

**MASTER OF BUSINESS ADMINISTRATION (MBA)
READING LIST**

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MBA 5111: Management Theory and Practice

Course level: year one, semester two

Charles W. L. Hill, Gareth R. Jones, Melissa A. Schilling, (2014) Strategic Management: Theory & Cases: An Integrated Approach 11th Edition

G. A. Cole, Phil Kelly, (2011) Management Theory and Practice, International Thomson Business Press; 7 edition

John Hayes (2014) The Theory and Practice of Change Management: Palgrave Macmillan; 4 edition

John Sheldrake (2002) Management Theory: Cengage Learning EMEA; 2 edition

Ivancevich, James Gibson, Robert Konopaske (2011) organizations: Behavior, Structure, Processes: McGraw-Hill Education; 14 edition

Jones, Gareth R.; George, Jennifer M (2011) Contemporary Management. McGraw-Hill, Boston.

Greenberg, Jerald (2010): Managing Behavior in Organizations, Pearson.

Robbins, Stephen P.; Coulter, Mary (2013): Management. Prentice Hall, 12th Edition.

Kanter, Rosabeth Moss (2009) What would Peter say? Harvard Business Review,

Wheelen, Thomas; Hunger, J. David (2012): Concepts in Strategic Management and Business Policy. Toward Global Sustainability; Pearson

MBA 5112: Financial & Management Accounting

Course level: year one, semester two

Jerry J. Weygandt and Donald E. Kieso, (2013) Financial Accounting

John Wild and Ken Shaw, (2012) Financial and Managerial Accounting: Information for Decisions

Steven Bragg (2016) Accounting for Managers: A Business Decision Guide (2nd Edition)

Jerry J. Weygandt and Paul D. Kimmel, (2011) Financial and Managerial Accounting

Eric Noreen and Peter Brewer (2013) Managerial Accounting for Managers

Atrill, P. and McLaney, E (2008) Accounting & Finance for Non-Specialists, Prentice Hall, London.

Dyson, J. R. (2007) Accounting for Non-Accounting Students (7th Edn), Prentice Hall, London.

Frank Wood and Sangster Alan (2007) Business Accounting 1, Pitman Publishing, London.

Porter, G.A. and Norton, C.L. (2005) Using Financial Accounting Information: The Alternative to Debits and Credits.

Pandey, I.M. (2007) Management Accounting: a Planning & Control Approach, India.

C. Drury (2004) Management and Cost Accounting, Thomson Learning, U.K.

S. K. Nkundabanyanga (2010) Financial Accounting (Practical Approach), Kampala, Uganda.

MBA 5113: Managerial Marketing

Course level: year one, semester two

H. J. Kuhlmeijer (2013) Managerial Marketing: Springer

Philip Kotler, Kevin Lane Keller (2015) Marketing Management Pearson; 15th edition

Perreault, Jr., William and Joseph Cannon (2013) Basic Marketing: a Marketing Strategy Planning Approach

Philip Kotler and Hermawan Kartajaya (2010) Marketing 3.0: From Products to Customers to the Human Spirit

Anthony Lewis (2016) Marketing: Grow Your Business FAST - Online Marketing, Marketing Strategy & Networking (Network Marketing, Copywriting, Wordpress, Blogging, Direct Marketing, Adwords, MLM) (Volume 1)

Basington P, & Pettitt .S. (2000) Principles of Marketing 2nd Edition *financial times, Prentice Hall*

Jobber. D, (2007) *principles and practice of marketing*, 4th ed., McGraw hill,

Berkshire Adcock, D. (2001) *marketing, principles and practice* 4th Edition, financial times, prentice Hall.

Harrell, D (2002) *marketing, connecting with customers*, 2nd ed. Pearson edu. New Jersey.

Peter, J., Donnelly JH jr. (2007) *marketing management and Knowledge skills*, 4th ed., Irwin, INC

Internet sources: journals and reports recommended

MBA 5114: Business Research Methods

Course level: year one, semester one

Bickman, L. & Rog, D.J. (Eds.) (2009). *The Sage Handbook of Applied Social Research Methods*. 2nd Ed. Thousand Oaks: Sage.

Bryman, Alan & Bell, Emma (2011). *Business Research Methods* (3rd edition), Oxford University Press

Creswell, J. W. (2014). *Research design: Qualitative, quantitative and mixed methods approaches* (4th edition), Thousand Oaks, CA: Sage.

Creswell, J. W. (2013). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. 4th ed. Thousand Oaks, CA: Sage.

Huff, A.S. (1999). *Writing for Scholarly Publication*. Thousand Oaks, CA: Sage.

Myers, Michael D. (2013). *Qualitative Research in Business & Management* (2nd edition), Sage.

Neuman, W.L. (2008). Social research methods: Qualitative and quantitative approaches, Pearson Education.

Schutt, R. K. (2012). Investigating the Social World: The Process and Practice of Research (7th edition), Los Angeles: Sage.

MBA 5115: Managerial Economics

Course level: year one, semester one

Michael Baye and Jeff Prince, (2013) Managerial Economics & Business Strategy: Mcgraw-Hill; 7th ed,

Luke M. Froeb and Brian T. McCann, (2015) Managerial Economics, Mcgraw-Hill

Paul Keat and Philip K Young (2013) Managerial Economics (7th Edition)

Christopher Thomas and S. Charles Maurice, (2012) Managerial Economics: Foundations of Business Analysis and Strategy (The Mcgraw-Hill Economics Series)

Luke M. Froeb and Brian T. McCann (2015) Managerial Economics

W. Bruce Allen and Keith Weigelt 2012) Managerial Economics: Theory, Applications, and Cases (Eighth Edition)

Christopher Thomas and S. Charles Maurice (2015) Managerial Economics (The Mcgraw-Hill Economics Series)

You can also visit our e-resource base for current economics publications

MBA 5121: Corporate Governance

Course Level: Year One, Semester Two

R. I. (Bob) Tricker (2015) Corporate Governance: Principles, Policies, and Practices, OUP Oxford; 3 edition

Christine Mallin (2015) Corporate Governance: OUP Oxford; 5 edition

Jill Solomon (2013) Corporate Governance: 4th edition, John Wiley & Sons

Robert A.G. and Nell Minow (2011) Corporate Governance by Monks, New York: John Wiley & Sons, 2011, 5th edition.

