

MBA Fall 2009 Textbook List

Course	Book Title	ISBN #	Author	Year	Publisher
AC 501 Fin Acct	Financial Accounting Information for Decisions.	0073335029	Wild, John	4 th	McGraw-Hill
AC 650 Mgr Acc	Managerial Accounting	0073526703	Garrison & Noreen	12 th	McGraw-Hill
AC 655 Adv Cost	Cost Accounting: A Managerial Emphasis	0135046343	Horngren	13 th	Pren-Hall
BU 505 Bus Leg	Anderson's Business Law Legal Environment- Comprehensive	9780324638189	Twomey, Jennings	20 th	Thomson-SW
BU 601 B,G &S	Business Ethics	9781439042816	Ferrell, Fraedrich & Ferrell	7 th 2009 update	Houghton Mifflin
BU 613 Promotion	Advertising & Promotion: Integrated Mktg Common Perspective	9780073381091	Belch & Belch	8 th	McGraw-Hill
BU 615 Mkt Str	Marketing Strategy The Marketing Game (1 per Group, wait to buy)	9780324362725 9780256139884	Ferrell/Hartline Mason	4 th 3rd	Cengage Learning McGraw-Hill
BU 629 CI - Mgm	The Manager's Bookshelf (A Mosaic of Contemporary Views)	9780132301657	Pierce, & Newstrom,	8 th	Prentice Hall

BU 635 Fin II	Case Studies in Finance	9780073382456	Bruner, Eades and Schill	6th	McGraw-Hill
BU 637 Int. Fin	International Financial Management	9780324568196	Madura	9 th	Cengage Learning
BU 662 MIS Proj.	Modern Systems Analysis & Design	9780132240765	Hoffer, George & Valacich	5th (2008)	Prentice-hall
BU 671 HC Systems	Intro to Health Services	9781418012892	Williams & Torrens	7th	Delmar/Cengage
BU 699 Org Policy and Strategy	Contemporary Strategy Analysis + Case Packet – must buy in AVILA UNIVERSITY Bookstore	9781405163095	Grant, Robert	6 th	Blackwell
EC 501 Econ Conc	Microeconomic Theory & Application	9780470128916	Browning & Zupan	10th	Wiley, John & Sons
EC 541 QA	Quantitative Methods for Business + recommended <i>Statistics for Bus/Econ</i>	9780006990963 9780324360684	Anderson, Sweeney, Williams Same authors	10 th 10 th	SW-ITP
EC 612 Mgr Econ	Managerial Economics	9780073346564	Thomas & Maurice	9 th	McGraw-Hill