

Winter 2010 MBA Textbooks

Course	Book Title	ISBN #	Author	Year/Ed	Publisher
AC 501	Financial Acctg Info for Decisions	9780073335025	Wild, John	4 th ed.	Irwin/McGraw Hill
AC 650	Managerial Accounting	9780073526706	Garrison & Noreen	12 th ed.	Irwin/McGraw Hill
BU 505 Bus Leg	Anderson's Business Law and Legal Env + 3 paperbacks (not in bookstore) see attached.	9780324638189	Twomey	20 th ed.	ITP
BU 601 Bus, Gov't & Soc.	Business Ethics	9781439042816	Ferrell & Fraedrich	7 th ed. update	Houghton Mifflin
BU 610 Mark. Mgmt.	Principles of Marketing Marketing Mistakes & Successes	0324362080 0471743216	Lamb, Hair & McD Hartley	10 th 10 th ed	SW-ITP Wiley
BU 611 Int'l Marketing	International Marketing	9780073080062	Cateora & Graham	13 th ed.	McGraw-Hill
BU 615 Mark. Strat.	Marketing Strategy Note: other text buy as a group- wait for syllabus	9780324362725	Ferrell/Hartline	4 th ed.	Cengage Learning

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BU 622	Organizational Behavior	9780136007173	Robbins, Stephen	13 th ed.	Pearson/Pren-Hall
BU 629 Current Issues in Mgmt	The Manager's Bookshelf (A Mosaic of Contemporary Views)	9780132301657	Pierce, Jon & Newstrom, John	8 th ed.	Pearson/Prenhall
BU 630 Fin. I	Fundamentals of Financial Management	9780324597707	Brigham & Houston	12 th	Cengage/SW
BU 635 Fin. II	Case Studies Finance: Managing Corp Value	9780073382456	Bruner, Robert F.	6 th	Irwin/McGraw-Hill
BU 638 Fin. Mkts Instr.	Financial Markets		Custom – MUST BUY IN Avila Bookstore	Avila Bookstore only	Primis Special Order
BU 665 Man. I/T	Wait for Syllabus	Wait for Syllabus			
BU 673 Special Problems in HC	Managing Health Services Org and Systems	9781932529357	Longest & Darr	5 th ed.	Health Professions Press
BU 699 Organizational Policy and Str.	Contemporary Strategy Analysis + Harvard Bus. School Cases	9781405163095 Must buy in AVILA Bookstore	Grant, Robert	6 th ed.	John Wiley

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EC 501 Economic Concepts	Microeconomic Theory & Application	9780470128916	Browning & Zupan	10 th ed..	Addison-Wesley
EC 540 Statistical Analysis	Statistics for Bus/Economics	9780324360684	Anderson, Sweeney & Williams	10 th ed.	Thomson Learning
EC 611 Agg Inc.	Macroeconomics	9780321415547	Abel, Bernanke and Croushore	6 th ed.	Addison-Wesley

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