

Book list IBA Block 1 2023-2024

Course	ISBN	Title
BT1201 Introduction to Business	ISBN 9781473788282 (hardcopy) ISBN 9781473788299 (e-book)	For this course a custom book has been created, which is combination of relevant content from <i>Business in Context</i> (Needle & Burns, 2019) and <i>International Business</i> (Peng & Meyer, 2019). The book is called: Needle, D., Burns, J., Peng, M. & Meyer, K. (2021) <i>Introduction to Business – Custom Edition (Inleiding Bedrijfskunde)</i> . Cengage The custom book is available in hardcopy through STAR (ISBN 9781473788282) and as an e-book via Cengage (ISBN 9781473788299): https://www.cengage.uk/shop/isbn/9781473788299
BT1203 Marketing Management	n/a	There is no required textbook for this course.
BT1205 Professional Development & Mentoring	n/a	There is no required textbook for this course.
BT1206 Accounting	ISBN 9781618535085	Wong, Hanlon, Magee, Pfeiffer (2023), <i>Financial Accounting using IFRS</i> , 3rd edition