

School of Business Textbook List

Semester 3, 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
BZ255	Digital and Social Media Marketing	Chaffey, D & Ellis-Chadwick, F 2022, <i>Digital Marketing: Strategy, implementation and practice</i> , 8th edn, Pearson, Melbourne, VIC. ISBN 9781292400969
BZ310	Business Planning	Butow, E. (2023). <i>Write your business plan: Your step-by-step guide to building a thriving business</i> . Entrepreneur Media, LLC. ISBN 9781642011586 eBook available through CHC Library (unlimited users)

POSTGRADUATE COURSES

UNIT		REQUIRED TEXTS
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. ISBN 9781786436771
BZ540	Purpose Driven Business	Kaestner, H., Greear, J.D. & Ingram, C. (2021). <i>Faith Driven Entrepreneur: What it takes to step into your purpose and pursue your God-given call to create</i> . Tyndale. ISBN 9781496457233 eBook available through CHC Library (unlimited users)