

MBA Textbook information for 1st Semester of Academic year 2024/2025

Course Code	Course Title	Course Instructor	Textbook			
			Title	Author	Publisher	ISBN
BECO7011	Economics for Business	Ricardo SIU	Business Economics, 3 rd Edition	Gregory Mankiw, Mark Taylor, and Andrew Ashwin	Cengage	
			Economics (Global Edition), 13 th Edition <i>*Reference Textbook</i>	Michael Parkin	Pearson	
			Managerial Economics and Business Strategy, 9 th Edition <i>*Reference Textbook</i>	Michael Baye and Jeffrey Prince	McGraw-Hill Irwin	
			Economic Principles for the Hospitality Industry, 1 st Edition <i>*Reference Textbook</i>	Ricardo C.S. Siu	Routledge	
ISOM7012	Statistical Analysis and Applications	Patrick CHU	Statistics for Managers Using Microsoft EXCEL (9th Edition)	David M. Levine, David F. Stephan, & Kathryn A. Szabat	PEARSON	eText: 9781292338309, 129233830X
ACCT7018	Accounting for Decision Making	Philip LAW	Financial Accounting, International Financial Reporting Standards, 12 th edition	Harrison, Horngren, Thomas, Suwardy	Pearson	978-129-241290-0 E-textbook: 978-129-241287-0
MKTG7010	Marketing Management	Clement CHOW	Marketing Management (15 th edition, Global edition, 2019)	Philip Kotler and Kevin Lane Keller	Pearson	978-129-209262-1
MGMT7012	Ethics and Leadership in Organizations	Feng BAI	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/