

Booklist IBA 2022-2023

Course	ISBN	Title
BT1201 Introduction to Business	9781473788282 & ISBN 978-1-4737-8829-9	<p>For this course a custom book <i>Introduction to Business – Custom Edition (Inleiding Bedrijfskunde)</i> has been created. The book consists of chapters from two books by the publisher Cengage: <i>Business in Context</i> (Needle & Burns, 2019) and <i>International Business</i> (Peng & Meyer, 2019).</p> <p>The custom book is available in hardcopy at the Studystore of Erasmus University (ISBN 9781473788282) or as e-book through Cengage (ISBN 978-1-4737-8829-9): https://www.studystore.nl/p/9781473788282/ https://www.cengage.uk/shop/isbn/9781473788299</p>
BT1202 Organisational Behavior	978-1-292-01655-9	Robbins, S.P., Judge, T.A., & Campbell, T.T. (2017). <i>Organizational Behaviour</i> . 2 nd Edition, New Jersey: Pearson/Prentice Hall. ISBN 978-1-292-01655-9.
BT1203 Marketing Management	n/a	<ul style="list-style-type: none">• Course Reader containing business articles which are available on Canvas• Case Reader containing cases which can be obtained online from the Case Centre (generously paid for by RSM. Please only download 1 per group.)• There is no required textbook for this course
BT1205 Professional Development & Mentoring	n/a	Mandatory and recommended reading material for each workshop and the assignments will be provided on the Canvas course page.