

Spring 2008 Global MBA Online and Accounting Online Course Textbooks and Materials

Global MBA Online Courses:

AIM 6201.0G1 (J.Barden, 50, 1/7-3/1)

Required:

- Financial Accounting 10th Albrecht, Stice, Stice & Swain, ISBN: 0324645570

AIM 6202.0G2 (S. Janakiraman, 50, 3/3-5/7)

Required:

- Introduction to Management Accounting, Chapters 1-14 (14th edition), by Horngren, Sundem, Stratton, Schatzberg, and Burgstahler, 2007, ISBN-10: 0136141501, ISBN-13: 978-0136141501

AIM 6305.0T1 (M. Anderson and S. Janakiraman, 40, 1/7-5/7):

Required:

- Financial Accounting by Reimers, Prentice-Hall, ISBN-10: 0131492012, ISBN-13: 9780131492011
- Introduction to Management Accounting, Chapters 1-14 (14th edition), by Horngren, Sundem, Stratton, Schatzberg, and Burgstahler, 2007, ISBN-10: 0136141501, ISBN-13: 978-0136141501

BPS 6310.0G1 (T. Dalgic, 50, 1/7-5/7):

Required Text:

- Custom Book: Strategic Management: Creating Competitive Advantage (McGraw-Hill Primis Book-Text and Selected Cases by the Instructor), ISBN: 978-0-390-83246-7

ENTP 6370.0G1 (D.Deeds, 40, 1/7-5/7)

Required Texts:

- Drucker, P.F. 1993. Innovation and Entrepreneurship. HarperBusiness, New York. ISBN 0-887-306-187. (paperback)
- Case Pack to include the following:
 - The DAG Group (HBSP #392077)
 - "The Road Well Traveled" Bhide (HBSP 898205)
 - Icedelights (HBSP 898196)
 - "Valuation Techniques" Stevenson (HBSP 384185)
 - "A note on Attracting Stakeholders" Bhide & Stevenson (HBSP 389139)
 - Commercial Fixtures (393115)

- Heather Evans(HBSP 384079)
- Onset Ventures (HBSP 898154)
- ArthroCare (HBSP 898056)
- Allen Lane (HBSP 384077)
- Gordon Biersch Brewing Company (HBSP E2)
- "Harvest Time: Reaping What You've Sown" (HBSP 5436BC)
- Grand Junction (HBSP E240)

FIN 6301.0G1 (T.Day, 50, 1/7-5/7)

Required:

- Corporate Finance, by Jonathan Berk and Peter DeMarzo, Pearson/Addison-Wesley, ISBN: 0-201-74122-9

FIN 6320.0G1 (P.Lewin, 40, 1/7-5/7)

Required:

- *Principles of Money, Banking & Financial Markets* by Lawrence S. Ritter, William L. Silber and Gregory F. Udell, 11th edition, Addison, Wesley, Longman, 2005; ISBN: 0321205251.

IMS 6310.0G1 (G.Barnes, 40, 1/7-5/7)

Required:

- Global Marketing: Foreign Entry, Local Marketing, and Global Management, by Johny Johansson, 4th Ed, ©2006, McGraw-Hill. ISBN: 0-07-296180-5

IMS 6365.0G1 (H.Woldu, 40, 1/7-5/7)

Required:

- International Dimensions of Organizational Behavior, 5th edition, by Nancy Alder, Thompson, ISBN: 978-0-3-2436074-8

MECO 6303.0T1 (P.Lewin, 50, 1/7-5/7)

Required:

- Business Economics by Steven E. Landsburg and N. Gregory Makiw, Southwestern: 2006, ISBN: 0-324-34573-9 or ISBN: 0-324-33890-2. (It is a custom book from the publisher.)

MECO 6311.0G1 (S. Liebowitz, 35, 1/7-5/7):

Required:

- Rethinking the Networked Economy, Stan Liebowitz, 2002, Amacon Press

Recommended:

- *Winners, Losers and MicroSoft: Competition and Antitrust in High Technology*, Stan Liebowitz, 2001, Independent Institute, ISBN: 0945999844
- *Information Rules: A Strategic Guide to the network Economy*, by Shapiro, 2001, CDS, ISBN: 087584863X

MIS 6326.0G1 (Y.Ryu, 40, 1/7-5/7)

Required:

- *Database Design, Application Development & Administration*, by Michael V. Mannino, 3rd edition, McGraw-Hill, 2007, ISBN-10: 0-07-294220-7, ISBN-13: 978-0-07-294220-0

MKT 6301.0G1 (N.Kumar, 50, 1/7-5/7)

Required Text:

- *Marketing Management*, 3rd edition, by Russell S. Winer, ISBN 0131963341

Required XanEdu CoursePack Cases:

- "Optical Distortion, Inc. (A)" by Clarke, Darrel G.; Wise, Randall E.
- "Calyx & Corolla" by Salmon, Walter J.; Wylie, David
- "Colgate – Palmolive Co.: The Precision Toothbrush" by Quelch, John A.; Laidler, Nathalie
- "Goodyear: The Aquatred Launch" by Quelch, John A.; Isaacson, Bruce
- "Deere & Co.: Industrial Equipment Operations" by Shapiro, Benson P.

