MBA Program: Textbook List for Fall 2024

Online GDBA/MBA students are responsible for sourcing and ordering their own books.

The following textbook titles are effective for Fall 2024.

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

Anderson, D. R., Sweeny, D. J., Williams, T. A., Camm, J. D., Cochran, J. J., Fry, M.J., & Ohlmann, J.W. (2024). *Essentials of statistics for business and economics* (10th ed.). Boston, MA: Cengage.
ISBN-13: 9780357716014
https://tru-store.vitalsource.com/products/essentials-of-statistics-for-business-and-jeffrey-d-camm-james-j-v9798214343310

BUSN 5021: Financial Accounting

Annand, D. (2018). *Introduction to financial accounting: Based on international financial reporting standards* (3rd ed.).
Type: Open Education Resource. ISBN-13: 9780995326675
Retrieved from:
http://solr.bccampus.ca:8001/bcc/file/f4489452-4b49-4e86-ab04-f0691a209749/1/Textbook%203.1%20at%20Nov%2025_18.pdf
Printable Version Retrieved from: https://opentextbook.docsol.sfu.ca/store/product/otb011-08/

BUSN 5031: Management Accounting

Garrison, R. H., Libby, T., & Webb A. (2024). *Managerial Accounting* (13th ed., Cdn). McGraw-Hill.
ISBN-13: 9781265755928
https://tru-store.vitalsource.com/products/canadian-edition-managerial-accounting-garrison-v9781265755928

BUSN 5041: Economics for Managers

1. Farnham, P.G., (2014). *Economics for Managers* (3rd ed). Pearson.
   ISBN-13: 9780133561128
   https://tru-store.vitalsource.com/products/economics-for-managers-paul-g-farnham-v9780133561128

2. Greenlaw, S.A., Shapiro, D., MacDonald D., (2022). *Principles of Microeconomics* (3rd ed) OpenStax.
   Chapters 12 and 13.
   Retrieved from:
   https://collection.bccampus.ca/textbooks/principles-of-microeconomics-3e-openstax-424/

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

BUSN 5051: Marketing Management

1. Kotler, P., Keller, K. L., Chernev, A., (2022). *Marketing Management* (16th ed.). Toronto, ON: Pearson.
   ISBN-13: 9780135887035
   https://tru-store.vitalsource.com/products/marketing-management-subscription-gary-t-armstrong-kevin-lane-v9780135887035

Note: This textbook is also used in BUSN 6151.

BUSN 5061: Human Resources Management

Noe, R. A., Hollenbeck, J. R., Gerhart, B., Wright, P. M., & Eligh, L. (2016). *Strategic human resource management: Gaining a competitive advantage* (2nd Cdn. ed.). Toronto, ON: McGraw-Hill.
ISBN-13: 9781259024689
https://tru-store.vitalsource.com/products/strategic-human-resource-management-gaining-a-noe-eligh-v1259261492?term=9781259024689

Additional materials: Students will be required to make an online purchase of several case studies at an approximate total cost of $53.00. Instructions for ordering these case studies are found within the course.

BUSN 6011: Ethics and Corporate Social Responsibility

Trevino, L., & Nelson, K. (2021). *Managing Business Ethics: Straight Talk about How to Do It Right* (8th ed.). John Wiley & Sons.
ISBN-13: 9781119711001
https://tru-store.vitalsource.com/products/managing-business-ethics-straight-talk-about-how-linda-k-trevino-katherine-a-v9781119711018

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

Ross, S. A., Westerfield, R. W., Jordan, B. D., Pandes, J.A., & Holloway, T. (2022). *Fundamentals of Corporate Finance* (11th ed.), with Connect with Smartbook. McGraw-Hill.
ISBN-13: 9781260881387
https://tru-store.vitalsource.com/products/fundamentals-of-corporate-finance-ross-v9781265033972?term=978-1-260-88138-7

Note: This textbook is also used in BUSN 6211.

BUSN 6031: International Business

C. W. L. Hill, T. McKaig, F. Cotae, J. Musabende. (2024). *Global Business Today* (7th Cdn ed.). McGraw-Hill.
ISBN-13: 9781264853526
https://www.mheducation.ca/global-business-today-9781264853526-can-group#configurable-product-options-title

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

Harvard Business Publishing Course Pack: BUSN 6041. Students are responsible for purchasing the Course Pack at an approximate total cost of $81.00 and will purchase it from the link that is provided in Moodle.

