

MBA Textbook information for Academic year 2018/2019

For students of 2018 intake (3rd term)

Course Code	Course Title	Instructors	Textbook			
			Title	Author	Publisher	ISBN
ISOM7011	Management Information Systems	Dr. Anthony TANG	Information technology for managers (2nd edition, 2015)	Reynolds, George	Cengage learning	978-1305389830
MGMT7010	Organizational Behavior	Prof. Lucy LIN	Organizational behavior (17th ed, 2017)	Robbins, S. P., & Judge, T. A	Pearson Prentice Hall	
ISOM7030	Service Operations	Prof. Grace FU	Service Management – Operations, Strategy, Information Technology (7th or later edition; year 2011 or later)	James A. Fitzsimmons & Mona J. Fitzsimmons	McGraw Hill	978-007-128927-6
MKTG7032	Advances in Marketing Studies	Prof. Matthew LIU	No textbook required*			

Other Electives:

Course Code	Course Title	Instructors	Textbook			
			Title	Author	Publisher	ISBN
FINC7023	International Finance	Prof. Xinhua GU	No textbook required*			
FINC7024	Investments and Portfolio Management	Dr. Endong YANG	Investments, Asia Global Edition	Zvi Bodie, Alex Kane, Alan J. Marcus, Ravi Jain	McGraw-Hill	9780071262286

*Reference Textbooks

Course Code	Course Title	Instructors	Title	Author	Publisher
MKTG7032	Advances in Marketing Studies	Prof. Matthew LIU	Principles of Marketing, 16th edition (2016)	Philip Kotler and Gary Armstrong	Prentice Hall
FINC7023	International Finance	Prof. Xinhua GU	International Economics: Theory and Policy, 7th edition	P. Krugman and M. Obstfeld	Boston: Addison Wesley, 2006