

Book List semester 2019

Bachelor in International Sales and Marketing Management

Subject	1st and 2nd semester
IT requirements	<ul style="list-style-type: none"> • A laptop which can run Office 365 • As an UCN-student it is possible to get Microsoft Office at UCN for free from 1st of September
Supply Chain Management	Reading materials will be uploaded in pdf format in Canvas for this course.
Management and Organisation	Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regner, "Exploring Strategy", 11th Edition, PEARSON publications ISBN-13: 9781292145129 DKK 620,00 <i>Same as in Marketing</i>
Economics	Forlag: Pearson Education "Management Accounting: Information for decision-making and strategy execution" Sixth Edition ISBN-13: 9780273769989 DKK 685,00
Theory and Methods	Gary Thomas How to do your Research project: A guide for students, 3rd ed., Sage publications (2017) ISBN-13: 9781473948877 DKK 295,00
Marketing Management	Gerry Johnson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regner, "Exploring Strategy", 11th Edition, PEARSON publications ISBN 9781292145129 DKK 620,00 <i>Same as in Organisation</i>
	Alexander Chernev "The Marketing Plan Handbook" 5th Edition, Cerebellum Press. Januar 2018. ISBN:978-1-936572-55-7 (Paperback) DKK 375 kr.
International Business Law	Reading materials will be uploaded in pdf format in Canvas for this course.