

# Business 102: Business and Enterprise II - S1 2017

[View Online](#)

---

20 items

---

## Module 1 - Creating a Business (4 items)

---

### Week 1 - No readings this week

Start reading for week 2

### Week 2 - Being an Entrepreneur (3 items)

---

Managing the small firm in New Zealand, by Claire Massey, 2011

[Book](#) | Essential resources

---

Entrepreneurship and small business, by Michael Schaper, 2014

[Book](#) | Essential resources

---

Entrepreneurship and small business, by Michael Schaper, 2014

[Book](#)

---

### Week 3 - Developing a Start- Up Business Model (1 items)

---

Business Models, Business Strategy and Innovation - in Long Range Planning, by David J. Teece, 2010-4

[Article](#) | Textbook

---

## Module 2 - Running a Business (11 items)

---

### Week 4 - Leading and Managing Your Business (2 items)

---

Management, by Danny Samson; Richard L Daft, 2014

[Book](#) | Essential resources

---

Business in action, by Courtland L. Bove

e; John V. Thill, c2013

[Book](#)

---

### Week 5 - Managing People (2 items)

---

**Business in action**, by Courtland L.

Bove

e; John V. Thill, c2013

[Book](#)

---

**Business in action**, by Courtland L.

Bove

e; John V. Thill, c2013

[Book](#)

---

## Week 6 - Managing Your Marketing Mix I - Promotion (1 items)

---

**Business in action**, by Courtland L.

Bove

e; John V. Thill, 2015

[Book](#) | Essential resources

---

## Week 7 - Managing your Marketing Mix II - Product, Price and Place (2 items)

---

**Business in action**, by Courtland L.

Bove

e; John V. Thill, 2015

[Book](#)

---

**Marketing**, by Greg Elliott; David Waller; Sharyn Rundle-Thiele, 2014

[Book](#) | Essential resources

---

## Week 8 - Managing Customer Relationships (4 items)

---

**Contemporary marketing**, by David L. Kurtz, c2016

[Book](#)

---

**Co-creation experiences: The next practice in value creation** - in Journal of Interactive Marketing, by C.K. Prahalad; Venkat Ramaswamy, 2004-1

[Article](#) | Essential resources

---

**Marketing**, by Philip Kotler, 2009

[Book](#) | Essential resources

---

**Principles of marketing**, by Gary Armstrong; Stewart Adam; Sara M. Denize; Philip Kotler, 2015

[Book](#) | Essential resources

---

## Module 3 - Growing a Business (5 items)

---

### Week 9 - Managing Growth (2 items)

---

**The five stages of small business growth.** - in Harvard Business Review, by Churchill, Neil C. Lewis, Virginia L.

[Article](#) | [Essential resources](#)

---

**Entrepreneurship and small business,** by Michael Schaper, 2014

[Book](#) | [Essential resources](#)

---

### Week 10 - Business in a Global Environment (1 items)

---

**Management,** by Danny Samson; Richard L Daft, 2014

[Book](#) | [Essential resources](#)

---

### Week 11 - Consolidating Your Knowledge Through Team Presentations (1 items)

---

**Communication skills guidebook,** by Iain Hay; Dianne Bochner; Gill Blacket; Carol Dungey, 2015

[Book](#) | [Essential resources](#)

---

### Week 12 - Exam Preparation (1 items)

---

**Communication skills handbook,** by Jane Summers; Brett Smith, 2014

[Book](#)