

## Curtin Singapore Textbook List Trimester 3A 2017

Unit Code	Unit Name	Title	Author	Publisher	Edition/ Year	Call No.	ISBN
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### Bachelor of Arts (Mass Communication)

COMS2001	Asian Media in Transition	No Essential Textbook					
COMS2000	Consuming Culture	No Essential Textbook					
JOUR1001	Introduction to Broadcast	Australian Broadcast Journalism	Phillips, G., Lindgren, M., and Bishop, R.	Oxford University Press	3rd/ 2013	070.4 PHI	9780195578171
JOUR2005	Media Law	Media law in Australia : Principles, Pitfalls and Potentials	Fernandez, Joseph M	Black Swan Press	2013	343.94 FER	9780987567017

### Bachelor of Commerce

MKTG3005	Advertising Account Planning	Truth, Lies, and Advertising : the Art of Account Planning	Steel, J.	Wiley	c1998	659.1 STE	9780471189626
ADVT3000	Advertising Campaign Development	No Essential Textbook					
MGMT3016	Asian Management	Asian Business and Management : Theory, Practice and Perspectives	[Edited by] Hasegawa, H., Noronha, C.	Palgrave Macmillan	2nd / 2014	338.7 ASI	9780230367388
ACCT3000	Auditing	Auditing, Assurance and Ethics Handbook 2017 Australia : Incorporating All the Standards as at 1 December 2016	[Technical Editor] Kemp, S.	John Wiley and Sons	2017	657.45 AUD	9780730343028
ACCT3000	Auditing	Modern Auditing & Assurance Services	Leung P., Coram P., Cooper B., Richardson P.	John Wiley and Sons	6th / 2015	657.45 LEU	9781118615249
ACCT3000	Auditing	Business Communication : a Handbook for Accounting Students and Graduates	[Compiled by] Kerr, R.	Pearson	1st / 2017	658.45 KER	9781488618772
MKTG3000	Business Capstone	No Essential Textbook					
BLAW1004	Business Law	Understanding Business Law : Business Law 100	Graw S., et al.	LexisNexis Butterworths	3rd/2017	346.94 UND	9780409343861
MATH2014	Business Statistics	Business statistics	Morian, D.	Cengage Learning Australia	2nd / 2013	519.5 MOR	9780170248914
MGMT1001	Communication in Business	Communication Skills Handbook	Summers, J. & Smith, B.	John Wiley and Sons	4th / 2014	378.17 SUM	9781118646014
ACCT3004	Company Accounting	Financial Reporting	Loftus, J., et al	John Wiley & Sons	1st / 2015	657 LOF	9780730311119
ACCT3004	Company Accounting	Business Communication : a Handbook for Accounting Students and Graduates	[Compiled by] Kerr, R.	Pearson	1st / 2017	658.45 KER	9781488618772
BLAW2006	Company Law for Business	Company Law : Company Law for Business and BLW21 Company Law for Business	Pearce, P.	Curtin University	2017	346 CUR	5555025741344
MKTG2004	Consumer Behaviour	CB8 : Consumer Behavior : Student Edition 8	Babin, B. & Harris, E.	Cengage Learning	8th / 2018	658.83 BAB	9781305577244
FNCE3000	Corporate Finance	Principles of Corporate Finance	Brealey, R. A., Myers, S. C., & Allen, F.	McGraw-Hill Education	12th / 2017	658.15 BRE	9781259253331
MKTG2006	Digital Communication Management	No Essential Textbook					
MKTG1000	Discovering Marketing	MKTG 11 : Principles of Marketing	Lamb, C., Hair, J., & McDaniel, C.	Cengage Learning	11th / 2018	658.8 LAM	9781337116800
ECOM2000	Econometric Principles	Introductory Econometrics : a Modern Approach	Wooldridge, J. M.	Cengage Learning	6th / 2016	330.01 WOO	9781305270107

