



BSB60215-Advanced Diploma of Business (Resource Materials)

BSBADV602 Develop an Advertising Campaign

1. Avery J. and Yount D., 2015, Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan, Melvin & Leigh
2. Kotler P.T, Keller K.L., 2015, Marketing Management, Prentice Hall
3. Drewniany, B.L. & Jewler, A.J., 2014, Creative Strategy in Advertising, 11th Edition, International Edition, Wadsworth Cengage Learning
How To Develop A Successful Advertising Campaign:
http://www.smalltownmarketing.com/developing_successful_ad_campaigns.html
<http://smallbusiness.chron.com/design-advertising-campaign-18597.html>
<https://www.youtube.com/watch?v=K9vFWA1rnWc>
<https://www.youtube.com/watch?v=WMZChujwrBs>

BSBFIM601 Manage Finances

1. Anandarajah A., Aseervatham A., and Reid H., 2008, Manage Budgets and Financial Plans: Managing Finance, Pearson
2. Hart J., Wilson C., and Fergus C., 2012, Management Accounting: Principles and Applications, Pearson <http://www.pearson.com.au/9781442549074>
3. Weygandt J. J., Kimmel P. D., Kieso D. E., 2007, Managerial Accounting: Tools for Business Decision Making (4th Ed.), Wiley
4. Marley S., Pedersen J., 2009, Accounting for Business: An Introduction (2nd Ed.), Pearson
5. http://www.aasb.gov.au/admin/file/content105/c9/AASB101_09-07_COMPmay11_07-11.pdf

BSBHRM501 Manage Human Resource Services

1. Cleland D.I and Gareis R. (2006), Global Project Management Handbook. McGraw-Hill, New York Ireland I. R (2006), Project Management. McGraw-Hill, New York
2. http://en.wikipedia.org/wiki/Project_management.

BSBINM601 Manage Knowledge and Information

1. Galliers R. and Leidner D.E., 2000, Strategic Information Management: Challenges and Strategies in Managing Information Systems, Butterworth-Heinemann, Oxford
2. Rodney M.A and Sandra M.A, "A Critique of Knowledge Management: Using A Social Constructionist Model" New Technology, Work and Employment, Vol. 15, No. 2, September 2000
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BSBINN601 Lead and Manage Organisational Change

1. Hiatt J. and Creasey T., 2003, Change Management, Prosci Research
2. Kotter J. P., 1996, Leading Change, Harvard Business Review Press
3. HBR, 2011, HBR's 10 Must Reads on Change Management, Harvard Business Review Press

4. Nelson K. and Aaron S., 2005, The Change Management Pocket Guide, Change Guides, LLC
5. http://www.mindtools.com/pages/article/newPPM_87.htm
6. <https://www.change-management-toolbook.com/>

BSBMGT617 Develop and Implement a Business Plan

1. Friends G., and Zehle S., 2009, Guide to Business Planning (The Economist: 2nd Ed.), Bloomburg Press
2. Abrams R., and Doerr J., 2010, Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies – 5th Ed.), Planning Shop
3. Bangs D.H., 2002, The Business Planning Guide, Kaplan Publishing
4. http://en.wikibooks.org/wiki/Writing_a_Business_Plan

BSBMKG608 Develop Organisational Marketing Objectives

1. Kotler P. and Keller K., 2008, Marketing Management (13th Ed.), Prentice Hall, New Jersey
2. Kotler P., Armstrong G., 2007, Principles of Marketing (12th Edition), Princeton Hall, New Jersey
3. Ferrell O. C., 2007, Marketing Strategy (4th Ed.), South-Western College, Boston

BSBSUS501 Develop Workplace Policy and Procedures for Sustainability

1. Robertson M., 2014, Sustainability Principles and Practice, Routledge
2. Goldie J., Douglas B., and Furnass B., 2004, In Search of Sustainability, CSIRO Publishing
3. Thiele L. P., 2013, Sustainability, Polity
4. Sustainability Victoria: <http://www.sustainability.vic.gov.au/>

General

Misc. Videos and Online Channels

Khan Academy Channel	https://www.youtube.com/user/khanacademy
TED Talks	https://www.youtube.com/user/MIT
Massachusetts Institute of Technology Channel	https://www.youtube.com/user/TEDtalksDirector/channels
Google for Education	https://www.youtube.com/user/eduatgoogle

Referencing Guide

Harvard Referencing Generator:

<http://www.harvardgenerator.com/>

<http://www.citethisforme.com/au/referencing-generator/harvard>