Kenneth Kim, John R. Nofsinger, Derek J Mohr (2010) The Theory of Corporate Finance, Princeton University Press

Bebchuk and Weisbach (2010), The State of Corporate Governance Research, 2010 Review of Financial Studies

Larker and Tayan (2011), Seven Myths of Corporate Governance

Klaus Gugler (2001) Corporate Governance and Economic Performance: University of Vienna, Published: by University Press.

Joseph A. McCahery, Tilburg University, Piet Moeland
(2002) Corporate Governance Regimes - Convergence and Diversity.

Jonathan Maccy, (2008) Corporate Governance: Promises kept, promises broken. Publishers, University presses of California, Columbia and Princeton.

Marc Goergen (2012) International Corporate Governance; by Prentice Hall

Alessio Paces (2012) Rethinking Corporate Governance: The Law and Economics of Control Powers.

Eilis Ferran, Niamb Moloney (2012) The Regulatory Aftermath of the Global Financial Crisis: London School of Economics and Political Science, Published.

Lecture notes, assignments, cases and other useful information will be posted on the LMS platform.

MBA 5122: Accounting for Strategic decision making and control

Course Level: Year one, semester two

Text Books

Zimmerman, J.L. (2013) Accounting for Decision Making & Control (8th Ed), Prentice Hall, London.

CTI Reviews (2016) Managerial Accounting for Strategic Decision Making: Cram101; 1 edition (kindle)

Merle Hopkins & Margarita Lenk (2010) Financial Accounting for Strategic Decision-Making: John Wiley & Sons

Collis, D.J. (2005), Strategy-Harvard Business Essentials, Harvard Business Press, Boston.

Drury, C. (2004) Management and Cost Accounting (6th Ed), Thomson Learning, UK.

Otley D et al, (1990) Accounting for Management Control, 2nd edition, Thomson Learning, 1990.

Zahirul, H. (2006) Strategic Management Accounting (2nd Ed): Concepts, Processes and Issues, Spiro Press, London.

Ashton, D., Trevor, H. and Scapens, R.W. (1995) (Eds.) Issues in Management Accounting, Prentice Hall, London

Kaplan, R.S and Atkinson, A.A. (1998) Advanced Management Accounting, Prentice-Hall International, UK

Journals

Management Accounting Quarterly

Journal of Accounting & Organizational Change

Auditing, Accounting & Accountability (AAA) Journal

Management Accounting (CIMA)

Management Accounting Research

Australian Journal of Business and Management Research

MBA 5123: Strategic Planning and Decision Making

Course Level: Year One, Semester Two

Kristian J. Sund, Robert J. Galavan and Anne Sigismund Huff (2016) Uncertainty and Strategic Decision Making (New Horizons in Managerial and Organizational Cognition): Emerald Group Publishing Limited

Nicolas A. Valcik (2016) Strategic Planning and Decision-Making for Public and Non-Profit Organizations: Routledge

Dr C Gopinath, Julie Siciliano (2013) Strategize!: Experiential Exercises in Strategic Management: South Western Educational Publishing, 4th edition

Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman Charles E. Bamford (2014) Strategic Management and Business Policy: Globalization, Innovation and Sustainability: Pearson 14th Edition

Charles W L Hill & Gareth R Jones, (2001), Strategic Management - An Integrated Approach, 5th Edition, Houghton Mifflin

Craig Fleischer and Babette Bensoussian, (2002), Strategic and Competitive Analysis: Methods and Techniques for Analyzing Business Competition, Prentice Hall

Cornelius A de Kluyver, (2002), Strategic Thinking - A Executive Perspective, Prentice Hall

Gerry Johnson & Kevan Scholes, (2002) Exploring Corporate Strategy, 6th Edition, Prentice-Hall

PEARCE, JOHN A. & ROBINSON, RICHARD B. JR. (2005). Strategic management: Formulation, implementation, and control. McGraw-Hill: Boston.

Robert M Grant, (2002), Contemporary Strategy Analysis, 4th Edition, Blackwell Resources and the Scope of the Firm, Irwin/McGraw Hill

Thompson Arthur A.(2004). Strategy: Winning In The Market Place: Core Concepts, Analytical

MBA 5124: Advanced Project Planning

Course level: Year two, Semester one

Project management (2013) institute A guide to project management Body of Knowledge (PMBOK Guide) Fifth edition

Donald J. Scott (2016) Project Management: A Quick Start Beginner's Guide For The Serious Project Manager To Managing Any Project Easily: Create Space Independent Publishing Platform

Harold Kerzner (2013) Project management: A systems approach to planning, scheduling and controlling: Wiley; 11 edition

Gerald I. Kendall, Steve C. Rollins (2005) Advanced Project Portfolio Management and the PMO: Multiplying ROI at Warp Speed, J. Ross Publishing

Gary L. Richardson (2014) Project Management Theory and Practice, Second Edition: Auerbach Publications

Bhavesh M. Patel (2000) project management (Strategic financial planning, evaluation and control). Vikas publishing house, New Delhi, India

Cusworth & Franks (1993) Managing Projects in Developing Countries. Pearson Prentice Hall

David Potts (2002) Project Planning and analysis for development. Lynne Reiner publishers Boulder London.

