

National Textbook List 2017

Trimesters 1, 2 & 3

Book Name	Author	RRP	Student
ACC100 Introduction to Accounting			
Financial Accounting (9 th Ed)	Hogget, Medlin, Edwards, Chalmers, Hellmann, Beattie & Maxfield	\$186.95	\$168.25
COM100 Effective Business Communication			
Communicating as Professionals (3 rd Ed)	R. Archee, M. Gurney & T. Mohan	\$112.95	\$101.65
ECO100 Economics for Business			
Principles of Economics: Australia & New Zealand Edition (6 th Ed)	Gans, King, Stonecash, Byford, Libich & Mankiw	\$154.95	\$139.45
EVM200 Event Industry Fundamentals			
Festival & Special Event Management (5 th Ed)	J. Allen, W. O'Toole, R. Harris & I. McDonnell	\$141.95	\$127.75
EVM201 Event Development			
Special Events: Creating and Sustaining a New World for Celebration (7 th Ed)	J. Goldblatt	\$153.95	\$138.55
EVM202 Event and Leisure Management			
Festival & Special Event Management (5 th Ed)	J. Allen, W. O'Toole, R. Harris & I. McDonnell	\$141.95	\$127.75
EVM300 Event Logistics and Risk			
Festival & Special Event Management (5 th Ed)	J. Allen, W. O'Toole, R. Harris & I. McDonnell	\$141.95	\$127.75
EVM301 Venue and Facility Management			
Total Facility Management (4 th Ed)	B. Atkini & A. Brooks	\$102.95	\$92.65
EVM302 Event Sponsorship and Promotion			
Event Sponsorship	I. McDonnell & M. Moir	\$82.99	\$74.70
FIN200 Business Finance			
Fundamentals of Corporate Finance – Australasian (2 nd Ed)	Parrino, Kidwell, Yong, Dempsey, Morkel-Kingsbury, Ekanayake, Kofoed & Murray	\$165.95	\$149.35
HRM100 Introduction to Human Resources Management			
Human Resource Management (8 th Ed)	R. Stone	\$171.95	\$154.75
IMS100 Information Management Systems			
Fundamentals of Information Systems (7 th Ed)	R. Stair & G. W. Reynolds	-	-
IND300 Professional Industry Engagement			
No Set Text	-	-	-
LAW100 Introduction to Business Law			
Business Law (7 th Ed)	A. Gibson & D. Fraser	-	-

MGT100 Principles of Management			
Management: Foundations & Applications 2nd Asia-Pacific Edition	Schermerhorn, Davidson, Poole, Woods, Simon & McBarron	\$147.95	\$133.15
MGT200 Project Management			
A guide to the Project Management Institute Body of Knowledge (PMBOK® Guide) (5 th Ed)	-	TBC	TBC
Project Management: A Systems Approach to Planning, Scheduling, and Controlling (11 th Ed)	H. Kerzner	\$141.95	\$127.75
MGT201 Ethics and Corporate Social Responsibility			
Business Ethics: Ethical Decision Making & Cases (11 th Ed)	Ferrell, Fraedrich & Ferrell	\$134.95	\$121.45
E-Commerce 2016: Business, Technology, Society (12 th Ed)	K. C. Laudon & C. G. Traver	\$123.95	\$111.55
MGT202 Organisational Behaviour			
Organisational Behaviour: Emerging Knowledge. Global Insights	S. McShane, M. Olekalns, A. Newman & T. Travaglione	\$147.95	\$133.15
MGT203 Understanding and Using Research			
Research Methods for Business: A Skill-Building Approach (6 th Ed)	U. Sekaran & R. J. Bougie	-	-
MGT300 Strategic Management			
Strategic Management: Competitiveness and Globalisation (5 th Ed)	D. Hanson, M. Hitt, D. Ireland & R. Hoskisson	-	-
MGT301 International Business Management			
International Business: Competing in the Global Marketplace (10 th Ed)	C. W. L. Hill	\$169.95	\$152.95
MGT302 Leadership			
The Leadership Experience (6 th Ed)	R. L. Daft	-	-
MGT303 Managing Organisational Change			
Organizational Change: Perspectives on Theory and Practice	P. Miers, S. Hulks & L. Wiggins	\$113.95	\$102.55
MGT304 Entrepreneurship			
Entrepreneurship: Theory, Process, Practice (3 rd Ed)	H. Frederick, A. O'Connor & D. F. Kuratko	-	-
MKG100 Introduction to Marketing			
Marketing (3 rd Ed)	G. Elliott, S. Rundle-Thiele & D. Waller	\$159.95	\$143.95
MKG200 Consumer Behaviour			
Consumer Behaviour (6 th Ed)	L. Schiffman, A. O'Cass, A. Paladino & J. Carlson	\$151.95	\$136.75
MKG201 Market Research			
Essentials of Marketing Research (3 rd Ed)	J. F. Hair Jr., M. Celsi, R. P. Bush & D. J. Ortinau	\$174.95	\$157.45
MKG202 Services Marketing			
Services Marketing: Integrating Customer Focus Across the Firm (6 th Ed)	V. Zeithaml, M. J. Bitner & D. Gremler	\$172.95	\$155.65

