MM-DBC READING LIST YEAR 1 2023-2024

PERIOD 1

General Economics
Economics: The Users Guide
Ha-Joon Chang
First print
ISBN13: 9781620408148

Marketing 1 (and 2)
Essentials of Marketing
J. Blythe and J. Martin
Seventh Print
ISBN10: 1292098449
ISBN13: 978-1292098449

New Media & Digital Age 1
Netflix account

Research 1 (and 2)
Doing Research
N. Verhoeven
Fifth Print
ISBN13: 9789462364820

Overall
Business Model Generation
A. Osterwalder and Y. Pigneur
First Print
ISBN10: 0470876417
ISBN13: 9780470876411

PERIOD 2

Digital Economics 1
How Information and Communication Technology is Shaping Markets, Businesses, and Innovation
H. Øverby and J. Audestad
First print
ISBN13: 9781986751391

PERIOD 3

Startups
Edumundo Edubook (online system)
Lean Entrepreneurship

Online Marketing 1 (and 2)
eAcademy certification (free online system)

PERIOD 4

Data Analytics 2
Basics of Statistics and SPSS
S.R.H. Rahaghi
ISBN13: 9781461119531
This book is optional / a reference book

PRINTING COSTS DBC 1

- Printing costs for both **Visual Communication 1** (€20) and **Visual Communication 3** (€20).
- Hosting and domain name for **Web Development**: approximately €10.

MATERIAL DBC 1

- Students are expected to be using a laptop that is compatible to work with Adobe Creative Cloud (Adobe CC). System requirements for Adobe CC can be found here. Various software and hardware can be ordered through the website www.surfspot.nl (English language option available, and you can log in with your Fontys PCN number).
- A license of the most recent version of Adobe Creative Cloud Services (Student) can be ordered via www.surfspot.nl for €129,50 per year (you will get a license for two devices).
- An external hard disk might come in handy • Minimal requirements 1 TB • PC/MAC compatible.