Gray & Larson (2008) Project management (the managerial process 4ed). McGraw-hill

Heldman Kim (2005) Project management jump start. Sybex. San Francisco, London

Kerzner Harold (2009) Project management (a systems approach to planning, scheduling and controlling). John Wiley & sons Inc.

Kerzner Harold (2006) Project management work book and PMP/CAPM Exam study Guide. John Wiley and sons inc

Kerzner Harold (2006) Project management (case studies) John Willy & sons

Lewis 2005, Project Planning, Scheduling and Control 4th edition. McGraw-hill. London

MBA 5125: Business Ethics

Course level: Year One, Semester two

O. C. Ferrell, John Fraedrich, Ferrell (2016) Business Ethics: Ethical Decision Making & Cases ; South-Western College Pub; 11 edition

O. C. Ferrell, John Fraedrich, Ferrell (2014) (Business Ethics: Ethical Decision Making & Cases: 10th edition, Cengage Learning

William H. Shaw (2013) Business Ethics: A Textbook with Cases: Cengage Learning; 8 edition

Laura Hartman, Joseph DesJardins, Chris MacDonald (2013) Business Ethics: Decision Making for Personal Integrity & Social Responsibility: McGraw-Hill Education; 3 edition

Stanwick, P. A., & Stanwick, S. D. (2009). Understanding business ethics.

Upper Saddle River, NJ: Prentice Hall.

Denis Collins (2011) Business Ethics: How to Design and Manage Ethical Organizations: Wiley; 1 edition

Joseph DesJardins (2013) An Introduction to Business Ethics: McGraw-Hill Education; 5 edition

MANAGEMENT SPECIALISATION

MBA 5211: Organizational Behavior

Course Level: Year Two, Semester One

Stephen P. Robbins, Timothy A. Judge (2016) Organizational Behavior: Pearson; 17 edition

Phillips, J.M. & Gully, S.M. (2013). Organizational Behavior (2nd Edition), Mason, OH: South-Western College Pub.

Stephen P. Robbins, Timothy A. Judge (2014) Organizational Behavior (16th Edition) Pearson; 16 edition

Mary Uhl-Bien, John R. Schermerhorn Jr., Richard N. Osborn (2016) Organizational Behavior, Binder Ready Version: Wiley; 13 edition

Heneman Herbert G. (2003). Staffing Organizations. McGraw-Hill. Boston.

Kinicki. Angelo (2006) Organisational Behavior: Key Concepts, Skills & Best Practices McGraw-hill companies: New York.

Luthans, Fred (2005). Organizational Behavior McGrawHill: Boston.

Mcshane, Steven L. (2003). Organizational Behaviour: Emerging Realities For The Work Place Revolution. McGraw Hill: Irwin I Santiago

Shaffer, James C. (2000). The Leadership Solution. McGraw-Hill companies: New York.

Oessler, Garv (2003). Human Resource Management. Prentice Hall: Upper Sandle River.

MBAH 5212: Managing strategic Innovation and Change

Code Level: Year Two, Semester One

William J. Rothwell, Cho Hyun Park, Cavil S. Anderson, Cynthia M. Corn, Catherine Haynes (2015) Organization Development Fundamentals: Managing Strategic Change: Association for Talent Development

John P. Kotte (2012) Leading Change, With a New Preface by the Author: Harvard Business Review Press; 1 edition

Michael L. Tushman, Philip Anderson (2004) Managing Strategic Innovation and Change: A Collection of Readings: Oxford University Press; 2 edition

Patrick Dawson, Costas Andriopoulos (2014) Managing Change, Creativity and Innovation: SAGE Publications Ltd; 2 edition

W. Warner Burke (2010) Organization Change: Theory and Practice (Foundations for Organizational Science series): SAGE Publications, Inc; 3 edition

Jeffrey Hiatt, Timothy Creasey (2012) Change Management: The People Side

of Change: Prosci Learning Center Publications; Second edition

Jeffrey M. Hiatt (2006) ADKAR - a Model for Change in Business, Government and Community, Publisher: Prosci Learning Center Publications; 1st edition

Prof Pervaiz Ahmed (2010), Dr Charlie Shepherd Innovation Management: Context, Strategies, Systems and Processes

MBAH 5213: International business (Regional and global economy)

Code Level: Year Two, Semester One

John J. Wild, Kenneth L. Wild (2015) International Business: The Challenges of Globalization: Pearson; 8 edition

Charles W. L. Hill, G. Tomas M. Hult (2016) International Business: Competing in the Global Marketplace: McGraw-Hill Education; 11 edition

Barbosa, F., et al. (2010). "Applying global trends: a look at China's auto industry." Mckinsey Quartely

Charles, R., Norbert, D., Acha, L., Amine, T.-R., Arend, V.-W., Susan, L., et al. (2010). *Lions on the Move: The Progress and Potential of African Economies*: Mckinsey Global Institute.

S. Tamer Cavusgil, Gary Knight, John Riesenberger (2016) International Business: The New Realities: Pearson; 4 edition

Dyer, J. H. and W. Chu (2010). "The determinants of trust in supplier-automarket relationships in the US, Japan and Korea: a decade award winning article." Journal of International Business Studies **42**.

Fletcher, R. (2001). "A holistic approach to internationalization." International Business Review **10**: 25-29.

Hansen, M., W., et al. (2009). "MNC strategies and linkage effects in developing countries." Journal of World Business **44(2)**: 121-130.

Kwok, L., et al. (2005). "Culture and international business: recent advances and their implications for future research." Journal of International Business Studies **36**: 357-378.

Lyles, M. A. and B. Orris, J (1994). "The choice of international business by SMEs." Journal of Small Business Management (January, 1994).

Mathews, A., John (2006). "Dragon multinationals: new players in 21st century globalization." Asia Pacific J Mangement **33**: 5-27.

