

Text for Semester 1/2012 (Revised on July 25, 2012)

BBA # 21 (1st Year Student)

- AC 201 To be announced later
- BA 203 Quantitative Analysis for Management / Barry Render and Ralph M. Stair, Jr./ Prentice Hall
- BA 204 Basic Statistical in Business and Economics 8th Ed./ Douglas A. Lind/ McGraw Hill
- HO 201 New Era of Management 10th Ed./Richard L. Daft/Thomson-southwestern
- IS 201 No Text
- MK 201 Principles of Marketing 14th Ed. / Philip Kotler, Gary Armstrong / Prentice Hall
- PY 228 Psychology and Contemporary Life: Human Adjustment 10th Ed./ Weiten, W., Hammer, E. & Dunn, D./ Wadsworth, Cengage Learning.
- TU 110 No Text
- TU 120 To be announced later
- TU 130 No Text
- TU 152 Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences 13th Ed./ Ernest F. Haeussler, Richard S. Paul, R.J. Wood / Prentice Hall

BBA # 20 (2nd Year Student)

- AC 202 Managerial Accounting : Global Edition (9th Ed.) / Ronald W. Hilton, David E. Platt/ McGraw Hill
- AC 311 To be announced later
- AC 313 Cost Accounting: A Managerial Emphasis 14th Ed./ Horngren, Datar, and Foster/ Prentice Hall
- AC 413 To be announced later
- BA 201 No Text
- BA 202 No Text
- EC 213 Microeconomics 2nd Ed. /Paul Krugman and Robin Wells /Worth Publishers
- EC 214 Economics 12th Ed./ Richard G. Lipsey, Paul N.Courant, Christopher T. S. Ragan/ Addison Wesley Longman
- FN 211 The Economics of Money, Banking and Financial Markets 10th Ed./ Frederic Mishkin/ Addison – Wesley
- FN 311 Financial Management: Theory & Practice 13th Ed./ Eugene F. Brigham /Southwestern
- MA 216 Applied Calculus for the Managerial, Life and Social Sciences 9th Ed./ Soo Tang Tan/ Brooks/cole Cengage Learning
- MK 311 Customer Behavior : Buying, Having, Being 10th Ed./ Michael Solomon/ Prentice Hall
- MK 313 To be announced later
- MK 342 To be announced later
- IB 311 Fundamentals of International Business: Asia Pacific Edition (2009) / Czinkota M.R., Ronkainen I A, and Moffett M.H / John Wiley
- IB 323 Global Shift: Mapping the changing contours of the world economy (2011) / Dicken, P./ London, SAGE Publications
- OM 201 Operation and Supply Chain Management ,Global Edition. (13th Ed.) / F. Robert Jacobs, Richard B. Chase, Richard Chase / Mc Graw Hill
- OM 311 Managerial Decision Modeling / 6th Edition (International Edition) / Cliff T. Ragsdale / South-Western Cengage Learning
- OM 313 The Management and Control of Quality 8th Ed./ Evans, J.R. and Lindsay, W.M./ South-Western Publishing Co.
- OM 445 No Text

BBA # 19 (3rd Year Student)

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| AC 315 | No Text |
| AC 316 | <u>Auditing and Assurance Services, An Integrated Approach 14th Ed.</u> / Aren, Alvin A., Elder, Randal J., and Beasley, Mark S./ Pearson |
| AC 412 | No Text |
| EL 221 | To be announced later |
| FN 428 | No Text |
| FN 452 | <u>Options , Futures and Other Derivatives 8th Ed.</u> /John C. Hull /Prentice Hall |
| IB 311 | <u>Fundamentals of International Business: Asia Pacific Edition (2009)</u> / Czinkota M.R., Ronkainen I A, and Moffett M.H / John Wiley |
| IB 323 | <u>Global Shift: Mapping the changing contours of the world economy (2011)</u> / Dicken, P./ London, SAGE Publications |
| OM 201 | <u>Operation and Supply Chain Management ,Global Edition. (13th Ed.)</u> / F. Robert Jacobs, Richard B. Chase, Richard Chase / Mc Graw Hill |
| OM 311 | <u>Managerial Decision Modeling / 6th Edition (International Edition)</u> / Cliff T. Ragsdale / South-Western Cengage Learning |
| OM 313 | <u>The Management and Control of Quality 8th Ed.</u> / Evans, J.R. and Lindsay, W.M./ South-Western Publishing Co. |
| OM 445 | No Text |
| MK 314 | <u>Marketing Research 6th Ed.</u> / Alvin C. Burns and Ronald F. Bush / Prentice Hall |
| MK 321 | <u>Strategic Brand Management 3rd Ed.</u> /Kevin Lane Keller/ Prentice Hall |
| MK 361 | To be announced later |

BBA # 18 (4th Year Students)

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| AC 421 | No Text |
| BA 401(026401) | No Text |
| BA 401(026402) | No Text |
| FN 241 | To be announced later |
| FN 451 | <u>Equity Asset Valuation 2nd Ed.</u> / John D. Stowe, Tomas R. Robinson, Jerald E. Pinto, Dennis W. McLeavey / John Wiley |
| IB 311 | <u>Fundamentals of International Business: Asia Pacific Edition (2009)</u> / Czinkota M.R., Ronkainen I A, and Moffett M.H / John Wiley |
| IB 323 | <u>Global Shift: Mapping the changing contours of the world economy (2011)</u> / Dicken, P./ London, SAGE Publications |
| OM 311 | <u>Managerial Decision Modeling / 6th Edition (International Edition)</u> / Cliff T. Ragsdale / South-Western Cengage Learning |
| OM 313 | <u>The Management and Control of Quality 8th Ed.</u> / Evans, J.R. and Lindsay, W.M./ South-Western Publishing Co. |
| OM 445 | No Text |