

**A.B. FREEMAN SCHOOL OF BUSINESS  
UNDERGRADUATE BOOKLIST  
SPRING 2006**

<u>Courses</u>	<u>Book Title</u>	<u>Instructor</u>
<b>ACCOUNTING AND TAXATION</b>		
<b><u>SPRING SEMESTER (Jan. 17 - May 15)</u></b>		
ACCT 203 - 01, 02, 03	Financial Accounting: Information for Decisions with CD ROM 3rd ed. By John J. Wild	Parent, B.
ACCT 301 - 01, 02	Managerial Accounting 11th ed. By Ray H. Garrison, Eric W. Noreen and Peter C. Brewer	Page, J.
ACCT 301 - 04	Introduction to Managerial Accounting, Latest ed. by Garrison & Noreen	Soliman, S.
ACCT 303 - 01, 02	Intermediate Accounting 11th ed. By Donald E. Kieso, Jerry J. Weygandt and Terry D. Warfield	Willis, R.
ACCT 402 - 21	Auditing & Assurance Services - and Integrated Approach, 11th ed. by Elver, Arens, Beasley	Ryan, A.
ACCT 403 - 01	Intermediate Accounting 11th ed. By Donald E. Kieso, Jerry J. Weygandt and Terry D. Warfield	Foust, K.
ACCT 405 - 01	Financial Statement Analysis 9th ed. By John J. Wild, R. Subramanyam and Robert F. Halsey	Foust, K.
ACCT 470 - 01	One Up On Wall Street By Peter Lynch and John Rothchild	Ricchiuti, P.
ACCT 471 - 01	One Up On Wall Street By Peter Lynch and John Rothchild	Ricchiuti, P.
TAXN 425 - 01	Concepts in Federal Taxation 2006 By Kevin E. Murphy	Sharp, H.
<b><u>Intensive &amp; Accounting Courses (April 19-May 31)</u></b>		
ACCT 404-01	Advanced Financial Accounting, 9th ed. by Huefner, Largay	Zhou, L.
ACCT 407-21	<b>No Order Received</b>	Soliman, S.
<b><u>Lagniappe Semester (May 15 - June 29)</u></b>		
<b><u>Required Courses</u></b>		
ACCT 203-01, 21	Financial Accounting: Information for Decisions with CD ROM 3rd ed. By John J. Wild	Parent, B.
ACCT 301-01, 02		Foust, K.
<b><u>Elective Courses</u></b>		
ACCT 303-02	Intermediate Accounting, 11th ed. by Kieso, Weygandt and Warfield	Zhou, L.
ACCT 403-01	Intermediate Accounting, 11th ed. by Kieso, Weygandt and Warfield	Wang, W.
ACCT 473-01	Competing for Customers and Capital, March 2006 ed. by Victor Cook	Cook, V.
<b>FINANCE AND ECONOMICS</b>		
<b><u>SPRING SEMESTER (Jan. 17 - May 15)</u></b>		
FINC 352 - 01, 02, 03	<b>No Order Received</b>	Cantale, S.

