

BREECH SCHOOL OF BUSINESS ADMINISTRATION

Textbook Information  
Day Classes - Fall 2009

DEPT	COURSE	L	S	CR	COURSE TITLE	INSTRUCTOR	TEXTBOOK INFORMATION
ACCT	209	G	1	3	Principles of Accounting	Jones	Book Title: Accounting Author: Horngren, Harrison & Oliver Edition: 8 <sup>th</sup> ISBN: 0138154686 or 13: 9780138154684 Publisher: Prentice Hall
ACCT	209	G	2	3	Principles of Accounting	Jones	Same as Acct 209 G 1
ACCT	209	G	X	3	Principles of Accounting	Clayton	Book Title: Accounting Author: Horngren, Harrison & Oliver Edition: 8 <sup>th</sup> ISBN: 0138154686 or 13: 9780138154684 Publisher: Prentice Hall
ACCT	210	G	1	3	Financial Statement and Decision Analysis	Still	Book Title: Understanding Financial Statements Author: Ormiston, Fraser Edition: 9 <sup>th</sup> ISBN: 10: 0136086241 Publisher: Prentice Hall
ACCT	210	G	2	3	Financial Statement and Decision Analysis	Oglesby	Book Title: Understanding Financial Statements Author: Fraser and Ormiston Edition: 9 <sup>th</sup> ISBN: 9780136086246 Publisher: Prentice Hall
ACCT	307	G	1	3	Intermediate Accounting I	Clayton	Book Title: Intermediate Accounting Author: Stice, Stice & Skousen Edition: 17 <sup>th</sup> ISBN: 032459237X or 13:9780324592375 Publisher: Thompson Southwest Study Guide recommended but not required.
ACCT	321	G	1	3	Federal Taxation I	Still	Book Title: Federal Taxation 2010: Comprehensive Author: Pope, Anderson, Kramer Edition: 23 <sup>rd</sup> ISBN: 10: 0136112455 Publisher: Prentice Hall

DEPT	COURSE	L	S	CR	COURSE TITLE	INSTRUCTOR	TEXTBOOK INFORMATION
ACCT	403	G	1	3	Auditing Principles and Procedures	Oglesby	Book Title: Auditing – A Business Risk Approach Author: Rittenberg, Schwieger and Johnstone Edition: 6 <sup>th</sup> ISBN: 9780324375589 Publisher: Thomson/South Western
ACCT	409	G	1	3	Intermediate Accounting III	Clayton	Book Title: Intermediate Accounting Author: Stice, Stice & Skousen Edition: 16 <sup>th</sup> ISBN: 0324376375 or 13: 9780324376371 Publisher: Thompson Southwest Study Guide recommended but not required
ACCT	480	G	1	3	Professional Business Experience	Nowak	No text required
CISQ	170	G	1	0	Computer Proficiency Exam	Garnett	Purchase User Guide from Breech 103
CISQ	250	G	1	3	Management Information Systems	Karuppan	Book Title: Experiencing MIS Author: Kroenke Edition: 2 <sup>nd</sup> ISBN: 10: 0136078680; 13: 9780136078685 Publisher: Prentice Hall
CISQ	250	G	2	3	Management Information Systems	Karuppan	Same as Cisq 250 G 1
CISQ	278	G	X	3	Web Development II	Lazzaro	Contact instructor for textbook information
ECON	201	G	1	4	Basic Economic Theory	Mullins	<ul style="list-style-type: none"> <li>Book Title: Introduction to Economic Reasoning Author: Rohlfs Edition: 7<sup>th</sup> ISBN: 10: 321-41611-2; 13: 978-0-321-41611-7 Publisher: Addison-Wesley</li> <li>Book Title: Workbook to Accompany Introduction to Economic Reasoning Author: Mullins Edition: N/A ISBN: 13: 978-0-321-48526-7, 10: 0-321-48526-2 Publisher: Pearson Addison Wesley,</li> </ul>
ECON	201	G	2	4	Basic Economic Theory	Mullins	Same as Econ 201 G 1

DEPT	COURSE	L	S	CR	COURSE TITLE	INSTRUCTOR	TEXTBOOK INFORMATION
ECON	225/325	G	1	3	[Introduction to] Environmental Economics	Mullins	Book Title: Environmental Economics Author: Field & Field Edition: 4 <sup>th</sup> ISBN: 13: 9780073137513 Publisher: McGraw-Hill
ECON	311	G	1	4	Price Theory	Rohlf	Book Title: Microeconomic Theory & Applications Author: Browning and Zupan Edition: 10 <sup>th</sup> ISBN: 9780470128916 Publisher: John Wiley & Sons, Inc.
ECON	311	G	2	4	Price Theory	Rohlf	Same as Econ 311 G 1
FINC	405	G	1	3	Money and Banking	Jones	Book Title: Financial Markets & Institutions Author: Mishkin & Eakins Edition: 6 <sup>th</sup> ISBN: 0321374215 or 13: 9780321374219 Publisher: Prentice Hall
FINC	431	G	1	3	Finance	Nowak	• Book Title: Fundamentals of Financial Mgmt Author: Brigham Houston Edition: 6 <sup>th</sup> ISBN: 13:9780324664553 Publisher: Cengage • Book Title: Study Guide (not required) Author: Brigham Houston Edition: 6 <sup>th</sup> Publisher: Cengage
FINC	431	G	2	3	Finance	Nowak	Same as Finc 431 G 1
MGMT	103	G	1	3	Business Foundations	Davis	Book Title: Business A Changing World Author: Ferrell, Hirt and Ferrell Edition: 6 <sup>th</sup> ISBN: 978-0-07-351166-5 Publisher: McGraw Hill Irwin
MGMT	103	G	2	3	Business Foundations	Davis	Same as Mgmt 103 G 1
MGMT	103	G	3	3	Business Foundations	Still	Same as Mgmt 103 G 1