MKT 6332.0G1 (A. Biswas, 40, 1/7-5/7)

Required:

- *Advertising and Promotion*, 6th Edition, by Belch & Belch, McGraw-Hill Irwin, ISBN 0072866144

MKT 6336.0G1 (R. Rao, 40, 1/7-5/7)

Required Text:

- *The Strategy and Tactics of Pricing*, 4th edition, by Thomas T. Nagle & John E. Hogan, Pearson/Prentice Hall, ISBN: 0-13-185677-4

Required Cases:

- Coca-Cola's New Vending Machine (A): Pricing to Capture Value, or Not? 9-500-068
- The Medicines Co. 9-502-006
- Virgin Mobil USA 9-504-028

- Tweeter 9-597-028
- Reynolds Metals Co.: Consumer Products Division 9-597-045

OB 6301.0G1 (T.Rockett, 50, 1/7-5/7)

Required

- OB 6301 Course Packet (same as on-campus OB 6301 course packet) – to include the following:
(Please Note: Do not include any commentary for the cases in this packet.)
 - Session 1: Historical Perspective
 - Taylor, F. “The Principles of Scientific Management”
 - Roethlisberger, F. 1969. “The Hawthorne Experiments”
 - Hackman, J., Oldham, G., Janson, R., and Purdy, K. 1975. “A New Strategy for Job Enrichment” California Management Review, vol xvii, no 4, pp. 57-71.
 - Kerr, S. 1995 “On the Folly of Rewarding A While Hoping for B” Academy of Management Executive, vol 9, pp. 7-14.
 - Yang, C. & Palmer, T. 1996. “Low Wage Lessons” Business Week, Nov 1996, pp.
 - Session 2: Perception and Social Information
 - Thomas, J. & Griffin, R. 1989. “Power of Social Information in the Workplace” pp. 249-257.
 - Asch. 1975. “Opinions and Social Pressure” Scientific American, vol. 193, no. 4.
 - Zimbardo, P. & Leippe, M. 1991. “The Psychology of Attitude Change and Social Influence” pp. 87-125. ISBN 0070728771
 - Roche, E. 2003. “Do Something – He’s About to Snap” Harvard Business Review, July 2003, pp. 23-26.
 - Session 3: Commitment and Socialization
 - Schein, E. 1968. “Organizational Socialization and the Profession of Management” Industrial Management Review, Winter 1968, pp. 1-16.
 - Salancik, G. 1977. “Commitment is too Easy” Organizational Dynamics, Summer 1977, pp. 62-80.
 - Brittain, J. 1993 “Gillette Metal” in AOM archives
 - Warshaw, M. 1998. “Have You Been House Trained?” Fast Company, October, pp. 46-48.
 - Mieszkowski, K. 1998. “She Helps Them Help Themselves” Fast Company, June/July 1998, pp. 54-56.
 - Session 4: Communication
 - Godin, S. 2004. “How to Give Feedback” Fast Company, March 2004, p. 103.
 - Alinsky, S. 1971. “Communication” pp. 81-97. From “Rules for Radicals” NY: Vintage Books, 1971. ISBN 0679721134
 - Maruca, R. 1998. “How Do You Manage and Off-Site Team?” Harvard Business Review, July-August 1998, pp. 22-26.
 - Session 5: Decision Making
 - Isenberg, D. 1988. “How Senior Managers Think” pp. 525-539 In “Decision Making: Descriptive, Normative, and Prescriptive Interactions”, Bell, D., Raiffa, H., & Tversky, A. (eds) 1988. ISBN 0521368510
 - Session 6: Power and Influence

