

## BUSINESS BOOKLIST SEMESTER 1, 2010

**IMPORTANT NOTES :**

Price are subject to change without prior notice due to frequent increase in publisher's price.

Please contact bookshop 085-443920/443923 for further enquiries.

INDEX	UNIT	TEXTBOOK	PRICE (RM)
<b>ACCOUNTING</b>			
10989	Accounting (Auditing) 300	Status : <b>ESSENTIAL</b> Title : <b>Modern Auditing &amp; Assurance Services in Australia</b> Edition : <b>4th Edition</b> Author : <b>Gay &amp; Simnett</b> Publisher : <b>Mc Graw-Hill</b> ISBN No : <b>9780070286740</b>	<b>165.00 (NEW TEXT)</b>
		Status : <b>ESSENTIAL</b> Title : <b>Auditing &amp; Assurance Handbook, ICAA</b> Edition : <b>2010</b> Author : <b>-</b> Publisher : <b>John Wiley &amp; Sons</b> ISBN No : <b>174267136 / 9781742167138</b>	<b>Available Soon</b>
309875	Accounting (Decision Analysis) 308	Status : <b>ESSENTIAL</b> Title : <b>Accounting (Decision Analysis) 308</b> Edition : <b>2009</b> Author : <b>White G</b> Publisher : <b>Prentice Hall</b> ISBN No : <b>9781442511989</b>	<b>Available Soon</b>
305229	Accounting (Financial) 260	Status : <b>ESSENTIAL</b> Title : <b>Applying International Financial Reporting Standards</b> Edition : <b>2ND EDITION</b> Author : <b>ALFREDSON, LEO, PICKER, LOFTERS, CLARKS, WISE</b> Publisher : <b>John Wiley &amp; Sons</b> ISBN No : <b>0-470-819677 / 9780470819678</b>	<b>180.00 (NEW ARRIVAL)</b>
305228	Accounting (Financial) 250	Status : <b>ESSENTIAL</b> Title : <b>Applying International Financial Reporting Standards</b> Edition : <b>2ND EDITION</b> Author : <b>ALFREDSON, LEO, PICKER, LOFTERS, CLARKS, WISE</b> Publisher : <b>John Wiley &amp; Sons</b> ISBN No : <b>0-470-819677 / 9780470819678</b>	<b>180.00 (NEW ARRIVAL)</b>
		Status : <b>RECOMMENDED</b> Title : <b>Accounting</b> Edition : <b>7th Edition</b> Author : <b>Hogget J etal</b> Publisher : <b>John Wiley &amp; Sons</b> ISBN No : <b>9780470816752</b>	<b>OUT OF STOCK</b>
10804	Accounting (System) 204	Status : <b>ESSENTIAL</b> Title : <b>Accounting Information Systems</b> Edition : <b>11th EDITION / REV</b> Author : <b>Romney M &amp; Steinbart</b> Publisher : <b>Prentice Hall</b> ISBN No : <b>0-13-601518-2</b>	<b>118.00</b>
		Status : <b>ESSENTIAL</b> Title : <b>Accounting Made Easy with Quickbooks 2008/2009</b> Edition : <b>8TH EDITION</b> Author : <b>PABST &amp; PERRIN</b> Publisher : <b>Cengage Learning</b> ISBN No : <b>0170182665 / 9780170182669</b>	<b>Available Soon</b>

11013	Accounting (Managerial) 101	Status : ESSENTIAL Title : Managerial Accounting Edition : 8th EDITION/REV Author : Hilton R Publisher : Mc Graw-Hill ISBN No : 0-07-352692-4	118.00
10987	Accounting 100	Status : ESSENTIAL Title : Accounting 7th ed + Accounting in Practice 2010 Edition : 7th Ed / 2010 Author : Hogget & Hutchings G Publisher : John Wiley & Sons ISBN No : 1742168329 / 9781742168326	Available Soon
		Status : ESSENTIAL Title : Accounting Edition : 7th Edition Author : Hogget J etal Publisher : John Wiley & Sons ISBN No : 9780470816752	OUT OF STOCK
306362	Accounting (Quantitative Methods) 516	Status : ESSENTIAL Title : Australian Business Statistics Edition : 4th Edition Author : Selvanathan etal Publisher : Thomson Learning ISBN No : 01701220840 / 9780170122849	OUT OF STOCK
11014	Accounting (Managerial Control) 301/201	Status : ESSENTIAL Title : Managerial Accounting Edition : 8th EDITION/REV Author : Hilton R Publisher : Mc Graw-Hill ISBN No : 0-07-352692-4	118.00
11941	Accounting (Managerial)530	Status : ESSENTIAL Title : Managerial Accounting Edition : 8th EDITION/REV Author : Hilton R Publisher : Mc Graw-Hill ISBN No : 0-07-352692-4	118.00
<b>BUSINESS LAW</b>			
11010	Law (Contract) 101	Status : ESSENTIAL Title : Law Contract 101/513 Study Guide Edition : 2008 Author : Bowyer K BS1746 Publisher : Curtin Publication ISBN No : 8880002033150	OUT OF STOCK
		Status : ESSENTIAL Title : Understanding Contract Law Edition : 7th Edition Author : Khoury D & Yamouni Y Publisher : Buttler ISBN No : 0-409-32317-9	OUT OF STOCK
10841	Law (Business Organisation) 222	Status : ESSENTIAL Title : Australian Corporate Law Edition : 2nd Edition Author : Adams M Publisher : Butterworth LexixNexis ISBN No : 0409326585 / 9780409326581	325.00 (NEW TEXT)
11011	Business Law 100	Status : ESSENTIAL Title : First Principles of Business Law Interactive Tutorials + CD+SB Edition : 2010 Author : Lambiris M Publisher : CCH 39071A ISBN No : 1921593458 / 9781921593451	Available Soon