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<u>Courses</u>	<u>Book Title</u>	<u>Instructor</u>
FINC 352-04	Financial Management: Theory and Practice, 11th ed. by Eugene Brigham and Ehrhardt	Subramanian, V.
FINC 426 - 01 crosslisted with BLAW 426-01	Insurance and Risk Management 12th ed. By Robert Hoyt, David Sommer and James Trieschmann	Hogg, M.
FINC 451 - 02, 03	Corporate Finance 7th ed. By Stephen A. Ross, Randolph W. Westerfield and Jeffrey Jaffe	Subramaniam, V.
FINC 453 - 22	No Textbooks Required Course Materials Provided By Instructor	Boyd, J.
FINC 454 - 01, 02	Investment Analysis and Portfolio Management, 8th ed. by Reilly, Brown  <u>Recommended</u> Investment Gurus by Peter Tanous	Hrnjic, E.
FINC 455 - 01	Fixed Income Securities, Valuation Risk Management and Portfolio Strategies Latest ed. By Martellizi et al	Banerjee, S.
FINC 456-01	Options, Futures and Other Derivatives by John Hull	Johnson, M.
FINC 462 - 02	Foundations of Multinational Financial Management, 5th ed. by Alan Shapiro	Rebello, M.
FINC 468-21	Real Estate; Theory and Practice, 4th ed. by Claurette, Terrence and Sirmans, Stacy G.	Aguilar, R.
FINC 470 - 01	One Up On Wall Street By Peter Lynch and John Rothchild	Ricchiuti, P.
FINC 471 - 01	One Up On Wall Street By Peter Lynch and John Rothchild	Ricchiuti, P.
FINC 472-02	Investment Analysis and Portfolio Management (Business School Edition), 8th ed. by Reily and Brown  Common Stocks and Uncommon Profits and Other Writings by Philip A. Fisher  Excel Modeling in Investments, 2nd ed. by Holden	Tice, S.
FINC 474 - 02	No Text Required, Course Material Provided by Professor	Desman, R.
FINC 480-01	The WSJ Guide to Understanding Money and Investing Latest ed., by Lightbulb Press  A Beginner's Guide to Short-Term Trading, 2002 ed. by Toni Turner  Liar's Poker, 1990 ed. by Michael Lewis  When Genius Failed, 2001 ed. by Roger Lowenstein  Ugly Americans, 2004 ed. by Ben Mezrich	McNew, L.

**Lagniappe Semester (May 15 - June 29)**  
**Required Courses**

FINC 352-01	Han, Y.
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<u>Courses</u>	<u>Book Title</u>	<u>Instructor</u>
FINC 352-02		Zhou, X.
<b><u>Elective Courses</u></b>		
FINC 451-01		Zhou, X.
FINC 434-01	Venture Capital and Private Equity by Josh Lerner et al	Smith, E.
FINC 453-01		Cantale, S.
FINC 454-01		Hrnjic, E.
FINC 455-01		Zhou, X.
FINC 457-01		Boyd, J.
FINC 473-01	Competing for Customers and Capital, March 2006 ed. by Victor Cook	Cook, V.
FINC 474-01	No Text Required, Course Material Provided by Professor	Desman, R.

**STRATEGY AND ENTREPRENEURSHIP**

**SPRING SEMESTER (Jan. 17 - May 15)**

GMGT 415 - 01, 02, 03, 04, 06, 07	Contemporary Strategy Analysis 5th ed. By Robert M. Grant Case packet materials will also be provided by professors	Grahovac, J. / Roy, R. / Miller, D.
GMGT 410 - 01	No Books Required Text & course materials provided by professor	Pulitzer, S.
GMGT 431-01	Strategic Mangement of Technological Innovation, 4th ed. by Melissa Schilling	Roy, R.
GMGT 437 - 01, 02	Negotiation, 4th ed. by Lewicki, et al	Burrows, J.
GMGT 438 - 01	Thinking Strategically, Paper-Back by Avinash K. Dixit and Barry J. Nalebuff	Grahovac, J.
GMGT 439-01	Flawless Consulting: A Guide to Getting Your Expertise Used 2nd ed., by Peter Block	Burrows, J.

**Lagniappe Semester (May 15 - June 29)**

**Required Courses**

GMGT 415-01, 03	Contemporary Strategy Analysis 5th ed. By Robert M. Grant Case packet materials will also be provided by professor	Sleptsov, A.
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**Elective Courses**

GMGT 375-01		Cardinal, L.
GMGT 411-21		Staff
GMGT 437-01	Negotiation, 4th ed. by Lewicki, et al	Burrows, J.
GMGT 439-01	Flawless Consulting: A Guide to Getting Your Expertise Used 2nd ed., by Peter Block	Burrows, J.

