

# Graduate School of Management

Term 1 2009

## MBA Booklist - BENDIGO

12 January – 20 March 2009

### CORE UNITS

#### **BUA4MGT Management Fundamentals**

Wren, D.A "The History of Management Thought" 5th Ed. 2005 Wiley

#### **BUA4MKG Marketing**

Kotler, P, Brown, L, Adam, S, Burton, S and Armstrong, G. "*Marketing*" (7th Edition) Prentice Hall, Pearson Education Australia.

### ELECTIVE UNITS

#### **BUA5MAB Money and Banking**

Viney, C. *Financial Institutions, Instruments and Markets*. 5th Edition. McGraw-Hill Australia Inc.

#### **BUA5EBP Entrepreneurial Business Planning**

Required: Stutely, R. (2002), *The definitive business plan*, 2<sup>nd</sup> Ed., Prentice Hall, Financial Times.

Recommended: Pech, R.J. (2002) *Making Waves: Innovation in Business*. Pearson Education. Auckland.