

SCHOOL OF MANAGEMENT
Semester 2, 2009
Textbook List

BMA101 Introduction to Management

Hitt, M.A., Black, J.S., Porter, L.W. & Hanson, D. 2007. *Management*. Frenchs Forest: Pearson.
Leonard, E. 2007. *What Every Student Should Know about Study Skills*. Melbourne: Longman.

These are sold separately or as a shrink-wrapped pack.

BMA105 Tourism Practices

Page, S. & Connell, J. 2006. *Tourism: A modern synthesis* (2nd ed.). London: Thomson Learning.

BMA109 Tourism Marketing

Kotler, P., Bowen, J.T. & Makens, J.C. 2009. *Marketing for hospitality and tourism* International Edition (5th ed.). Melbourne: Prentice Hall/Pearson.

BMA121/221 Management of Human Resources

Stone, R.J. 2008. *Managing human resources* (2nd ed.). Milton: Wiley.

BMA151/251 Principles of Marketing

Kotler, P, Adam, S, Denize, S. & Armstrong, G. 2009. *Principles of marketing*. (4th ed.). Frenchs Forest: Pearson.

BMA181/281 Introduction to International Business

Hill, C.W.L. 2009. *International business: Competing in the global marketplace* (7th ed.). New York: McGraw-Hill.

BMA205 Business Research Methods

Bryan, A. & Bell, E. 2007. *Business research methods* (2nd ed.). Oxford: Oxford University Press.

BMA209/309 International Issues in Tourism

Buhalis, D. & Costa, C. (Eds.). 2006. *Tourism management dynamics: Trends management tools*. Oxford: Elsevier Butterworth-Heinemann.

BMA212 Business in and with Europe

Johnson, D. & Turner, C. 2006. *European business* (2nd ed.). Milton Park: Routledge.

BMA213 Entrepreneurship and Creativity

There is no prescribed text.

BMA241 Workplace Relations

Sappey, R., Burgess, J., Lyons, M. & Buultjens, J. 2009. *Industrial relations in Australia: Work and workplaces* (2nd ed.). Sydney: Pearson Education Australia.

BMA252 Consumer Behaviour

Quester, P., Neal, C., Pettigrew, S., Grimmer, M., Davis, T. & Hawkins, D.I. 2007. *Consumer behaviour: implications for marketing strategy* (5th ed.). Boston: McGraw-Hill Irwin.

BMA282/382 International Marketing

Kotabe, M., Riege, A., Griffiths, K., Noble, G., Ang, S.H., Pecotich, A. & Helsen, K. 2008. *International marketing: Second Asia-Pacific Edition*. Australia: Wiley.

BMA291/391 Managerial Social Responsibility

There is no prescribed text.

BMA302 Strategic Management

Hanson, D., Dowling, P.J., Hitt, M.A., Ireland, R.D. & Hoskisson, R.E. 2008. *Strategic management: Competitiveness and globalisation* (3rd ed.). Victoria: Thomson Learning.

BMA311 Destination Management

Dredge, D. & Jenkins, J. 2006. *Tourism policy and planning*. Milton: Wiley.

BMA330 Strategic Issues in Human Resources

There is no prescribed text.

BMA333 Project Evaluation and Planning

Moltz, B.J. 2008. *Bounce: Failure, resiliency and confidence to achieve your next great success*. New Jersey: Wiley.

BMA581 Organisational Behaviour

Robbins, S.P., Millett, B. & Waters-Marsh, T. 2008. *Organizational behaviour* (5th ed.). Frenchs Forest, NSW: Pearson/Prentice Hall.

BMA773 Management Ethics

There is no prescribed text.

BMA774 International Business Management

Fisher, G., Hughes, R., Griffin, R. & Pustay, M. 2006. *International business: Managing in the Asia Pacific* (3rd ed.). NSW: Pearson Education Australia.

BMA777 International Human Resource Management

Dowling, P., Festing, M. & Engle, A.D. 2008. *International human resource management: Managing people in a multicultural context* (5th ed.). South Melbourne: Thomson.

BMA785 International Marketing

Fletcher, R. & Brown, L. 2008. *International marketing: An Asia Pacific perspective* (4th ed.). Frenchs Forest, NSW: Pearson Education.

BMA787 Entrepreneurship

There is no prescribed text.

BMA791 Services Marketing

Lovelock, C. & Wirtz, J. 2007. *Services marketing* (6th ed.). Canada: Prentice Hall.

BMA799 Strategic Management

Hanson, D., Dowling, P.J., Hitt, M.A., Ireland, R.D. & Hoskisson, R.E. 2008. *Strategic management: Competitiveness and globalisation* (3rd ed.). Victoria: Thomson Learning

and

Bouquet, T. & Ousey, B. 2008. *Cold steel: Lakshmi mittal and the multi-billion-dollar battle for a global empire*. Great Britain: Little Brown Book Group.