

SCHOOL OF EDUCATION AND BUSINESS (BUSINESS UNITS) TEXT BOOK LIST - SEMESTER 2, 2019



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
BZ100 Introduction to Business and Management <i>(External)</i>	Nil. Additional reading will be supplied via the Moodle™ web page for this unit.
BZ103 Introduction to Marketing <i>(Internal/External)</i>	Armstrong, G, Adam, S, Denize, S, Volkov, M and Kotler, P. (2018). <i>Principles of Marketing 7e.</i> (7th ed.). Pearson Australia, Melbourne. ISBN 9781488611841
BZ104 Economics <i>(Internal/External)</i>	Layton, A., Robinson, T., & Tucker, I. B. (2016). <i>Economics for today: Fifth Asia-Pacific edition</i> (5th ed.). South Melbourne, VIC: Cengage Learning. ISBN 9780170347006
BZ106 Information Systems and Technology for Business <i>(Internal/External)</i>	Nil. Additional reading will be supplied via the Moodle™ web page for this unit.

BZ195	Undergraduate Independent Study I <i>(External)</i>	See relevant unit outline.
BZ202	Financial Management <i>(Internal/External)</i>	Ross, S. , Trayler, R., Bird, R., Westerfield, R., & Jordan (2014). <i>Essentials of corporate finance</i> . (3 rd Ed.) North Ryde, NSW: McGraw-Hill. ISBN 9780071013185 Or Ross, S. , Trayler, R., Bird, R., Westerfield, R., & Jordan (2017). <i>Essentials of corporate finance</i> . (4 th Ed.) North Ryde, NSW: McGraw-Hill. ISBN 9781743760956 Or Ebook version of either of these
BZ203	Business Law <i>(Internal/External)</i>	Gibson, A. (2018). <i>Business law</i> . (10th ed.). Melbourne, VIC: Pearson. ISBN 9781488611803
BZ232	Leadership in Organisations <i>(Internal/External)</i>	Northouse, P. (2018). <i>Leadership: Theory and practice</i> . (8th ed.). Thousand Oaks, CA: Sage. ISBN 9781544331942
BZ252	Marketing Communication <i>(Internal/External)</i>	Belch, G., Belch, M., Kerr, G., & Powell, I. (2014) <i>Advertising: An Integrated Marketing Communication Perspective</i> (3rd ed.), Sydney, NSW: McGraw-Hill. ISBN 9781743078655 or Ebook - ISBN 9781308218830
BZ295	Undergraduate Independent Study II <i>(External)</i>	See relevant unit outline.
BZ310	Business Planning <i>(Internal/External)</i>	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 <i>(Internal/External)</i>	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 <i>(Internal/External)</i>	Gay, G., & Simnett, R. (2018). <i>Auditing and assurance services in Australia</i> . (7th ed.). North Ryde, NSW: McGraw Hill. ISBN 9781760422035
BZ313	Law of Corporations <i>(Internal/External)</i>	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., Harris, J & Finnane, E. (2018). <i>Corporations Legislation 2019</i> . . Australia: Law Book Co of Australasia. ISBN: 9780455501321
BZ319	Accounting Internship/Project <i>(Internship)</i>	Nil. Additional reading will be supplied via the Moodle™ web page for this unit.
BZ333	Strategic Management and Planning <i>(Internal/External)</i>	Hooley, G., Piercy, N. F., & Nicoulaud, B. & Rudd, J., (2017). <i>Marketing strategy & competitive positioning</i> (6th ed.). Essex, UK: Pearson Education Limited. ISBN 9781292017310
BZ339	Management Internship/Project <i>(Internship)</i>	Nil. Additional reading will be supplied via the Moodle™ web page for this unit.
BZ352	Event Management <i>(Internal/External)</i>	Allen, T., O’Toole, W., Harris, R. & McDonnell, I. (2010). <i>Festival and special event management</i> . (5th ed.). Brisbane, Queensland: John Wiley & Sons Australia. ISBN 9781742164618

BZ353	Strategic Marketing <i>(Internal/External)</i>	Hooley, G., Piercy, N. F., Nicoulaud, B., & Rudd, J., (2017). <i>Marketing strategy & competitive positioning</i> (6th ed.). Essex, UK: Pearson Education Limited. ISBN 9781292017310
BZ359	Marketing Internship/Project <i>(Internship)</i>	Nil. Additional reading will be supplied via the Moodle™ web page for this unit.
BZ379	Business Administration Internship/Project <i>(Internship)</i>	Nil. Additional reading will be supplied via the Moodle™ web page for this unit.
BZ395	Undergraduate Independent Study III <i>(External)</i>	See relevant unit outline.
BZ510	Financial Management <i>(External)</i>	Hancock, P., Robinson, P., and Bazley, M. J. (2015). <i>Contemporary accounting a strategic approach for users</i> . (9th ed.). China: Cengage Learning. ISBN 9780170261999
BZ531	Economics for Managers <i>(External)</i>	Nil.
BZ532	Human Resource Management <i>(External)</i>	Nil.
BZ533	Corporate Governance <i>(External)</i>	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
BZ542	Leadership and Change <i>(External)</i>	Nil. Additional reading will be supplied via the Moodle™ web page for this unit.

BZ550	Marketing Management and Fundraising <i>(External)</i>	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 <i>(External)</i>	Nil.
BZ679	Strategic Management <i>(External)</i>	David, F. R. & David, F. R. (2017). <i>Strategic Management: A Competitive Advantage Approach, Concepts and Cases</i> . Global Edition (16th ed.) Harlow, England: Pearson Education Limited. ISBN 9781292148496
BZ690	Research Methods in Business <i>(External)</i>	Wilson, J., (2014). <i>Essentials of business research: A guide to doing your research project</i> . (2nd Revised ed.) London: Sage Publications. ISBN9781446257333(pbk)
BZ692	Business Research Project B <i>(External)</i>	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 <i>(External)</i>	Nil. Additional reading will be supplied via the Moodle™ web page for this unit.
BZ696	Research Project Design <i>(External)</i>	Wilson, J. (2014). <i>Essentials of business research: A guide to doing your research project</i> . (2nd Revised ed.). London: Sage Publications. ISBN9781446257333(pbk)
BZ697	Extended Research Project <i>(External)</i>	Wilson, J. (2014). <i>Essentials of business research: A guide to doing your research project</i> . (2nd Revised ed.) London: Sage Publications. ISBN9781446257333(pbk)