



Master Programmes within Department of Business Administration Textbooks - Spring 2021

Number	Name
V-711-GLTT	Global Issues in Travel and Tourism
Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
V-741-BRAN	Branding and Strategic Marketing
Textbook	Strategic Brand Management: Building, Measuring, and Managing Brand Equity (Global Ed.)
Author	Kevin Lane Keller and Vanitha Swaminathan
Publisher	Pearson
Edition	5th edition 2019
ISBN	ISBN-13 : 978-1292314969
Textbook	Marketing Metrics: The Manager's Guide to Measuring Marketing Performance
Author	Bendle, Farris, Pfeifer, & Reibstein
Publisher	Pearson
Edition	3rd edition
ISBN	-10: 0-13-408596-5
V-733-ILEC	International and labour economics
Textbook	Modern Labor Economics
Author	Ehrenberg and Smith
Publisher	Routledge
Edition	13th
ISBN	978-1-138-21817-8
V-716-FINC	Fixed Income Analysis
Textbook	Bond Markets, Analysis, and Strategies
Author	Fabozzi
Publisher	Pearson
Edition	8th
ISBN-13	978-0273766131



V-713-INNM Innovation Management

Textbook No textbook
Author
Publisher
Edition
ISBN

V-840-TOMA Tourism Marketing

Textbook No textbook
Author
Publisher
Edition
ISBN

V-745-STRA Strategic HRM and Metrics

Textbook Strategic human resource management: A Balanced Approach.
Author Paul Boselie
Publisher London: McGraw-Hill Education
Edition 2nd
ISBN 978-0077145620

V-717-IMIS Implementation of information systems

Textbook The Phoenix Project
Author Gene Kim, Kevin Behr, George Spafford
Publisher IT Revolution
Edition latest edition (2018)
ISBN 978-1942788294

V-763-COR2 Cases in Corporate Finance

Textbook No textbook
Author
Publisher
Edition
ISBN

V-802-BULA Félaga- og fjármunaréttur

Textbook Hlutfélagaréttur
Author Stefán Már Stefánsson
Publisher Hið íslenska bókmenntafélag
Edition 2013
ISBN 978-9979-66-313-3



V-716-BPMA Business Process Management
Textbook Fundamentals of Business Process Management
Author Dumas, La Rosa, Mendling, Reijers
Publisher Springer
Edition 2nd
ISBN 978-3-662-56509-4

V-766-APDE Applied Derivatives
Textbook Options, futures, And Other Derivatives
Author John C Hull
Publisher Pearson
Year 2017
ISBN ISBN-10: 0-13-447208-X
 ISBN-13: 978-0-13-447208-9

Textbook The Mathematics Of Financial Models
Author Kannoo Ravindran
Publisher Wiley Finance
Publishing
year 2014
ISBN ISBN 978-1-118-00461-6
 ISBN 978-1-118-22185-3
 ISBN 978-1-118-23552-2

V-714-BETH Business Ethics
Textbook No textbook
Author
Publisher
Edition
ISBN

V-767-SARE Consolidated Financial Statements
Textbook No Textbook
Author
Publisher
Edition
ISBN

V-717-CPMA Management Control
Textbook Management Control Systems 4th Edition, 4/E
Author Kenneth Merchant & Wim Van der Stede
Publisher Pearson Education
Edition 4th Edition, 4/E
ISBN ISBN-10: 1292110554 • ISBN-13: 9781292110554



V-712-COBE	Consumer Behavior
Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
V-715-ENIC	Entrepreneurship and Innovation in Context
Textbook	Zero to One: Notes on Startups, or How to Build the Future
Author	Peter Thiel, Blake Masters
Publisher	Crown Business
Edition	1 edition
ISBN	ISBN-10: 9780804139298, ISBN-13: 978-0804139298
V-733-ENTR	Entrepreneurial Finance
Textbook	No textbook
Author	
Publisher	
Edition	
ISBN	
V-840-TRDE	Training and Development
Textbook	Employee Training & Development
Author	Raymond Andrew Noe
Publisher	McGraw Hill
Edition	8th
ISBN	ISBN-13: 978-1260565638
V-765-FIR2	Gerð reikningsskila og staðlar um reikningsskil II
Textbook	Intermediate Accounting, IFRS edition (fourth edition)
Author	Kieso, Weygandt, Warfield.
Publisher	Wiley
Edition	4th
ISBN	ISBN-13 978-1-119503682
V-782-BRMA	Business Research Methodology in Accounting and Finance
Textbook	TBA
Author	
Publisher	
Edition	
ISBN	



V-746-REME Business Research Methodology

Textbook TBA

Author

Publisher

Edition

ISBN

V-871-AFLE Reikningshald, afleiður og aðrir fjármálagerningar

Textbook No textbook

Author

Publisher

Edition

ISBN

V-784-REK5 Business Intelligence and Analytics

Textbook TBA

Author

Publisher

Edition

ISBN