

### Spring 2012 BSM Booklist

<b>Dept/Course/Section</b>	<b>Professor</b>	<b>Book/Title</b>	<b>Author</b>	<b>Ed.</b>	<b>ISBN Number</b>	<b>Publisher</b>
<b><u>ACCOUNTING</u></b>						
ACCN 2010 - Financial Accounting	Parent, Beau	Financial Accounting	Wild	5th	978-0-07-352701-7	McGraw-Hill
		Keeping Score and Reporting It	Parent	1st	978-1-11-195271-6	Cengage
ACCN 3010 Managerial Accounting	Page, John	Managerial Accounting	Garrison, Noreen, Brewer	13th	978-0-07-337961-6	McGraw-Hill
ACCN 3100 Intermediate Accounting I	Smith, Christine	Intermediate Accounting Loose Leaf w/Connect	Spiceland	6th	978-0-077-61922-0	McGraw-Hill
		Access Card	Spiceland	6th	978-0-077-32881-8	McGraw-Hill
ACCN 4110 Intermediate Accounting II	Smith, Christine	Intermediate Accounting Loose Leaf w/Connect	Spiceland	6th	978-0-077-61922-0	McGraw-Hill
		Access Card	Spiceland	6th	978-0-077-32881-8	McGraw-Hill
ACCN 4120-01 Advanced Financial Accounting*	Zhou, Ling	NO TEXTBOOK				
ACCN 4560-01 Professional Accounting Practicum	Parent, Beau	NO TEXTBOOK				
<b><u>ENERGY</u></b>						
ENRG 4100-21 Energy Markets, Economics and Policy*	Smith, Eric	Deepwater Petroleum Exploration	Ross	7th	978-1-593-70109-3	Pennwell
		The Prize	Yergin, Daniel	9	9781439110126	Simon & Schuster
ENRG 4200-21 Energy Fundamentals & Trading	LeBlanc, Joe	NO TEXTBOOK				
ENRG 4930-01 Electricity Markets	Sheffrin, Anjali	NO TEXTBOOK				
<b><u>FINANCE</u></b>						
FINE 3010-01, 02, 03 - Financial Management*	Li, Zhi	Fundamentals of Corporate Finance	Brealey/Myers/ Marcus	6th	978-0-07-338230-2	McGraw-Hill

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FINE 3010-04 - Financial Management*	Mazali, Rogerio	Fundamentals of Corporate Finance	Brealey/Myers/ Marcus	7th	978-0-07-803464-0	McGraw-Hill
FINE 4100-01 Advanced Financial Management*	Wang, Xue	Corporate Finance	Ross, Westerfield, Jaffe	9th	978-0-07-338233-3	McGraw-Hill Irwin
FINE 4110-01 Investments in Equities	Ye, Liyu	Investment Analysis+Portfolio Mgmt.	Reilly	9th	978-0-32-465612-1	Cengage
FINE 4120-21 Analysis of Fixed Income Securities	Pablo, Eduardo	Bond Markets, Analysis & Strategies	Fabozzi	7th	978-0-13-607897-5	Pearson
FINE 4130 Venture Capital & Private Equity*	Huang, Peggy	Venture Capital & Private Equity and the Financing of Entrepreneurship	Lerner/Hardymon/L eamon	1st	978-0-470-59143-7	Wiley
FINE 4140-01/02 Risk Management*	Lesmond, Dave	Options, Futures & Other Derivatives	Hull	8th	978-0-13-277742-1	Pearson
FINE 4150-02 International Finance	Pablo, Eduardo	Multinational Finance	Butler	4th	978-1-40-518118-1	Wiley
FINE 4160-01 Equity Analysis/ Burkenroad Reports*	Ricchiuti, Peter	The Little Book That Beats the Market	Greenblatt, Joel	2nd	978-0-47-062415-9	Wiley
		One Up On Wall Street	Lynch, Peter	0	978--0-74-320040-0	Simon & Schuster
FINE 4170-01 Financial Modeling	Balashov, Vadim	Financial Modeling	Simon Benninga	3rd	978-0-262-02628-4	MIT Press
FINE 4210-21 Real Estate Planning/Dev.	Aguilar, Rodolfo	Real Estate Finance w/CD	Clauretie	6th	978-0-32-478475-6	Cengage
FINE 4240-01 History of Finance	Bernstein/Smith	History of the American Economy	Walton	11th	978-0-32-478662-0	Cengage
		Ascent of Money: A Financial History	Ferguson		978-0-14-311617-2	Peng USA
					978-1-44-065402-2	DGTL BNCOM
FINE 4600-01 Cases in Financial Mgmt.	Yest, Myke	NO TEXTBOOK				
FINE 4610-01 Darwin Fenner (by invite only)	Tice, Sheri	Common Stocks & Uncommon Profits and Other Writings	Fisher, Kenneth	3	0-471-44550-0	Wiley
		Investment Analysis and Portfolio Management	Reilly & Brown	9th	0-324-65612-1	Cengage
FINE 4890-01 Finance Literacy Public Service	Desman, Robin	NO TEXTBOOK				

