

International Business Cluster A

HAN University of Applied Sciences | International School of Business (ISB) |

International School of Business (First Year) | Communication Studies

2023 – 2024

HAN UNIVERSITY
OF APPLIED SCIENCES

International
School of Business

O- already owned M-mandatory R-recommended

Marketing (MARCOB01)

ISBN: 9780198829256 Fundamentals of Marketing M € 53,69
Baines, P. Whitehouse, S. Rosengren, S. Antonetti, P. | Oxford University Press | 2th Edition | Book

Research (RESECO03)

ISBN: 9781292208787 Research Methods for Business Students M € 49,89
Saunders, Mark Thornhill, Adrian Lewis, Philip | Pearson Education | Edition: Most Recent | Book

Statistics (STATIS13)

ISBN: 9781787267077 Business Statistics M € 76,47
Pearson Education | First Edition | Book
Compulsory: Software Microsoft Excel

Finance (ACCOFB02)

ISBN: 9781787267855 CU-HAN financial and cost accounting 2019 M € 57,09
Pearson Education | First Edition | Book

Intercultural Awareness (INTEAW06)

ISBN: 9789023256885 Intercultural Sensitivity: From Denial to Intercultural Competence M € 22,50
Nunez, C. Nunez Mahdi, R. Popma, L. | Van Gorcum & Comp. bv | 5th Edition | Book

Management (MANAGC12)

ISBN: 9781292340883 Management, Global Edition M € 76,99
Robbins, Stephen Coulter, Mary | Pearson Education | 15th Edition | Book
Also allowed: E-Book from Pearson; <https://benelux.pearson.com/products/9781292341002?variant=36640668614814>

- **Useful links you can use to order the books** (Use the ISBN code to find the correct book)

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- www.amazon.com
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