

Graduate School of Management

Term 2 MBA Bendigo Booklist

12 April – 18 June 2010

Core Units

BUA4ISM Issues in Strategic Management

Hitt, M., Ireland R. and Hoskisson, R. (2008) *Strategic Management Competitiveness and Globalisation, Concepts and Cases*, 8th Edition, South-Western.

BUA4OB Organisational Behaviour

Robbins, S.P and Judge, T.A (2009) *Organizational Behaviour*, 13th Edition, Pearson Prentice Hall, New Jersey.

Elective Units

BUA5BIM Business Improvement Methodology

Pech, R.J. *Making waves: Innovation in business*. 2002. Pearson Education.

And

Pech, R. *Entrepreneurial courage, audacity, and genius*. 2009. Pearson Education.

BUA5SMA Services Marketing and Management

Bateson, J. and Hoffmann, K. (2006) *Services Marketing Concepts, Strategies & Cases*, 3rd Edition, Thomson South-Western.

Recommended Text

Lovelock, C.H. and Patterson, P.J. and Walker, R.H. (2007) *Services Marketing*, 4th Edition. Pearson Education

