

MBA Textbook information for 2nd Semester of Academic year 2025/2026

Course Code	Course Title	Course Instructor	Textbook				
			Title	Author	Publisher	ISBN	
FINC7011	Managerial Finance	Dr. Jiaqing ZENG	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	John Gallaugher	FlatWorld	979-8-88794-799-0	
			Management Information System: Managing the Digital Firm <i>(Reference Textbook)</i>	Kenneth Laudon and Jane Laudon	Pearson	ISBN 10: 1-292-40328-4 ISBN 13: 978-1-292-40328-1	
MGMT7010	Organizational Behavior	Prof. Lucy LIN	No textbook required				

MGMT7013	Entrepreneurship	Prof. Liwen ZHANG	Entrepreneurship: The Art, Science, and Process for Success. (1st edition, 2024)	Bamford, C. E., & Bruton, G. D	McGrawHill	ISBN10: 1266551530 ISBN13: 9781266551536
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
			Harvard Business School case: Should LTTS Charge Forward in India? (7924-HTM-ENG)			
			Harvard Business School case: Growing Luxury Healing at ORA (7922-HTM-ENG)			

			The Pyramid Principle: Logic in Writing and Thinking <i>(Reference Textbook)</i>	Barbara Minto	Prentice Hall Financial Times	
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
MKTG7030	Consumer Behavior	Prof. Esther LIU	Consumer Behavior (8th Edition)	Wayne Hoyer, Deborah MacInnis, and Rik Pieters	South-Western : CENGAGE Learning	9780357721292
			Consumer Behavior: Buying, Having, and Being. 14th edition (2024)	Solomon, Michael R. and Cristel Antonia Russell	Pearson	
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/