

MBA Textbook information for 2nd Semester of Academic year 2024/2025

Course Code	Course Title	Course Instructor	Textbook			
			Title	Author	Publisher	ISBN
FINC7011	Managerial Finance	Prof. Alex ZHOU	Fundamentals of Corporate Finance	Jonathan Berk, Peter DeMarzo and Jarrad Harford	Pearson	978-1292437156
			Corporate Finance, 12th Edition <i>(Optional Textbook)</i>	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 (Version 10.0, 2024)	JOHN GALLAUGHER	BOSTON, MA: FLATWORLD	ISBN (DIGITAL): 978-1-4533-4121-6 https://catalog.flatworldknowledge.com/catalog/editions/information-systems-a-managers-guide-to-harnessing-technology-10-0
			MANAGEMENT INFORMATION SYSTEM: MANAGING THE DIGITAL FIRM, 17TH GLOBAL EDITION 2021 <i>(Reference Textbook)</i>	KENNETH LAUDON AND JANE LAUDON	PEARSON	

MGMT7010	Organizational Behavior	Prof. Lucy LIN	No textbook required			
MGMT7012	Ethics and Leadership in Organizations	Prof. Feng BAI	No textbook required			
MGMT7013	Entrepreneurship	Prof. Liwen ZHANG	Entrepreneurship: Successfully Launching New Ventures, Updated Global Edition, 6th edition (2021) <i>(Recommended Textbook)</i>	Barringer, B. R.	Pearson	
MGMT7014	Business Consultancy Methods	Prof. Grace HO	The McKinsey Mind: Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm	Rasiel, E. M. and Friga, P. N.	McGraw-Hill Education	
			Management Consulting: A Guide to the Profession	Kubr, M. (Ed.)	International Labour Office	Available in ProQuest Ebook Central, http://ebookcentral.proquest.com/lib/umac/detail.action?docID=529940
			The Basic Principles of Effective Consulting	Stroh, Linda K.	Taylor & Francis Group	Available in ProQuest Ebook Central, https://ebookcentral.proquest.com/lib/umac/detail.action?docID=5675688

			The Pyramid Principle: Logic in Writing and Thinking <i>(Reference Textbook)</i>	Barbara Minto	Prentice Hall Financial Times	
MKTG7033	Marketing Analytics	Prof. Kao SI	No textbook required			
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. Esther LIU	Consumer Behavior (8th Edition)	Wayne Hoyer, Deborah MacInnis, and Rik Pieters	South-Western : CENGAGE Learning	9780357721292
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/