MKG203 Integrated Marketing Communications			
Advertising: An Integrated Marketing Communication Perspective (3 rd Ed).	G. Belch, M. Belch, G. Kerr & I. Powell	\$154.95	\$139.45
MKG300 Brand Management			
Strategic Brand Management: Building, Measuring, and Managing Brand Equity – Global Edition (4 th Ed)	K. Keller	\$132.95	\$119.65
MKG301 Marketing Management and Planning			
Marketing Strategy: A Decision-Focused Approach (3 rd Ed)	Walker, Mullins, Mavondo, Gountas, Kriz & Osborne	\$129.95	\$116.95
MKG302 B2B Marketing			
Business Marketing Management: B2B (11 th Ed)	M. Hutt & T. Speh	-	-
MKG303 eMarketing			
Internet Marketing: Integrating Online and Offline Strategies (3 rd Ed)	M. Roberts & D. Zahay	\$117.95	\$106.15
QBM200 Business Statistics			
Basic Business Statistics: Concepts & Applications (3 rd Ed)	Berenson, Levine, Szabat, O'Brien, Watson & Jayne	-	-
TRM200 Introduction to Travel and Tourism			
Tourism: Principles, Practices, Philosophies (12 th Ed)	C. R. Goeldner & J. R. Brent Ritchie	\$154.95	\$139.45
TRM201 Travel and Tourism Operations			
Tourism: Principles, Practices, Philosophies (12 th Ed)	C. R. Goeldner & J. R. Brent Ritchie	\$154.95	\$139.45
TRM202 Cultural Awareness			
Intercultural Communication in the Global Workplace (5 th Ed)	I. Verner & L. Beamer	\$152.95	\$137.65
TRM203 Tourism Management and Development			
Tourism Management (5 th Ed)	D. Weaver & L. Lawton	\$149.95	\$134.95
TRM300 Regional Tourism			
No Set Text	-	-	-
TRM301 Environmental/Sustainable Practice			
Sustainability in the Hospitality Industry: Principles of Sustainable Operations (2 nd Ed)	W. Legrand, P. Sloan & J. S. Chen	-	-
TRM302 Tourism Policy and Strategy			
Tourism Policy and Planning: Yesterday, today and tomorrow (2 nd Ed)	D. L. Edgell Sr & J. Swanson	\$93.99	\$84.60
TRM303 Sports and Special Event Tourism			
Strategic Sports Event Management (3 rd Ed)	G. Masterman	\$96.99	\$87.30

Prices:

Wellspring Bookstore strive to be as competitive as possible in regards to pricing. Please contact us directly if you would like to enquire about any prices displayed in this book list. Students receive a 10% discount off the full recommended retail price when shopping online (discounted prices listed) or instore (upon presenting a current Student ID card).

Prices are inclusive of GST and are subject to change without notice.