

## Textbook list for 2022 Fall

CourseNo.	Course Title	Instructor	Required?	Title	Edition H/P	Author	Publisher/ Year	ISBN	1st price	2nd price	Note
MGT1300	Corporate Social Responsibility	Yokose	Yes	Case: The Truth about CSR	Case						
FIN2040	Portfolio Management	Chow	Yes	Investments		Zvi Bodie, Alex Kane, Alan J. Marcus, Bodie, Zvi, Kane, Alex, Marc	McGraw-Hill	9781260083392	¥7,400	¥7,700	
FIN2050	Entrepreneurial and Venture Finance	Chow	Yes	Entrepreneurial Finance	Edition 7th	Leach, Melicher	Cengage	9781305968356	¥7,300	¥7,600	
ITC1060	Digital Platform and Digital Business Models	Aung	Yes	Designed for Digital: How to architect your business for sustained success		Ross, Jeanne W. Beath, Cynthia M.	The MIT Press	978026042888	¥3,600	¥3,900	
			Yes	Platform Strategy: How to unlock the Power of Communities and Networks to grow your business		Reillier, L. Claire, Reillier, Benoit	Routledge	9781472480248	¥6,000	¥6,300	
MGT2020	Service Management	Hirose	Yes	Service Management: An Integrated Approach	2013	Gemmel, Paul & Looy, B. Van	Prentice Hall	9780273732037	¥13,500	¥13,800	
ACT1010	Financial Accounting	Lee	Yes	Introduction to Financial Accounting, 11th ed	Printed	Horngren, Sundem, Elliott, Philbrick	Pearson	9781292040578	¥11,300	¥11,600	
ITC1050	Data Analytics for Business	Li	Yes	Statistics for business and economics	c2019. 9th ed., Global Edition.	Paul Newbold, William L. Carlson, Betty Thorne	Prentice Hall	9781292315034	¥11,800	¥12,100	
MGT1310	Business Core	Chuang/ Comai/ Hirose	Yes	Essentials of Organizational Behaviour	Global Edition 14th	Robbins, Stephen & Judge, Stephen	Person, 2018	9781292221410	¥3,200	¥3,500	
MGT2340	Business Presentation	Ahmed	Yes	Talk Like TED		Carmine Gallo	Macmillan, 2014	9781447261131	¥2,400	¥2,700	
MKG2050	Consumer Behavior	Sheehan	Optional	Consumer Behaviour: Buying, Having, Being	13th, Global Ed.	Solomon, M., Russell- Bennett, R., & Previte, J.	Person, 2019	9781292318103	¥12,000	¥12,300	