

TEXTBOOK LIST

BBA & MBA Courses

Southern States University

Updated: March 2016

MBA TEXTBOOKS

Southern States University

Updated: March 2016

SSU Course	Course Title	ISBN Number	Book Title and Edition	Author
BU 501	FINANCIAL ACCOUNTING	ISBN-10: 0133251039 ISBN-13: 978-0133251036	Introduction to Financial Accounting, 11 ed., 2014	Horngren, C.T., Sundem, G. I., Elliott, J.A., & Philbrick, D.R.
BU 502	APPLIED BUSINESS RESEARCH	ISBN-10: 0321920325 ISBN-13: 9780321920324	The Little, Brown Essential Handbook, 8 ed., 2013	Aaron, J.E.
BU 502	APPLIED BUSINESS RESEARCH	ISBN-10: 1422101584 ISBN-13: 9781422101582	The Case Study Handbook , 1 ed., 2007	Ellet, W.
BU 504	INTEGRATED MARKETING COMMUNICATIONS	ISBN-10: 0133126242 ISBN-13: 9780133126242	Integrated Advertising, Promotion, and Marketing Communications, 6 ed., 2014	Clow, K.E & Baack, D.E.
BU 506	MANAGERIAL ECONOMICS	ISBN-13: 978-0133020267 ISBN-10: 0133020266	Managerial Economics: Economic Tools for Today's Decision Makers, 7 ed., 2013	Keat, P.G. and Young, P. K. Y.
BU 510	OPERATIONS MANAGEMENT	ISBN-13: 978-0132921145 ISBN-10: 0132921146	Operations Management, 11 ed., 2013	Heizer, J. and Render, B.
BU 513	STATISTICS FOR BUSINESS	ISBN-10: 0136066003 ISBN-13: 9780136066002	Statistics, Data Analysis, and Decision Modeling, 4 ed., 2009	Evans, James R.
BU 517	BUSINESS LAW	ISBN-13: 978-0133546422 ISBN-10: 013354642X	The Legal Environment of Business: A Critical Thinking Approach, 7 ed., 2014	Kubasek, N.K. , Brennan, B. A. & Browne, M. N.
BU 521	ORGANIZATIONAL LEADERSHIP	ISBN-10: 1285866355 ISBN-13: 9781285866352	Leadership: Theory, Application, & Skill Development, 6 ed., 2016	Lussier, R. N. & Achua, C.F.
BU 522	MANAGERIAL FINANCE	ISBN-13: 978-0133507690 ISBN-10: 0133507696	Principles of Managerial Finance, 14 ed., 2014	Gitman, L.J.
BU 524	STRATEGIC MANAGEMENT	ISBN-10: 0136120989 ISBN-13: 9780136120988	Strategic Management: Concepts and Cases, 13 ed., 2010	David, F.R.
BU 530	GLOBALIZATION OF BUSINESS	ISBN-10: 0133063003 ISBN-13: 9780133063004	International Business: The Challenges of Globalization, 7 ed., 2014	Wild, J. J, Wild, K.I. & Han, J.C.Y
BU 532	INTERNATIONAL ECONOMICS	ISBN-10: 0132948915 ISBN-13: 9780132948913	International Economics, 6 ed., 2013	Gerber, J.
BU 534	INTERNATIONAL MARKETING	ISBN-10: 0132719150 ISBN-13: 9780132719155	Global Marketing, 7 ed., 2012	Keegan, W. J. and Green, M. C.
BU 536	GLOBAL STRATEGY AND MANAGEMENT	ISBN-10: 0324406312 ISBN-13: 9780324406313	International Management: Strategy and Culture in the Emerging World , 1 ed., 2009	Ahlstrom, D. & Bruton, G.D
BU 599	PROFESSIONAL APPLIED PROJECT	ISBN-10: 0132666790 ISBN-13: 9780132666794	Essentials of Entrepreneurship and Small Business Management, 7 ed., 2013	Scarborough, N.M.

