

SCHOOL OF EDUCATION, HUMANITIES, AND BUSINESS (BUSINESS UNITS) TEXT BOOK LIST - SEMESTER 3, 2018



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

CHC suggests the following suppliers:

- [American Bookstore](#)
- [Amazon](#)
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- [Fishpond](#)
- [Booko](#)
- [Koorong](#)
- [Open Leaves](#)
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Prices may vary from supplier to supplier.

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
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
BZ319 Accounting Internship/Project <i>(Internship)</i>	Nil. Readings may be set by the Unit Coordinator.
BZ339 Management Internship/Project <i>(Internship)</i>	Nil. Readings may be set by the Unit Coordinator.
BZ359 Marketing Internship/Project <i>(Internship)</i>	Nil. Readings may be set by the Unit Coordinator.
BZ379 Business Administration Internship/Project <i>(Internship)</i>	Nil. Readings may be set by the Unit Coordinator.
BZ530 Leadership for Managers <i>(External)</i>	Nil.
BZ531 Economics for Managers <i>(External)</i>	Allen, W. B., Weigelt, K., Doherty, N. A., & Mansfield, E. (2013). <i>Managerial economics: Theory, applications, and cases</i> (8th ed.). New York: W. W. Norton & Company. ISBN 9780393912777 Claar, V. V., & Klay, R. J. (2007). <i>Economics in Christian perspective: Theory, policy and life choices</i> . Downers Grove, IL: InterVarsity Press. ISBN 9780830825974
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

	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)