

MBA Textbook information for 1st Semester of Academic year 2025/2026

For students of 2024 intake:

Course Code	Course Title	Course Instructor	Textbook			
			Title	Author	Publisher	ISBN
MGMT7011	Strategic Management	Prof. Iris YUAN	Contemporary Strategy Analysis, 12 th Edition	Robert M. Grant	John Wiley & Sons Inc	978-1-394-25156-8
MGMT7012	Ethics and Leadership in Organizations	Prof. Feng BAI	No textbook required			
MGMT7032	Human Resources Management	Prof. Siew Huat KONG	No textbook required			
BAGC7011	Research Methods	Prof. Nanqin LIU, Prof. Zhiya ZUO	No textbook required			
ISOM7030	Service Operations	Prof. Yifan JIAO	Service Management: Operations, Strategy, and Information Technology (10 th Edition)	Sanjeev Bordoloi, James Fitzsimmons and Mona Fitzsimmons	McGraw-Hill	ISBN10: 1264098359 ISBN13: 9781264098354
MKTG7033	Marketing Analytics	Prof. Kao SI	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/