BUSN 6051: Supply Chain Management

Meredith, J.R. & Shafer, S.M. (2023). *Operations & Supply Chain Management for MBAs* (8th ed.). John Wiley & Sons.
ISBN-13: 9781119898696
https://tru-store.vitalsource.com/products/operations-and-supply-chain-management-for-mbas-jack-r-meredith-scott-m-v9781119898641

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

1. Bourgeois, D. (2019). *Information Systems for Business and Beyond.*
   Retrieved from: https://opentextbook.site/informationsystems2019/

2. Gallaugher, J., (2018). *Information Systems: A Manager's Guide to Harnessing Technology* (v. 7.0).
   ISBN-13: 9781453394052
   https://students.flatworldknowledge.com/course/2590168

3. Harvard Business Publishing Course Pack: BUSN 6061.
   Students are responsible for purchasing Course Pack at an approximate total cost of $25.00 and will purchase it from the link that is provided in Moodle.

BUSN 6071: Project Management and Consulting Methods

1. Cope, M. (2010). *The Seven Cs of Consulting* (3rd ed.). Financial Times: Prentice Hall.
   ISBN-13: 9780273731085
   https://tru-store.vitalsource.com/products/the-seven-cs-of-consulting-mick-cope-v9780273748861

2. Davies, A. (2017). *Projects: A Very Short Introduction*. Oxford, UK: Oxford University Press.
   ISBN-13: 9780198727668
   https://tru-store.vitalsource.com/products/projects-a-very-short-introduction-andrew-davies-v9780191043406

3. Versus, E. (2021). *The Fast Forward MBA in Project Management* (6th ed.). Hoboken, NJ: John Wiley & Sons.
   ISBN-13: 9781119700760
   https://tru-store.vitalsource.com/products/the-fast-forward-mba-in-project-management-eric-verzuh-v9781119700807

BUSN 6081: Strategic Management

Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2024). *Strategic management: Competitiveness and globalization: Concepts and cases* (14th ed.). Boston, MA: Cengage.
ISBN-13: 9780357716762
https://tru-store.vitalsource.com/products/strategic-management-concepts-and-cases-hitt-v9780357716861

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.

BUSN 6151: Advanced Marketing Management

1. Kotler, P., Keller, K. L., Chernev, A., (2022). *Marketing Management* (16th ed.). Toronto, ON: Pearson.
   ISBN-13: 9780135887035
   https://tru-store.vitalsource.com/products/marketing-management-subscription-gary-t-armstrong-kevin-lane-v9780135887035

Note: This textbook is also used in BUSN 5051.

2. Wood, J. D., Leenders, M. R., Mauffette-Leenders, L. A., & Erskine, J. A. (2018). *Learning with cases* (5th ed.). London, ON: Leenders and Associates.
   ISBN-13: 9780771431067
   https://www.casemethodbooks.com/book-details

3. Harvard Business Publishing Course Pack: BUSN 6151.
   Students are responsible for purchasing the Course Pack at an approximate total cost of USD 33.00 and will purchase it from the link that is provided in Moodle.

BUSN 6211: Advanced Corporate Finance

Ross, S. A., Westerfield, R. W., Jordan, B. D., Pandes, J.A., & Holloway, T. (2022). *Fundamentals of corporate finance* (11th ed.,) with Connect with Smartbook. Toronto, ON: McGraw-Hill.
ISBN-13: 9781260881387
https://tru-store.vitalsource.com/products/fundamentals-of-corporate-finance-ross-v9781265033972?term=978-1-260-88138-7

Note: This textbook is also used in BUSN 6021.

BUSN 6251: Decision Analysis and Modelling

No textbook is required.

BUSN 6311: Innovation and Entrepreneurship

1. Baron, R. A., & Shane, S. A. (2008). *Entrepreneurship: A process perspective* (1st ed.). Toronto, ON: Nelson.
   ISBN-13: 9780176103347

   Note: Students may also use the 2nd edition of *Entrepreneurship: A process perspective*.
   IBSN-13: 9780324365580

2. Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Hoboken, NJ: Wiley.
   ISBN-13: 9780470876411
   https://tru-store.vitalsource.com/products/business-model-generation-a-handbook-for-alexander-osterwalder-yves-v9781118656402

3. Wise, S. E., Feld, B., Sacca, C. (2017). *Startup Opportunities: Know When to Quit Your Day Job* (2nd ed.). Toronto, ON: Wiley
   ISBN-13: 9781119378181
   https://tru-store.vitalsource.com/products/startup-opportunities-know-when-to-quit-your-day-sean-wise-brad-feld-v9781119378198

Recommended:

Kawasaki, G. (2015). *The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything*. New York, NY: Penguin.
ISBN-13: 9781591847847

BUSN 6951: Resource Methods, Preparation and Presentation

1. Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill building approach* (8th ed.). WILEY.
   ISBN-13: 9781119561248
   https://tru-store.vitalsource.com/products/research-methods-for-business-a-skill-building-uma-sekaran-roger-bougie-v9781119561248