

SCHOOL OF EDUCATION, HUMANITIES, AND BUSINESS (BUSINESS UNITS) TEXT BOOK LIST - SEMESTER 2, 2017



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>(Internal/External)</i>	Wong, K. L., & Rae, S. B. (2011). <i>Business for the common good</i> . Downers Grove, IL: IVP Academic. ISBN 9780830828166(pbk)
BZ103 Introduction to Marketing <i>(Internal/External)</i>	Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2012). <i>Marketing</i> (9th ed.). Frenchs Forest, NSW : Pearson Education ISBN 9781442549425
BZ104 Economics <i>(Internal/External)</i>	Bajada, C. , Jackson, J., McIver, R., & Wilson, E. (2012). <i>Economic principles</i> (3rd ed.). North Ryde, NSW: McGraw-Hill. ISBN 9780070998520
BZ105 Information Systems for Business <i>(Internal/External)</i>	Stair, R., & Reynolds, G. (2018). <i>Fundamentals of information systems</i> (9th ed.). Boston, MA: Cengage Learning. ISBN9781337097536
BZ202 Financial Management <i>(Internal/External)</i>	Ross S., Traylor, R., Bird, R., Westerfield, R., & Jordan, B. (2014). <i>Essentials of corporate finance</i> (3rd ed.). North Ryde, NSW: McGraw-Hill. ISBN 9780071013185
BZ203 Business Law <i>(Internal/External)</i>	Gibson, A., & Fraser, D. (2016). <i>Business law</i> (9th ed.). Australia: Pearson. ISBN 9781486019274
BZ232 Leadership in Organisations <i>(Internal/External)</i>	Northouse, P. (2016). <i>Leadership: Theory and practice</i> (7th ed.). Thousand Oaks, CA: Sage. ISBN 9781506311166
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
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 or students may use the 5th edition of the text if unable to source the 6th edition.
BZ311 Tax Law and Practice <i>(Internal/External)</i>	Barkoczy, S., Rider, C., Baring, J., & Bellamy, N. (2016). <i>Australian tax casebook</i> (13th ed.). Sydney, NSW: CCH Australia Ltd. ISBN 9780190304447

		CCH Australia Limited. (2017). <i>Australian master tax guide 2017</i> (60th ed.). Sydney, Sydney, NSW: CCH Australia Ltd. ISBN 9780994621184
BZ312	Auditing <i>(Internal/External)</i>	Gay, G., & Simnett, R. (2017). <i>Auditing and assurance services in Australia</i> (6th revised ed.). North Ryde, NSW: McGraw Hill. ISBN 9781760420901
BZ313	Law of Corporations <i>(Internal/External)</i>	Lipton, P. & Herzberg, A. (2016). <i>Understanding company law</i> (18th ed.). Pyrmont, NSW: Thomson Reuters. ISBN 9780455236209 Baxt, R. & Finnane, E. (2017). <i>Corporations Legislation 2017</i> . Australia: Law Book Co of Australasia. ISBN 9780455500102
BZ319	Accounting Internship/Project <i>(Internship)</i>	Nil. Readings may be set by the Unit Coordinator.
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. Readings may be set by the Unit Coordinator.
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, QLD: John Wiley & Sons. 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. Readings may be set by the Unit Coordinator.
BZ379	Business Administration Internship/Project <i>(Internship)</i>	Readings may be set by the Unit Coordinator.
BZ500	Christian Thinking on Business <i>(External)</i>	Johnson, C. N. (2009). <i>Business as mission: A comprehensive guide to theory and practice</i> . Downers Grove, IL: Inter-Varsity Press. ISBN 9780830838653(pbk) Van Duzer, J. (2010). <i>Why business matters to God: And what still needs to be fixed</i> . Downers Grove, IL: Inter-Varsity Press. ISBN 9780830838882
BZ533	Corporate Governance <i>(External)</i>	Bartlett, D., & Campey P. (2008). <i>Community governance: A framework for building healthy Christian organisations</i> . Gosford, NSW: Resolve Consulting Group Pty Limited. ISBN 9780646460635 Williams, G. (2010). <i>CMA's essential standards of ministry governance: For Christian churches, schools and ministries</i> . North Tamborine, Qld: Christian Management Australia ISBN 9780980789607 Available for purchase for \$4.00 from website (https://www.cma.net.au/resources/itemdetail.php?ProductID=807) Required reading will be available on the Moodle™ web page for this unit.
BZ551	Communication and Media Management <i>(External)</i>	Johnston, J. (2013). <i>Media relations: Issues and strategies</i> (2nd ed.) Crows Nest, NSW: Allen & Unwin. ISBN9781742376448
BZ652	Project and Event Management	Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2010). <i>Festival and</i>

	<i>(External)</i>	<i>special event management</i> (5th ed.). Milton, QLD: John Wiley & Sons. ISBN 9781742164618
BZ679	Strategic Management <i>(External)</i>	David, F. R. (2017). <i>Strategic Management: A Competitive Advantage Approach, Concepts and Cases</i> (16th ed.). USA: Pearson Higher Ed. ISBN 9780134167848
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)
BZ691	Business Research Project A <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 ISBN 9781446257333(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)
CS115	Foundations of a Bible-based Christ-centred Worldview <i>(Internal/External)</i>	McClung, F. (2007). <i>The Father heart of God.</i> (Rev. ed.) Eastbourne, UK: Kingsway Publications. OR ISBN 1842913271 Nouwen, H. M. (1994). <i>The return of the prodigal son: A story of homecoming.</i> London, UK: Darton, Longman and Todd. OR ISBN 0385473079 Zacharias, R. (2010). <i>The Grand Weaver: How God shapes us through the events in our lives</i> Grand Rapids, MI: Zondervan ISBN 9780310324959
CS215	Contours for a Bible-based Christ-centered Worldview <i>(Internal/External)</i>	Fee, G. D., & Stuart, D. (2014). <i>How to read the Bible for all it's worth: A guide to understanding the Bible</i> (4th ed.). Grand Rapids, MI: Zondervan. ISBN 9780310517825 Sire, J. W. (2009). <i>The Universe next door: A basic worldview catalog</i> (5th ed.). Downers Grove, IL: Intervarsity Press. ISBN 9780830838509
CS315	Christianity and Worldviews <i>(Internal/External)</i>	Henderson, P. & Fox, J. (2008). <i>Silent Legacy: The unseen ways great thinkers have shaped our culture.</i> Auckland, NZ: Maxim Institute ISBN 9780958265294 Sire, J. W. (2010). <i>The universe next door: A basic worldview catalog</i> (5th ed.). Downers Grove, IL: Intervarsity Press. ISBN 9781844744206