

**ACCELERATED MBA FOUNDATION AND MSA COURSES  
TEXTBOOKS  
Spring 2012**

Course	Ref	Class Dates	Location	Course Title	Instructor	Textbook	ISBN 13
GEB 5870	0928	C 3/1-4/28	ONLINE	E-Business	Platt	<i>Introduction to Information Systems; 15th Edition by O'Brien and Marakas, McGraw-Hill</i>	9780073376776
GEB 5871	0929	C 3/1-4/28	ONLINE	Managerial Economics	Biswas	Essentials of Economics, Schiller, Bradley R., 8th edition, 2011, McGraw-Hill	9780073511399
GEB 5872	0931	B 1/9-2/28	ONLINE	Financial Management I	Fahnestock	Survey of Accounting, 3rd Edition by Edmonds, Olds, McNair and Tsay	9780078110856
GEB 5872	0932	E 2/10-2/23	PNS	Financial Management I	Fahnestock	Survey of Accounting, 3rd Edition by Edmonds, Olds, McNair and Tsay	9780078110856
GEB 5873	0933	E 3/9-3/22	PNS	Financial Management II	O'Keefe/ Bostick	<i>Fundamentals of Financial Management, Concise 7th Edition</i> by Brigham and Houston, South- Western	9780538477116
GEB 5874	0934	E 3/23-4/5	PNS	Financial Management III	O'Keefe/ Waggle	<i>Fundamentals of Financial Management, Concise 7th Edition</i> by Brigham and Houston, South- Western	9780538477116
GEB 5875	0935	B 1/9-2/28	ONLINE	Management Skills and Applications	Schultz	<i>Management, 11th Edition</i> , by Schermerhorn, 2010 Wiley	9780470530511
GEB 5876	0941	C 3/1-4/28	ONLINE	Marketing Management	O'Keefe	<i>A Framework for Marketing Management, Kotler &amp; Keller, 5th Edition</i> , Pearson Prentice Hall	9780132539302
GEB 5878	0937	1/13-1/30	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	0938	E 2/24-3/8	PNS	Business Analytics	O'Keefe/ Constand	<i>Fundamentals of Financial Management, Concise 7th Edition</i> by Brigham and Houston, South- Western	9780538477116
GEB 5930	0940	E 1/31-5/5	ONLINE	Information Resources & Industry Analysis	O'Keefe/ Brode/ Johnson	<i>American Psychological Association Publication Manual (APA Guide), 6th Edition</i>	9781433805615
MAN6156	2218	A 1/9-5/5	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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