

Textbook list for Winter 2022

CourseNo.	Course Title	Instructor	Required?	Title	H/P	Author	Publisher/Year	ISBN	1st Price	2nd Price
ACT3020	Financial Statement and Business Analysis	Lee	No							
FIN2060	Sustainable Finance	Chow	Yes	Principles of sustainable finance	Paperback	Dirk Schoenmaker and William Schramade	Oxford University Press	9780198826606	¥7,600	¥7,900
FIN3020	Finance and Technology	Chow	No							
ITC1060	Digital Platform and Digital Business Models	Aung	Yes	Designed for Digital: How to architect your business for sustained success	Paperback	Jeanne W. Ross, Cynthia M. Beath, Martin Mocker	The MIT Press	9780262542760	¥2,300	¥2,600
				Platform Strategy: How to unlock the Power of Communities and Networks to grow your business	Paperback	Laure Claire Reillier, Benoit Reillier	Routledge	9781472480248	¥5,200	¥5,500
ITC2020	Big Data Analytics	Aung	No							
JDP2020	Small to Medium-sized Firms in Japan	Funabashi	No							
JDP3010	Japanese Style Management & Corporate Governance	Lee	No							
MGT1010	Organizational Behavior	Hirose	Yes	Essentials of Organizational Behavior	15th Global ed/ Paperback	Robbins, S. P., & Judge, T.	Pearson	9781292406664	¥6,200	¥6,500
				(E-book) Essentials of Organizational Behavior	E-book		Pearson	(N/A)	¥6,200	¥6,500
MGT1130	International Management	Zhang Zhang	No							
MGT1300	Corporate Social Responsibility	Yokose	No							
MGT1320	Local Resources and Social Business	Funabashi	No							
MGT2110	Entrepreneurship and Innovation	Kikkawa	No							
MGT2120	Entrepreneurship & Small Business Development	Magnier-Watanabe	No							
MGT2330	Negotiation Strategy	Yokose	No							
MKG2010	Marketing Intelligence	Comai	No							
MKG3020	Marketing Analytics	Akareem	Yes	R for Marketing Research and Analytics	Paperback	Chris Chapman , Elea McDonnell Feit	Springer	9783030143152	¥9,200	¥9,500
MKG3030	Marketing Research	Akareem	Yes	Marketing research: an applied orientation	Paperback	Naresh Malhotra	Pearson Education	9781292265636	¥7,600	¥7,900
OPR1010	Operations Management	Li	Yes	Operations management in the supply chain : decisions and cases	8th Intl' ed/ Paperback	Roger G. Schroeder, M. Johnny Rungtusanatham, Susan Meyer Goldstein	Irwin-McGraw Hill Publishers, 2021	9781260571431	¥7,400	¥7,700
				(E-book) Operations management in the supply chain : decisions and cases	E-book		Irwin-McGraw Hill Publishers	9781260590128	¥6,400	¥6,700
OPR3010	Digital Supply Chain Management	Roig	No							

*Regarding the textbook of MGT1010 and OPR1010, all you have to do is purchase only one book (printed or e-book)