

**2016/17 sem 1 Textbook Information:**

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
MKTG711	International Hospitality Marketing Management	Strategic Market Management	David A. Aaker	Wiley (Oct 2013), 10 <sup>th</sup> edition	978-1-118-58286-2
MGMT712	Managing HR and Personnel Psychology in IR	Human Resource Management: A Concise Introduction	Edited by Ronan Carbery & Christine Cross.	Palgrave Macmillan (2013), 1st edition	9781137009395
HAGM736	Cross Cultural Gambling Psychology	No textbook is required			
HAGM710	International Integrated Resorts Management	To be confirmed			

**2016/17 term 2 Textbook Information:**

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
HAGM751	Research Methods	e-book (text book) Business Research Methods	Greener, S. (2008)	<a href="http://bookboon.com/">http://bookboon.com/</a>	N/A
		Reference e-book 1. SPSS: Stats Practically Short and Simple 2. Excel 2013 Core: Advanced	1. Tyrrell, S. (2009) 2. Fishel, S. (2013)	<a href="http://bookboon.com/">http://bookboon.com/</a>	N/A
HAGM734	Hotel Revenue Management	text book 1. An Introduction to Revenue Management for Hospitality Industry 2. Revenue Management for the Hospitality Industry	1. Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker 2. David K. Hayes, Alisha Miller	1. Prentice Hall (2008) 2. Wiley & Sun (2011)	1. 9780133004731 2. 9780470913185
HAGM732	Food and Beverage Management	text book Food and Beverage Management	Bernard Davis, Andrew John Lockwood, Peter Alcott, Ioannis Pantelidis (2012)	Routledge	9780080966700

**2016/17 term 3 Textbook Information:**

Course Code	Course Title	Textbook			
		Book Title	Author	Publisher	ISBN
HAGM740	Special Topics in IR – Advanced Multivariate Analytical Tools	Multivariate Data Analysis	Barry J. Babin, William C. Black, Joseph F. Hair & Rolph E. Anderson	Pearson (7th Edition)	978-0138132637
FINC713	Managerial Finance in IR	Fundamentals of Corporate Finance	Brealey, Myers, and Marcus	Mcgraw-hill 7th Edition, 2012	0078034647
HAGM731	Event and Entertainment Mgmt	Event Management: An Asian Perspective	Glenn McCartney	McGraw-Hill Education (Asia) 1st Edition (March 9, 2010)	0071272151
QMDS730	Service Operations	Service Management – Operations, Strategy, Information Technology  (7th or later edition; year 2011 or later)	James A. Fitzsimmons & Mona J. Fitzsimmons	McGraw Hill	978-007-128927-6
MGMT737	Global Business	No text book required			
		Reference text:  Global Business Today ( <i>any recent edition</i> )	Charles W.L. Hill	McGraw Hill	978-0078112621