School of Management  
Semester 1, 2013  
Textbook List

**BMA101 Introduction to Management (face-to-face and flexible)**  

**BMA1/216 Communication for Business Professionals (face-to-face and flexible)**  

**BMA207 Sustainable Tourism**  


**BMA246 Foundations of Entrepreneurship**  
There is no prescribed text for this unit.

**BMA247 Organisational Behaviour**  

**BMA2/348 Managing Business in the Asia Pacific**  

**BMA250 Managerial Social Responsibility**  
There is no prescribed text for this unit.

**BMA258 Services Marketing**  
There is no prescribed text for this unit.

**BMA310 Interpretation for Tourism**  
There is no prescribed text for this unit.

**BMA324 Human Resource Development**  

**BMA327/337 Tourism Project**  

**BMA334 Entrepreneurship and Innovation**  
Moltz, B 2003, *You need to be a little crazy: the truth about starting and growing your business*, Dearborn, Chicago

**BMA349 Marketing Communications**  
BMA351 Marketing Management
Ferrell, OC & Hartline, MD 2010, *Marketing strategy*, 5th edn. Cengage Learning, Mason, OH

BMA381 International Human Resource Management

BMA401 Research Methods in Management
There is no prescribed text for this unit.

BMA402 Management Honours Seminar
There is no prescribed text for this unit.

BMA403 Special Topics in Management
There is no prescribed text for this unit.

BMA415 Dissertation A
There is no prescribed text for this unit.

BMA506 Foundations of Marketing

BMA547 Organisational Behaviour

BMA584 Marketing Management

BMA684 Electronic Marketing

BMA734 International Business Management

BMA735 Management Ethics
There is no prescribed text for this unit.

BMA791 Services Marketing

BMA799 Strategic Management