

**Curtin Singapore**  
**Bachelor of Commerce Booklist**  
**Trimester 2A 2010**

Unit No.	Unit Name	Title	Selling Price w/ GST
10989	Accounting (Auditing) 300	Auditing and assurance services in Australia, 4th ed. / <i>Gay, Grant and Simnett, Roger</i> / McGraw /	\$91.00
10989	Accounting (Auditing) 300	ICCA auditing and assurance handbook 2010/ Wiley, 2010 /	\$87.00
309875	Accounting (Decision Analysis) 308	Accounting (Decision Analysis) 308 / Pearson/Prentice Hall, 2009 /	*Firm Sale
305228	Accounting (Financial) 250	Applying International Financial Reporting Standards, 2nd ed. / <i>Alfredson, K, Leo, K, Picker, R, Pacter, P, Radford, J &amp; Wise, V</i> / John Wiley, 2009	\$64.00
305229	Accounting (Financial) 260	Applying international financial reporting standards, 2nd ed. / <i>Alfredson, K., Leo, K, Picker, R., Pacter, P., Radford, J. and Wise, V.</i> / John Wiley, 2009	\$64.00
11013	Accounting (Managerial) 201	Managerial accounting, 8th ed., Int'l ed. / <i>Hilton, R. W.</i> / McGraw-Hill, 2009	\$63.00
10987	Accounting 100	Accounting in practice 2010/ <i>Hutchings, G</i> / John Wiley & Sons, 2010	\$39.00
10987	Accounting 100	Accounting in Australia, 7th ed. / <i>Hoggett, J, Edwards, L, &amp; Medlin, J</i> /John Wiley, 2009	\$65.00
12989	Advertising (Media Planning) 250	Media planning in action / <i>Dix, Steve</i> / Cengage Australia, 2010	\$58.00
12632	Advertising (Principles) 211	Advertising principles and practice, 8th ed. / <i>Moriarty, S. &amp; Mitchell, N. &amp; Wells, W.</i> / Prentice Hall, 2008	\$60.00
12634	Advertising (Strategic) 310	Integrated marketing communications, 2nd Pacific Rim ed./ <i>Chitty, W. &amp; Barker, N. &amp; Shimp, T.A.</i> / Cengage, 2008	\$54.00
10830	Business Information Systems 100	Creating business value with IT / McGraw, 2009 /	*Firm Sale
11011	Business Law 100	First principles of business law interactive tutorials and source book + CD-ROM, 2010 / <i>Lambiris, M.</i> / CCH, 2010	*Firm Sale
10993	Business Statistics 201	Business statistics / <i>Morien, D.</i> / Thomson Learning, 2007	\$58.00
311353	Communication in Business 100	No textbook title	
9764	Consumer Behaviour 201	Consumer behaviour, 10th ed. / <i>Blackwell, Miniard &amp; Engel</i> / Thomson Learning, 2006	\$56.00
1234	Economics 100	Microeconomics / <i>Hubbard, R. &amp; Garnett, A. &amp; Lewis, P. &amp; O'Brien, A.</i> / Pearson, 2009	\$59.00
12953	Entrepreneurship 300	Entrepreneurship : theory, process and practice, 2nd Asia Pacific edition / <i>Frederick, H. H. &amp; Kurakto, D. F. &amp; Hodgetts, R. M.</i> / Cengage Learning, 2010	\$71.00
304440	Environmental Issues in Business 201	Business with the environment : a different reader, The / <i>Brueckner, Martin</i> / Cengage, 2010	\$64.00
300956	Finance (Analysis) 206	Principles of finance with Excel / <i>Benninga, Simon</i> / Oxford Univ Press, 2006	*Firm Sale
11038	Finance (Corporate) 307	Principles of corporate finance, 10th ed. / <i>Brealey, A. Richard. and Myers, C. Steward &amp; Allen, Franklin</i> / McGraw Hill, 2011	*Firm Sale
10820	Finance (Derivative Securities) 312	Fundamentals of futures and options markets + accompanying student solution manual, 6th ed. / <i>Hull, John</i> / Prentice Hall, 2007	\$88/set
2806	Finance (Introductory) 201	Corporate financial management, 2nd ed. / <i>Correia, C &amp; Mayall, P. &amp; O'Grady, B. &amp; Pang, J.</i> / Skystone Investments, 2005	*Firm Sale
2807	Finance (Managerial) 212	Fundamentals of financial management, 12th ed. / <i>Brigham, Eugene, Houston, Joel</i> / South-Western, 2009	*Firm Sale
9753	Finance (Portfolio Management) 301	Investments, 8th ed. / <i>Bodie,Z. &amp; Kane, A. &amp; Marcus, A. J.</i> / McGraw-Hill	\$63.00
12607	Finance (Principles) 215	Fundamentals of corporate finance + MyFinanceLab access code / <i>Berk, Jonathan &amp; Demarzo, Peter &amp; Harford, Jarrad</i> / Pearson, 2009	\$52.00
310606	Finance (Quantitative Techniques) 203	Business statistics / <i>Morien, D.</i> / Thomson Learning, 2007	\$58.00
4436	HRM (Introduction) 200	Managing human resources, 3rd ed. / <i>Stone, R. J.</i> / John Wiley, 2010	\$64.00
4438	HRM (Learning and Development) 212	Employee training and development : for Australian and New Zealand / <i>Noe, R. A. &amp; Winkler</i> / McGraw-Hill Irwin	*Firm Sale
4439	HRM (Remuneration and Rewards) 301	No textbook title	
4437	HRM (Selecting and Promoting Staff) 311	Recruitment and selection : a framework for success / <i>Cooper, D. &amp; Robertson, T. &amp; Tinline, G.</i> / Thomson, 2003	\$33.00
11016	Integrated Marketing Communications 202	Advertising and promotion : an integrated marketing communications perspective, 8th ed. / <i>Belch and Belch</i> / 2009	\$63.00
12613	International Marketing 250	International marketing : an Asia-Pacific perspective, 4th ed. / <i>Fletcher, R. and Brown, L.</i> / Pearson/ Prentice-Hall, 2008	\$82.00
11039	International Trade and Banking 305	International bank management / <i>Mehta, Dileep &amp; Fung, Hung-Gay</i> / Blackwell, 2007	\$57.00
12981	Internet Marketing 350	E-marketing, 5th ed. / <i>Strauss, J. &amp; Frost, R.</i> / Pearson, 2009	\$51.00
11001	Macroeconomics 200	Macroeconomics / <i>Hubbard, R. &amp; Garnett, A &amp; Lewis, P. &amp; O'Brien, A.</i> / Prentice Hall, 2009	\$54.00
9792	Macroeconomics 300	Macroeconomics, 3rd Australasian ed. / <i>Blanchard, O. &amp; Sheen, J.</i> / Pearson, 2009	\$70.00
10848	Management 100	Fundamentals of management, 3rd Asia Pacific ed / <i>Samson, D. &amp; Daft, R. L.</i> / Cengage, 2009	\$53.00
11018	Managing Change 300	Managing change, 5th ed. / <i>Burnes, B.</i> / Pearson Education, 2009	\$68.00