	BUSINESS LAW 100	Status : ESSENTIAL Title : First Principles of Business Law CD2010 Edition : 2010 Author : Lambiris M Publisher : CCH 39071A ISBN No : 1921593466 / 9781921593468	Available Soon
10959	Law (Finance) 254	Status : ESSENTIAL Title : Understanding Company Law Edition : 15TH EDITION Author : Lipton & Herberg Publisher : LAW BOOKS ISBN No : 978045522714	Available Soon
312349	Fundamentals of Business and Corporations Law 565	Status : RECOMMENDED Title : An Intro To The Law Contract Edition : 6th Edition Author : - Publisher : - ISBN No : -	Available Soon
<b>INFORMATION SYSTEM</b>			
10993	Business Statistics 201	Status : ESSENTIAL Title : Business Statistics Edition : 2007 Author : Morien D Publisher : Thomson Learning ISBN No : 0-17-013147-5	OUT OF STOCK
10830	Business Information Systems 100	Status : ESSENTIAL Title : Creating Business Value with IT (Custom Publication) Edition : 2009 Author : Aitken A Publisher : Mc Graw-Hill ISBN No : 0-07-028511X / 9780070285118	297.00 (NEW TEXT)
310410	System Analysis & Design 251	Status : ESSENTIAL Title : Systems Analysis & Design In A Changing World Edition : 5th Edition Author : Stazinger J Publisher : Cengage ISBN No : 0-142390228-9	160.00
310663	Business Technology 200	Status : NO TEXT REQUIRED FOR THIS UNIT	-
310445	Business Software Tools 200	Status : ESSENTIAL Title : New Perspectives on MS Excel 2007 Comprehensive + New Perspectives on MS Access 2007 (Shrinkwrapped) Edition : 2007 Author : Parsons Et al Publisher : Thomson Learning ISBN No : 1-42832861-0	454.00
310421	Business Systems management 300	Status : NO TEXT REQUIRED FOR THIS UNIT	-
<b>ECONOMICS &amp; FINANCE</b>			
8931	Economic (Market) 203	Status : ESSENTIAL Title : Microeconomics Edition : 7th Edition Author : Pindycks & Rubenfeld Publisher : Pearson Education ISBN No : 0-13-713335-9	131.00
		Status : ESSENTIAL Title : Microeconomics Study Guide Edition : 7th Edition Author : Hamilton & Suslow Publisher : Pearson Education ISBN No : 0-13-208024-9 / 97802132080248	132.00
		Status : ESSENTIAL	

