

**School of Management
Semester 1, 2012
Textbook List**

BMA101 Introduction to Management (face-to-face)

Robbins, S, DeCenzo, D, Coulter, M & Woods, M 2011, *Management: the essentials*, Pearson, Frenchs Forest.

BMA101 Introduction to Management (flexible)

Robbins, S, DeCenzo, D, Coulter, M & Woods, M 2011, *Management: the essentials*, Pearson, Frenchs Forest.

Valentine, T, & Woods, M 2010, *Management in focus: the global financial crisis*, Pearson, Frenchs Forest.

BMA104 Principles of Tourism

There is no prescribed text for this unit.

BMA1/211 Communication for Business Professionals

Dwyer, J 2009, *Communication in business: strategies and skills*, 4th edn, Frenchs Forest, Pearson Education, Australia.

BMA111 Study Guide (available at Uniprint). Study Guide is available on MyLO only for students enrolled in flexible delivery mode.

BMA201 Organisational Behaviour

George, JM & Jones, GR 2008, *Understanding and managing organizational behavior*, 6th edn, Pearson Prentice Hall, New Jersey.

BMA204 Foundations of Entrepreneurship

There is no prescribed text for this unit.

BMA207 Sustainable Tourism

Weaver, D 2008, *Sustainable tourism*, Elsevier Butterworth-Heinemann, Sydney.

BMA2/355 Marketing Communications

Chitty, W, Barker, N, Valos, M & Shimp, T 2012, *Integrated marketing communications*, 3rd Asia Pacific edn, Cengage Learning, South Melbourne.

BMA258 Services Marketing

There is no prescribed text for this unit.

BMA2/385 Managing Business in the Asia Pacific

Lasserre, P & Schütte, H 2006, *Strategies for Asia Pacific: meeting new challenges*, 3rd edn, Palgrave Macmillan, New York.

BMA291 Managerial Social Responsibility

There is no prescribed text for this unit.

BMA310 Interpretation for Tourism

Knudson, DM, Cable, TT & Beck, L 2003, *Interpretation of cultural and natural resources*, Venture Publishing, Pennsylvania.

BMA324 Human Resource Development

Noe, RA & Winkler, C 2009, *Employee training and development for Australia and New Zealand*, 1st edn, McGraw-Hill, Sydney.

BMA326 Entrepreneurship and Innovation

Moltz, B 2003, *You need to be a little crazy: the truth about starting and growing your business*, Dearborn, Chicago.

BMA327/337 Tourism Project

Jennings, G 2010, *Tourism research*, 2nd edn, John Wiley & Sons, Milton, Qld.

BMA351 Marketing Management

Ferrell, OC & Hartline, MD 2010, *Marketing strategy*, 5th edn, Cengage Learning, Mason, OH.

BMA381 International Human Resource Management

Briscoe, D, Schuler, R & Tarique, I 2012, *International human resource management: policies and practices for multinational enterprises*, 4th edn, Routledge, New York.

BMA401 Research Methods in Management

Bryman, A & Bell, E 2007, *Business research methods and organization studies*, 2nd edn, Oxford University Press, New York.

Please note: students do not need to acquire a copy of this text but should arrange access to a copy.

BMA 402 Management Honours Seminar

All essential material will be provided.

BMA403 Special Topics in Management

McAuley, J, Duberley, J & Johnson, P 2007, *Organization theory: challenges and perspectives*, Pearson Education, Harlow. ISBN 978-0-273-68774-0

Please note: students do not need to acquire a copy of this text but should arrange access to a copy.

BMA415 Dissertation A

There is no prescribed text for this unit.

BMA506 Foundations of Marketing

Pride, WM, Ferrell, OC, Lukas, BA, Scembri, S & Niininen, O, 2012, *Marketing principles: Asia Pacific edition*, Cengage Learning, Melbourne.

BMA581 Organisational Behaviour

Robbins, SP, Judge, TA, Millett, B & Boyle, M 2011, *Organisational behaviour*, 6th edn, Pearson/Prentice Hall, Frenchs Forest, NSW.

BMA583 Human Resource Management

Kramar, R, Bartram, T, De Cieri, H, Noe, R, Hollenbeck, J, Gerhart, B & Wright, P 2010, *Human resource management in Australia*, 4th edn, McGraw-Hill, North Ryde.

BMA584 Marketing Management

Iacobucci, D 2013, *Marketing management*, 3rd edn, Cengage, Melbourne.

BMA684 Electronic Marketing

Strauss, J & Frost, R 2012, *E-Marketing* (International edition), Pearson, Upper Saddle River, New Jersey.

BMA773 Management Ethics

Shaw, W, Barry, V & Sansbury, G 2009, *Moral issues in business*, First Asia-Pacific edn, Cengage Learning, South Melbourne.

BMA777 International HRM

There is no prescribed text for this unit.

BMA791 Services Marketing

Zeithaml, VA, Bitner, MJ & Gremler, DD 2009, *Services marketing: integrating customer focus across the firm*, 5th edn, McGraw-Hill Irwin, Sydney.