Literature

Marketing Management – Digital Business Concepts

Propaedeutic phase, English-taught programme

PERIOD 1
General Economics
Economics: The Users Guide – Ha-Joon Chang
ISBN13: 9789046814185 / new €25,99

Marketing 1 (and 2)
Essentials of Marketing – J. Blythe and J. Martin
Seventh print
ISBN13: 9781292244105 / new €64,56

Business Economics 1
Business Model Generation – A. Osterwalder en Y. Pigneur
First Print
ISBN10: 9013074081
ISBN13: 9789013074086 / new €56,61

New Media & Digital Age 1
Netflix-account

Research
Doing Research – N. Verhoeven
Fifth Print
ISBN13: 9789024424757 / new €51,95

PERIOD 2
Digital Economics 1
How Information and Communication Technology is Shaping Markets, Businesses, and Innovation – H. Øverby and J. Audestad
First print
ISBN 13: 9781986751391 / new €20,71

PERIOD 3
Startups
Edumundo Edubook: Lean Entrepreneurship

Online Marketing 1 en 2
eAcademy certificaten (gratis online systeem)

PERIOD 4
Business Economics 2
The Startup Owner's Manual – S. Blank and B. Dorf
ISBN13: 9780984999309 / new €30,99
Also available as E-book, audio book, or in the
Fontys E-Library.

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

Media

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GUIDELINES SPECIFICATIONS HARDWARE AND SOFTWARE

Material TCL
Every student is expected to have a laptop that is heavy enough to run the Adobe CC. System requirements for Adobe Creative Cloud can be found here. Various software and hardware can be ordered via www.surfspot.nl (log in with Fontys PCN number).

Hardware requirements
A Mac (Book Pro / Air) is absolutely no obligation to work at ACI. Apple laptops are very popular among students. Check out SURFspot to purchase a laptop at a reduced price. A GPU is optional (at least recommended for CO IEMES and DBC students).

Hardware	Windows	Apple
Processor	Intel Core i5 or Ryzen 5 or higher (core i7/Ryzen 7)	M1-chip recommended
Memory	8 or 16 GB RAM	8 or 16 GB RAM
SSD	256 GB	256 GB
Number of USB ports	2	-
Display	13" or higher recommended	13" or higher recommended

External hard drive could be handy • Minimum requirements 250 GB • PC / MAC compatible.

AV-desk
If a profession requires specialist hardware, this will be provided. Think of video cameras at the TV studio, radio equipment, render computers for animations or special effects, public iMacs and all kinds of recording equipment that can be borrowed from the AV desk.

Required Adobe software
An Adobe CC license is a must, as many courses within ACI do something with photo editing, video editing, audio and interactive concepts. This software is available for both Windows and MacOS.
The license of the most recent version of Adobe Creative Cloud Services (Student) can be ordered at SURFspot for €132.75 per year. (You will receive a license for 2 devices, so you can share this with a fellow student if necessary).