

# School of Business Textbook List

## Semester 2, 2024

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

CHC suggests the following suppliers:

- [American Bookstore](#)
- [Amazon](#)
- [Booktopia](#)
- [The Book Depository](#)
- [The Co-op Bookshop](#)
- [Fishpond](#)
- [Koorong](#)
- [Open Leaves](#)
- [Word](#)

Prices may vary from supplier to supplier. Texts may be available direct from the publisher.

### UNDERGRADUATE COURSES

UNIT		REQUIRED TEXTS
BZ103	<b>Introduction to Marketing</b>	Armstrong, G, Adam, S, Denize, S, Volkov, M & Kotler, P 2020, Principles of Marketing, 8th edn, Pearson Australia, Melbourne.
BZ104	<b>Economics</b>	Layton, A, Robinson, Tang, T, Dharmaratna, D & T, Tucker I. B. (2022). Economics for today: seventh Asia Pacific edition (7th ed.). Cengage Learning.
BZ202	<b>Financial Management</b>	Ross, S., Traylor, R., Hambusch, G., Koh, C., & Westerfield, R. (2019). Essentials of Corporate Finance (5th ed.). McGraw-Hill
BZ203	<b>Business Law</b>	Gibson, A. (2023). Business law (12th ed.). Pearson.
BZ232	<b>Leadership in Organisations</b>	Northouse, P 2022, Leadership: Theory and practice, 9th edn, Sage, Thousand Oaks, CA.
BZ310	<b>Business Planning</b>	Butow, E. (2023). Write your business plan. Entrepreneur Media, LLC.
BZ312	<b>Auditing</b>	Gay, G, Simnett, R & Hofmann, S., 2023, ebook Auditing and assurance services in Australia, 8th edn, McGraw Hill, North Ryde, NSW.
BZ313	<b>Law Corporations</b>	Herzberg, A, Saunders, B, Robinson, C. Understanding company law (22nd ed.). Thomson Reuters. Corporations Act. (2001). (Cth). <a href="https://www.legislation.gov.au/Details/C2017C00328">https://www.legislation.gov.au/Details/C2017C00328</a> <b>OR</b> Harris, J.R., Finnane, E.T., Pieniazek, A., Petch, K., & Abadee, K. (2024). Corporations Legislation 2024 (23rd ed.). Law Book Co of Australasia.
BZ343	<b>Strategic Planning and Management</b>	Hooley, G, Piercy, NF, Nicoulaud, B & Rudd, J. (2020). Marketing strategy & competitive positioning (7th ed.). Pearson Education Limited.
BZ351	<b>Market Research and Analysis</b>	Winzar, H., Lowe, B., & Steve, D. (2020). Marketing Research (5th ed). Cengage.
BZ352	<b>Event Management</b>	Allen, J., Harris, R & Jago L (2021) Festival & Special Event Management Essentials (1st ed), Wiley.

**POSTGRADUATE COURSES**

UNIT		REQUIRED TEXTS
BZ510	Financial Management	Hancock, P., Robinson, P., & Bazley, M. (2020). Contemporary accounting: A strategic approach for users (10th ed.). Cengage Learning Australia.
BZ532	Human Resource Management	Nankervis, A., Baird, M., Coffey, J., & Shields, J. (2022). Human Resource Management: Strategy and practice (11th Asia-Pacific ed.). Cengage Learning.
BZ577	Business Planning	Birt, I. (2016). Writing your plan for small business success (6th ed.). Crows Nest, NSW: Allen & Unwin. ISBN 9781760293321  James, O. (2022). The Entrepreneurial Adventure: From Small Business to SME and Beyond (1st ed.). Business Expert Press.  <b>[eBook available through library with unlimited concurrent user licence]</b>
BZ679	Strategic Management	Hubbard, G., Rice, J., Galvin, P. (2018). – Strategic Management: Thinking, Analysis, Action (6th ed.). Pearson Australia.
BZ693	Capstone Project	Hisrich, R., Peters, M., & Shepherd, D. (2023). Entrepreneurship. (12th ed.). New York: McGraw Hill.