Narayanan, A., et al. (2012). "Designing products for value." Mckinsey Quartely.

Porter, E. (1986). "The changing patterns of international competition." Califonia Managment Review **28(2)**.

Poulis, K., et al. (2011). "Domestic firms competing with multinational enterprise: the relevance of resource accessing alliance formation." International Business Review **2011**.

Prahalad, C. K. and G. Hamel (1990). "The core competence of the corporation." Harvard business review 68(3): 79-91.

Santos, J., Carvalho, et al. (2011). "Industrial network membership: reducing psychic distance hazards in internationalization." Glob Advantage Working paper(no. 71/2011)

Santos, J., Carvalho (2011). "Industrial network membership: reducing psychic distance hazards in internationalization." Glob Advantage Working paper (no. 71/2011).

Shenkar, O. (2001). "Cultural distance revisited: towards a more rigorous conceptualization and measurement of cultural differences." Journal of International Business Studies 32(3): 519-535.

Shenkar, O. (2010). "Copycats: how smart companies use imitation to gain strategic edge." Strategic direction: 3-5.

Weerawardena, J., et al. (2007). "Conceptualizing accelerated internationalization in the born global firm: a dynamic capabilities perspective." Journal of World Business 42: 294-306.

MBAH 5214: Management Information System

Code Level: Year Two, semester one

R. Kelly Raine, Brad Prince, Hugh J. Watson (2015) Management Information Systems: Wiley; 3 edition

Kenneth C. Laudon Jane P. Laudon (2015) Management Information Systems: Managing the Digital Firm: Pearson; 14 edition

Ken J. Sousa, Effy Oz (2014) Management Information Systems: Cengage Learning; 7 edition

Haag/ Cummings (2013) Management Information Systems for the information age: Mcgraw Hill Higher Education; 9th edition

Laudon, K.C. & Laudon, J.P. (2007). Management Information Systems: Managing the Digital Firm, 10th Edition. Upper Saddle River, New Jersey: Prentice-Hall International, Inc. The companion website is at: <http://prenhall.com/laudon>

Laudon, K.C. & Laudon, J.P. (2004). *Management Information Systems: Managing the Digital Firm*, 7th Edition. Upper Saddle River, New Jersey: Prentice-Hall International, Inc.

Beynon-Davies, P. (2002). Information Systems: An Introduction to Informatics in Organisations. Basingstoke, UK.: Palgrave Macmillan Publishers Ltd.

Whiteley, D. (2004). Introduction to Information Systems: Organisations, Applications, Technology and Design. Basingstoke, UK.: Palgrave Macmillan Publishers Ltd.

Laudon, K.C. & Laudon, J.P. (2004). Essentials of Management Information Systems: Managing the Digital Firm, 6th Edition. Upper Saddle River, New Jersey: Prentice Hall International, Inc.

Alter S., Information Systems A Managerial Perspective, 3rd Ed, 1999, Addison Wesley, 0-201-35109-9. The supporting web site is at: <http://www.prenhall.com/alter>

Campbell D.J., Organisations and the Business Environment, 1997, Butterworth-Heinemann

MBAH 5215: Operations Management

Code level: Year Two, Semester one

Gerard Cachon, Christian Terwiesch (2016) Operations Management 1e: McGraw-Hill Education; 1 edition

Lee J. Krajewski (2016) Operations Management 11e: Pearson International; 11th edition

William J Stevenson (2014) Operations Management (Series in Operations and Decision Sciences): McGraw-Hill Education; 12 edition

Jay Heizer, Barry Render, Chuck Munson (2016) Operations Management: Sustainability and Supply Chain Management: Pearson; 12 edition

Nigel Slack, Alistair Brandon-Jones, Robert Johnston (2014) Operations Management 7th edition MyOMLab pack: Pearson; 7 edition

Nigel Slack (2015) Operations and process Management: Trans-Atlantic Publications, Inc.; 4 Reprint edition

Lee J. Krajewski, Manoj K. Malhotra, Larry P. Ritzman (2015) Operations Management: Processes and Supply Chains: Pearson; 11 edition

Roberta S Russel & Bernard W. Taylor III (2004) Operations Management: New Delhi; Prentice Hall

MBA 5221: Monitoring and Evaluation

Course level: Year two, semester two

Ruth. P & Saunders (2015) Implementation Monitoring and Process Evaluation: Sage publication

Mickiewicz Anne (2015) Developing Monitoring and Evaluation Frameworks. Sage publications

Alkin Marvin. C (2010) Evaluation essentials from A-Z 1st edition. Guilford press

Conink De John etal. (2008) Planning monitoring and evaluation in Development Organisations: Sharing training experiences. Sage

Evergreen Stephanie (2016) Effective Data Visualisation: the right Chart for the right data. Sage

Fitzpatrick Jody L (2010) Program Evaluation alternative approaches and Practical Guidelines: Pearson; 4th edition

Gertler Paul (2010) Impact evaluation in practice (World Bank training series). World Bank publications

Glennerster and Takavarasha (2013) Running randomised evaluations: A practical guide. Princeton University press

Gudda Patrick (2011) A guide to Project Monitoring and Evaluation; Author house-UK.

