

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	Introduction to Marketing	Armstrong, G, Adam, S, Denize, S, Volkov, M & Kotler, P 2020, Principles of Marketing, 8th edn, Pearson Australia, Melbourne.
BZ104	Economics	Layton, A, Robinson, Tang, T, Dharmaratna, D & T, Tucker I. B. (2022). Economics for today: seventh Asia Pacific edition (7th ed.). Cengage Learning.
BZ202	Financial Management	Ross, S., Traylor, R., Hambusch, G., Koh, C., & Westerfield, R. (2019). Essentials of Corporate Finance (5th ed.). McGraw-Hill
BZ203	Business Law	Gibson, A. (2023). Business law (12th ed.). Pearson.
BZ232	Leadership in Organisations	Northouse, P 2022, Leadership: Theory and practice, 9th edn, Sage, Thousand Oaks, CA.
BZ310	Business Planning	Butow, E. (2023). Write your business plan. Entrepreneur Media, LLC.
BZ312	Auditing	Gay, G, Simnett, R & Hofmann, S., 2023, ebook Auditing and assurance services in Australia, 8th edn, McGraw Hill, North Ryde, NSW.
BZ313	Law Corporations	Herzberg, A, Saunders, B, Robinson, C. Understanding company law (22nd ed.). Thomson Reuters. Corporations Act. (2001). (Cth). https://www.legislation.gov.au/Details/C2017C00328 OR Harris, J.R., Finnane, E.T., Pieniasek, A., Petch, K., & Abadee, K. (2024). Corporations Legislation 2024 (23rd ed.). Law Book Co of Australasia.
BZ343	Strategic Planning and Management	Hooley, G, Piercy, NF, Nicoulaud, B & Rudd, J. (2020). Marketing strategy & competitive positioning (7th ed.). Pearson Education Limited.
BZ351	Market Research and Analysis	Winzar, H., Lowe, B., & Steve, D. (2020). Marketing Research (5th ed). Cengage.
BZ352	Event Management	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	The Staff of Entrepreneur Media & Butow, E. (2023). Write your business plan: Your step-by-step guide to building a thriving business (2nd ed.). Entrepreneur Press. Scarborough, N. M., & Cornwall, J. R. (2019). Essentials of entrepreneurship and small business management (9th ed.). Pearson.
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.