

The University of Wollongong  
 Bachelor of Commerce (Full-Time & Part-Time)  
 Trimester 2, 2018

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Module	Textbook Details
ACCY200 Financial Accounting IIA	Title: Financial Reporting Edition: 2nd Author: Loftus, J., Leo, K., Daniluc, S., Boys, N., Luke, B., Ang, H., and Byrnes, K. Publisher: Wiley Year: 2018
FIN222 Corporate Finance	Title: Fundamentals of Corporate Finance Edition: 3rd Edition Author: Berk, J, Demarzo, P, Harford, J, Ford, G & Mollica, V Publisher: Pearson
FIN351 International Finance	Title: Multinational Business Finance Edition: Fourteenth Edition, Global Edition, Author: David K Eiteman, Arthur Stonehill and Michael H Mofett Publisher: Pearson Education Year: 2016 ISBN: 9781292097879
MARK101 Marketing Principles	Author: Elliott Title: Marketing (E-TEXT) + WileyPlus Learning Space ISBN: 9780730350361 Edition: 4th Year: 2018 Publisher: Wiley
MARK217 Consumer Behaviour	Consumer Behaviour, Global Edition (11e), Leon Schiffman Leslie Kanuk, Edition 11th ISBN 9780273787136
MARK344 Marketing Strategy	Title: Marketing Planning and Strategy Edition: 1st Asia Pacific Edition Author: Jain, SC., Haley, GT., Voola, R., Wickham, M Publisher: Cengage Year: 2012
MARK395 Tourism Marketing	Tourism: Principles and Practice (6e) John Fletcher Alan Fyall David Gilbert Stephen Wanhill Edition 6th ISBN: 9781292172354 ISBN 10: 1292172355 Published: 2017 Publisher: Pearson United Kingdom
MGNT110 Introduction to Management	Summers, J & Smith, B 2014, Communications Skills Handbook, 4th Edn, John Wiley and Sons, Milton Queensland
MGNT201 Organisational Behaviour	Title: Organisational Behaviour Edition: 8th edition Author: Robbins, S.P., Judge, T.A., Millet, B., Boyle, M. Publisher: Pearson Education, Melbourne Year: 2017 ISBN: 9781488609329

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Module	Textbook Details
<b>MGNT314</b> Strategic Management	Title: <b>Crafting &amp; Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases</b> Edition: <b>21st Edition</b> Author: <b>Arthur Thompson Jr and Margaret Peteraf and John Gamble and A. Strickland III</b> Publisher: <b>McGraw-Hill</b> Year: <b>2018</b>
<b>OPS256</b> Systems Thinking and Simulation	<b>No textbook</b>
<b>OPS257</b> Principles of Supply Chain Management	Chopra S and Meindl P. 2015. <b>Supply Chain Management: Strategy, Planning and Operation. Global Edition (6e). ISBN: 9781292093567</b>
<b>MGNT351</b> Responsible Leadership	<b>No textbook</b>