



**MBA Program  
Pensacola Campus Spring 2012 Core Class Textbook List**

<b>Course Number</b>	<b>Course Title</b>	<b>Term</b>	<b>Professor</b>	<b>Textbook</b>	<b>ISBN</b>
MAN6721	Strategic Management	A 1/9-5/5 Th	Lawlor	<i>Authors: Dess, Lumpkin, Eisner, McNamara Titles: Strategic Management text &amp; cases sixth edition</i>	9780078029318
ACG6309	Accounting Aspects of Business Policy Determination	A 1/9-5/5 M	Donelan	<b>Primis custom-published book. Must be purchased through UWF or as an E-Book.</b>	<b>9781121208995</b> For questions, email <b>Dr. Joe Donelan</b> <a href="mailto:jdonelan@uwf.edu">jdonelan@uwf.edu</a>
ISM6026	Management Information Systems	A 1/9-5/5 M	Platt	<i>Managing and Using Information Systems, 4<sup>th</sup> Edition, Pearson &amp; Saunders.</i>	9780470343814
QMB6305	Quantitative Methods for Business	A 1/9-5/5 Th	Baugh	<i>Basic Statistics using Excel and Megastat. 1<sup>st</sup> edition, Orris (2007) McGraw Hill/Irwin</i>	9780073211589
MAR6815	Marketing Management	A 1/9-5/5 Tu	Keller	<i>Marketing Management (2011), 10th edition, J. Paul Peter and Jim Donnelly, McGraw-Hill/Irwin, New York, NY.</i>	9780073530055