

BSc Information Technology Management for Business/BSc Information Technology Management for Business with/without Industrial/Professional Experience (ITMB)

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	<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):Begg, D., Fischer, S. and R. Dornbusch, Economics (2011), 11th ed., McGraw-Hill Varian, H. (2014) Intermediate Microeconomics: A Modern Approach, 9th ed., W. W. Norton.</i>
BMAN11101	10	Fundamentals of Information Systems	<i>Kenneth C. Laudon, Jane P. Laudon., Management Information Systems: Managing the Digital Firm, 16th 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			
BMAN11060	20	Fundamentals of Data Analytics	<i>Alberto Ferrari, Analysing Data with Power BI and Power Pivot for Excel, 2016</i> <i>Anil Maheshwari, Data Analytics Made Accessible, 2019 Edition</i>
BMAN10690	20	Integrative Team Project 1	<i>Richard Newton. Project Management Step by Step: How to plan and manage a highly successful project. Second Edition. 2016</i>
BMAN11000	20	Software Application Design and Development	<i>Ian Sommerville, Software Engineering, 10th Edition, 2016.</i> <i>David Benyon, Designing User Experience: A guide to HCI, UX and interaction design, 4th Edition, 2019Helen Sharp, Jenny Preece and Yvonne Rogers., Interaction Design: Beyond Human Computer Interaction, 5th Edition, 2019.</i>

			<i>Adrian West, Practical Web Design for Absolute Beginners, 2016.</i> <i>Neil Smyth, Android Studio 3.2 Development Essentials, 9th Edition, 2018.</i> <i>Imar Spaanjaars, Beginning ASP.NET 4.5: C# and VB, 2012.</i>
BMAN11030	10	Academic and Professional Practice	<i>Stella Cottrell, Skills for Success – Personal Development and Employability, Third Edition, 2015</i>