



**MBA Program
Pensacola Campus Spring 2010 Core Class Textbook List**

Course Number	Course Title	Term	Professor	Textbook	ISBN
MAN6721.1115* **Tandberg**	Strategic Management	A 1/6-4/30 Tu	Lawlor	Strategic Management Text and Cases, 4 th edition. Dess Lumpkin & Eisner. McGraw-Hill Irwin.	9780073404981
MAN6511.1114	Operations Management	A 1/6-4/30 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
ECP6705.0457* **Tandberg**	Advanced Managerial Economics	A 1/6-4/30 We	Hawkins	<i>Managerial Economics and Organizational Architecture</i> , 4 th edition or 5 th , Brickley, Smith & Zimmerman, McGraw-Hill Irwin <i>Either 4th or 5th edition is acceptable per Dr. Hawkins</i>	9780073523019 4 th or 9780071284806 5 th
GEB6895.0839* **Tandberg**	Business and Public Policy	A 1/6-4/30 Th	Harper	<i>Macroeconomics</i> , 6 TH Edition, 2008-2009 updated booklet; Bernanke and Abel, Publisher: Pearson	9780321619532
ISM6026.0985	Management Information Systems	A 1/6-4/30 Mo	Platt	<i>Managing and Using Information Systems</i> , 4 th Edition, Pearson & Saunders.	9780470343814
QMB6305.1580	Quantitative Methods for Business	A 1/6-4/30 Tu	Baugh	<i>Basic Statistics using Excel and Megastat</i> . 1 st edition, Orris (2007) McGraw-Hill/Irwin	9780073211589