

THE EXETER MBA

MBA FULL and PART PROGRAMME
2009 - 2010

CORE TEXTBOOK LIST SEMESTER 1

The following text books must be purchased:

BEMM 737 People in Organisations

Fincham and Rhodes, *Principals of Organizational Behaviour*, OUP, 4th edition,
ISBN-10: 0199253978/ISBN-13: 978-0199253975 (both
ISBN numbers apply to the same book)

BEMM 736 Finance for Managers

Fundamentals of Financial Management by Brigham and Houston, Concise 6e, South
Western ISBN 0324664559

BEMM 735 Accounting for Management

Atrill Peter & Eddie McLaney. *Accounting & Finance for Non-Specialists*. 6^h edition,
2008 FT Prentice Hall ISBN 1408208040

BEMM 732 The Marketing Imagination

Kotler, P & K.L. Keller, *Marketing Management*. 13th edition revised, Prentice Hall, 2009
ISBN 0131357972

BEMM 733 Managing Strategic Resources & Operations

Slack, N., Chambers, S and Johnston, R *Operations Management*, 5th edition 2007, ISBN 0-
273-70847-3 FT Prentice-Hall

BEMM 734 Business Economics

TBA

**The above books are ordered in the name of the MBA programme and will be
in stock for purchase at Blackwell Bookshop located on Campus, early
September**