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ACCT2005	Financial Accounting	Financial Reporting	Loftus, J., et al	John Wiley & Sons	1st / 2015	657 LOF	9780730311119
ACCT2006	Financial reporting	Financial Reporting	Loftus, J., et al	John Wiley & Sons	1st / 2015	657 LOF	9780730311119
MGMT1000	Fundamentals of Management	No Essential Textbook					
MGMT2008	Human Resource Management Introduction	(E-book only) Human Resource Management	Stone, R.	John Wiley & Sons Australia, Ltd	9th /2017	E-book only	9780730337270
MKTG2000	Integrated Marketing Communications	Advertising : an Integrated Marketing Communication Perspective	Belch, G. E., Belch, M. A., Kerr, G., Powell, I.	McGraw-Hill Education	3rd/ 2014	659.1 BEL	9781743078655
MGMT3012	International Human Resource Management	International Human Resource Management	Dowling, P., Festing, M., Engle, A.D. Sr.	Cengage Learning	6th / 2013	658.3 DOW	9781408075746
MGMT3001	International Management	International Management : Managing Across Borders and Cultures : Text and Cases	Deresky, H.	Pearson	9th Global/2017	658 DER	9781292153537
MKTG2002	International Marketing	International Marketing: An Asia-Pacific Perspective	Fletcher, R. & Crawford, H.	Pearson	7th / 2014	658.84 FLE	9781488611162
MKTG3003	Internet Marketing	No Essential Textbook					
ACCT1000	Introduction to Accounting	Introduction to Accounting: Custom Publication for Curtin University	Soobratty, W. Curtin University	John Wiley and Sons	2016	657 INT	9780730329190
ISYS1000	Introduction to Business Information Systems	Management Information Systems	Gray, H., Dr., et al	John Wiley and Sons	1st Aus / 2015	658.4038 GRA	9781118646021
INVE3000	Introduction to Derivative Securities	Fundamentals of Futures and Options Markets	Hull, J. C.	Pearson	8th (Int) / 2014	332.64 HUL	9780133382853
FNCE2000	Introduction to Finance Principles	Fundamentals of Corporate Finance	Ross, S., et al.	McGraw-Hill	7th / 2017	658.15 ROS	9781743761830
FNCE3001	Introduction to Financial Instruments and Markets	Investments Principles of Portfolio and Equity Analysis	McMillan, M., et al	Wiley	c2011	332.6 MIC	9780470915806
FNCE3001	Introduction to Financial Instruments and Markets	Fixed Income Analysis	Petitt, B., Pinto, J., Pirie, W.	John Wiley & Sons	3rd/ 2015	332.63 FIX	9781118999493
FNCE2003	Introduction to Financial Statement Analysis	International Financial Statement Analysis	Robinson, T., Henry, E., Pirie, W., Broihahn, M.	John Wiley & Sons	3rd/ 2015	657.3 ROB	9781118999479
ECON1000	Introductory Economics	Introductory Economics : ECON1000	[Compiled by] Brennan, A. J.	Pearson	Custom/ 2015	330 BRE	9781488608650
ACCT2002	Management Accounting	Management Accounting: Information for Creating and Managing Value	Langfield-Smith, K., et al	McGraw-Hill Australia	7th/ 2015	658.15 LAN	9781743075906
ACCT2002	Management Accounting	Business Communication : a Handbook for Accounting Students and Graduates	[Compiled by] Kerr, R.	Pearson	1st / 2017	658.45 KER	9781488618772
ACCT3001	Management Control Systems	Management Accounting: Information for Creating and Managing Value	Langfield-Smith, K., et al	McGraw-Hill Australia	7th/ 2015	658.15 LAN	9781743075906
ACCT3001	Management Control Systems	Business Communication : a Handbook for Accounting Students and Graduates	[Compiled by] Kerr, R.	Pearson	1st / 2017	658.45 KER	9781488618772
MKTG2005	Marketing Research	No Essential Textbook					
ADVT2001	Media Planning	Media Planning in Action	Dix, S.	Cengage Learning	3rd/ 2013	659.1 DIX	9780170251785
MGMT2000	Organisational Behaviour	Organisational Behaviour : Emerging Knowledge, Global Insights	McShane, S., Olekalns, M., Newman, A., Travaglione, T.	McGraw-Hill Education	5th / 2016	302.35 MCS	9781743760451

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Unit Code	Unit Name	Title	Author	Publisher	Edition/ Year	Call No.	ISBN
HRMM3000	Performance and Conflict Management	Managing Performance Improvement	Tovey, M., Uren, M., Sheldon, N.	Pearson	3rd/ 2010	658.3 TOV	9781442515840
INVE3001	Portfolio Management	Principles of Investments	Bodie, Z., et al	McGraw-Hill Education	2013	332.6 BOD	9780071012386
ECOM2001	Quantitative Techniques for Business	No Essential Textbook					
MKTG3007	Retail Marketing and Distribution	Retail Management : a Strategic Approach	Berman, B., Evans, J.	Palgrave Macmillan	12th [Int.]/ 2013	658.87 BER	9780273768562
MKTG3006	Services Marketing	Services Marketing: An Asia-Pacific And Australian Perspective	Lovelock, C., Patterson, P., & Wirtz, J.	Pearson	6th / 2015	658.8 LOV	9781486002702
MKTG3002	Strategic Advertising	Strategic Advertising Management	Percy, L., Rosenbaum-Elliott, E.	Oxford University Press	5th / 2016	659.1 PER	9780198703655
MGMT3010	Strategic Management	Contemporary Strategic Management : an Australasian Perspective	Grant, R., Butler, B., Orr, S., & Murray, P.	John Wiley and Sons	2nd / 2014	658.4012 GRA	9781118362556
MKTG3004	Strategic Marketing	Strategic Marketing: Decision Making and Planning	Reed, P.	Cengage Learning	4th / 2015	658.8 REE	9780170241236
MGMT3017	Strategic Supply Chain and Logistics Management	No Essential Textbook					

