

MBA Textbook information for 2nd Semester of Academic year 2023/2024

Course Code	Course Title	Course Instructor	Textbook			
			Title	Author	Publisher	ISBN
FINC7011	Managerial Finance	Prof. Alex ZHOU	Corporate Finance, 12th Edition	Stephen Ross, Randolph Westerfield, Jeffrey Jaffe	McGrawHill	9781259918940
			Applied Corporate Finance, 4th Edition <i>(Reference textbook)</i>	Aswath Damodaran	Wiley	978-1-118-80893-1
ISOM7013	Information Management and Digital Innovation	Prof. Patrick LEE	Information Systems: A Manager's Guide to Harnessing Technology (9.0)	John Gallaughar	Flatworld	978-1-4533-3803-2
			Management Information System: Managing the Digital Firm, 17th Global Edition. <i>(Reference textbook)</i>	Kenneth Laudon and Jane Laudon	Pearson	978-1-292-40328-1
			Core Concepts of Accounting Information Systems, 14th Edition <i>(Reference textbook)</i>	Mark Simkin, Jacob Rose, and Carolyn Norman	Wiley	978-1-119-37366-7
MGMT7010	Organizational Behavior	Prof. Lucy LIN	Organizational Behavior	Robbins, S. P., & Judge, T. A.	Pearson Prentice Hall	9780136879619
MGMT7013	Entrepreneurship	Prof. Liwen ZHANG	Entrepreneurship: Successfully Launching New Ventures, Updated Global Edition, 6th edition	Barringer, B. R.	Pearson	978-1292402826 (ISBN-13) 1292402822 (ISBN-10)
MGMT7014	Business Consultancy	Prof. Grace HO	The McKinsey Mind: Understanding	Rasiel, E. M. and	McGraw-Hill	

	Methods		and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm.	Friga, P. N.	Education.	
			Management Consulting: A Guide to the Profession. (Available in ProQuest Ebook Central, http://ebookcentral.proquest.com/lib/umac/detail.action?docID=529940)	Kubr, M.	International Labour Office.	
			The Basic Principles of Effective Consulting. (Available in ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/umac/detail.action?docID=5675688)	Stroh, Linda K.	Taylor & Francis Group.	
			The Pyramid Principle: Logic in Writing and Thinking. <i>(Reference textbook)</i>	Barbara Minto	Prentice Hall Financial Times.	
			Management Consulting Toolkit <i>(Reference textbook)</i>		Slidebooks Consulting.	
MKTG7033	Marketing Analytics	Dr. Adele Li	Applied Marketing Analytics Using R	Gokhan Yildirim, Raoul V. Kübler	Sage	978-1-5297-6872-5 (pbk) 978-1-5297-6873-2
			Marketing Analytics: Data-Driven Techniques with Microsoft Excel	Wayne L. Winston	John Wiley	978-1-118-37343-9 978-1-118-43935-7 (ebk) 978-1-118-41730-0 (ebk)

			<i>(Reference textbook)</i>			
			An Introduction to Statistical Learning: with Applications in R <i>(Reference textbook)</i>	Gareth James, Daniela Witten, Trevor Hastie, Robert Tibshirani	Springer	ASIN: B09BHG37HZ
MGMT7037	Global Business	Prof. Clement CHOW	Global Business Today (12th edition, 2022) <i>(Reference Textbook)</i>	Charles W.L. Hill	McGraw Hill	978-126-610314-8
MKGT7030	Consumer Behavior	Prof. Fangyuan CHEN	AE Consumer Behavior	by Wayne D. Hoyer Deborah J. MacInnis Rik Pieters	Cengage Learning; 8th edition (2024)	978-9815160611 e-book: 978-0357990346 CONSUMER BEHAVIOR
MKTG7032	Advances in Marketing Studies	Prof. Joseph SY-CHANGCO	No textbook required			

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

Name of Bookstore	Telephone No.	Location (at UM Campus)	Plaza Cultural Macau online bookstore
Macau Cultural Plaza	(853) 6301 2972	Southern wing of the library (E2 – G005) 圖書館南翼 E2 – G005 室	https://pcmbooks.shoppoint.mo/