

INTRODUCTORY READING LIST

BA LAW AND BUSINESS STUDIES

This list is offered to our prospective students as a way of introducing you to certain first year subjects taught within the **Business School** (rather than the Law School) with which you may not be fully familiar. **Please note that you are advised NOT to buy any textbooks before you come to Warwick; these suggestions are NOT compulsory, nor will they necessarily be set texts on your first year modules.** We are suggesting a selection of what we hope are readable texts in areas where you may feel, for whatever reason, it would be helpful to you to read more than you have already.

In your first year, in addition to taking IB115 *Business Planning* and IB117 *Markets, Marketing and Strategy*, you will choose two of the following Autumn Term modules:

IB118 *Management, Organisation and Society I*
IB121 *Quantitative Analysis for Management I*
IB124 *Introduction to Financial Accounting*

and two of the following Spring Term modules:

IB119 *Management, Organisation and Society II*
IB122 *Quantitative Analysis for Management II*
IB125 *Foundations of Financial Management*

In preparing for any of your first year modules you may wish to develop your understanding of current issues by reading the quality press and news magazines/journals, all of which also have useful websites. You might find the *Financial Times* and/or *The Economist* particularly helpful.

General

As an introduction to taking lecture notes and studying for exams:

Andy Northedge, *The Good Study Guide*, Open University Worldwide, 2005.
ISBN: 978-0749259747

There is a useful guide about internet research that would be helpful to look at
<http://www.vts.intute.ac.uk/detective/>

Quantitative Analysis for Management I & II

Derek Rowntree, *Statistics Without Tears*, Allyn & Bacon, 2003. ISBN: 978-0205395095.

For those without A-level Maths or who are concerned about the mathematics content of the course:

Clare Morris and Emmanuel Thanassoulis, *Essential Maths: For Business and Management*, Palgrave Macmillan, 2007. ISBN: 978-1403916105.

For those who are concerned about the mathematics content in general and who have not studied any statistics before:

Gordon Rugg, *Using Statistics: A Gentle Introduction*, Open University Press, 2007. ISBN 978-0335222186.

Introduction to Financial Accounting

CORE TEXT

Andrew Thomas and Anne Marie Ward, *Introduction to Financial Accounting - Sixth Edition*, Mc Graw Hill, 2009. ISBN: 978-0077122805.

SUPPLEMENTARY READING

Michael Jones, *Financial Accounting*, Wiley Publishing, 2006. ISBN: 978-0470058985.

Management, Organisation and Society

An introduction to this area can be found in:

Christopher Grey, *A very short, fairly interesting and reasonably cheap introduction to studying organizations*, 2nd ed, Sage, 2009. ISBN: 978-1847873439

Economics

The titles suggested would be useful preparation for the first year economics module:

David Begg and Damian Ward, *Economics for Business*, 3rd edition
McGraw-Hill Higher Education, 2009 ISBN: 978-007712473

David Begg, Stanley Fischer and Rudiger Dornbusch, *Economics*, 9th
edition McGraw-Hill Higher Education, 2008. ISBN: 978-0077107758

Markets, Marketing and Strategy

Pre and Course Support Textbooks:

Adrian Palmer and Bob Hartley, *The Business Environment*, McGraw-Hill Higher Education, 2006. ISBN: 978-0077109905.

Philip Kotler, Gary Armstrong, *Principles of Marketing*, Global Edition, Pearson Education, 2009. ISBN: 9780137006694

Comprehensive Strategy Textbook:

Robert M Grant, *Contemporary Strategy Analysis*, Blackwell, 2010. ISBN: 0470747099

Advanced Marketing textbook:

David W Cravens and Nigel F Piercy, *Strategic Marketing*, McGraw-Hill Higher Education, 2005. ISBN: 978-0071244329.

Financial Management

For an introduction to the workings of the major financial markets and the financial instruments that are traded in those markets:

Stephen Valdez and Philip Molyneux, *An Introduction to Global Financial Markets* (6th edition), Palgrave Macmillan, 2010. ISBN 978-0-230-24309-5.

For an introduction to Corporate Finance:

Erik Banks, *Finance: The Basics*, Routledge, 2007. ISBN: 978-0-415-38463-6.

In order to familiarise yourself with the information that appears in the Companies & Markets section of the Financial Times:

Romesh Vaitlingam, *"Financial Times" Guide to Using the Financial Pages* (6th edition), Financial Times/Prentice Hall, 2011. ISBN 978-0-273-72787-3.

For a set of real-world case-studies in corporate finance that featured in the Financial Times:



Kevin Boakes, *Reading and Understanding the "Financial Times" Updated for 2010-2011*,
Financial Times/Prentice Hall, 2010. ISBN: 978-0-273-73181-8.

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