennifer M. George and Gareth R. Jones. <u>Understanding and managing organizational behavior</u>. 6th ed. Prentice Hall, 2012.</p> <p>John M Ivancevich, Robert Konopaske, Michael T. Matteson. <u>Organizational behavior and management</u>. 9th ed. McGraw-Hill Higher Education, 2011.</p> <p>Jason A Colquitt, Michael J Wesson, Jeffrey A LePine. <u>Organizational behavior : improving performance and commitment in the workplace</u>. McGraw-Hill Higher Education, 2009.</p> <p>Hersey, Blanchard & Johnson. <u>Management of organizational behavior : leading human resources</u>. 9th ed. Prentice Hall, 2008.</p>	<p>Old ed. c2005, 3th ed. 658.3/MCS</p> <p>658.3/GEO-7</p> <p>New ed.: 2014, 10th ed. 658.4/IVA-3</p> <p>New ed.: c2013, 10th ed. 658.3/COL:3</p> <p>658.3/HER</p>
Principles of Management BBMN1013	Main	Stephen P. Robbins, David A. DeCenzo, Mary Coulter. <u>Fundamentals of management</u> . 8 th ed. Prentice- Hall, 2012.	658/ROB-17 c2013 Title should be <i>Fundamentals of</i>

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			<u>management : essential concepts and applications</u>
	Supplementary	<p>Michael A. Hitt, J. Stewart Black, Lyman W. Porter. <u>Management</u>. 3th ed. Prentice Hall, 2012.</p> <p>Luis R. Gomez-Mejia, David Balkin <u>Management : people, performance, change</u>. Boston : Prentice Hall, c2012.</p> <p>Certo and Certo. <u>Modern management : concepts and skills</u>. 11th ed. Prentice- Hall, 2009.</p> <p>Whetten and Cameron. <u>Developing management skills</u>. 8th ed. Prentice Hall, 2010.</p> <p>Ronald J. Ebert, Ricky W. Griffin. <u>Business essentials</u>. 8th ed. Pearson Education, 2010.</p> <p>Angelo Kinicki and Brian Williams. <u>Management : a practical introduction</u>. 4th ed. McGraw-Hill, 2009.</p>	<p>3th ed.(int'l ed.). Prentice Hall, c2012. 658/HIT</p> <p>658/GOM-2</p> <p>New ed.: c2014, 13th ed. 658/CER-5</p> <p>658.4/WHE-6</p> <p>New ed.: c2013, 9th ed. 658/EBE-3</p> <p>New ed.: c2013, 6th ed. (Int'l ed.) 658/KIN-2</p>

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Principles of Marketing BBMK1013	Main	Armstrong & Kotler. <u>Marketing : an introduction</u> . 11 th ed. Prentice Hall, 2013.	658.8/ARM-4
	Supplementary	William D. Perreault, Joseph P. Cannon, E. Jerome McCarthy. <u>Essentials of marketing: a marketing strategy planning approach</u> . 13 th ed. McGraw-Hill, 2012.	658.8/PER-4
		Sorger. <u>Marketing planning</u> . Prentice Hall, 2012.	658.8/SOR
		Keegan and Green. <u>Global marketing</u> . 7 th ed. Prentice Hall, 2013.	658.8/KEE-6
		Roger A. Kerin, Steven W. Hartley, William Rudelius, Lau Geok Theng. <u>Marketing in Asia</u> . McGraw-Hill, 2009.	New ed.: c2013, 2nd ed. 658.8/KER
		Michael Levens. <u>Marketing : defined, explained, applied</u> . 2 nd ed. Prentice Hall, 2012.	658.8/LEV:3 <i>c2014</i>
Professional Selling BBMK 3103	Main	Manning, Gerald. L., Reece, Barry L., Ahearne, Michael L. <u>Selling today : partnering to create value</u> . 13 th ed. USA : Pearson Education, 2014.	658.85/MAN-4
	Supplementary	Ingram. Thomas N., Laforge, Raymond W., and Avila, Ramon A. <u>Sell</u> . 3 rd ed. USA : Cengage Learning, 2013.	New ed.: c2015 658.85/ING <i>Title should be</i> <u>Sell 4</u>