DEPT	COURSE	L	S	CR	COURSE TITLE	INSTRUCTOR	TEXTBOOK INFORMATION
MGMT	205	G	1	3	International Study Abroad	Sronce	Look for email assignments
MGMT	228	G	1	3	Analytical Methods	Lewis	Book Title: Introduction to Management Science Author: Hillier & Hillier Edition: 3 <sup>rd</sup> ISBN: 9780073337975 Publisher: McGraw Hill Irwin
MGMT	228	G	X	3	Analytical Methods	Lewis	Same as Mgmt 228 G 1
MGMT	301	G	1	3	Leadership & Organizations	Sronce	Book Title: Management Author: Williams Edition: 2009 ISBN: 13: 9781439039724 Publisher: Thomson - Southwestern
MGMT	301	G	2	3	Leadership & Organizations	Sronce	Same as Mgmt 301 G 1
MGMT	304	G	1	3	Organizational Behavior	Lewis	Book Title: <i>ORGB 2008 Edition</i> Author: Nelson, Quick Edition: 1 <sup>st</sup> ISBN: 10: 0324581327, 13: 9780324581324 Publisher: South-Western Cengage
MGMT	319	G	1	3	Business Law I	Prewitt Auner	Book Title: Business Law Author: Mallor, Barnes, Bowers, Langvardt Edition: 13 <sup>th</sup> ISBN: 978-0-07-293399-4 Publisher: McGraw Hill
MGMT	373	G	1	3	Human Resource Management	Sronce	<ul style="list-style-type: none"> <li>• Book Title: Human Resource Management Applications: Cases, Exercises, Incidents, and Skill Builders Author: Nkomo, Fottler, McAfee Edition: 6th ISBN: 10: 0324421427; 13: 9780324421422 Publisher: Cengage</li> <li>• Book Title: Fundamentals of Human Resource Management Author: Noe, Hollenbeck, Gerhart, Wright Edition: 3<sup>rd</sup> ISBN: 9780073381470 Publisher: McGraw Hill</li> </ul>

DEPT	COURSE	L	S	CR	COURSE TITLE	INSTRUCTOR	TEXTBOOK INFORMATION
MGMT	422	G	1	3	Corporate Policy and Ethics	Petty	Book Title: Business Ethics: Case Studies and Selected Readings Author: Jennings, Marianne M. Edition: 6 <sup>th</sup> ISBN: 0324657749 or 13: 9780324657746 Publisher: South-Western Cengage Learning
MGMT	422	G	X	3	Corporate Policy and Ethics	Petty	Same as Mgmt 422 G 1
MGMT	424	G	1	2	Business Simulation Workshop	Davis	Workbook provided by instructor
MGMT	446	G	1	3	Strategic Management	Petty	Book Title: Crafting and Executing Strategy: The Quest for Competitive Advantage (Concepts and Cases) Author: Thompson, Arthur A., Jr., Strickland, A.J. & Gamble, John E. Edition: 17 <sup>th</sup> ISBN: 0073530425 or 13: 9780073530420 Publisher: McGraw Hill
MGMT	476	G	1	3	Nonprofit Organizations	Osborne	Book Title: The Nonprofit Strategy Revolution Author: LaPiana Edition: 2008 ISBN: 9780940069657 Publisher: Fieldstone Alliance
MGMT	480	G	1	3	Professional Business Experience	Nowak	No text required
MKTG	337	G	1	3	Marketing	Holmes	Book Title: Essentials of Marketing Author: Lamb, Hair, McDaniel Edition: 6 <sup>th</sup> ISBN: 9780324656206 Publisher: South-Western Cengage
MKTG	337	G	2	3	Marketing	Trimble	Book Title: Marketing: Defined, Explained, Applied Author: Levens Edition: 1 <sup>st</sup> ISBN: 978-0-13-607569-1 Publisher: Prentice-Hall
MKTG	338	G	1	3	Professional Selling and Presentation	Trimble	Book Title: Fundamentals of Selling Author: Futrell Edition: 11 <sup>th</sup> ISBN: 1309780073381121 Publisher: McGraw-Hill

DEPT	COURSE	L	S	CR	COURSE TITLE	INSTRUCTOR	TEXTBOOK INFORMATION
MKTG	344	G	1	3	Consumer Behavior	Trimble	Book Title: Consumer Behavior: Building Marketing Strategy Author: Hawkins, Best & Coney Edition: 11 <sup>th</sup> ISBN: 9780077294106 Publisher: McGraw-Hill
MKTG	348	G	1	3	Marketing Research	Holmes	Book Title: Marketing Research Author: Parasuraman, Grewal, Krishnan Edition: 2 <sup>nd</sup> ISBN: 9780618660636 Publisher: Houghton Mifflin