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<b>Diploma of Arts and Creative Industries</b>							
APCOMSA	Academic and Professional Communications	Communications Toolkit	Grellier, J. & Goerke, V.	Cengage Learning	3rd/ 2014	378.17 GRE	9780170243612
ACS01S1	Academic Communication Skills	No Essential Textbook					
ARW01S1	Academic Research and Writing	No Essential Textbook					
ACC01S1	Accounting	Accounting 1	Doyle, A.	Curtin University	2014	657 DOY	-
MCCA102	Culture to Cultures	Intercultural Communication : an Advanced Resource Book for Students	Holliday, A., Hyde, M., Kullman, J.	Routledge	3rd/ 2017	303.48 HOL	9781138183636
DC1004	Design Computing	No Essential Textbook					
DIMA1100	Discovering Marketing	MKTG 10 : Principles of Marketing	Lamb, C., Hair, J., & McDaniel, C.	Cengage Learning	10th/ 2017	658.8 LAM	9781305631823
ECN01S1	Economics	Discovering Economics	Parry, G. & Kemp, S.	Tactic Publications	3rd/ 2014	330 PAR	9781875313006
MCCA104	Engaging Media	No Essential Textbook					
IMT01S1	Information and Media Technologies	Discovering Computers 2016 : Tools, Apps, Devices, and the Impact of Technology	Vermaat, M., et al.	Cengage Learning	2016	004 VER	9781305391857
INP1000	Introduction to Print	Curtin University Journalism Style Guide	NA	Curtin University of Technology	2014	070.4 CUR	8880002087535
INP1000	Introduction to Print	News as It Happens	Lamble, S.	Oxford University Press	3rd/ 2016	070.4 LAM	9780190303747
ISP1000	Introduction to Screen Practice	Producing Videos: A Complete Guide	Mollison, M.	Allen & Unwin	3rd/ 2010	791.45 MOL	9781742370569
MGT01S1	Management	Management : A Pacific Rim Focus	Bartol, K., et al.	McGraw-Hill	6th/ 2011	658.4 MAN	9780070284968
MKT01S1	Marketing	Marketing: A Practical Approach	Rix, P.	McGraw-Hill	7th/ 2011	658.8 RIX	9780070287006
WCOM101	Web Communications	No Essential Textbook					

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<b>Diploma of Commerce</b>							
ACS01S1	Academic Communication Skills	No Essential Textbook					
ARW01S1	Academic Research and Writing	No Essential Textbook					
ACC01S1	Accounting	Accounting 1	Doyle, A.	Curtin University	2014	657 DOY	-
BL1100	Business Law	First Principles of Business Law 2017 : Textbook and eStudy Modules	Lambiris, M. & Griffin, L.	Oxford University Press	10th/ 2017	346.94 LAM	9780190304485
CB2201	Consumer Behaviour	CB 7	Babin, B. & Harris, E.	Cengage Learning	7th/ 2016	658.83 BAB	9781305403222
DIMA1100	Discovering Marketing	MKTG 10 : Principles of Marketing	Lamb, C., Hair, J., & McDaniel, C.	Cengage Learning	10th/ 2017	658.8 LAM	9781305631823
ECN01S1	Economics	Discovering Economics	Parry, G. & Kemp, S.	Tactic Publications	3rd/ 2014	330 PAR	9781875313006
FACC1150	Financial Accounting	Applying International Financial Reporting Standards	Picker, R., et al	John Wiley and Sons	3rd/ 2013	657 APP	9780730302124
FUNM1100	Fundamentals of Management	Management Foundations : A Pacific Rim Focus	Bartol, K., et al.	McGraw-Hill	3rd/ 2011	658.4 MAN	9780070284944
IMT01S1	Information and Media Technologies	Discovering Computers 2016 : Tools, Apps, Devices, and the Impact of Technology	Vermaat, M., et al.	Cengage Learning	2016	004 VER	9781305391857
IM2250	International Marketing	International Marketing: An Asia-Pacific Perspective	Fletcher, R. & Crawford, H.	Pearson	6th/ 2014	658.84 FLE	9781442560833
IACC1100	Introduction to Accounting	Introduction to Accounting: Custom Publication for Curtin University	Soobratty, W. Curtin University	John Wiley Sons	2016	657 INT	9780730329190
IBIS1100	Introduction to Business Information Systems	Creating Business Value With IT	Aitken, A.	McGraw-Hill	2nd/ 2014	658.4038 CRE	9781308038582
IECO1100	Introductory Economics	Essentials of Economics	Hubbard, G., Garnett, A., Lewis, P. & O'Brien, T.	Pearson	3rd/ 2016	330 ESS	9781486022847
MECP2200	Macroeconomics Principles	Macroeconomics: Policy and Practice	Mishkin, F.	Pearson	2nd (Global)/ 2015	339 MIS	9781292019598
MGT01S1	Management	Management : A Pacific Rim Focus	Bartol, K., et al.	McGraw-Hill	6th/ 2011	658.4 MAN	9780070284968
MANA2201	Management Accounting	Managerial Accounting: Creating Value in a Dynamic Business Environment	Hilton, R., Cornell University, Platt, D., & University of Texas at Austin	McGraw-Hill	10th/ 2014	658.15 HIL	9780078025662
MKT01S1	Marketing	Marketing: A Practical Approach	Rix, P.	McGraw-Hill	7th/ 2011	658.8 RIX	9780070287006