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		<p>Jobber, David and Lancaster, Geoffrey. <u>Selling and sales management</u>. 9th ed. UK : Pearson Education, 2014.</p> <p>Ingram, Thomas N., Laforge, R. W., Avila, R. A., Schwepker, C. H. Jr., & Williams, M. R. <u>Professional selling : a trust-based approach</u>. USA : South-Western College Pub, 2007.</p>	<p>658.8/JOB-6 2012</p> <p>Old ed.: c2004, 2nd ed. 658.8/ING (Out of Print)</p>
Public Relations BBMK 2033	Main	Dennis L Wilcox; Glen T. Cameron. <u>Public relations : strategies and tactics</u> . 11th ed. Pearson, 2012.	659.2/WIL-5 <i>Publishing date should be c2014, 10th ed.</i>
	Supplementary	<p>David W Guth ; Charles Marsh. <u>Public relations : a value-driven approach</u>. 5th ed. Allyn & Bacon, 2012.</p> <p>Randy Bobbitt, Ruth Sullivan. <u>Developing the public relations campaign : a team-based approach</u>. 3rd ed. Pearson, 2013.</p> <p>Glen Broom. <u>Cutlip and Center's effective public relations</u>. 11th ed. Prentice Hall, 2012.</p>	<p>659.2/GUT-2</p> <p>Old ed.: c2009, 2nd ed. 659.2/BOB-2</p> <p>659.2/CUT-3</p>
Public Speaking BBEN 2013	Main	<p>Steven, A. Beebe & Susan J. Beebe. <u>Public speaking : an audience-centered approach</u>. 9th ed. Pearson Education, 2014.</p> <p>Carnagey, Dale. <u>The art of public speaking</u>. CreateSpace Independent Publishing Platform, 2013.</p>	<p>808.5/BEE-5 c2015</p> <p><i>Has been ordered</i></p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	<p>Steven, A. Beebe and Susan J. Beebe. <u>Concise public speaking handbook</u>. USA : Pearson Education, 2012.</p> <p>Gallo, Carmine. <u>Talk like TED : the 9 public speaking secrets of the world's top minds</u>. USA : St. Martin's Press, 2014.</p> <p>Theo Theobald. <u>Develop your presentation skills : build your confidence</u>. UK : Kogan Page/The Sunday Times, 2011.</p> <p>Comfort, Jeremy. <u>Effective presentation. Student's book</u>. UK : Oxford, 1996.</p> <p>Ros Jay. & Antony Jay. <u>Effective presentation : how to create and deliver a winning presentation</u>. Harlow : Prentice Hal, 2004.</p>	<p><i>New ed. has been ordered</i></p> <p>Not available</p> <p>New ed.: 2013, 2nd ed. 658.452/THE 2013</p> <p>808.5/COM c1995</p> <p>808.5/JAY-2</p>
Retail and Service Marketing BBMK 2023	Main	<p>Dunne, P. M., Lusch, R. F. <u>Retailing</u>. 8th ed. Mason : Thomson South-Western, 2013.</p> <p>Wirtz, Jochen, Chew and Lovelock. <u>Essentials of services marketing</u>. 2nd ed. USA : Pearson Education, 2012.</p>	<p>Not available</p> <p>Old ed.: 2009 658.8/LOV-6</p>
	Supplementary	<p>Lovelock, C. H., Wirtz, J. <u>Services marketing</u>. 7th ed. Prentice Hall, 2010.</p> <p>Grönroos, C. <u>Service management and marketing : customer management in service competition</u>. 4th ed. Prentice Hall, 2007.</p>	<p>Not available</p> <p>Not available</p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Statistics BBQM1113	Main	Mark L. Berenson, David M. Levine, Timothy C. Krehbiel. <u>Basic business statistics concepts and application</u> . 12 th ed. Pearson, 2012.	519.5/BER-6
		James McClave and Terry Sincich. <u>Statistics</u> . 12 th ed. Pearson, 2013.	519.5/MCC-7 c2011
		Barry Render, Ralph M. Stair, Michael E. Hanna. <u>Quantitative analysis for management</u> . 11 th ed. Pearson Education Inc., 2012.	658.4/REN-3
	Supplementary	Paul Newbold, William L. Carlson, Betty M. Thorne. <u>Statistics for business and economics</u> . 8 th ed. Prentice Hall, 2013.	519.5/NEW
		Norean R. Sharpe, Richard D. De Veaux, Paul F. Velleman. <u>Business statistics</u> . 2 nd ed. Pearson, 2012.	519.5/SHA:2
		Bruce L Bowerman, Richard T O'Connell. <u>Essentials of business statistics</u> . 3 rd ed. McGraw-Hill, 2010.	New ed.: c2012, 4th ed. (Int'l ed.) 519.5/BOW-2
Strategic Management BBMN3413	Main	Hitt, Ireland, Hoskinsson. <u>Strategic management : a competitive advantage approach, concepts and cases</u> . 10 th ed. Thompson South Western, 2012.	New ed.: c2015, 11th ed. 658.4/HIT <i>Title should be</i> <i>Strategic</i> <i>management :</i> <i>competitiveness</i> <i>and</i> <i>globalization :</i> <i>concepts and</i>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
			<u>cases</u>
	Supplementary	David, F.R. <u>Strategic management : a competitive advantage approach, concepts and cases.</u> 14 th ed. New Jersey : Prentice Hall International, 2012.	658.4012/DAV <i>The title should be <u>Strategic management concepts : a competitive advantage approach</u> c2013</i>

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