



REQUIRED TEXTBOOKS BY COURSE

Refer to this list to see which required textbooks you need to purchase for the courses within your program



BBA PROGRAM REQUIRED TEXTBOOKS



COURSE NUMBER	COURSE NAME	BOOK TITLE	AUTHOR	PUBLISHER	EDITION	ISBN	NOTES
BUL 3130	Legal and Ethical Environment of Business	Business Law Essentials	Mirande Valbrune, Renee De Assis, Suzanne Cardell, Tess C. Taylor, Natalie Sappleton, C. M. Mitchell, Kenneth Mitchell-Phillips	OpenStax	Web Version last Updated Dec 18, 2024	9781947172784	Click here to purchase the book - OpenStax
ENT 3003	Foundations of Entrepreneurship	Entrepreneurship	Michael Laverty, Chris Little	OpenStax	Web Version Last Updated Sep 19, 2024	9781947172708	Click here to purchase the book - OpenStax
ENT4412	Entrepreneurial Finance	Entrepreneurial Finance	J. Chris Leach, Ronald W. Melicher	Cengage Publishers	8e	9798214057187	Click here to purchase the book - Cengage
ENT4124	Marketing for Entrepreneurs	Marketing	Shane Hunt, John Mello, George Deitz	McGraw Hill	4e	9781266346989	Click here to purchase the book - McGraw Hill
ENT4013	Planning New Ventures	Entrepreneurship : Successfully Launch New Ventures	Bruce R. Barringer, Duane Ireland	Pearson	7e	9780138287696	Click here to purchase the book - Pearson
FIN3403	Financial Management	Principles of Finance	Julie Dahlquist, Rainford Knight	OpenStax	Web Version Last Updated Dec 18, 2024	9781951693541	Click here to purchase the book - OpenStax
FIN4504	Principles of Investment 13e	Investments: an Introduction	Herbert Mayo	Cengage Publishers	13e	9780357698846	Click here to purchase the book - Cengage
FIN4303	Financial Institutions	Financial markets & Institutions	Jeff Madura	Cengage Publishers	14e	9780357988381	Click here to purchase the book - Cengage
FIN3105	Personal Investment Management	Personal Financial Planning	Randy Billingsley, Lawrence Gitman, Michael Joehnk	Cengage Publishers	16e	9780357987995	Click here to purchase the book - Cengage

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GEB3213	Introduction to Business Communication	Business Communication Today	Courtland L. Bovee John V. Thill	Pearsons	16e	9780135354636	Click here to purchase the book - Pearson
ISM3011	Management Information Systems	Principles of Information systems	Ralph Stair, Mark Perew, Lakeisha Magwood Vance	Cengage Publishers	15e	9798214000961	Click here to purchase the book - Cengage
MAN3240	Organizational Behavior	Organizational Behavior	J. Stewart Black et al.	OpenStax	Web Version Last Updated Dec 18, 2024	9781947172722	Click here to purchase the book - OpenStax
MAN4046	Leadership and Team Development	Introduction to Leadership	Peter G. Northouse	Sage Publications	6e	9781544351629	Click here to purchase the book - SagePub
MAN3600	International Business	International Business	John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan, Reid W. Click	Pearsons	17e	9780137392322	Click here to purchase the textbook - Pearson
MAN3065	Business Ethics	Business Ethics	David Shapiro, Barbara Boerner, Robert Brancatelli, Wade Chumney, Laura Dendinger, Bill Natz, Mark Poepsel	OpenStax	Web Version Last Updated Feb 5, 2024	9781947172579	Click here to purchase the textbook - OpenStax
MAN4301	Human Resources Management	Human Resource Management	Robert L. Mathis/John H. Jackson/Sean Valentine/Patricia Meglich	Cengage Publishers	17e	9780357899281	Click here to purchase the textbook - Cengage
MAR3023	Marketing Fundamentals	Marketing	William M. Pride & O. C. Ferrell	Cengage Publishers	21e	9780357984260	Click here to purchase the textbook - Cengage
MAR4233	Influential Media Marketing	Social Media Marketing: A Strategic Approach	Debra Zahay, Mary Lou Roberts, Janna Parker, Donald I. Barker, Melissa S. Barker	Cengage Publishers	3e	9780357516188	Click here to purchase the textbook - Cengage
MAR4503	Consumer Behavior	Consumer Behavior: Buying, Having, and Being	Michael R Solomon	Pearson	14e	9780135642252	Click here to purchase the textbook - Pearson
MAR4400	The Art of Sales: Marketing and Selling	Sell: Trust-Based Professional Selling	Thomas N. Ingram/Raymond W. (Buddy) LaForge/Ramon A. Avila/Charles H. Schwepker/Michael R. Williams	Cengage Publishers	7e	9780357901465	Click here to purchase the textbook - Cengage