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<b>INFORMATION AND OPERATIONS MANAGEMENT</b>		
<b><u>SPRING SEMESTER (Jan. 17 - May 15)</u></b>		
ISDS 375 - 01, 02, 03, 04, 05, 21, 22	Exploring Microsoft Office Access 2003 (Comprehensive Revised Edition) By Robert Grauer and Maryann Barber	Hagebusch, P. / Cavusoglu
	Exploring Microsoft Office Excel 2003 (Comprehensive Revised Edition) By Robert Grauer and Maryann Barber	
	Microsoft Office PowerPoint 2004 (Volume 1) By Robert Grauer and Maryann Barber	
	Compact Guide to Webpage Creation and Design By Linda Erikson	
	Learning Computer Concepts, 2/E , 2nd ed. by Shelly O'Hara	
	Train & Access IT for Office 2003, One Key Package PLI 2.5 (for students who don't purchase value pack)	
ISDS 375-04, 05	Computer Confluence: Exploring Tomorrow's Technology (Comprehensive Edition) 6th ed. By George Beekman	Cavusoglu, H.
	Value Pack, Including Power Point, Excel, HTML & the TAIT Key Package	
	Train & Access IT for Office 2003 (for students who don't purchase value pack)	
ISDS 385 - 01	Succeeding in Business, w/MS, Excel 2003-w/CD, 6th ed. by Gross	Allen, G.
	Solve it! F/Windows, Ver. 4.0-F/OFF.2003, 5th ed. by Laudon	
PSOM 371-01, 02, 03, 04, 05	The Goal, 3rd ed by Eliyahu M. Goldratt, Jeff Cox	Aksoy, Y. / Zhang, J.
	Operations Management for Competitive Advantage w/student DVD, 11th ed. by Richard Chase, Roberts Jacobs and Nicholas Aquilano	
ISDS 473-01	Database Design, Application Development & Development, 2nd ed. by Michael V. Mannino	Desman, R.
ISDS 482 - 21	Simple Program Design: A Step-By-Step Approach 4th ed. By Lesley Anne Robertson	Gerace, T.
	Introduction to Programming Using Visual Basic.Net 5th ed. By David I. Schneider	
<b><u>Lagniappe Semester (May 15 - June 29)</u></b>		
<b><u>Required Courses</u></b>		
ISDS 375-01, 02, 21		Staff
PSOM 371-01, 02	Operations Management for Competitive Advantage w/student DVD, 11th ed. by Richard Chase, Roberts Jacobs and Nicholas Aquilano	Parker, G.
<b><u>Elective Courses</u></b>		
ISDS 442-21		Staff

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<u>Courses</u>	<u>Book Title</u>	<u>Instructor</u>
<b>MARKETING</b>		
<b><u>SPRING SEMESTER (Jan. 17 - May 15)</u></b>		
MKTG 382 - 01, 02, 03	Principles of Marketing, Latest ed. by Armstrong & Kolter	Wu, J.
MKTG 465 - 01	Global Marketing 4th ed. By Warren J. Keegan and Mark C. Green	Mindak, W.
MKTG 466-01	No Textbooks Required Course Materials Provided By Instructor	Sujan, H.
MKTG 480-02	Services Marketing, 5th ed. by Lovelock & Wirtz	Mindak, W.
MKTG 481 - 01	Advertising: Principles and Practice 7th ed. By William D. Wells, John Burnett and Sandra Moriarty	Strong, E.
MKTG 482 - 01	Sales Management Simulation: Participan'ts Manual, 5th ed. By Douglas Dalrymple and Harish Sujan	Sujan, H.
MKTG 483-01	Basic Marketing Research w/SPSS 13.0 Student CD, 2nd ed. by Malhotra & Peterson or Basic Marketing Research without SPSS 13.0 Student CD, SafariX eTextbook by Malhotra & Peterson	Kacker, M.
MKTG 484 - 01	Consumer Behavior and Managerial Decision Making 2nd ed. By Frank R. Kardes	Sujan, M.
MKTG 485 - 01	Markstrat Online Student Handbook, 3rd ed. By Jean- Claude Larreche, Hubert Gagnon and Remi Triolet  Accidental Empires -reprint paper By Cringely	Strong, E.
MKTG 489 - 01	Retailing, 5th ed. By Patrick M. Dunne and Robert F. Lusch	Cook, V.
<b><u>Lagniappe Semester (May 15 - June 29)</u></b>		
<b><u>Required Courses</u></b>		
MKTG 382-01, 02		Bakamitsos, Y.
<b><u>Elective Courses</u></b>		
MKTG 466-01	No Textbooks Required Course Materials Provided By Instructor	Sujan, H.
MKTG 473-01	Competing for Customers and Capital, March 2006 ed. by Victor Cook	Cook, V.
MKTG 482-01	Sales Management Simulation: Participan'ts Manual, 5th ed. By Douglas Dalrymple and Harish Sujan	Sujan, H.
MKTG 483-01	Basic Marketing Research w/SPSS 13.0 Student CD, 2nd ed. by Malhotra & Peterson or Basic Marketing Research without SPSS 13.0 Student CD, SafariX eTextbook by Malhotra & Peterson	Kacker, M.
MKTG 489-01	Retailing, 5th ed. By Patrick M. Dunne and Robert F. Lusch	Cook, V.
<b>ORGANIZATIONAL BEHAVIOR</b>		
<b><u>SPRING SEMESTER (Jan. 17 - May 15)</u></b>		
OBHR 331-01, 02, 05, 06	Organizational Behavior: A Strategic Approach, 1st ed.	Colella, A. / Burke, M.