11001	Macroeconomics 200	Title : <u>Macroeconomics</u> Edition : 2009 Author : Hubbard, Garnett, O'brien Publisher : Prentice Hall ISBN No : 9780733986444	Available Soon
10815	Economics (Techniques) 201	Status : ESSENTIAL Title : Business Statistics Edition : 2007 Author : Morien D Publisher : Thomson Learning ISBN No : 0-17-013147-5	OUT OF STOCK
310606	Finance (Quantitative Techniques) 203	Status : ESSENTIAL Title : Essential Mathematics for Economics & Business Edition : 3rd Edition Author : Bradley & Patton Publisher : John Wiley & Sons ISBN No : 0470018569 / 9780470018569	188.00
1234	Economics 100	Status : ESSENTIAL Title : <u>Microeconomics &amp; MyconLab Access</u> Edition : 1st Edition Author : Hubbard etal Publisher : Pearson Education ISBN No : 0733986439 / 9780733986437	OUT OF STOCK
9754	Finance (International) 302	Status : ESSENTIAL Title : Multinational Business Finance Edition : Australian Edition Author : David Eitemen, Kevin Daly, Subhrendu Rath, Athur Stonehill etal Publisher : Pearson Education ISBN No : 0-7339-8084-8 / 9780733980848	148.00
2807	Finance (Managerial) 212	Status : ESSENTIAL Title : Fundamentals of Financial Management Edition : 12th Edition Author : Brigham & Houston Publisher : Cengage Learning, Australia ISBN No : 9780324824124	610.00
2806	Finance (Introductory) 201	Status : ESSENTIAL Title : Corporate Financial Management Edition : 2nd Edition Author : Carlos Correia, Peter Mayal, Barry O'Grady and Johney Pang Publisher : Skystone Investment Ptd Ltd ISBN No : 0-9751581-1-2	240.00
300956	Finance (Analysis) 206	Status : ESSENTIAL Title : Principles Of Finance with Excel Edition : 1st Edition / 2006 Author : Beninga Simon Publisher : Oxford University Press ISBN No : 9780195301520-2	OUT OF STOCK
9753	Finance (Portfolio Management) 301	Status : ESSENTIAL Title : Investments 8TH Edition : 8th EDITION/IE Author : Bodie & Kane Publisher : Mc Graw Hill/Irwin ISBN No : 0-07-726145-3 / 9780077261450	118.00
11038	Finance (Corporate) 307	Status : ESSENTIAL Title : Principle of Corporate Finance Edition : 9th Edition Author : Brealey Publisher : Mc Graw-Hill ISBN No : 0-07-126675-5 / 9780071263276	136.00

12607	Finance (Principles) 215	Status : ESSENTIAL Title : Fundamentals of Corporate Finance & Myfinlab Acckit Edition : 2009 Author : Berk etal Publisher : Prentice Hall ISBN No : 0-321-55854-5 / 9780321558541	OUT OF STOCK
10820	Finance (Derivative Securities) 312	Status : ESSENTIAL Title : Fundamentals of Future & Options Edition : 6th Edition/ISE + Solutions Study Author : Hull J Publisher : Pearson Education ISBN No : 0-13-1354183 / 9780131354180	120.00
8553	Banking Practice and Management 301	Status : ESSENTIAL Title : Management of Financial Institutions Edition : 2nd Edition/2004 Author : Hogan W, Avram KJ, Brown C, Ralston D, Skully M Hempel Publisher : John Wiley & Sons ISBN No : 0-47080353-0 / 9780470803530	175.00
11039	International Trade and Banking 305	Status : ESSENTIAL Title : International Bank Management Edition : 2007 Author : Dileep Mehta and Hung-Gay Fung Publisher : Blackwell Publishing ISBN No : 9781405111287	169.00
11040	Bank Lending 306	Status : Recommended Title : Management of Financial Institutions Edition : 2nd Edition/2004 Author : Hogan W, Avram KJ, Brown C, Ralston D, Skully M Hempel Publisher : John Wiley & Sons ISBN No : 0-47080353-0 / 9780470803530	175.00
<b>MANAGEMENT</b>			
311353	Communication in Business 100	Status : NO TEXT REQUIRED FOR THIS UNIT	-
12602	Contemporary Issues in Tourism Management	Status : NO TEXT REQUIRED FOR THIS UNIT	-
10835	International Management 375	Status : ESSENTIAL Title : International Management Managing Across Borders Edition : 6th Edition Author : Deresky H Publisher : Pearson Education ISBN No : 0-13-614326-1	144.00
12953	Entrepreneurship 300	Status : ESSENTIAL Title : Entrepreneurship: Theory Process Practical Edition : 2ND EDITION, 2010 Author : H, FD KURAKTO Publisher : CENGAGE LEARNING ISBN No : 9780170181570	113.00 (NEW TEXT)
304440	Environmental Issues in Business 201	Status : ESSENTIAL Title : The Business With The Environment A different Reader Edition : 2010 Author : Brueckner M Publisher : Cengage Learning Melbourne ISBN No : 0170188221 / 9780170188227	Available Soon
4436	Human Resource Management (Introduction) 200	Status : ESSENTIAL Title : Managing Human Resources Edition : 2nd Edition Author : Stoner R Publisher : John Wiley & Sons ISBN No : 0-470-81963-4	158.00