Kusek & Rist (2004) Ten steps to results based Monitoring and Evaluation systems: a handbook for development practitioners. World bank publications

Marelize Goergens (2010) Making Monitoring systems work: a capacity Development toolkit (world bank training series 1st edition) world bank publications

Martens & Wilson (2012) Program Evaluation theory and Practice: A comprehensive guide. Guilford press

Morra Imas. Linda (2009) The road to results: designing and conducting effective Development Evaluations. World bank publications

Preskill and Russ (2015) Building Evaluation Capacity: activities for teaching and training 2nd edition. Sage

Russ Darlene (2009) Evaluations in organisations: A systemic approach to enhancing learning, performance and change. 2nd edition. Basic books

Shahindur R. Khandker (2009) Handbook on Impact Evaluation: Quantitative Methods and Practices. World Bank publications

Stufflebean & Coryn (2014) Evaluation theory, models and applications (Research methods for social sciences) 2nd edition. Jossey Bass

Wholey Joseph.S, etal. (2010) Handbook of practical Program Evaluation. 3rd edition. Jossey Bass

Yarborough D. Etal.(2010) The Program Evaluation standards: A guide for Evaluators and Evaluation users 3rd edition. Sage

MBA 5222: Business and Company law

Course level: Year two, semester two

Jeffrey F. Beatty and Susan S. Samuelson (2015) *Business Law and the Legal Environment, Standard Edition* (Business Law and the Legal Environment: Cengage Learning; 7 edition

A. James Barnes, Terry M. Dworkin, Eric Richards (2014) *Business law: McGraw-Hill Education; 12 edition*

Nancy Kubasek, M. Neil Browne, Daniel Herron, Lucien Dhooge, Linda Barkacs (2015) *Dynamic Business Law: The Essentials* ; McGraw-Hill Education; 3 edition

(11) *Case studies/ Analysis of contracts in imperfect markets: The problem of Moral Hazard and Self- Enforcement; the role and limits of electronic contracts.*

Henry Nampandu, *Contract law Aspects of Electronic Commercial Transactions, Uganda Living Law Journal Vol.1, No.1 (2003).*

Bakibinga D.J. (2001). *The Law of Contract in Uganda*, Kampala; Fountain Publishers.

Richard Craswell, *Contract Law, Default Rules, and the Philosophy of Promising*, 88 *Michigan Law Review* 489-529 (1989).

Eric A. Posner, "Economic Analysis of Contract Law After Three Decades: Success or Failure?" 112 *Yale L.J.* 829 (2003).

Precontractual Investigation as an Optimal Precaution Problem,” *Journal of Legal Studies*, vol 17, no 2 (June 1988), pp 401

Contract Remedies, Renegotiation, and the Theory of Efficient Breach,” *Southern California Law Review*, vol 61, no 3 (March 1988).

Steven Shavell, (2003) *Economic Analysis of Contract Law*, NBER Working Paper 9696

Acts such as; the sale of goods, etc.

MBAH 5223: Human resource Management

Course Level: Year two, Semester two

R. Wayne Dean Mondy, Joseph J. Martocchio (2015) *Human Resource Management*: Pearson; 14 edition

Robert L. Mathis, John H. Jackson, Sean R. Valentine, Patricia Meglich (2016) *Human Resource Management*: South-Western College Pub; 15 edition

Jeffrey A. Mello (2014) *strategic human resource management*: Cengage Learning; 4 edition

Gary Rees and Paul E Smith (2014) *Strategic Human Resource Management: An International Perspective*: SAGE Publications Ltd; Pap/Psc edition

Joseph J. Martocchio (2016) *Strategic Compensation: A Human Resource Management Approach (9th Edition)*: Pearson; 9 edition

Raymond Noe, John Hollenbeck, Barry Gerhart, Patrick Wright (2016)
Human Resource Management: McGraw-Hill Education; 10 edition

Gary Dessler (2016) Human Resource Management: Pearson; 15 edition

Robert N. Lussier, John R. Hendon (2015) Human Resource Management:
Functions, Applications, and Skill Development: SAGE Publications, Inc; 2nd
ed. edition

Scott, W. R. (2007) Organizations and Organizing: Rationale, Natural and
Open Systems Perspectives, Pearson Prentice Hall.

Journals in the field of Human Resource will be extensively used.

MBAH 5224: Human Resource Information Systems

Course Level: Year Two, Semester two

Michael J. Kavanagh; Mohan Thite and Richard D Johnson (2015) Human
Resource Information Systems Basics, Applications and Future Directions: 3rd
Edition. Sage Publications

Cram101 Textbook Reviews (2016) Human Resource Information Systems,
Basics, Applications, and Future Directions: Cram101; 1 edition

Satish M. Badgi (2012) A practical guide to Human Resource Information
Systems: Phi Learning Pvt. Ltd.; 1 edition

Ashbaugh.S., Miranda.R (2002) “Technology for human resource
management : Seven questions and answers” Public Personnel Management.
3 (1) 7 - 20.

Targowski, A..S.; Desphande, S.P. (2001) “The utility and selection of an HRIS,” *Advances in Competitiveness Research*, 9(1), 42-56“ (2001) “the utility and selection of an HRIS.” *Advances in Competitiveness Research*, 9 (1), 42 - 56.

catalogue.pearsoned.ca/assets/hip/ca/hip_ca.../0132270870.pdf- Human Resources Management and Technology

MARKETING SPECIALISATION

MBAM 5212: Global Marketing strategy

Course level: Year two, semester one

Svend Hollensen (2016) *Global marketing*: Pearson; 7 edition

Kate Gillespie, H. David Hennessey (2015) *Global marketing strategy*: Routledge; 4 edition

Fabrizio Mosca, Rosalia Gallo (2016) *Global Marketing Strategies for the Promotion of Luxury Goods (Advances in Marketing, Customer Relationship Management, and E-Services)*

Pam Didner (2015) *Global Content Marketing: How to Create Great Content, Reach More Customers, and Build a Worldwide Marketing Strategy that Works*

Keegan, W. J. and M. C. Green (2010), *Global Marketing*, Pearson Prentice Hall

Hollensen, S. (2010). *Global marketing*. Financial Times/Prentice Hall.

Ghuri, P. N. and P. R. Cateora (2010), International marketing. McGraw Hill.

