

Booklist year 1

Study programme: International Business

Contact: Peter Hendriksen
peter.hendriksen@hvhl.nl
 + 31 (0) 6 25 33 93 98

Please do not buy all books for the whole year immediately.
 It will give you some time to obtain second hand books during the year.
 As we focus on sustainability, this is your first opportunity to reuse or redistribute ☺
 Total book costs for year 1 : Around € 400,00 (If you buy them new.)

However it is wise to have the books for teaching term 1 in your possession when the academic year starts, as you will need them forthwith.

Books

| Title | Author(s) | ISBN | Indicative price |
|--|--|---|---------------------------------|
| Year 1, term 1 | | | |
| (2016) <i>Management</i> Andover (UK) Cengage or similar. Also used in other study units | Daft, R.L. & Benson, A. | 9781408063859 | € 50,00 |
| Intercultural Sensitivity, 4 th edition, Assen: Koninklijke Van Gorcum BV | Nunez, C., Nunez-Mahdi, R. & Popma, I | 9789023255550 | € 24,00 |
| Year 1, term 2 | | | |
| <i>Principles of Marketing</i> , Global Edition. 16 th ed OR 17 th ed. London: Pearson Educated limited Also used in other study units | Kotler, P., Armstrong, G. | 9781292092591 OR 9781292220284) | € 70,00 |
| (2016) <i>Understanding Digital Marketing- Marketing Strategies for engaging the digital generation</i> 4th ed. London: Kogan Page (also available in e-book) OR <i>eMarketing – the Essential guide to marketing in a digital world</i> 5th edition 978-0-620-56515-8 | Ryan, D. & Jones, C Rob Stokes and the minds of Quirk | 9780 749478438 978-0-620-56515-8 | € 30,00 Free on internet |
| <i>Accounting and finance for non-specialists</i> . London: Pearson Educated limited (2017 or 2018) | Atrill, P. & McLaney, E.J. | 9781292135601 OR 9781292244013 (11 th ed) | € 60,00 |

| Year 1, term 3 | | | |
|---|--|---------------|------------------------------|
| <i>A Circular Economy Handbook for Business and Supply Chains: Repair, Remake, Redesign, Rethink</i> (2017) Kogan Page Ltd | Weetman, C. | 9780749476755 | € 70.00 e-book € 40,00 |
| <i>Operations management, an integrated approach (5th ed.)</i> Singapore: John Wiley & Sons. (2013) OR <i>Operations management, an integrated approach</i> 2020 EMEA ed. Will be used in other study units | Reid, R.D. & Sanders, N.R | 9781118323632 | € 65,00 |
| | | 9781119668176 | € 65.00 |
| Year 1, term 4 | | | |
| <i>The Lean Startup London: Currency</i> (2011) (or E-version etc.) | Ries, E. | 9780670921607 | € 18,00 |
| <i>The invincible company.</i> John Wiley (2020) | Osterwalder & A. Pigneur, Y., Smith, A., & Etienne, F. | 9781119523963 | € 28,00 |
| Articles and readers via electronic learning environment | | | |

Year 2

We cherish books, so you will not be surprised that you will need all the books of the first year in the classes of the second year. We will just address them on a higher level of complexity.

Of course year 2 will require some more literature though.

Underneath you may find them

| | Author(s) | ISBN | Indicative price |
|---|---|---|------------------|
| Year 2, term 1 | | | |
| Textbook year 1, term 1 Chapter 6 of Management | | | |
| Textbook on international export or Trade. | Veldman, H | 9789001700324 | € 88,00 |
| <i>Export management. A European Perspective</i> , Groningen: Noordhoff. 2010 | | | € 67,00 |
| OR | | | |
| International Marketing and Export Management, Prentice hall. 2016 | Albaum, Duerr, Josiassen | 9781292016924 OR 9781292175898 (e-book) | |
| Year 2, term 2 | | | |
| Project management, a practical approach(5 th Ed.) Groningen/Utrecht: Noordhoff Uitgevers 2019 Or earlier version. | Grit, R. | 9789001575625 | € 47,00 |
| <i>Organizational behaviour. 2nd ed.</i> Pearson: London. 2017 | Robbins, S.P., Judge, T.A. & Campbell, T.T | 9781292016559 | €66.00 |
| Research Methods for Business Students, 8 th ed. Harlow (UK): Pearson Education Ltd. 2019 | Saunders, M.N.K., Lewis, P. & Thornhill, A. | 9781292208787 | €59,00 |
| Year 2, term 3 | | | |
| Systemic design: designing the productive and environmental sustainability, Bra, Slow food editore also free of charge available via: http://www.greeni.nl/iguana/www.main.cls?surl=greenisearch#RecordId=2.143616 | I. Bistagnino (2010), | 9788884992710 | |
| A Circular Economy Handbook for Business and Supply Chains: Repair, Remake, Redesign, Rethink (2017), 1st edition, Publisher: Kogan Page Ltd. (also used in year 1) | Catherine Weetman | 9780749476755 | € 46.00 |
| Principle of Sustainable Finance . Oxford: Oup (2019) | Schoenmaker, D. & Schramade, W. | 9780198826606 | € 52,00 |

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| Book of accounting year 1, term2 | | | |
| Year 2, term 4 | | | |
| Same books as term 1 of year 1 Operations book of term 3, year 1. | | | |