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FINE 4890-01 Finance Literace Public Service	Desman, Robin	NO TEXTBOOK				
<b><u>Information Management</u></b>						
INFO 1010 - Intro. to Business Computing	Roy/Woolverton	NO TEXTBOOK				
INFO 3010-01,02,03 Business Modeling	Tan, Burcu	Practical Management Science	Winston & Albright	3rd	0-324-66250-5 324-66250-4	Cengage
INFO 3010-21 Business Modeling	Balashov, Vadim	Practical Management Science	Winston & Albright	4th	978-1-11-153131-7	Cengage
<b><u>LEGAL STUDIES IN BUSINESS</u></b>						
LGST 3010 - ALL SECTIONS - Legal Environment of Business	STAFF	Legal Environment of Business	Kubasek	6th	978-0-13-266484-4	Pearson
		Business Writer's Handbook	Alred	9th	978-0-31-247709-7	MPS
LGST 3890-01 Legal Studies Public Serv.	Groome, Sanda	NO TEXTBOOK				
LGST 4100 - Business Law	Hogg/Groome/Salzer	Business Law	Clarkson/Miller	12th	978-0-53-847082-7	Cengage
LGST 4110-01 Legal Writing and Research	Sackey, Michael	Writing + Analysis in the Law	Shapo	5th	978-1-59-941424-0	West Law
LGST 4120-21 International Business Law	Waguespack, Jason	Int'l Business Law: Transactional	Dimatteo	2nd	978-0-32-420491-9	Cengage
LGST 4160-01 Law of E-Commerce	STAFF					
LGST 4170-21 Employment Law for HR Professionals	Dunn, Ted	NO TEXTBOOK				
LGST 4180-21 Sports & Entertainment Law	Salzer, Jeff	Sports Law	Epstein	3	978-0-76-682324-2	Cengage
		Entertainment Law	Helewitz	4	978-0-76-683584-9	Cengage
LGST 4200-21 LSAT Review*	Johnson, Amy	Next 10 Actual Official LSAT Prep Tests	Margolis, Wendy	7	0-97-93050-5-5	LSAC

		10 New Actual Official LSAP Prep Tests			978-0984636006	LSAC
LGST 4210-01 Moot Court	Groome, Sanda	NO TEXTBOOK				
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<b><u>MANAGEMENT COMMUNICATION</u></b>						
MCOM 3010 - ALL SECTIONS - Management Communication	Grant/Nelson	Business Communication	Flatley	2nd	978-0-077-91004-4	MCG
		Exceptional Presenter: A Proven Formula to Open Up and Own the Room	Koegel, Timothy J.	2007	1-929774-44-9	Green Book
		Business Writer's Handbook	Alred/Brusaw/Oliu	9th	978-0-31-247709-7	MPS
MCOM 3890-11 Mgmt Comm Public Serv	Grant, Kelly	NO TEXTBOOK				
MCOM 3100-21 Social Media	Nelson, Ashley	Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business	Handley	1	978-0-47-064828-5	Wiley
<b><u>MANAGEMENT</u></b>						
MGMT 3010-01 Organizational Behavior*	Burke, Mike	Organizational Behavior (Custom)	Burke	11	978-1-12-133468-7	MCG
MGMT 3010-02, 04 Organizational Behavior*	Guzman, Eduardo	Organizational Behavior	Kreitner	9th	978-0-07-353045-1	MCG
MGMT 3010-03 Organizational Behavior*	Colella, Adrienne	Organizational Behavior	Hitt	3rd	978-0-47-052853-2	Wiley
MGMT 3010-21 Organizational Behavior*	Garic, David	Organizational Behavior	Nelson	7th	978-1-43-904229-8	Cengage
<b><u>MANAGEMENT</u></b>						
MGMT 4010-01 Strategic Management*	Cannella, A.	NO TEXTBOOK				
MGMT 4010-02/03 Strategic Management*	Iglesias, Ana	Strategic Mgmt; Compet, + Glob.- Concepts	Hitt	10th	978-1-13-349523-9	Cengage
MGMT 4010-04 Strategic Management	Jiang, Han	NO TEXTBOOK				

