MBA Program: Textbook List for Fall 2020

Online GDBA/MBA students are responsible for sourcing and ordering their own books. The following textbook titles are effective for Fall 2020. You may be able to order the text through the TRU Bookstore.

Please note that publishers may offer several package options that include additional resource material not required in your course. You may purchase any package of your choice as long as it includes the correct author, title, and edition listed for your course.

If you have any questions about obtaining the correct textbook, please email OL Materials. They will be happy to assist you.

BUSN 5011: Managerial Statistics


BUSN 5021: Financial Accounting


BUSN 5031: Management Accounting


BUSN 5041: Global Economics


Note: Sapling Plus for Macroeconomics is not required for successful completion of this course, but is recommended for supplemental learning. The ISBN for the standalone text is 978-1-3191-1559-3.
BUSN 5051: Marketing Management

BUSN 5061: Human Resources Management

Additional materials: Students will be required to make an online purchase of several case studies at an approximate total cost of $52.06. Instructions for ordering these case studies are found within the course.

BUSN 6011: Ethics and Corporate Social Responsibility

Additional materials: Students will be required to make an online purchase of several case studies at an approximate total cost of $11.00. Instructions for ordering these case studies are found within the course.

BUSN 6021: Corporate Finance

BUSN 6031: International Business

Additional materials: Students will be required to make an online purchase of a case study at an approximate total cost of $5.00. Instructions for ordering the case study are found within the course.

BUSN 6041: Leadership and Organizational Development

BUSN 6051: Supply Chain Management
Additional materials: Students will be required to make an online purchase of a case study at an approximate total cost of $5.00. Instructions for ordering the case study are found within the course.

**BUSN 6061: Strategic Management Information Systems**

https://opentextbook.site/informationsystems2019/

https://students.flatworldknowledge.com/course/2590168

Harvard Business Publishing Course Pack: BUSN 6061. Students are responsible for purchasing Course Pack at an approximate total cost of $25.00 here: https://hbsp.harvard.edu/import/667122

**BUSN 6071: Project Management and Consulting Methods**


Additional materials: Students will be required to make an online purchase of several case studies at an approximate total cost of $36.00. Instructions for ordering these case studies are found within the course.

**BUSN 6081: Strategic Management**


Additional materials: Students will be required to make an online purchase of several case studies at an approximate total cost of $30.00. Instructions for ordering these case studies are found within the course.

Please note that you will be expected to use your textbook and one of the case studies during your BUSN 6081 Final Examination.
You will only be allowed to bring **printed** materials into the exam environment.

**B USN 6151: Advanced Marketing Management**


*Throughout the course, we will refer to chapters from this textbook required for the prerequisite class, BUSN 5051, but any marketing management textbook from previous classes is acceptable.*

https://www.casemethodbooks.com/book-details


**B USN 6211: Advanced Corporate Finance**


Note: The same text is used in BUSN 6021.

**B USN 6251: Decision Analysis and Modelling**

No textbook is required.

**B USN 6311: Innovation and Entrepreneurship**


Note: You may also use the 2nd edition of *Entrepreneurship: A process perspective*.


Wise, S. E. (2011). *Hot or not: How to know if your business idea will fly or fail?* Toronto, ON: Ryerson Entrepreneur Institute.
Recommended:


**BUSN 6951: Resource Methods, Preparation, and Presentation**

Not offered for Fall 2020