Marcus Schmi and Hollensen, S. (2006) Marketing Research: An International Approach: Prentice Hall; 1 edition

Usunier J-C., (2009), Marketing Across Cultures, Pearson Education Limited.

Ghuri & Cateora: (2006)International Marketing 2nd edition, McGrawHill

De Mooij, (2005).Global Marketing and Advertising - Understanding Cultural Paradoxes. 3rd ed Sage.

Other resources:

Journals include:

Journal of International Marketing; International

Marketing Review; Journal of International Business Studies; Harvard Business

Review; Journal of Business Research; Journal of Marketing, The McKinsey Quarterly

In addition you should look for articles on international marketing in the general business press, e.g. The Economist, FT, City am,

MBAM 5213: Services Marketing

Course level: Year two, semester one

Christopher Lovelock, Jochen Wirtz, (2016) Services Marketing: People, Technology, Strategy 8th Edition

Valerie Mary, Jo Bitner, Dwayne Gremler (2012) Services Marketing, 6th edition, McGraw-Hill Education

Raymond P. Fisk, Stephen J. Grove, Joby John (2015) Services Marketing Interactive approach

K. Douglas Hoffman and John E.G. Bateson (2016) Services Marketing: Concepts, Strategies, & Cases: Cengage Learning; 5 edition

Zeithaml, V., Bitner, M.J., Gremler, D. (2012) Service Marketing International Edition, latest edition, McGraw-Hill Higher Education

MBAM 5214: Logistics & Global Chain Management

Course level: year two, semester one

Gwynne Richards and Susan Grinsted (2016) The Logistics and Supply Chain Toolkit: Over 100 Tools and Guides for Supply Chain, Transport, Warehousing and Inventory Management: Kogan Page; 2 edition

Sunil Chopra and Peter Meindl (2015) Supply Chain Management: Strategy, Planning, and Operation: Pearson; 6 edition

Tony Hines (2014) Supply Chain Strategies: Demand Driven and Customer Focused: Routledge; 2 edition

Peter Baily, David Farmer, Barry Crocker, David Jessop, David Jones (2010) Procurement, Principles & Management: Prentice Hall; 10th edition

Robert M. Monczka, Robert B. Handfield, Larry C. Giunipero, James L. Patterson (2015) Purchasing and Supply management: Cengage Learning; 6 edition

Hugo, J. M. W., Bandenhorst, J. A. & Rooyen Van, D. C. (2002). Purchasing and Supply Management, fourth edition, Van Schaik Publishers, Pretoria.

Lysons, K. (2000). Purchasing and Supply Chain Management, 5th edition, Financial Times, Prentice hall, London.

Lysons, K. & Gillingham, M. (2003). Purchasing and Supply Chain Management, 6th edition, Financial Times, Prentice Hall, London.

Ukalkar, S. (2000). Strategic Procurement Management for Competitive Advantage, Oxford University Press, New York.

MBAM 5215: Strategic brand management & Communication

Course level: Year two, semester one

Alexander Chernev (2015) Strategic Brand Management: Cerebellum Press: Prentice Hall; 3 edition

Richard Rosenbaum-Elliott, Larry Percy, Simon Pervan (2015) Strategic Brand Management: Oxford University Press; 3 edition

Chris Fill and Sarah Turnbull (2016) Marketing Communications: Discovery, Creation & Conversations: Pearson Education Limited; 7 edition

Kevin Lane Keller (2012) *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*: Pearson; 4th edition

Kevin Lane Keller (2007) *Best Practice Cases in Branding for Strategic Brand Management*, 3/e: Prentice Hall; 3 edition

Kenneth E. Clow and Donald E. Baack (2015) *Integrated Advertising, Promotion, and Marketing Communications*: Pearson; 7 edition

William Chitty, Nigel Barker and Terence Shimp, (2008) “*Integrated Marketing Communications*”, Pacific Rim 3rd Edition, Thomson Publications

David Pickton and Amanda Broderick (2005) ‘*Integrated Marketing Communications*’, 2nd Edition, Pearson Education Ltd

MBAM 5223: Consumer Behavior & Customer Relationship Management

Course level: Year two, semester two

Michael R. Solomon (2016) *Consumer Behavior: Buying, Having, and Being*: Pearson; 12 edition

David Mothersbaugh and Delbert Hawkins (2015) *Consumer Behavior: Building Marketing Strategy*: McGraw-Hill Education; 13 edition

Donavan, Minor and Mowen (2016) *Consumer Behavior*: Chicago Business Press

Francis Buttle and Stan Maklan (2015) *Customer Relationship Management: concepts and technologies*; Routledge; 3 edition

Olson, Jerry & Peter, Paul (2004), *Consumer Behavior*, 7th ed., McGraw-Hill

V. Kumar and Werner Reinartz (2012) *Customer Relationship Management: Concept, Strategy, and Tools*: Springer; 2nd ed. 2012 edition

John A. Goodman (2015) *Customer Experience 3.0: High-Profit Strategies in the Age of Techno Service*: AMACOM

Research Articles

Impulsive Purchasing: Kaufman-Scarborough, Carol and Judy Cohen (2004), “Unfolding Consumption Impulsivity: An Existential-Phenomenological Study of Consumers With Attention Deficit Disorder”, *Psychology & Marketing*, Vol. 21(8), 637-669.

Gift Giving: Lowrey, Tina M., Cele C. Otnes, and Julie A. Ruth (2004), “Social Influences on Dyadic Giving over Time: A Taxonomy from the Giver’s Perspective,” *Journal of Consumer Research*, Vol. 30 (March), 547-558.

Nostalgia: Holbrook, Morris B. and R.M. Schindler (2003), “Nostalgic Bonding: Exploring the Role of Nostalgia in the Consumption Experience,” *Journal of Consumer Behavior*, Vol. 3 (2), 107-127.