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SSU Course	Course Title	ISBN Number	Book Title and Edition	Author	Publisher
ACC 201	Accounting I	ISBN 10: 0136115276 ISBN 13: 9780136115274	Financial Accounting: Business Process Approach, 3 ed., 2011	Reimers, Jane L.	Prentice Hall
ACC 202	Accounting II	ISBN 10: 0138129711 ISBN-13: 978-0138129712	Managerial Accounting, 2008	Bamber,L.S. Braun, K.W. and Harrison, W.T.	Prentice Hall
BUS 101	Business Foundations and Analysis	ISBN-10: 007352459X ISBN-13: 9780073524597	Understanding Business, 10 ed. , 2012	Nickels, W. G., McHugh, J. M, & McHugh, S. M.	McGraw-Hill
BUS 210	Business Law	ISBN-10: 1133625959 ISBN-13: 9781133625957	Business Law Text & Exercises, 7 ed., 2013	Miller, R.L., & Hollowell, W.E.	Cengage Learning
BUS 220	Business Communications	ISBN-10: 0132971291 ISBN-13: 9780132971294	Business Communication Today, 12ed., 2013	Bovee, C. L., & Thill, J.V.	Prentice Hall
BUS 480	Capstone	ISBN-10: 0321920325 ISBN-13: 9780321920324	The Little, Brown Essential Handbook, 8 ed., 2013	Aaron, J.E.	Pearson Longman
BUS 480	Capstone	ISBN-10: 1422101584 ISBN -13: 9781422101582	The Case Study Handbook , 2007	Ellet, W.	Harvard Business Press
CIS 111	Introduction to Business Information Systems	ISBN-10: 1285161769 ISBN-13: 9781285161761	Discovering Computers, 1st ed., 2014	Vermaat, M.E.	Cengage Learning
ECON 100	Macroeconomics	ISBN-10: 0132832208 ISBN-13: 9780132832205	Macroeconomics , 4 ed., 2012	Hubbard, R.G., & O'Brien, A.P.	Prentice Hall
ECON 101	Microeconomics	ISBN-10: 0133423905 ISBN-13: 9780133423907	Microeconomics, 11 ed., 2013	Parkin, M.	Prentice Hall
ENG 111	Comp and Rhetoric	ISBN-10: 0205689442 ISBN 13: 9780205689446	Strategies for Successful Writing: A Rhetoric, Research Guide, Reader, and Handbook, 9 ed., 2010	Reinking, J.A & Osten, R.	Prentice Hall
ENG 111	Comp and Rhetoric	ISBN-10: 0321920325 ISBN-13: 9780321920324	The Little, Brown Essential Handbook, 8 ed., 2013	Aaron, J.E.	Pearson Longman
ENG 305	Technical Writing	ISBN-10: 0205603408 ISBN-13: 9780205603404	Technical Writing, 7 ed., 2009	Reep, D.C.	Prentice Hall
FIN 305	Business Finance	ISBN 10: 0132339226 ISBN 13: 9780132339223	Foundations of Finance: The Logic and Practice of Financial Management, 6 ed., 2007	Keown, A.J., Martin, J.D, Petty, J.W., & Scott, D.F.	Prentice Hall
HIST 101	U.S. History I	ISBN-10: 0205960960 ISBN-13: 9780205960965	The American Journey: Volume I (Chapters 1-16), 7 ed., 2013	Goldfield, D., Abbott, C., Anderson, V. D., Argersinger, J. E., Argersinger, P. H., Barney, W. L., & Weir, R. M.	Prentice Hall

