



MBA
TEXTBOOKS FOR WINTER SESSION 2012

Course Rubric	Course description	Textbook	Author(s)	Edition	Publisher/ISBN
BU 6332	ENTREPRENEURSHIP / BUSINESS PLAN	ENTREPRENEURSHIP	ROBERT HISRICH, MICHAEL PETERS & DEAN SHEPHERD	7th edition	McGRAW HILL, ISBN-10: 0073210560. ISBN-13: 978-0073210568
EC 6010	MANAGERIAL ECONOMICS	MANAGERIAL ECONOMICS & BUSINESS STRATEGY	MICHAEL BAYE	7th edition	McGRAW HILL, ISBN-10: 0071267441 ISBN-13: 978-0071267441
CN 6009	PR IN THE PUBLIC AND NON PROFIT SECTORS	STRATEGIC MARKETING FOR NON-PROFIT ORGANIZATIONS	ALAN R. ANDREASEN, PHILIP KOTLER	7th edition	PEARSON, ISBN-10: 0132345544, ISBN-13: 978-0132345545
		THE PUBLIC RELATIONS HANDBOOK FOR NON-PROFITS: A COMPREHENSIVE AND PRACTICAL GUIDE	ART FEINGLASS	1st edition	JOSSEY BASS, ASIN: B000TB8G5Q
MK 6112	CREATING CUSTOMER VALUE (CRM)	CUSTOMER RELATIONSHIP MANAGEMENT	ED PEELEN	1st edition	PRENTICE HALL, ISBN-10: 027368177X ISBN-13: 978-0273681779
LD 6003	BUSINESS ETHICS AND THE MORAL LEADER	BUSINESS ETHICS	RICHARD T DeGEORGE	7th edition	PRENTICE HALL, ISBN-10: 0205731937, ISBN-13: 978-0205731930
		MEETING THE ETHICAL CHALLENGES OF LEADERSHIP	CRAIG E. JOHNSON	4th edition	SAGE PUBLICATIONS, Inc; ISBN-10: 1412982227, ISBN-13: 978-1412982221
CN 6011	CRISIS COMMUNICATIONS MANAGEMENT	ONGOING CRISIS COMMUNICATION	WILLIAM TIMOTHY, TIM COOMBS	3rd edition	SAGE PUBLICATIONS, ISBN-10: 141298310X, ISBN-13: 978-1412983105
		CRISIS COMMUNICATIONS: A CASEBOOK APPROACH	KATHLEEN FEARN-BANKS	4th edition	ROUTLEDGE, ISBN-10: 0415880580, ISBN-13: 978-0415880589
FN 6035	CREDIT RISK MANAGEMENT	RISK MANAGEMENT IN BANKING	JOEL BESSIS	3rd edition	John Wiley & Sons, ISBN-10: 0470019131 ISBN-13: 978-0470019139