

The University of Wollongong
 Bachelor of Commerce
 Trimester 3, 2011 Booklist (29Aug11-31Dec11)

Subject Code	Subject Title	Textbook Title	Price (SG)	Availability at bookstore
Bridging	Corporate Accounting	Frank Wood & Alan Sangster (2008) Frank Wood's Business Accounting 2 (11th ed) Financial Times Prentice Hall	\$67.00	Available in store
Bridging	Management	Robbins, S.P., DeCenzo, D.A. and Coulter, M. (2011). Fundamentals of Management: Essential Concepts and Applications (7th ed.) Upper Saddle River, New Jersey: Pearson.	\$50.50	Available in store
Bridging	Marketing	To be advised by the lecturer		
ACCY111	Accounting Fundamentals in Society	Hoggett Accounting Fundamentals In Society: Publication for The University of Wollongong WILEY 2010 ISBN: 9780730301349	\$53.00	TBA
COMM101	Principles of Responsible Commerce	Shaw, Barry and Sansbury Moral Issues in Business (First Asia-Pacific Edition) CENGAGE (2009) ISBN: 9780170135764	\$63.00	TBA
ECON101	Macroeconomic Essentials for Business	McTaggart, D., C. Findlay and M. Parkin (2010) Macroeconomics, 6th Edition Pearson Australia ISBN: 9781442506749 (pbk)	\$49.00	Available in store
ECON240	Financial Modelling	HGL Hill, R. C., Griffiths, W.E. and Lim, G. C. (2008) Principles of Econometrics (third edition) with Eviews John Wiley, New York ISBN: 978-0471-72360-8	\$100 plus	Available in store
FIN223	Investment Analysis	Jones & Shamsuddin Investment Analysis & Management John Wiley ISBN 9780470810033	\$56.50	Available in store
FIN226	Financial Markets and Institutions	Valentine et al Financial Markets & Institutions in Australia Pearson ISBN: 978 144 251 6014	\$49.00	Available in store
MARK205	Introductory Marketing Research	Aaker, D.A., Kumar, V. , Day, G.S., Lawley, M., & Stewart, D. (2007) Marketing Research: The Pacific Rim Edition. Wiley: New York ISBN: 9780470810705	\$51.50	Available in store

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MARK270	Services Marketing	Lovelock, C.H., Patterson, P.G. and Walker, R.H. (2007). Services Marketing: An Asia- Pacific and Australian Perspective 5th Ed Pearsons-Prentice Hall: Frenchs Forest, Australia ISBN: 9781442517011	\$61.00	Available in store
MARK333	Marketing Communications and Advertising	BELCH & KERR & POWELL Advertising & Promotion: An Integrated Approach Australian Edition McGraw Hill ISBN: 0074717669	\$51.50	TBA
MGMT110	Introduction to Management	Schermerhorn et al Management 4th Asia Pacific Edn with E book & Communication Skills Handbook WILEY PUBLISHER ISBN: 9780730302698	\$96.00	Available in store
MGMT200	Management and Electronic Business	Turban, E., Lee, J. K., King D., Liang T. P. and Turban D. (2010) Electronic Commerce 2010: A Managerial Perspective, 6th ed. Pearson Education ISBN-10: 0136100368, ISBN-13: 9780136100362	\$52.50	Available in store
MGMT220	Organisational Analysis	L. Bolman and T. Deal (2008) Reframing Organizations: Artistry, Choice, and Leadership, 4th edition. San Francisco, Jossey-Bass, John Wiley ISBN 9780787987992	\$43.50	Available in store
MGMT257	Principles of Supply Chain Management	Wisner Tan & Leong Principles of Supply Chain Management: A Balanced Approach Cengage ISBN: 053847548X AISE ISBN: 9781111532642	\$52.50	TBA
MGMT311	Management of Change	Palmer, I Dunford, R & Akin, G. 2009, Managing Organizational Change: A Multiple Perspectives Approach, 2nd Edn McGraw Hill Irwin, New York. ISBN13: 9780073404998 ISBN10: 0073404993	\$37.50	TBA
MGMT328	Logistics Management	Murphy & Wood Contemporary Logistics, International Edition, Tenth Edition Pearson ISBN: 0132479036	\$66.50	TBA
PRMM202	Public Relations Strategy	Wilcox, DL and Cameron, GT (2012) Public Relations Strategies and Tactics, International Edition, 10th Edn. Pearson ISBN-13 978-0-205-09916-0	\$61.00	Available in store

Popular Bookstore Details

Contact Number: 6514 6532
 Operating Hours: Monday – Friday, 9.30am-7.30pm
 Saturday, 9.30am-2pm
 Venue: Block C, Level 1 (access via Block B Porch)