

Book list – BA (Hons), 2022-2023

<h2>Finance Stream</h2>		
Module	Mandatory titles	NB Module tutor
CORP3544 – Global Contemporary Business Issues	❖ Miles, D., Scott, A., Breedon, F. Macroeconomics. Understanding the Global Economy: 3rd Edition	❖ Kenneth M. Rushe kmru@niels.brock.dk
CORP3501 – Global Strategic Management	❖ Hitt, M. A. et al. (2020): Strategic Management: Competitiveness & Globalization: Concepts and Cases, 13 <sup>th</sup> edition, Cengage Learning, EMEA	❖ Bruno F. Abrantes btfa@niels.brock.dk
ACFI3211 – Forensic Accounting	❖ Taylor, J. (2011): Forensic Accounting, FT Prentice Hall, 1. ed.	❖ Josphat Omanga, joom@niels.brock.dk
ACFI3217 – International Developments in Accounting	❖ Alexander et al. (2014): International Financial Reporting and Analysis, Cengage Learning, 6. ed.	❖ Dimitrios Papadimitriou, papa@niels.brock.dk
ACFI3420- Accounting and Finance Project	❖ Collis & Hussey (2009): Business Research: A Practical Guide for Undergraduate and Postgraduate Students, Palgrave MacMilan.  ❖ Fisher, C. (2010): Researching and Writing a Dissertation, FT Prentice Hall.  ❖ Greetham, B. (2009): How to Write Your Undergraduate Dissertation, Palgrave MacMilan.	❖ Josphat Omanga, joom@niels.brock.dk

## Marketing Stream

Module	Mandatory titles	NB Module tutor
CORP3544 – Global Contemporary Business Issues	❖ Miles, D., Scott, A., Breedon, F. Macroeconomics. Understanding the Global Economy: 3rd Edition	❖ Kenneth M. Rushe kmru@niels.brock.dk
CORP3501 – Global Strategic Management	❖ Hitt, M. A. et al. (2020): Strategic Management: Competitiveness & Globalization: Concepts and Cases, Cengage Learning,	❖ Bruno F. Abrantes btfa@niels.brock.dk
MARK3008 – Marketing Project	❖ Saunders et al. (2015): Research Methods for Business Students, Pearson, 7. ed.	❖ Lilia Ochisor, ❖ <a href="mailto:lioc@niels.brock.dk">lioc@niels.brock.dk</a> ❖ Casper Engmark <a href="mailto:case@niels.brock.dk">case@niels.brock.dk</a>
MARK3012 – Global Marketing Strategies	❖ Allon, I. et al. (2017): Global Marketing: Contemporary Theory, Practices & Cases, Routledge, 2. ed.	❖ Elham Rabhar <a href="mailto:elra@niels.brock.dk">elra@niels.brock.dk</a>
MARK3014 – Customer Management	❖ Buttle, F. & Maklan, S. (2017): Customer Relationship Management: Concepts and Technologies, Routledge, 3. ed.	❖ Lilia Ochisor, <a href="mailto:lioc@niels.brock.dk">lioc@niels.brock.dk</a>

## Strategy Stream

Module	Mandatory titles	NB Module tutor
CORP3544 – Global Contemporary Business Issues	<ul style="list-style-type: none"> <li>❖ Miles, D., Scott, A., Breedon, F. Macroeconomics. Understanding the Global Economy: 3rd Edition</li> </ul>	<ul style="list-style-type: none"> <li>❖ Kenneth M. Rushe kmru@niels.brock.dk</li> </ul>
CORP3501 – Global Strategic Management	<ul style="list-style-type: none"> <li>❖ Hitt, M. A. et al. (2020): Strategic Management: Competitiveness &amp; Globalization: Concepts and Cases, Cengage Learning,</li> </ul>	<ul style="list-style-type: none"> <li>❖ Bruno F. Abrantes btfa@niels.brock.dk</li> </ul>
CORP3547- Business Ethics & Corporate Social Responsibility	<ul style="list-style-type: none"> <li>❖ Blowfield, M. (2013): Business and Sustainability, Oxford.</li> <li>❖ Blowfield, M. &amp; Murray, A. (2014): Corporate Responsibility, Oxford, 3. ed.</li> <li>❖ Crane, A. &amp; Matten, D. (2010): Business Ethics, Oxford.</li> <li>❖ Crane, A. et al. (eds) (2013): Corporate Social Responsibility: Reading and Cases in a Global Context, Routledge, 2. ed.</li> <li>❖ Fischer, C. &amp; Lovell, A. (2009): Business Ethics and Values, FT Prentice Hall, 3. ed.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Kwabena Titi Ofei <a href="mailto:kwof@niels.brock.dk">kwof@niels.brock.dk</a></li> </ul>
CORP3400 – Strategy & Management Dissertation	<ul style="list-style-type: none"> <li>❖ Sanders et al. (2016): Research Methods for Business Students, FT Prentice Hall, 7. ed.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Jesper Lind Madsen <a href="mailto:jelm@niels.brock.dk">jelm@niels.brock.dk</a></li> <li>❖ Bruno F. Abrantes btfa@niels.brock.dk</li> </ul>
ENTE 3506 – Creative Management & Marketing	<ul style="list-style-type: none"> <li>❖ Kim &amp; Morbaugne (2015): Blue Ocean Strategy, Harvard Business Review Press.</li> <li>❖ Kaufman, J. C. &amp; Sternberg, R. J.: The International Handbook of Creativity, Cambridge University Press.</li> </ul>	<ul style="list-style-type: none"> <li>❖ René H. Bøtker btfa@niels.brock.dk</li> </ul>