

MBA Spring 2010 Text Book Requirements

Course	Course #	Course Name	Professor	Book Title	Author	ISBN
ACIS	5104	Fundamentals of Accounting	Bhattacharjee	Financial and Managerial Accounting	Warren	978-0324663815
ACIS	5524	Advanced Database Management Systems	Sen	Database Management Systems	Raghu RamaKrishnan and Johannes Gehrke	0-07-246563-8
ACIS	5504	Information Systems Design and Database Concepts	Sen	Database Systems: Design, Implementation, and Management	Peter Rob and Carlos Coronel	978-1-4239-0201-0

BIT	5474	Computer-Based Decision Sup. Systems	Major	Spreadsheet Model and Data Analysis Excel 2007 Power Programming	Ragsdale Walkenbach	(1) 0-324-37356-2 (2) 978-0-0470-04401-8
BIT	5414	Production/Operations Management	Hoopes	(1) Operations Management (2) The Goal	(1) Russell & Taylor (2) Goldratt	(1) 0-471-67877-5 (2) 0-88427-178-1
BIT	5494	Intl Operations and Info Tech	Hoopes	Global Logistics and Supply Chain Management	Mangan, Lalwani & Butcher	978-0470066348
BIT	5724	Managerial Statistics	Major	Data Analysis and Decision Making	Albright, Winston, Zappe	978-0324662443
BIT	5594	Web-based Applications & E-Commerce	Ghandforoush	Introduction to e-commerce	Jeffrey F. Rayport & Bernard J. Jaworski	0-07-255347-2

FIN	5024	Principles of Finance	Mansi	Financial Management: Theory and Practice	Brigham & Ehrhardt	978-0324224993
FIN	5084	Analytical Framework for Business Mgrs	Mozumdar	Principles of Economics	Robert Frank & Ben Bernanke	978-0077354299
FIN	5104	Corporate Finance	Mansi	Financial Management: Theory and Practice	Brigham & Ehrhardt	978-0324224993
FIN	5184	International Finance	Mozumdar	International Financial Management 4th Edition	Cheol Eun & Bruce G. Runick	978-0072996869

HTM	5464	Franchising in Hospitality Management	Khan	Restaurant Franchising	Khan	0-471-29194-3
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MGT	5794	Strategic Management	Badawy	Strategic Management: Concepts and Cases	Fred David	978-0136015703
MGT	5424	Business Negotiations: Strategies, Tactics & Skills	French	The Mind and Heart of the Negotiator	Thompson, Leigh	978-0-13-174227-7
MGT	5814	Entrepreneurial Leadership	Badawy	(1) Entrepreneurship for Scientists and Engineers (2) The Best and Worst of Leadership: Essential Learning for Emerging Leaders	(1) Kathleen Allen (2) Harry Martin and Dennis Lekan	1)978-0132357272 2)978-1-59298-210-3
MGT	5314	Dynamics of Organizational Behavior	French	1) Influence: The Psychology of Persuasion (2) Developing Management Skills	1) Cialdini, Robert (2) Whetten, David and Cameron, Kim	1)978-0-06-124189-5 2)978-0-13-174742-5

MKTG	5104	Marketing Policy & Strategy	Khan	Marketing Management	Winer	0-13-196334-1
MKTG	5154	Research for Marketing Decision	Leggett			