



**MBA Program
Pensacola Campus Fall 2009 Core Class Textbook List**

Course Number	Course Title	Term	Professor	Textbook	ISBN
MAN6721.1141	Strategic Management	A 8/24-12/11 Tu	Lawlor	Strategic Management Text and Cases, 4 th edition. Dess Lumpkin & Eisner. McGraw-Hill Irwin.	9780073404981
MAN6511.1139* **Tandberg**	Operations Management	A 8/24-12/11 Th	Wei	<i>Operations Management Processes and Value Chains</i> w/student CD pkg, 8 th Edition, Krajewski, Ritzman, and Malhotra (2007) Prentice-Hall	9780131697393
FIN6406.0831	Financial Management	Online in Elearning A 8/24-12/11	Waggle	<i>Corporate Finance: Eighth Edition</i> , Westerfield, Jaffe, Ross. McGraw-Hill	9780073105901
MAR6815.2012	Marketing Management	A 8/24-12/11 We	Bryan	<i>Marketing Management; Knowledge and Skills</i> , Peter and Donnelly, 8 th ed.	9780073137636
MAN6156.1137	Management and Organizational Behavior	A 8/24-12/11 Tu	Murrell	<ol style="list-style-type: none"> 1. <i>Reframing Organizations: Artistry, Choice and Leadership</i>, 4th edition., by Bolman & Deal, Josey Bass. 2. <i>Classics of Organizational Behavior</i>, McMahon and Natemeyer, 3rd edition, Waveland Press 3. <i>Organization Theory: Modern, symbolic and postmodern perspectives</i>, Hatch 2nd Edition, 2006, Oxford Press. 	9780787987992 9781577661726 9780199260218
ACG6309.0032	Accounting Aspects of Business Policy Determination	A 8/24-12/11 Th	Donelan	Primis custom-published book. Must be purchased through UWF or as an E-Book.	9780390569035 For questions, email Dr. Joe Donelan jdonelan@uwf.edu
QMB6305.1615	Quantitative Methods for Business	A 8/24-12/11 M	Baugh	<i>Basic Statistics using Excel and Megastat</i> . 1 st edition, Orris (2007) McGraw-Hill/Irwin	9780073211589