HIST 102	U.S. History II	ISBN-10: 0205960952 ISBN-13: 9780205960958	The American Journey: Volume II (Chapters 16-31), 7 ed., 2013	Goldfield, D., Abbott, C., Anderson, V. D., Argersinger, J. E., Argersinger, P. H., Barney, W. L., & Weir, R. M.	Prentice Hall
HIST 410	World History	ISBN-10: 0205759300 ISBN-13: 9780205759309	World, The: A History, Penguin Academic Edition, Combined Volume, 2010, 1 ed.	Fernandez-Armesto, F.	Pearson Prentice Hall
HUM 110	Principles of Humanities	ISBN 10: 0130490954 ISBN-13: 9780130490957	Exploring the Humanities: Creativity and Culture in the West, Vol 1, 2005	Adams, L. S.	Prentice Hall
HUM 305	Impact of Science Fiction on Historical and Modern Literature	ISBN 10: 0130212806 ISBN 13: 9780130212801	The Prentice Hall Anthology of Science Fiction and Fantasy, 2000, 1 ed.	Roberts, G.G.	Prentice Hall
HUM 405	European Humanities	ISBN 10: 0130862614 ISBN13: 9780130862617	Humanities, The: Culture, Continuity, and Change, Volume 2 Reprint (with MyHumanitiesKit Student Access Code Card), 2008	Henry M. Sayre	Prentice Hall
MGT 305	Operations Management	ISBN 10: 0136114466 ISBN-13: 9780136114468	Principles of Operations Management, 8 ed., 2010	Heizer, J. & Render, B	Prentice Hall
MGT 310	Principles of Management and Organization	ISBN 10: 0136109829 ISBN 13: 9780136109822	Fundamentals of Management: Essential Concepts and Applications, 7 ed., 2010	Robbins, S., De Cenzo, D., & Coulter, M.	Prentice Hall
MKT 110	Principles of Marketing	ISBN-10: 0133084043 ISBN-13: 9780133084047	Principles of Marketing, 15 ed., 2013	Kotler, P & Armstrong, G.	Prentice Hall
MKT 305	Marketing Fundamentals	ISBN-10: 0136074898 ISBN-13: 9780136074892	Marketing Management, 4 ed., 2010	Winer, R.S.	Prentice Hall
MKT 310	Consumer Behavior	ISBN-10: 0132544369 ISBN-13: 9780132544368	Consumer Behavior, 11 ed., 2014	Schiffman and Kanuk	Prentice Hall
MKT 315	Global Marketing	ISBN 10: 1439039437 ISBN 13: 9781439039434	Global Marketing , 3 ed., 2010	Gillespie, K. & Hennessey, H.D.	South-Western College Pub
MKT 320	Sales Strategies	ISBN-10: 0273762656 ISBN-13: 9780273762652	Selling and Sales Management, 9 ed., 2012	Jobber, D., & Lancaster, G.	Prentice Hall
MKT 405	Introduction to Marketing Research	ISBN-13: 9780324599343 ISBN-10: 032459934X	Basic Marketing Research, 7 ed. , 2009	Churchill, G.A., Brown, T.J., & Suter, T.A.	South-Western Cengage Learning
MKT 411	Introduction to Advertising	ISBN-10: 0132163640 ISBN-13: 9780132163644	Advertising & IMC: Principles and Practice, 9 ed., 2011	Moriarty, S. , Mitchell, N., & Wells. W.	Prentice Hall
MKT 415	Services Marketing	ISBN-10: 0136107214 ISBN 13: 9780136107217	Services Marketing, 7 ed., 2010	Lovelock, C., & Wirtz, J.	Prentice Hall
MKT 420	eMarketing	ISBN-10: 0132953447 ISBN-13: 9780132953443	E-Marketing, 7 ed., 2013	Strauss, J., & Frost, R.	Prentice Hall
MTH 125	College Algebra	ISBN-10: 0321542304 ISBN-13: 9780321542304	College Algebra with Modeling and Visualization, 4 ed., 2010	Rockswold, Gary K.	Prentice Hall
MTH 130	Business Statistics	ISBN 10: 0131536869 ISBN-13: 9780131536869	Basic business statistics, 10 ed., 2006	Berenson, M.L., Levine. D.M., & Krehbiel, T.C.	Prentice Hall

MTH 135	Business Calculus	ISBN 10: 0132328186 ISBN 13:9780132328180	Calculus for Business, Economics, Life Sciences, and Social Sciences, 11 ed., 2007	Barnett, R.A., Ziegler, M.R., & Byleen, K.E.	Prentice Hall
MTH 305	Statistics	ISBN 10: 0131536869 ISBN-13: 9780131536869	Basic business statistics, 10 ed., 2006	Berenson, M.L., Levine. D.M., & Krehbiel, T.C.	Prentice Hall
MTH 310	Fine Math with Applications	ISBN 10: 0321571894 ISBN 13: 9780321571892	Finite Mathematics & Its Applications, 10 ed., 2009	Larry J. Goldstein, David I. Schneider & Martha J. Siegel	Prentice Hall
MUS 305	The History of American Music	ISBN-10: 0205956807 ISBN-13: 9780205956807	Rockin' Out: Popular Music in The U.S.A. , 6 ed., 2013	Garofalo, R.	Prentice Hall
PHIL 111	Introduction to Ethics	ISBN-10: 0205017738 ISBN-13: 9780205017737	Consider Ethics: Theory, Readings, and Contemporary Issues, 3 ed., 2011	Waller, B.N.	Prentice Hall
PHIL 305	Business Ethics	ISBN-10: 0205053130 ISBN-13: 9780205053131	Ethics and the conduct of business, 7th ed., 2012	Boatright, J. R.	Prentice Hall
POLS 155	Introduction to Political Science	ISBN-10: 0205746926 ISBN-13: 9780205746927	Political Science: An Introduction (Student edition), 11 ed., 2010	Roskin, M.G., Cord, R.L., Medeiros, J.A., & Jones, W.S.	Prentice Hall
SCI 110	Introduction to Physical Science	ISBN-10: 0321818504 ISBN-13: 978-0321818508	Conceptual Integrated Science, 2 ed. 2012	Paul G. Hewitt, Suzanne A Lyons, John A. Suchocki, Jennifer Yeh	Addison-Wesley
SPCH 111	Public Speaking	ISBN 10: 0073385158 ISBN 13: 9780073385150	The art of public speaking , 10 ed., 2008	Lucas, S.E	McGraw-Hill Humanities