

MSc in Business Analytics Textbook List (1st Semester, AY2024/2025)

Course Code	Course Title	Name of instructor	Textbook Information				
			Textbook Title	Author	Publisher	ISBN	Remarks
ISOM7015	Fundamental of Business Analytics	Hongchuan SHEN	Foundational Python for Data Science	K. Behrman	Addison-Wesley, Pearson, 2022	9780136624356	Reference Textbook
ISOM7016	Statistics for Business Analytics	Yi DING	Mathematical Statistics and Data Analysis (3rd ed.).	John A. Rice	Belmont, CA : Brooks/Cole Cengage Learning	9780534399429	Textbook
ISOM7021	Business Modeling and Decision Analysis	P.C. VONG	Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Business Analytics , 8th Edition	Cliff T. Ragsdale	Cengage Learning	9781305947412	eBook available
FINC7054	Introduction to Modern Financial Technology	Jacky LIN	Financial Service Technology Process, Architecture, and Solutions (2 nd Edition)	Randall E. Duran	Cengage	9789814780865	Reference Textbook

Textbooks can be purchased at the Plaza Cultural Macau, Lda. via:

1. E2-G005 (Monday to Saturday: 10:30 to 19:00)
2. <http://www.pcmbook.com>