

**ACCELERATED MBA FOUNDATION AND MSA COURSES  
TEXTBOOKS  
Fall 2011**

Course	Ref	Class Dates	Location	Course Title	Instructor	Textbook	ISBN 13
GEB 5870	0934	C 10/13-12/2	ONLINE	E-Business	Platt	<i>Introduction to Information Systems; 15th Edition by O'Brien and Marakas, McGraw-Hill</i>	9780073376776
GEB 5871	0935	C 10/13-12/2	ONLINE	Managerial Economics	Biswas	Essentials of Economics, Schiller, Bradley R., 8th edition, 2011, McGraw-Hill	9780073511399
GEB5871	2625	E 9/2-9/15	Eglin AFB	Managerial Economics	Hawkins	Managerial Economics, 6/E Keat, P. & Young, P. Or Managerial Economics, 5/E Keat, P. & Young, P	9780136040040 9780131860155
GEB 5872	0936	B 8/23-10/11	ONLINE	Financial Management I	Fahnestock	Survey of Accounting, 3rd Edition by Edmonds, Olds. McNair and Tsay	9780078110856
GEB 5872	2317	E 10/14-10/27	Eglin AFB	Financial Management I	Fahnestock	Survey of Accounting, 3rd Edition by Edmonds, Olds. McNair and Tsay	9780078110856
GEB 5873	0938	E 10/28-11/10	Eglin AFB	Financial Management II	O'Keefe/ Fahnestock	<i>Fundamentals of Financial Management, Concise 7th Edition</i> by Brigham and Houston, South- Western	9780538477116
GEB 5874	0939	E 11/25-12/8	Eglin AFB	Financial Management III	O'Keefe/ Waggle	<i>Fundamentals of Financial Management, Concise 7th Edition</i> by Brigham and Houston, South- Western	9780538477116
GEB 5875	0940	B 8/23-10/11	ONLINE	Management Skills and Applications	Schultz	<i>Management, 11th Edition</i> , by Schermerhorn, 2010 Wiley	9780470530511
GEB5875	2624	E 8/19-9/1	Eglin AFB	Management Skills and Applications	Snyder	Management: Skills and Application, 13th Edition Leslie W. Rue & Lloyd L. Byars GEORGIA INST OF TECH Softcover, 512 pages	9780073381503
GEB 5876	0941	C 10/13-12/2	ONLINE	Marketing Management	O'Keefe	<i>A Framework for Marketing Management, Kotler &amp; Keller, 5th Edition, Pearson Prentice Hall</i>	9780132539302
GEB5876	2626	E 9/16-9/29	Eglin AFB	Marketing Management	Morgan	<i>A Framework for Marketing Management, Kotler &amp; Keller, 4th Edition, Pearson Prentice Hall</i>	9780136026600
GEB 5878	0942	E 9/10-9/27	PNS	Process Integration	O'Keefe/ Donofrio	<i>Guide to Managerial Communication: Effective Business Writing and Speaking</i> by Mary Munter, 9th Edition, Prentice Hall	9780132147712
GEB 5879	0944	E 9/30-10/13	Eglin AFB	Business Analytics	O'Keefe/ Constand	<i>Fundamentals of Financial Management, Concise 7th Edition</i> by Brigham and Houston, South- Western	9780538477116
GEB 5930	0946	E 9/27-12/9	ONLINE	Information Resources & Industry Analysis	O'Keefe/ Donofrio/ Brode/ Johnson	<i>American Psychological Association Publication Manual (APA Guide), 6th Edition</i>	9781433805615
MAN6156	2319	A 8/23-12/9	ONLINE	Management and Organizational Behavior	Schultz	<i>Organizational Behavior: Science, The Real World, and You, 7th edition</i> , by Nelson and Quick, Thomson South-Western Publishing	9781439042298

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