



Master of Business
Administration

Book List for Online Master of Business Administration (Online MBA)

It is important that students be prepared for each course by purchasing the required books and materials well in advance of the first session or event (online). Updated book lists can be obtained from department personnel (such as enrollment counselors or academic advisors) and can be found online in the learning management system: Moodle for online courses.

While textbooks are an expense that may or may not be accounted for in your financial aid packages, students must purchase books in advance of a course start date with their own money. They may later use their excess financial aid to reimburse themselves after their financial aid is disbursed.

Using the ISBN number provided on the book list, you can find your textbooks online or at the Geneva College Bookstore www.genevacollegeshop.com. Please be advised that when you rent books through the Geneva College Bookstore website you must be cautious of and adhere to the strict deadlines for return; there are steep financial penalties for returning books late.

The department recommends that students obtain books for a course approximately one month prior to the first session. Not having the textbook is not a valid reason for missing assignments or turning in late work.

Learning objectives can only be met when students fully engage all of the materials that have been carefully selected for the course. Therefore, participation grades will be negatively affected when a student does not have the book(s) for the duration of the course. A lack of having read the materials in a course is obvious to instructors because assignments and assessments (quizzes, papers, postings, etc.) reveal the level of engagement with a text and its concepts. Therefore, a lack of having read any of these materials will negatively affect a student's grade in a course, even beyond the participation facets of the course.

Other important textbook information:

- The department recommends that students do not purchase all of the books for the Online MBA program at one time; course content is updated regularly; therefore, the required texts change as well.
- The department will not change course texts less than 30 days prior to a class start date.
- Students should not sell a book after a class is completed until they are certain it will not be needed again; some books are used for multiple courses.

BUS 605: Corporate Finance

Ehrhardt, M. C., & Brigham, E. F. (2017). *Corporate finance: A focused approach* (6th ed.). Boston, MA: Cengage.
ISBN-13: 978-1-305-63710-8
ISBN-10: 1305637100

Grudem, W. (2003). *Business for the glory of God: The Bible's teaching on the moral goodness of business*. Wheaton, IL: Crossway.

ISBN-13: 978-1581345179

ISBN-10: 1-58134-517-8

BUS 610: Financial Management

Ehrhardt, M. C., & Brigham, E. F. (2017). *Corporate finance: A focused approach* (6th ed.). Boston, MA: Cengage.

ISBN-13: 978-1-305-63710-8

ISBN-10: 1305637100

Keller, T. (2016). *Every good endeavor: Connecting your work to God's work*. New York, NY: Penguin Books.

ISBN-13: 978-1594632822

ISBN-10: 1594632820

BUS 615: Financial and Managerial Accounting

Horngren, C. T., Datar, S. M., Foster, G., Rajan, M., & Ittner, C. (2008). *Cost accounting: A managerial emphasis* (13th ed.). Upper Saddle River, NJ: Prentice Hall.

ISBN-13: 978-0-13-612663-8

ISBN-10: 0-13-612663-4

Fraser, L. M., & Ormiston, A. (2009). *Understanding financial statements* (9th ed.). Upper Saddle River, NJ: Prentice Hall.

ISBN-13: 978-0-13-608624-6

ISBN-10: 0136086241

Minbiole, E. A. (1998). *Cliffs Quick Review Accounting Principles I*. Cliffs Notes.

ISBN-13: 978-0822053095

ISBN-10: 0822053098

Minbiole, E. A. (2000). *Cliffs Quick Review Accounting Principles II*. Foster City, CA: IDG Books Worldwide.

ISBN-13: 9780764585654

ISBN-10: 0764585657

BUS 620: Management Thought and Application

Bakke, D. W. (2005). *Joy at work: A revolutionary approach to fun on the job*. Seattle, WA: Pear Press.
ISBN-13: 978-0976268642
ISBN-10: 0-9762686-4-7

Drucker, P. F. (2008). *The Essential Drucker: The Best of Sixty Years of Peter Drucker's Essential Writings on Management*. New York, NY: Harper Collins.
ISBN-13: 978-0-06-134501-2
ISBN-10: 0061345016

Wren, D. A., & Bedeian, A. G. (2009). *The Evolution of Management Thought* (6th ed.). Hoboken, NJ: John Wiley & Sons.
ISBN-13: 978-0470128978
ISBN-10: 0470128976

BUS 630: Management Information Systems/Decision Support Systems

Laudon, K. C., & Laudon, J. P. (2015). *Management information systems: Managing the digital firm* (14th ed.). Boston, MA: Pearson.
**THE INTERNATIONAL VERSION OF THIS TEXT IS NOT ACCEPTABLE. THE CONTENT IS DIFFERENT.*
ISBN-13: 978-0133898163
ISBN-10: 0133898164

BUS 640: Marketing Management

Clow, K. E., & Baack, D. (2012). *Cases in marketing management*. Thousand Oaks, CA: SAGE Publications.
ISBN-13: 978-1412996037
ISBN-10: 1412996031

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Columbus, OH: Pearson Education.
ISBN-13: 978-0-13-385646-0
ISBN-10: 0133856461

BUS 641: Buyer Behavior

Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2018). *Consumer behavior* (7th ed.). Boston, MA: Cengage Learning.
ISBN-13: 978-1305507272
ISBN-10: 1305507274

BUS 645: Advanced Marketing

Clow, K. E., & Baack, D. (2012). *Cases in marketing management*. Thousand Oaks, CA: SAGE.

ISBN-13: 978-1412996037

ISBN-10: 1412996031

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Boston, MA: Pearson.

ISBN-13: 978-0133856460

ISBN-10: 0133856461

BUS 650: Human Resource Systems/Organizational Behavior

Mello, J. A. (2011). *Strategic human resource management* (3rd ed.). Stamford, CT: Cengage Learning.

ISBN-13: 978-0324789621

ISBN-10: 0324789629

BUS 660: Biblical Management and Ethics

Donaldson, T., & Werhane, P. H. (2008). *Ethical issues in business: A philosophical approach* (8th ed.). Upper Saddle River, NJ: Prentice Hall.

ISBN-13: 978-0131846197

ISBN-10: 0131846191

Hill, A. (2008). *Just business: Christian ethics for the marketplace* (2nd ed.). Downer Groves, IL: InterVarsity Press.

ISBN-13: 978-0830826766

ISBN-10: 0830826769

BUS 670: Managerial Economics

Keat, P. G., Young, P. K. Y., & Erfle, S. E. (2014). *Managerial economics: Economic tools for today's decision makers* (7th ed.). Boston, MA: Pearson.

ISBN-13: 978-0133020267

ISBN-10: 0133020266

BUS 690: Strategic Business Policy

Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland III, A. J. (2016). *Crafting and executing strategy: The quest for competitive advantage, concepts and cases* (20th ed.). New York, NY: McGraw Hill.
ISBN-13: 978-0077720599
ISBN-10: 0077720598