Unit No.	Unit Name	Title	Selling Price w/ GST
10850	Marketing 100	Principles of marketing, 4th ed. / <i>Kotler, Adam, Denize and Armstrong</i> / Pearson Australia, 2008	\$70.00
4375	Marketing of Services 311	Essentials of service marketing / <i>Lovelock, C. &amp; Wirtz, J. &amp; Chew, P.</i> / Prentice Hall, 2009	\$44.00
12593	Marketing (Professional Practice) 300	Strategic marketing for non profit organisations, 7th ed. / <i>Andreasen, A. R. &amp; Kotler, P.</i> / Pearson, 2008	\$60.00
9807	Marketing Research 200	Marketing research, Asia Pacific 1st ed. / <i>Zikmund, William, &amp; Ward, Steven &amp; Lowe, Ben &amp; Winzar, Hume</i> / Thomson Learning, 2007	\$60.00
10852	Organisational Behaviour 200	Organisational behaviour : on the Pacific Rim, 3rd ed./ <i>McShane, S. &amp; Travaglione, T.</i> / McGraw-Hill Irwin, 2010	\$90.00
3992	Public Relations (Consultancy) 300	Strategic public relations : a practical guide to success, 5th ed. / <i>Harrison, K.</i> / Century, 2008	*Firm Sale
12597	Public Relations (Corporate) 360	No textbook title	
10855	Public Relations (Principles) 201	Public relations : theory and practice, 3rd ed. / <i>Johnston, J. &amp; Zawawi, C.</i> / Allen & Unwin, 2009	*Firm Sale
3993	Public Relations (Professional Practice) 393	Get that job! 3rd ed. / <i>Hornby, M.</i> / Harlow, England: Pearson Education, 2005	\$43.00
10854	Public Relations (Techniques) 220	Public relations writing and media techniques, 6th ed. / <i>Wilcox, D. L.</i> / Longman, 2009	\$54.00
10856	Quantitative Modelling 201	Introduction to management science + CD, 10th ed. / <i>Taylor, B. W.</i> / Prentice Hall, 2007	\$63.00
1866	Retail Marketing and Distribution 311	Retail management : a strategic approach, 11th ed. / <i>Berman, B. and Evans, J.R.</i> / Prentice-Hall, 2010	\$61.00
3822	Sales Management 230	Sales management building customer relationships and partnerships / <i>Hair, J. F. &amp; Anderson, R. A. &amp; Mehta, R. &amp; Babin, B. J.</i> / Houghton Mifflin, 2009	\$58.00
3522	Strategic Management 313	Strategic management : competitiveness and globalisation, 3rd Pacific Rim ed. / <i>Hansin, D. Dowling, P. &amp; Hlitt, M. A. &amp; Ireland, R. D. &amp; Hoskisson, R. E.</i> / Thomson, 2008	\$61.00
3900	Strategic Marketing 310	Marketing planning strategy, 8th ed. / <i>Jain, S.</i> / Thomson Learning, 2009	\$64.00
310741	Strategic Procurement 302	Strategic supply management creating the next source of competitive advantage / <i>Trent, Robert J.</i> / J. Ross Pub./Cengage	\$77.00
10847	Strategic Supply Chain and Logistics Management 302	Supply chain management : from vision to implementation / <i>Fawcett, S.E., Ellram, L.M and Ogden, J.A.</i> / Pearson/Prentice-Hall, 2007	\$55.00
11041	Taxation 331	Curtin Taxpak 2010 / CCH, 2010	*Firm Sale

\* Firm Sale Books have to be Pre-Ordered from Curtin Bookshop on Bentley campus in Australia. If students wish to purchase these titles please refer to the Textbook Pre-Order Form for further details.

#### **Bookshop Operating Hours**

##### **Monday - Friday**

2 Aug - 20 Aug 2010

##### **Opening Hours**

8.30am - 3pm, 5pm - 9pm (closed during 3-5pm)

##### **Saturday**

7-Aug-10

8.45am -12 noon

#### **Location of Bookshop**

Blk C, Level 1

#### **Payment Mode**

By cash only

**\*Curtin Singapore only carry limited stock of textbook and sales is while stock last.**

**\*Students may also order books directly themselves online from**

◊ Curtin University Bookshop at <http://www.bookshop.curtin.edu.au/>

◊ Books & More at <http://www.booksandmore.sg/curtin>