

SCHOOL OF EDUCATION AND BUSINESS (BUSINESS UNITS) TEXT BOOK LIST – SEMESTER 2, 2020



Students are advised to order textbooks in time for delivery for the beginning of semester.

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Texts may be available direct from the publisher.

UNIT	REQUIRED TEXTS
Semester 2 (Undergraduate)	
BZ103 Introduction to Marketing	Armstrong, G, Adam, S, Denize, S, Volkov, M and Kotler, P. (2018). <i>Principles of Marketing 7e</i> . (7th ed.). Pearson Australia, Melbourne. 9781488611841
BZ104 Economics	Layton, A., Robinson, T., & Tucker, I. B. (2019). <i>Economics for today: Sixth Asia Pacific edition</i> . (6th ed.). South Melbourne, VIC: Cengage Learning. ISBN 9780170410830
BZ106 Information Systems and Technology for Business	Nil.
BZ195 Undergraduate Independent Study I	Nil.
BZ202 Financial Management	Ross, S. , Trayler, R., Bird, R., Westerfield, R., & Jordan (2019). <i>Essentials of corporate finance</i> . (5th Ed.) North Ryde, NSW: McGraw-Hill. ISBN 9781760423629 Ross, S. , Trayler, R., Bird, R., Westerfield, R., & Jordan (2019). <i>Essentials of corporate finance</i> . (5th Ed.) North Ryde, NSW: McGraw-Hill. or Ebook version ISBN 9781760423612
BZ203 Business Law	Gibson, A. (2020). <i>Business law</i> . (11th ed.). Melbourne, VIC: Pearson. ISBN 9781488620737
BZ232 Leadership in Organisations	Northouse, P. (2018). <i>Leadership: Theory and practice</i> . (8th ed.). Thousand Oaks, CA: Sage. ISBN 9781544331942
BZ252 Marketing Communication	Belch, G., Belch, M., Kerr, G., & Powell, I. (2020). <i>Advertising: An Integrated Marketing Communication Perspective</i> . (4th ed.), Sydney, NSW: McGraw-Hill. ISBN 9781760422998 or Ebook - ISBN 9781760422417
BZ295 Undergraduate Independent Study II	Nil.
BZ309 Work integrated learning (Internship/Project)	Nil.
BZ310 Business Planning	Birt, I. (2016). <i>Writing your plan for small business success</i> . (6th ed.). Crows Nest, NSW: Allen & Unwin. ISBN 9781760293321
BZ311 Tax Law and Practice	CCH Australia Limited. (2019). <i>Australian master tax guide 2019</i> . (64th ed.). Sydney, NSW: CCH Australia Ltd. ISBN 9781925672930 (2019 version of above text is preferred and strongly recommended. However, students are permitted to use the 2018 version. Be aware that it will not contain up to date information for tax legislation and cases, and

	many pages may be different from the 2019 text)
BZ312 Auditing	Gay, G., & Simnett, R. (2018). <i>Auditing and assurance services in Australia</i> . (7th ed.). North Ryde, NSW: McGraw Hill.
BZ313 Law of Corporations	Lipton, P. & Herzberg, A. (2018). <i>Understanding company law</i> . (19th ed.). Pyrmont, NSW: Thomson Reuters. ISBN 9780455240213 Corporations Act 2001 (Cth). https://www.legislation.gov.au/Details/C2017C00328 OR Baxt, R. & Finnane, E. (2018). <i>Corporations Legislation 2018</i> . Australia: Law Book Co of Australasia. ISBN 9780455500805
BZ332 Human Resource Management	Nankervis, A., Baird, M., Coffey, J. & Shields, J. (2019). <i>Human resource management: Strategy & practice</i> . (10th Asia-Pacific ed.). South Melbourne, VIC: Cengage Learning. ISBN 9780170421843
BZ343 Strategic Planning and Management	Hooley, G., Piercy, N. F., & Nicoulaud, B. & Rudd, J., (2020). <i>Marketing strategy & competitive positioning</i> . (7th ed.). Essex, UK: Pearson Education Limited. ISBN 9781292276540 or Ebook 9781292276557
BZ351 Market Research and Analysis	Malhotra, N., Birks, D., & Wills, P., (2019). <i>Essentials of marketing Research</i> . eBook, Melbourne: Pearson Australia. ISBN 9781787644205
BZ352 Event Management	Van der Wagen, L., & White, L. (2018). <i>Event management : for tourism, cultural, business and sporting events</i> . (5th ed.). South Melbourne, VIC: Cengage Learning Australia. ISBN 9780170394451
BZ395 Undergraduate Independent Study III	Nil.
Study Period 4 (Postgraduate)	
BZ533 Corporate Governance	du Plessis, J.J., Hargovan, A., & Harris, J. (2018). <i>Principles of contemporary corporate governance</i> . (4th ed.). Port Melbourne, VIC: Cambridge University Press. ISBN 9781108413022
BZ550 Marketing Management and Fundraising	Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2013). <i>Marketing</i> . (9th ed.). Frenchs Forest, NSW : Pearson Education. ISBN 9781442549425
BZ678 Business Process Management	Nil.
Study Period 5 (Postgraduate)	
BZ510 Financial Management	Hancock, P., Robinson, P., and Bazley, M. J. (2019). <i>Contemporary accounting a strategic approach for users</i> . (10th ed.). China: Cengage Learning. ISBN 9780170425247
BZ532 Human Resource Management	Nankervis, A., Baird, M., Coffey, J. & Shields, J. (2019). <i>Human resource management: Strategy & practice</i> . (10th Asia-Pacific ed.). South Melbourne, VIC: Cengage Learning. ISBN 9780170421843
BZ679 Strategic Management	David, F. R. & David, F.R. (2016). <i>Strategic Management: A Competitive Advantage Approach, Concepts and Cases</i> . Global Edition eBook (16th ed.). USA: Pearson Higher Ed. 9780134167848
Study Period 6 (Postgraduate)	
BZ542 Leadership and Change	Ladkin, D. (2020). <i>Rethinking Leadership: A new look at old leadership questions</i> . 2 nd edition. Cheltenham: Edward Elgar Publications. ISBN:9781788119313 or Ebook ISBN: 9781788119320
BZ531 Economics for Managers	Young, D., Steinberg, R., Emanuele, R., & Simmons, W. 2019. <i>Economics for Nonprofit Managers and Social Entrepreneurs</i> . Cheltenham: Edward Elgar Publishing.
BZ690 Research Methods in Business	Wilson, J., (2014). <i>Essentials of business research: A guide to doing your research project</i> . (2nd Revised ed.) London: Sage Publications. ISBN9781446257333(pbk)
BZ693 Capstone Project	Hisrich, R., Peters, M., & Shepherd, D. (2020). <i>Entrepreneurship</i> . (11th ed.). New York: McGraw Hill.