

**ACCELERATED MBA FOUNDATION AND MSA COURSES  
TEXTBOOKS  
Fall 2009**

| Course   | Ref  | Class Dates   | Location | Course Title                              | Instructor                                  | Textbook  | ISBN          | 13 |
|----------|------|---------------|----------|---|---|---|---------------|----|
| GEB 5870 | 0850 | C 10/15-12/4  | ONLINE   | E-Business                                | Platt                                       | Introduction to Information Systems:14th edition by O'Brien, McGraw-Hill, 2007  | 9780077240585 |    |
| GEB 5871 | 0852 | C 10/15-12/4  | ONLINE   | Managerial Economics                      | Huth  | Essentials of Economics, Schiller, Bradley R.,7th edition, 2009, McGraw-Hill  | 9780073375809 |    |
| GEB 5872 | 2136 | B 8/24-10/9   | ONLINE   | Financial Management I                    | Yost  | Textbook Available online in ELearning - to be downloaded.  |               |    |
| GEB 5872 | 0853 | E 10/23-11/5  | PNS      | Financial Management I                    | Yost  | Textbook Available online in ELearning - to be downloaded.  |               |    |
| GEB 5873 | 0854 | E 11/6-11/19  | PNS      | Financial Management II                   | O'Keefe/<br>Fahnestock                      | <i>Fundamentals of Financial Management, 11th Edition</i> by Brigham and Houston, South-Western   | 9780324319804 |    |
| GEB 5874 | 0855 | E 11/27-12/10 | ONLINE   | Financial Management III                  | O'Keefe/<br>Waggle                          | <i>Fundamentals of Financial Management, 11th Edition</i> by Brigham and Houston, South- Western  | 9780324319804 |    |
| GEB 5875 | 0856 | B 8/24-10/9   | ONLINE   | Management Skills and Applications        | Schultz                                     | <i>Management, 10th Edition</i> , by Schermerhorn, 2010 Wiley   | 9780470294376 |    |
| GEB 5876 | 0857 | C 10/15-12/4  | ONLINE   | Marketing Management                      | O'Keefe                                     | <i>A Framework for Marketing Management, Kotler&amp; Keller, 4th Edition, Pearson Prentice Hall</i>   | 9780136026600 |    |
| GEB 5878 | 0858 | E 9/11-9/28   | PNS      | Process Integration                       | O'Keefe/<br>Donofrio                        | <i>Guide to Managerial Communication: Effective Business Writing and Speaking</i> by Mary Munter, 8th Edition, Prentice Hall                | 9780132424264 |    |
| GEB 5879 | 0859 | E 10/2-10/22  | PNS      | Business Analytics                        | O'Keefe/<br>Constand                        | <i>Fundamentals of Financial Management, 11th Edition</i> by Brigham and Houston, South- Western  | 9780324319804 |    |
| GEB 5930 | 0861 | E 10/6-12/11  | ONLINE   | Information Resources & Industry Analysis | O'Keefe/<br>Donofrio/<br>Padden/<br>Johnson | <i>Concise Rules of APA Style</i> , American Psychological Association, Washington, DC  | 9781591472520 |    |
| MAN6156  | 2021 | A 8/24-12/11  | ONLINE   | Management and Organizational Behavior    | Schultz                                     | <i>Organizational Behavior: Science, The Real World, and You, 6th edition, 2009</i> , by Nelson and Quick, Thomson South-Western Publishing | 9780324578737 |    |