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### Master of Business Administration (Global)

MGMT6058	Global Business Practice	No Essential Textbook					
MGMT5006	Global Leadership	(E-book only) Global Mindset and Cross-Cultural Behavior : Improving Leadership Effectiveness	den Dekker, W.	Palgrave Macmillan	2016		9781137509901
MGMT5006	Global Leadership	(E-book only) Successful Global Leadership : Frameworks for Cross-Cultural Managers and Organizations	Henson, Ramon.	Palgrave Macmillan	2016		9781137589897
MGMT6008	Intercultural Communication and Interaction in Global Business	Intercultural Business Communication	Chaney, L., Martin, J.	Pearson	6th / 2014	395.52 CHA	9780133382914

### Master of International Business

ORGM6000	Comparative Management	No Essential Textbook					
POLS6000	Corporate Governance	Corporate Governance : Principles, Policies, and Practices	Tricker, B.	Oxford University Press	3rd / 2015	658.4 TRI	9780198747468
IBUS6000	International Business Strategy Research	No Essential Textbook					
MKTG5002	International Marketing for Managers	Global Marketing	Keegan, W., Green, M.	Pearson	9th Global/ 2017	658.84 KEE	9781292150765

### Master of Supply Chain Management

MKTG5004	Business Research Methods	Research Methods for Business Students	Saunders, M., Lewis, P., Thornhill, A.	Pearson	7th / 2016	658.0072 SAU	9781292016627
ISYS6017	Information Systems Dissertation 1 (50 credits)	No Essential Textbook					
ACCT5013	Intermediate Financial Accounting	Horngrren's Financial Accounting	Nobles, Mattison, Matsumura, Best, Fraser, Tan, Willett	Pearson	8th / 2016	657 NOB	9781486021079
PROC6002	Strategic Procurement	No Essential Textbook					
MGMT6016	Strategic Supply Chain Management	No Essential Textbook					

### Master of Science (Project Management)

PRJM6005	Program and Portfolio Management	Strategic Management: An Integrated Approach	Hill, C., Jones, G., & Schilling, M.	Cengage Learning	12th/ 2017	658.4012 HIL	9781305502277
PRJM6010	Project and People	Organisational Behaviour	Robbins, S., Judge, T., Millett, B., & Boyle, M.	Pearson	7th/2014	302.35 ROB	9781442558786
PRJM6009	Project Management Integrated Project (50 credits)	No Essential Textbook					
PRJM6000	Project Management Overview	A Guide to the Project Management Body of Knowledge (PMBOK)	Project Management Institute	Project Management Institute	5th/ 2013	658.404 GUI	9781935589679
PRJM6006	Project Management Research 1	Research Methodology: A Step-by-Step Guide for Beginners	Kumar, R.	Los Angeles SAGE	3rd/ 2011	300.72 KUM	9781849203012
PRJM6008	Project Quality Management	A Guide to the Project Management Body of Knowledge (PMBOK)	Project Management Institute	Project Management Institute	5th/ 2013	658.404 GUI	9781935589679
PRJM6008	Project Quality Management	Total quality management and operational excellence : text with cases	John S. Oakland	Routledge	4th/2014	658.562 OAK	9780415635509
PRJM6003	Project Risk Management	(ONLINE) AS/NZS ISO 31000:2009	Standards Australia Limited		2009	Online	

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**Campus Bookshop Information**

**Block D, Student Central - Level 1**

**Campus Bookshop Opening Hours**

**6th Nov – 1st Dec 2017 (Week 1 to Week 4)**

Monday – Friday (8:30 am - 6:00 pm)

**4th, 6th and 8th Dec 2017 (Week 5)**

Monday, Wednesday and Friday (10:00 am - 6:00 pm)

Contact Person:

Gary Tang

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