

## MBA Textbook information for 1<sup>st</sup> Semester of Academic year 2025/2026

Course Code	Course Title	Course Instructor	Textbook			
			Title	Author	Publisher	ISBN
<b>BECO7011</b>	<b>Economics for Business</b>	<b>Prof. Leona LI</b>	Business Economics, 3 <sup>rd</sup> Edition	Gregory Mankiw, Mark Taylor, and Andrew Ashwin	Cengage	978-1473762770
			Microeconomics for MBAs: The Economic Way of Thinking for Managers, 3rd Edition <i>*Reference Textbook</i>	Richard B. McKenzie and Dwight R. Lee	Cambridge University Press	978-0521191470
			Managerial Economics and Business Strategy <i>*Reference Textbook</i>	Michael Baye and Jeffrey Prince	McGraw-Hill Irwin	9781260940541
			Economic Principles for the Hospitality Industry <i>*Reference Textbook</i>	Ricardo C.S. Siu	Routledge	9781138090651
<b>ISOM7012</b>	<b>Statistical Analysis and Applications</b>	<b>Prof. Patrick CHU</b>	Statistics for Managers Using Microsoft Excel, Global Edition, 9th Edition	David M. Levine; David F. Stephan; Kathryn A. Szabat	PEARSON	eText: 9781292338309, 129233830X
<b>ACCT7018</b>	<b>Accounting for Decision Making</b>	<b>Prof. Philip LAW</b>	Financial Accounting: International Financial Reporting Standards (12th Edition Global Edition)	Thomas, Tietz, Suwardy, Koh, Harrison JR, Horngren	Pearson	978-129-241290-0
<b>MKTG7010</b>	<b>Marketing Management</b>	<b>Prof. Elaine YAN</b>	Marketing Management (16th edition, Global edition)	Philip Kotler	Pearson Education	Print Book ISBN: 9781292404813 Vital Source eBook ISBN: 9781292405117
<b>MGMT7012</b>	<b>Ethics and Leadership in Organizations</b>	<b>Prof. Feng BAI</b>	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	<a href="https://pcmbbooks.shoppoint.mo/">https://pcmbbooks.shoppoint.mo/</a>