

BSc International Management with American Business Studies

First Year – 2020/21

Recommended Reading List

This reading list is designed to give you an insight into the reading material you can expect to cover during your first year courses.

Some costs may be incurred for books but, where possible, texts will be made available in the library (which we would encourage all students to use) or via digital formats. There may be an opportunity to purchase second hand books but please also bear in mind that sometimes the suggested reading may change.

Course Code	Credits	Course title	Suggested reading
Semester one			
BMAN10001	10	Economic Principles: Microeconomics	<i>The required textbook for the subject is:</i> <i>Parkin, M., Powell, M.I and K. Matthews, Economics (2018), 11th, Addison Wesley, or McDowell, M., Thom, R., Pastine, I., Frank, R. and B. Bernanke (2012), Principles of Economics, McGraw Hill, 3rd edition.</i> <i>Weekly case studies (posted on Blackboard - students are asked to read the cases before the lectures).</i> <i>We will also cover sections from the following textbooks (though no need to purchase them):</i> Begg, D., Fischer, S. and R. Dornbusch, <i>Economics (2011), 11th ed., McGraw-Hill</i> Varian, H. (2014) <i>Intermediate Microeconomics: A Modern Approach, 9th ed., W. W. Norton.</i>
BMAN10621(M)	10	Fundamentals of Financial Reporting	<i>Atrill & McLaney, Financial Accounting for Decision Makers, 7th edition.</i>
BMAN10101	10	Marketing Foundations	<i>Kotler, P. and Armstrong, G. (2017). Principles of Marketing, 17th Edition, Pearson Education.</i> <i>Fahy, J. and Jobber, D. (2015). Foundations of Marketing, 5th Edition, McGraw Hill Education.</i> <i>Masterson, R., Phillips, N. and Pickton (2017). Marketing: An Introduction, 4th Edition, Sage</i>
Full year			
BMAN10780	10	Academic and Career Development	<i>Bassot, B. (2016) The Reflective Journal (2nd edition), London: Palgrave Macmillan</i> <i>Cottrell, S (2013) The Study Skills Handbook London: Palgrave Macmillan</i> <i>Clegg, S.R., Kornberger, M & Pitsis, T.S (2015) Managing and Organisations: An introduction to theory and practice (4 Edition) London: Sage</i>

BMAN10960	10	Quantitative Methods for Business and Management	<i>Dewhurst, F. (2006), Quantitative Methods for Business and Management, (2ndEdition), McGraw-Hill</i>
BMAN10970	10	Introduction to Management and Organisation Studies	<i>The textbook and/or any other core texts will be announced via email at the start of the year. Additional weekly reading and other multimedia will be assigned on Blackboard.</i>