Perception and Scent: Morrin, Maureen and S. Ratneshwar (2003). “Does It Make Sense to Use Scents to Enhance Brand Memory?” *Journal of Marketing Research*, Vol. 40 (4), 10-25.

MBAM 5224: Product Development and electronic Marketing

Course level: year two, semester two

Karl Ulrich and Steven Eppinger (2016) *Product design and development*: McGraw-Hill Education; 5 edition

Michael G. Luchs, Scott Swan and Abbie Griffin (2015) Design Thinking: New Product Development Essentials from the PDMA: Wiley-Blackwell; 1 edition

Kenneth B. Kahn (2015) The PDMA Handbook of New Product Development: Wiley; 3 edition

Paul Trott (2011) Innovation Management & New Product Development: Trans-Atlantic Publications, Inc.; 5 edition

David J. Bradley (2015) Getting Digital Marketing Right: A Simplified Process For Business Growth, Goal Attainment, and Powerful Marketing: CreateSpace Independent Publishing Platform

Ira Kaufman & Chris Horton (2014) Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students: Routledge; 1 edition

Porter, M. (2001), "Strategy and the Internet," Harvard Business Review, March, 2001, p.63-eoa [end-of-article].

Rohm, A & F. Sultan (2004), "The Evolution of E-Business," Marketing Management, Jan.-Feb., p. 32-eoa.

Internet Marketing "How Companies are Marketing Online: A McKinsey Global Survey," The McKinsey Quarterly, July, 2007 (to be emailed to class).

Eisingerich, A. & K. Tobias (2008), "In E-Commerce, More is More," Harvard Business Review, March, p. 20-eoa.

Birkner, C. (2012), "Master of Your Domain," Marketing News, Feb. 29, p. 20-eoa

Ramnarayan, S. (2012), "Why Social Media is Not Free," Marketing Management, Summer, p. 19-eoa

Korosec, K. (2012), "Content Creation," Marketing News, Feb. 29, p. 8-eoa.

Weise, K. (2011), "Spam Works," Bloomberg Business week, Dec. 12-18, p. 78-eoa. McGregor, J. (2004), "It's a Blog World After All," Fast Company, April, p. 84-eoa.

Constantinides, E & S. Fountain (2008), "Web 2.0: Conceptual Foundations & Marketing Issues," Journal of Direct, Data & Digital Marketing Practice," Vol 9 (3), p. 231-eoa. Moorman, C. (2011), "Integrating Social Media," Marketing Management, Winter, p.16-eoa. Vance, A. (2012), "The Making of 1 Billion," Bloomberg Businessweek, Oct. 8, p. 64-eoa.

FINANCE SPECIALIZATION

MBA 5211: Organizational Behavior

Course Level: Year Two, Semester One

Stephen P. Robbins, Timothy A. Judge (2016) Organizational Behavior:
Pearson; 17 edition

Phillips, J.M. & Gully, S.M. (2013). Organizational Behavior (2nd Edition),
Mason, OH: South-Western College Pub.

Stephen P. Robbins, Timothy A. Judge (2014) Organizational Behavior (16th
Edition) Pearson; 16 edition

Mary Uhl-Bien, John R. Schermerhorn Jr., Richard N. Osborn (2016)
Organizational Behavior, Binder Ready Version: Wiley; 13 edition

Heneman Herbert G. (2003). Staffing Organizations. McGraw-Hill. Boston.

Kinicki. Angelo (2006) Organisational Behavior: Key Concepts, Skills & Best
Practices McGraw-hill companies: New York.

Luthans, Fred (2005). Organizational Behavior McGrawHill: Boston.

Mcshane, Steven L. (2003). Organizational Behaviour: Emerging Realities For
The Work Place Revolution. McGraw Hill: Irwin I Santiago

Shaffer, James C. (2000). The Leadership Solution. McGraw-Hill companies:
New York.

Oessler, Garv (2003). Human Resource Management. Prentice Hall: Upper
Sandle River.

MBAF 5212: Investment analysis and portfolio Management

Course level: Year two, semester one

CTI reviews (2016) Investment Analysis and Portfolio Management:
Cram101; 9 edition

Edwin J. Elton, Martin J. Gruber, Stephen J. Brown, William N. Goetzmann
(2014) Modern Portfolio Theory and Investment Analysis: Wiley; 9 edition

Reily (2012) Investment Analysis & Portfolio Management (10th, 12) by Reilly, Frank K - Brown, Keith C: South Western Educational Publishing; 10th edition

Charles P. Jones (2012) Investments: Analysis and Management, 12th Edition: Wiley; 12th edition

Frank J. Fabozzi (2015) Bond Markets, Analysis, and Strategies (9th Edition): Pearson; 9 edition

Reilly, Frank K. and Edgar A. Norton. Seventh Edition, *investments*, (South-Western a division of Thomson Learning, 2006)

Reilly, Frank K. and Keith C. Brown, Ninth Edition, investment analysis and portfolio Management, (engage learning, 2009)

Strong, Robert, Fourth edition of practical Investment management. (south-western division of Thomson learning, 2007).

MBAF 5213: International Financial Management

Course level: Year two, semester one

Jeff Madura (2015) International Financial Management: Cengage Learning; 12 edition

Cheol Eun and Bruce Resnick (2015) International Financial Management: McGraw-Hill Education; 7 edition

Cheol Eun (2012) International Finance: McGraw Hill Higher Education; Global ed; of 6th revised ed edition

Lynne A Weikart and Greg G. Chen (2012) (Budgeting and Financial

Management for Nonprofit Organizations : CQ Press; 1 edition

Mofett, A. "Fundamentals of Multinational Finance (2003) Stonehill and D. Eiteman, published by Addison Wesley, first edition

Maurice Levi, (2009) International Finance, Fifth Edition, Routledge.

