

Fall 2011 MBA Booklist

On Ground Classes:

Courses:	Book Title	Author	Publisher	10 digit	13 digit	Notes
Searcy Campus:						
Block 1						
MKTG 654	Discovering Soul of Service	Berry	S+S/Free Press	0-684-84511-3	978-0-684-84511-1	
	Marketing Management 10th ed	Marshall	McG/Irwin	0-07-352979-6	978-0-07-739551-3	
	OR EBK Marketing Management	Marshall	McG Course/Xplana	0-07-739551-4	978-0-07-739551-3	
MGT 600	Leading with Integrity: Character Based Leadership	Kolp	Cengage C/Atomic Dog	1-5926025-6-8	978-1-5926025-6-8	
	AND APA: The Easy Way! Updated f/ APA 6th ed	Houghton	Baker College	0-923567-96-4	978-0-923568-96-2	
	AND Harvard Case Study					Info given in class
Block 2						
BUS 601	Annual Edition Business Ethics 11-12, 23th ed.		McGraw-Hill	0-07-352865-X	978-0-07-352865-6	
ECON 653	Economics for Business, 5th Ed.	Sloman	Pearson UK	0-273-72252-2	978-0-273-72252-6	
North Little Rock Campus:						
Block 1						
BUS 652	Data Analysis for Managers	Albright	Cengage Learning	0-324-65549-5	978-0-324-65549-0	only available used
	OR Special Printing only through Harding	Albright	Cengage Learning	1111748713	978-1-1117500-8-4	Only available at HUB
Block 2						
BUS 651	Foundation of Financial Management +Connect Plus	Block	MHHE	007747757X	978-0077477578	
	AND Casebook for Textbook	Block	MHHE	77316177	978-0077316174	
	AND Harvard Business Case					Info given in class
	AND Financial Calculator with Time Value of Money					

Online Booklist on next page

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On-Line Classes:

All sections of an online class use the same textbook.

Courses:	Book Title	Author	Publisher	10 digit	13 digit	Notes
ACCT 655	Survey of Accounting 5th edition	Warren	Cengage Learning	0-538-74909-1	978-0-538-74909-1	
	OR EBK Survey of Accounting (CS) 5th edition	Warren	Cengage Co	1-1112577-6-0	978-1-1112577-6-7	
BUS 601	Annual Edition Business Ethics 11-12, 23th ed.		McGraw-Hill	0-07-352865-X	978-0-07-352865-6	
BUS 640	Law and Ethics in the Business Environment, 7th Ed	Halbert	Cengage L./West	0-538-47351-7	978-0-538-47351-4	
BUS 651	Foundation of Financial Management +Connect Plus	Block	MHHE	007747757X	978-0077477578	
	AND Casebook for Textbook	Block	MHHE	77316177	978-0077316174	
	AND Harvard Business Case					Info given in class
	AND Financial Calculator with Time Value of Money					
BUS 652	Data Analysis for Managers	Albright	Cengage Learning	0-324-65549-5	978-0-324-65549-0	only available used
	OR Special Printing only through Harding	Albright	Cengage Learning	1111748713	978-1-1117500-8-4	Only available at HUB
ECON 653	Economics for Business 5th edition	Sloman	Pearson/UK	0-273-72252-2	978-0-273-72252-6	
MGT 600	Leading with Integrity: Character Based Leadership	Kolp	Cengage C/Atomic Dog	1-5926025-6-8	978-1-5926025-6-8	
	AND APA: The Easy Way! Updated f/ APA 6th ed	Houghton	Baker College	0-923567-96-4	978-0-923568-96-2	
	AND Harvard Case Study					Info given in class
MGT 650	Organizational Behavior 14th ed.	Robbins	Pearson/Prentice Hall	0-13-612401-1	978-0-13-612401-6	
MKTG 654	Marketing, 10th Edition	Kerin	McGraw-Hill/Irwin	0-07-352993-1	978-0-07-352993-6	
MGT 668	Strategic Management: Concepts + Cases 13th ed.	David	Pearson/Prentice Hall	0-13-612098-9	978-0-13-612098-8	
Block 1 Electives:						
HCM 675	Changing U.S. Health Care System	Andersen	Wiley/Jossey	0-7879-8524-4	978-0-7879-8524-0	
IB 662	Global Business Today 7th Ed	Hill	McGraw-Hill/Irwin	0-07-813721-7	978-0-07-813721-1	New Edition
	OR EBK Global Business Today 7th Ed.					
IT 683	Project Management, 2nd Ed	Pinto	Pearson/Prentice Hall	0-13-606561-9	978-0-13-606561-6	
	OR EBK Project Management	Pinto	Pearson Co/Course	0-13-606562-7	978-0-13-606562-3	
	AND New Perspectives on Microsoft Office Project 2010-Introductor	Bunin	Cengage Learning/Course	1-4354312-7-8	978-0-538-74676-2	New Book
Block 2 Electives:						
HCM 671	Contracting Managed Care Environment	Bonney	HLTH ADM/HLTH ADM	1-5679316-9-3	978-1-5679316-9-3	
IB 641	Global Marketing, 6th Ed.	Keegan	Pearson/Prentice Hall	0-13-702386-3	978-0-13-702386-8	
IT 681	Knowledge Management in Theory and Practice	Dalkir			978-02-6201508-0	
Special:						
BUS 600-OL1	LiveText Access New Number			0-9796635-4-7	978-0-9796635-4-3	Through HUB
	OR LiveText Student Account		LiveText.com			Through LiveText