10848	Management 100	Status : ESSENTIAL Title : Fundamentals of Management Edition : 3rd Edition Pasific Rim Edition Author : Samson & Daft Publisher : Thomson Learning ISBN No : 0-17013673-6	OUT OF STOCK
10852	Organizational Behaviour 200	Status : ESSENTIAL Title : Organizational Behaviour On the Pasific Rim + Ebook Access Edition : 3rd Edition Author : McShane S & Travalione Publisher : Mc Graw-Hill ISBN No : 9780070140271	340.00 (NEW EDITION)
11712	Small Business Planning 200 (formerly Small Business 200)	Status : ESSENTIAL Title : Entrepreneurship & Small Business Management Edition : 2nd Edition/Pacific Rim Edition Author : Schaper M & Volery T Publisher : John Wiley & Sons ISBN No : 0470810823 / 9780470810828	104.00
3522	Strategic Management 313	Status : ESSENTIAL Title : Strategic Management : Competitiveness and Globalisation Edition : 3rd Edition Author : Hanson Dowling, Hitt Ireland Hoskisson Publisher : Thomson Learning ISBN No : 0170133869 / 9780170133869	140.00
12602	Tourism Management (Strategic Directions) 310	Status : ESSENTIAL Title : Tourism Planning & Policy Edition : 2007 Author : Dredge D & Jenkins J Publisher : Milton:John Wiley & Sons ISBN No : 0-470-80776-8 / 9780470807767	145.00
13595	Sustainable Tourism Management 200	Status : ESSENTIAL Title : Tourism : Principles and Practice Edition : 4th Edition / 2008 Author : Cooper C, J Fletcher, A.Fyall, D. Gilbert & S. Wanhill Publisher : Prentice Hall/Financial Times ISBN No : 1-40-820009-0 / 9781408200094	190.00
11018	Managing Change 300	Status : ESSENTIAL Title : Managing Organisational Change Edition : 2nd Edition Australian Version Author : Graetz Etal Publisher : John Wiley & Sons ISBN No : 0470807040 / 9780470807040	130.00
13594	Event Management 304	Status : ESSENTIAL Title : Event Studies Theory Research & Policy For Planned Events Edition : - Author : Getz D Publisher : Butterwoth Heinemann ISBN No : 0750669594 / 9780750669597	155.00
304421	Management of Innovation 301	Status : ESSENTIAL Title : Innovation Management New Product CP Edition : 4th Edition /REV Author : Trott Publisher : Pearson Education ISBN No : 0273713159 / 9780273713159	163.00

<b>MARKETING</b>			
9764	Consumer Behaviour 201	Status : ESSENTIAL Title : Consumer Behaviour Edition : 10th Edition Author : Blackwell R etal Publisher : South Western Publishing ISBN No : 0-324-27197-2	97.00
12613	International Marketing 250	Status : ESSENTIAL Title : International Marketing An Asia Pasific Perspective Edition : 4th Edition Author : Fletcher R & Brown L Publisher : Prentice Hall ISBN No : 0-7339-9237-4	Available Soon
10850	Marketing 100	Status : ESSENTIAL Title : Principles of Marketing + Mymarketinglab Access Edition : 4TH EDITION Author : Kotler Etal Publisher : Prentice Hall ISBN No : 9781442500419	105.00
12593	Marketing (Professional Practice) 300	Status : ESSENTIALS Title : Strategic Marketing For Non-Profit Organisations Edition : 7TH EDIITON Author : Andreasen A and Kotler P Publisher : Prentice Hall ISBN No : 013234554 / 978013235545	98.00
4375	Marketing of Services 311	Status : ESSENTIAL Title : Services Marketing Edition : First Asia Pasific Edition Author : Fisk Publisher : Prentice Hall ISBN No : 9780470809693	140.00
9807	Marketing Reseach 200	Status : ESSENTIAL Title : Marketing Research Edition : Asia Pasific Edition / 1st Edition Author : Zikmund Etal Publisher : Thomson Learning ISBN No : 0-17-012734-6 / 9780170127349	140.00
3900	Strategic Marketing 310	Status : ESSENTIAL Title : Marketing Planning & Strategic Edition : 7th Edition Author : Jain S Publisher : Thomson Learning ISBN No : 0-7593-3871-X	185.00
1866	Retail Marketing & Distribution 311	Status : ESSENTIAL Title : Retail Management A Strategic Approach Edition : 11th EDITION Author : Berman B & Evens J Publisher : Pearson Education ISBN No : 0132465507 / 97801323465502	105.00
10851	Public Relations (Media) 250	Status : ESSENTIAL Title : Media Relations Issues & Strategies Edition : 2007 Author : Johnston J Publisher : Allen & Unwind ISBN No : 174114681x / 9781741146813	168.00
10855	Public Relations (International) 340	Status : ESSENTIAL Title : International & Intercultural Public Relations: A Campaign Case Approach Edition : 2006 Author : Parkinson & Ekachai Publisher : Alwin & Bacon ISBN No : 0-205-37520-0 / 9780205375202	OUT OF STOCK

12997	Public Relations (Corporate) 360	Status : NO TEXT REQUIRED FOR THIS UNIT	-
3993	Public Relations (Professional Practise) 393	Status : ESSENTIAL Title : Public Relations Edition : - Author : James M Publisher : Career FAQ's ISBN No : 9781921106361	124.00
<b>BUSINESS CAPSTONE</b>			
12034	Business Capstone 301	Status : Title : Business Capstone Access Codes Edition : Author : Publisher : ISBN No :	RM220.00