Wharton 1998 Survey of Financial Risk Management by U.S. Non-Financial Firms,
(CP, W)

MBAF 5214: Taxation Management

Course level: year two, semester one

F; Taylor, J; Walpole, M; Burton, M; Ciro, T Gilders (2013) Understanding Taxation Law: LexisNexis

James E., Smith, William A., Ph.D. Raabe, David M., Ph.D. Maloney, James C., Young (2015) Essentials of Taxation 2015: Individuals and Business Entities (South-Western Federal Taxation): Cengage Learning; Har/Cdr/Ps edition

Lexis Nexis Butterworths, (2013) Interactive Approach, 6th edition, (hereafter referred to as UTL); AND Concise Tax Legislation 2013, Lexis Nexis Butterworths

Brian Spilker, Benjamin Ayers, John Robinson, Edmund Outslay, Ronald Worsham, John Barrick, Connie Weaver (2009) Taxation of Business entities: McGraw-Hill/Irwin; 1 edition

Shirley Dennis-Escoffier and Karen Fortin (2011) Taxation for decision makers: Wiley; 2011 edition

Other Materials

Students must have a copy of an up-to-date version of the relevant tax legislation:

- Income Tax Act
- Tax Administration Act
- Goods & Services Tax Act

MBAF 5215: Financial reporting and analysis

Course level: year two, semester one

Lawrence Revsine, Daniel Collins, Bruce Johnson, Fred Mittelstaedt, Leonard Soffer (2014) Financial reporting and analysis: McGraw-Hill Education; 6 edition

by Charles H. Gibson (2012) Financial Reporting and Analysis: Using Financial Accounting Information (13th Edition) [Paperback]: Cengage Learning India; 13th edition

“Financial Reporting and Analysis”, by Revsine, Collins, Johnson and Mittelstaedt (4th Edition, McGraw-Hill Irwin, 2008)

Wahlen, J. M., S. P. Baginski, and M. T. Bradshaw (WBB) (2010) Financial Reporting, Financial Statement Analysis, and Valuation, 7th Ed: Cengage Learning; 7 edition

Easton, McAnally, Sommers, and Zhang, (2013) “Financial Statement

Analysis & Valuation,” Cambridge Business Publishers, 3rd Edition.

Alexander, Britton and Jorissen (2009) International financial reporting and analysis, Cengage Learning, 4edition

Alfredson, Leo, Picker, Pacter, Radford, Applying International Accounting Standards, Wiley, 2005

IASB International Financial Reporting Standards latest edition

Brealey, R.A. and S.C. Myers (2013) Principles of Corporate Finance (latest edition, McGraw Hill, chapters on leasing and hedging

Deegan, C. Financial Accounting Theory 3rd edition 2009 McGraw-Hill Irwin

Godfrey, J., Hodgson, A., Tarca, A., Hamilton, J., and Holmes, S. (2010) Accounting Theory, 7th edition, John Wiley

Henderson, S., G. Peirson, K. Herbohn,(2011) Issues in Financial Accounting, Longman, 14th ed edition

Henderson, S., G. Peirson, K. Harris, Financial Accounting Theory, Pearson Prentice-Hall, 2004

Barry Elliott, Jamie Elliott (2015) Financial Accounting & Reporting: Pearson Education Ltd; 17 Reprint edition

Peirson, G, R. Brown, S. Easton and P. Howard, Peirson and Bird’s (2011) Business Finance McGraw-Hill latest edition, chapters on leasing, futures contracts, options, and international financial management.

Scott, W.R. (2012) Financial Accounting Theory Prentice Hall 6th edition

MBAF 5223: Corporate Finance

Course level: year two, semester two

Jonathan Berk (Author), Peter DeMarzo (2016) Corporate Finance (3rd Edition) (Pearson Series in Finance): Pearson; 4 edition

Stephen Ross, Randolph Westerfield, Jeffrey Jaffe, Bradford Jordan (2015) Corporate Finance (The McGraw-Hill/Irwin Series in Finance, Insurance, and Real Estate): McGraw-Hill Education; 11 edition

Stewart C. Myers, & Franklin Allen Richard A. Brealey (2013) Principles of Corporate Finance: McGraw-Hill Education; 11 edition

Ross, Westerfield, Jaffee (2013) Corporate Finance (UMUC Custom Edition): Richard D. Irwin, Inc.; 10th edition

Pierre Paulden, June 2006, "ALPHA maelstrom," Institutional Investor, 40(6), 78-82.

Justin Pettit, (2001) "Is a Share Buyback Right for Your Company?" Harvard Business Review;

Richard Passov, November 2003, "How Much Cash Does Your Company Need?" Harvard Business Review, 119-128.

Jeffrey Haas (2015) Corporate Finance in a Nutshell: West Academic Publishing; 3 edition

MBAF 5224: Management of Financial institutions

Course level: year two, semester two

Saunders (2013) Financial Institutions Management: A Risk Management Approach: McGraw Hill; 8th edition

CTI reviews (2016) Financial Institutions Management: Cram101; 6 edition

Lange, H., A. Saunders, M.M. Cornett (LSC) (2012) “Financial Institutions Management”, Third Edition, McGraw Hill/Irwin

John C. Hull (2015) Risk Management and Financial Institutions (Wiley Finance): Wiley; 4 edition

Saunders, J. M.M. Cornett (2008) “Financial Institutions Management, 6th edition McGraw Hill/Irwin

Lange, H., A. Saunders, J.A. Anderson, D. Thomson, M.M. Cornett (LSATC) , chapter 16 (pages 413-417) in “Financial Institutions Management” , Second Edition, McGraw Hill/Irwin (2007)

Peter Rose and Sylvia Hudgins (2012) Bank Management and Financial Services, McGraw- Hill, ninth edition