MGMT 4120-01 Corporate & Cooperative Strategy	Ebrahim, Sherif	NO TEXTBOOK				
MGMT 4140-01 Entrepreneurial Mgmt.	Pulitzer, Sidney	NO TEXTBOOK				
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MGMT 4150-21 Environment, Society & Capitalism	Moreau, Robert	NO TEXTBOOK				
MGMT 4160-01 Leadership*	McCusker, Chris	The Leadership Experience	Daft, Richard L.	5th	978-1-4390-4211-3	Cengage
MGMT 4170-01 Negotiations*	Galvin, Christian	NO TEXTBOOK				
MGMT 4180-01 Mgmt of Tech & Innovation	Wilson, Mike	NO TEXTBOOK				
MGMT 4600-21 Strategic Consulting	Forst, Alexander	NO TEXTBOOK				
MGMT 4610-21 Management of New Ventures	Hunnewell, Jeremy	The Successful Business Plan	Abrams	5th	978-1-93-389514-7	The Planning Shop
		Portable MBA in Entrepreneurship	Bygrave	4th	978-0-47-048131-8	Wiley & Sons
MGMT 4891-11 Public Service	Wilson, Mike	NO TEXTBOOK				
MGMT 4900 All Sections	STAFF	NO TEXTBOOK				
MGMT 5000-01 Business Sr Honors Thesis	Wilson, Mike	NO TEXTBOOK				
<b><u>MARKETING</u></b>						
MKTG- 3010-01, 02, 03 Consumer Behavior/ Marketing Fundamentals*	Hamerman, Eric	Principles of Marketing	Kotler	14th	978-0-13-216712-3	Pearson
MKTG 4100-01 & 02 Consumer Behavior*	Sujan, Mita	NO TEXTBOOK				
MKTG 4120 Marketing Strategy	Howard, John	Markstrat Online Student Handbook	Larreche	3	978-0-97-430630-8	STRATX I
MKTG 4200 Retailing	Cook, Victor	NO TEXTBOOK				

MKTG 4220 Sales Force Management	Sujan, Harish	Spin Selling	Rackham	88	978-0-07-051113-2	MCG
		Building a Winning Sales Force	Zoltners	9	978-0-81-441040-0	Amacon
		Student User's Guide/Sales Mgmt Simul	Dalrymple	6th	978-0-47-168387-2	Wiley
MKTG 4240-21 Relationship Marketing	Hailey, Rob	Marketing 3.0	Kotler	10	978-0-47-059882-5	Wiley
		Harvard Business School Cases	HBS	10	281-9-44-014759-0	HBS Publishing
		Human Movement at Work (#99104)	HBS	99	291-9-44-015038-5	HBS Publishing
<b>TIDES</b>						
1110-01 More Than Just Business II	Kockott	Leadership Moment	Useem, Michael	1999	0-8129-3230-7	Random House
1110-02 More Than Just Business II	Nelson					
1110-03 More Than Just Business II	Ilustre					
1110-04 More Than Just Business II	Hogg	HBR's 10 Must Reads on Leadership	Harvard Press	2011	978-1-4221-5797-8	Harvard Publishing
1110-05 More Than Just Business II	Hailey					
1110-06 More Than Just Business II	Ayoubi					
1110-07 More Than Just Business II	Maitre					
1110-08 More Than Just Business II	Merrill Townley					
1110-09 More Than Just Business II	McGuire					
1110-10 More Than Just Business II	Kockott	Leadership Moment	Useem, Michael	1999	0-8129-3230-7	Random House
1110-11 More Than Just Business II	Goff	Leadership Moment	Useem, Michael	1999	0-8129-3230-7	Random House
1110-12 More Than Just Business II	Coignet					
1110-13 More Than Just Business II	Wilson					
1110-14 More Than Just Business II	Bishop					
1110-15 More Than Just Business II	Fridman					
1110-16 More Than Just Business II	Woodley					
1110-17 More Than Just Business II	Macneill					
1110-18 More Than Just Business II	Grant					
1110-19 More Than Just Business II	Bryan					
1110-20 More Than Just Business II	Macneill					
1110-21 More Than Just Business II	Kelly					
1110-22 More Than Just Business II	Grant					
1110-23 More Than Just Business II	Groome					
1110-24 More Than Just Business II	Liljeberg					
1110-25 More Than Just Business II	Groome					
1110-26 More Than Just Business II	Schneider					
1110-27 More Than Just Business II	Vitrano					
1110-28 More Than Just Business II	Nonnemaker					

