

### MBA Textbook information for 1<sup>st</sup> Semester of Academic year 2022/2023

Course Code	Course Title	Course Instructor	Textbook			
			Title	Author	Publisher	ISBN
BECO7011	Economics for Business	Leona LI	Business Economics	Mankiw, Taylor, Ashwin	Cengage	9781473762770
			Microeconomics for MBAs <i>*Reference Textbook</i>	Richard B. McKenzie, Dwight R. Lee	Cambridge University Press	9781107139480
			Economic Principles for the Hospitality Industry <i>*Reference Textbook</i>	Ricardo Siu	Routledge	9781138090651
ISOM7012	Statistical Analysis and Applications	Patrick CHU	Statistics for Managers Using Microsoft EXCEL (ebook) (9th Global Edition)	David M. Levine, David F. Stephan, & Kathryn A. Szabat	PEARSON	eBook: 9781292338309
ACCT7018	Accounting for Decision Making	Philip LAW	Financial Accounting, International Financial Reporting Standards, 11th Global edition	Harrison, Horngren, Thomas, Suwardy	Pearson	9781292211145; E-book: 9781292211213
MKTG7010	Marketing Management	Clement CHOW	Marketing Management (15th edition, Global edition, 2019)	Philip Kotler and Kevin Lane Keller	Pearson	978-129-209262-1
ISOM7030	Service Operations	P. C. VONG	Service Management: Operations, Strategy, and Information Technology (9 <sup>th</sup> Edition)	James A. Fitzsimmons, /Mona J. Fitzsimmons/ Sanjeev K. Bordoloi	McGraw-Hill	
			Operations Management, 14th Ed. <i>(This textbook has an e-version for student to purchase if interested.)</i>  <i>*Reference Textbook</i>	William J. Stevenson	McGraw-Hill	978-1-260-71842-3

Textbooks can be purchased at the campus bookstore, Plaza Cultural Macau, Lda.

<b>Campus Bookstore</b>	<b>Tel No.</b>	<b>E-mail</b>	<b>Webpage</b>
<p><b>Plaza Cultural Macau, Lda.</b>, University of Macau – Southern wing of the Library (E2-G005) <b>Monday – Saturday: 10:30 – 19:00</b> <b>Closed on Sundays</b></p>	<p>(853) 2830 5613</p>	<p><a href="mailto:plaza@macau.ctm.net">plaza@macau.ctm.net</a></p>	<p><a href="http://www.pcmbook.com/">http://www.pcmbook.com/</a></p>