

HKMA/LINGNAN UNIVERSITY 3 March 2016
JOINT ADVANCED DIPLOMA IN MANAGEMENT STUDIES (ADMS) PROGRAMME

Textbook List for Spring Term 2016

Assigned textbooks are available for sale stated below.

Please bring along a crossed cheque in favour of **The Hong Kong Management Association** as payment can be made by **cheque only**.

Time: 12:00 noon – 10:00 pm (Monday to Friday)
 8:00 am – 10:00 pm (Saturday)
 9:00 am – 6:00 pm (Sunday)
 (Closed on public holidays)

Venue: The Hong Kong Management Association
 7/F, Olympia Plaza
 255 King's Road
 North Point
 HONG KONG

Tel: 2574 9346



No.	MODULE	TEXTBOOK TITLE	PUBLISHER	EDITION	PRICE	Stock
61	Introduction to Management	Contemporary Management – Gareth R. Jones, Jennifer M. George	McGraw-Hill	9 th NEW	\$330	Available
62	The Economic Environment	Economics – Michael Parkin	Pearson	12 th NEW	\$340	Available
63	Accounting for Managers	Financial Accounting – Williams, Haka, Bettner & Carcello	McGraw-Hill	2 nd	\$355	Available
64	Operations Management	Operations Management Asia – William J. Stevenson, Sum Chee Chuong	McGraw Hill	2 nd	\$330	Available
65	Organizational Behaviour	Organizational Behavior – Robbins & Judge	Pearson	16 th	\$330	Available
67	Marketing	Essentials of Marketing – Perreault	McGraw-Hill	14 th	\$350	Available
68	Information Technology	Information Systems Today: Managing in the Digital World – Joe Valacich, Christoph Schneider	Prentice-Hall	7 th	\$360	Available
69	Business Law	Business Law in Hong Kong – D K Srivastava	Sweet & Maxwell Asia	4 th	\$500	Available
71	Human Resources Management	Fundamentals of Human Resources Mgt – Noe, Hollenbeck, Gerhart, Wright	McGraw-Hill	6 th	\$330	Available
72	Change & Quality Management	Quality Management – David L. Geotsch, Stanley B. Davis	Prentice-Hall	7 th	\$350	Available
73	Financial Management	Fundamentals of Corporate Finance (Asian Global) – Ross, Westerfield, Jordan	McGraw-Hill	1 st	\$325	Available
79	Business Communication	Excellence in Business Communication – Thill	Pearson	11 th	\$320	Available
81	Business Strategy	Strategic Management Concepts and Cases – Fred R David	Pearson	15 th	\$340	Available
91	Advertising and Integrated Marketing Communication	Advertising and Promotion, An Integrated Marketing Communications Perspective – Belch, Belch	McGraw-Hill	10 th	\$330	Available

Notes:

1. The Secretariat reserves the right to make alterations as required regarding the details of textbook titles offered without a prior notice.
2. Only the textbooks defected from printing can be exchanged for a new copy from the HKMA
3. Limited stock is available on a first-come first-served basis. The above textbooks are also available at other bookstores.

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☆ **IF YOU LIKE TO ACKNOWLEDGE A RECEIPT, PLEASE FILL IN YOUR HKID NO.**

Student Name: _____ ☆HKID No: _____

Day-time Contact Telephone No: _____

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TOTAL: HK\$ _____

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