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<u>Courses</u>	<u>Book Title</u>	<u>Instructor</u>
OBHR 432 - 21	by Hitt, Miller & Colella Human Resource Management, by DeNisis and Griffin	McCusker, C.
OBHR 437-22	Leadership: Research, Findings, Practice and Skills, 4th ed. by Dubrin	Wilson, M.
<b><u>Lagniappe Semester (May 15 - June 29)</u></b>		
<b><u>Required Courses</u></b>		
OBHR 331-01		Salvador, R.
OBHR 331-02		Baskerville, M.
<b><u>Elective Courses</u></b>		
OBHR 432-21		McCusker, C.
<b>BUSINESS AND LAW</b>		
<b><u>SPRING SEMESTER (Jan. 17 - May 15)</u></b>		
MCOM 335 - 01, 04, 03, 21	Excellence in Business Communications Package 6th ed. By John Thill and Courtland L. Bovee	Staff
PERS 321 - 01, 02, 03, 04	Legal Environment of Business, 4th ed., 2005 by Cheeseman	Hogg, M. / Rothschild, S. / Waguespack, D. / Dunn, T.
BLAW 420 - 21	LSAT Review, no text required	Staff
BLAW 421 - 01	West's Business Law with Online Research Guide 10th ed., 2006 By Kenneth W. Clarkson, Roger LeRoy Miller, Gaylord A. Jentz and Frank B. Cross	Hogg, M.
BLAW 425 - 01	Legal Research, Analysis and Writing: An Integrated Approach By Joanne Banker Hames and Yvonne Ekern	Waguespack, J.
BLAW 426 - 01 crosslisted with FINC 426-01	Insurance and Risk Management 12th ed. By Robert Hoyt, David Sommer and James Trieschmann	Hogg, M.
BLAW 468 - 01	No Textbooks Required Course Materials Provided By Instructor	Berke, K.
TIDB 101 - 01, 02, 03, 04, 05	What Management Is, Free Press, 2002 ed By Joan Magretta	Hogg, M. / Wilson, M. / Grant, K. / Whiteside, K. / Hailey, R. / Dunn, T.
TIDB 102 - 01	Street Law, 7th ed. by Glencoe	Liljeberg
<b><u>Lagniappe Semester (May 15 - June 29)</u></b>		
<b><u>Required Courses</u></b>		
MCOM 335-01, 02, 03, 21, 22	Excellence in Business Communications Package 6th ed. By John Thill and Courtland L. Bovee	Staff
PERS 321-01, 02, 21	Legal Environment of Business, 4th ed., 2005 by Cheeseman	Waguespack, J. / Hogg, M. / Staff
<b><u>Elective Courses</u></b>		
BLAW 421-01	West's Business Law with Online Research Guide 10th ed., 2006 By Kenneth W. Clarkson, Roger LeRoy Miller, Gaylord A. Jentz and Frank B. Cross	Staff
BLAW 422-01		Staff
BLAW 425-02	Legal Research, Analysis and Writing: An Integrated Approach	Waguespack, J.

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BLAW 469-01	By Joanne Banker Hames and Yvonne Ekern	Staff
TIDB-111-01, 02, 03	What Management Is, Free Press, 2002 ed By Joan Magretta	Staff