

# Online MBA Program Book List

*Disclaimer: Books are required the first day of class. Please order your books in a timely manner to ensure they arrive prior to the first day of class.*

## ACCTG 510: Managerial Accounting

**Title:** Managerial Accounting: Decision Making and Motivating Performance

**ISBN:**

**Edition:** 1

**Publisher:** Pearson

**Author:** Datar Rajan

## BUSAD 502: Business Ethics and Environment

**Title:** Business Ethics: Concepts and Cases

**ISBN:** 978-0205017669

**Edition:** 7

**Publisher:** Pearson

**Author:** Velasquez

## CIS 565: Management Information Systems

**Title:** Using MIS

**ISBN:** 9780134606996

**Edition:** 10

**Publisher:** Pearson Prentice Hall

**Author:** David M. Kroenke, Randall J. Boyl

## ECON 510: Economics for Managers

**Title:** Economics for Managers

**ISBN:** 978-0132773706

**Edition:** 3

**Publisher:** Pearson

**Author:** Paul Farnham

## FIN 530: Financial Management

**Title:** Financial Management: Concepts and Applications

**ISBN:** 9780133578089

**Year:** 2015

**Publisher:** Pearson

**Author:** Foerster

## MGMT 511: Production/Operations Management

**Title:** Operations and supply chain management for MBAs

**ISBN E-Text:** 978-1-119-23607-8

**ISBN Paperback:** 978-1-119-23953-6

**Edition:** 6

**Publisher:** Wiley

**Author:** Meredith, J. R., & Shafer, S. M

**Title:** Process Fundamentals

**Edition:** 2007

**Publisher:** Harvard Business School, Boston

**Author:** Gray, A. E., & Leonard, J. A. M. E. S.

**Link:** <https://hbr.org/store>

**Title:** Breakfast at the Paramount

**Edition:** 2016

**Publisher:** Harvard Business School, Boston

**Author:** Buell, R.W.

**Link:** <https://hbr.org/store>

**Title:** Decision Trees

**Edition:** 2006

**Publisher:** Harvard Business School, Boston

**Author:** White & Greenwood

**Link:** <https://hbr.org/store>

## MGMT 520: Management of Organizational Behavior

**Title:** Organizational Behavior

**ISBN:** 9781946135155

**Year:** 2010

**Publisher:** University of Minnesota Libraries Publishing

## MGMT 540: Managing Human Resources

**Title:** Managing Human Resources

**ISBN:** 978-0078112959

**Edition:** 10

**Publisher:** McGraw Hill

**Author:** Wayne Cascio

## MGMT 585: Management Policy and Strategy

**Title:** Crafting and Executing Strategy

**ISBN:** 9781259732782

**Edition:** 21

**Publisher:** McGraw-Hill

**Author:** Thompson, Peteraf, Gamble & Strickland

## **MKTG 540: Marketing Management**

**Title:** Marketing Management

**ISBN:** 9781337271127

**Edition:** 5

**Publisher:** Cengage Learning

**Author:** Dawn Lacobucci

## **MKTG 561: Advertising and Promotion Research**

**Title:** Seducing the Subconscious

**ISBN:** 978-0470974889

**Edition:** 1

**Publisher:** Wiley-Blackwell

**Author:** Robert Heath

## **MKTG 575: International Marketing**

**Title:** Global Marketing

**ISBN:** 9781439039434

**Edition:** 3

**Publisher:** South-Western Cengage Publishers

**Author:** Gillespie & Hennessey