- Bies, R. & Tripp, T. 1998. "Two Faces of the Powerless: Coping with Tyranny in Organizations" pp. 203-219 In *Power and Influence in Organizations*, Kramer, R. & Neale, M. (eds) 1998. ISBN 0761908617
- Martin, J. & Meyerson, D. 1998. "Women and Power: Conformity, Resistance, and Disorganized Coaction" pp. 311-348. In *Power and Influence in Organizations*, Kramer, R. & Neale, M. (eds) 1998. ISBN 0761908617
- Carnegie, D. From "How to Win Friends and Influence People" pp.32-50.
- Warshaw, M. 1998. "Good Guy's* Guide to Office Politics" *Fast Company*, April/May 1998, pp. 157-178.
- Session 7: Conflict and Negotiations
 - Greenhalh, L. 1986. "Managing Conflict". *Sloan Management Review*, Summer 1986, pp. 45-51
 - Neale, M. & Bazerman, M. 1992. "Negotiating Rationally: The Power and Impact of the Negotiator's Frame". *Academy of Management Executive*, vol 6, no 3, pp. 42-51.
 - Inc. "How to Negotiate Practically Anything"
- Session 8: Diversity
 - Chrobot-Mason, D. & Ruderman, M. 2004. "Leadership in a Diverse Workplace" pp. 100-121. In *The Psychology and Management of Workplace Diversity* Stockdale, M. & Crosby, F. (eds) 2004. ISBN 1405100966
 - Bell, M., McLaughlin, M., & Sequeira, J. 2004. "Age, Disability, and Obesity: Similarities, Differences, and Common Threads" pp. 191-205. In *The Psychology and Management of Workplace Diversity* Stockdale, M. & Crosby, F. (eds) 2004. ISBN 1405100966
 - Stroh, L., Langlands, C., & Simpson, P. 2004. "Shattering the Glass Ceiling in the New Millennium" pp. 147-167. In *The Psychology and Management of Workplace Diversity* Stockdale, M. & Crosby, F. (eds) 2004. ISBN 1405100966
 - Tischler, L. 2004. "Where are the Women?" *Fast Company*, February 2004, pp. 52-60.
- Session 9: Ethics
 - Solomon, R. "Morality: The Basic Rules", pp. 171-172. In *Perspectives in Business Ethics* Hartman, L (Ed.) 2005. ISBN 0072881461
 - Seglin, J. "Just Because It's Legal, Is it Ethical?", pp. 100-104. In *Perspectives in Business Ethics* Hartman, L (Ed.) 2005. ISBN 0072881461
 - Hartman, L. "Technology and Ethics" pp. 729-739. In *Perspectives in Business Ethics* Hartman, L (Ed.) 2005. ISBN 0072881461
 - Reingold, J. 2004. "Into Thin Air" *Fast Company*, April 2004, pp. 76-82.
 - Pink, D. 2004. "The New Face of the Silicon Age" *Wired*, February 2004, pp. 94-103, 138.
- Session 10: Organizational Culture
 - Langewiesche, W. 2003. "Columbia's Last Flight" *The Atlantic Monthly*, November 2003, pp. 58-87.
 - Fishman, C. 1996. "Whole Foods" *Fast Company*, April/May 1996, pp. 103-111.
 - Meyer, M. 1994. "Culture Club" *Newsweek*, July 1994, pp. 38-42.

- Statistics for Management and Economics, by Gerald Keller, 7th Edition, Duxbury (Thomson Brooks/Cole), 2005, ISBN-10: 0495013390, ISBN-13: 978-04950013396.

OPRE 6302.0G1 (M.Dawande, 50, 1/7-5/7)

Required Texts:

- Managing Business Process Flows, by Anupindi, Chopra, Deshmukh, Van Mieghem and Zemel, 2nd edition, Publisher: Prentice Hall , ISBN: 0130675466

Required Cases:

- Shouldice Hospital Case (Harvard Case 9883068)
- CRU Computer Rental (Kellogg Case) (free case available for downloading)
- Hank Kolb, Director, Quality Assurance (Harvard Case 681-083)
- National Cranberry Cooperative, (Harvard Case 9-675-014)
- Toyota Motor Manufacturing (Harvard Case 693019)

Accounting Online Courses:

AIM 6330.0G1 (A.Troutman, 40, 1/7-5/7)

Required:

- Intermediate Accounting by Spiceland, Sepe and Tomassini 4th edition ISBN 0073215422
*(This book is for students who will be taking *both* AIM 6330, then AIM 6332 the following semester.)*

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- Intermediate Accounting by Spiceland, et al. 4th edition ISBN 0-07-321400-0
(This book is for students who will be taking *only* AIM 6330)

AIM 6332.0G1 (T.Bortz, 40, 1/7-5/7)

Required:

- *Intermediate Accounting*, Revised 4th Edition, Volume II, by Spiceland, Sepe, and Tomassini, ISBN: 0073368741

AIM 6334.0G1 (T.Bortz, 40, 1/7-5/7)

Required:

- AIM 6334-0G1 – Auditing (custom book), McGraw-Hill Primis Online, ISBN: 0-390-89731-2.

AIM 6335.0G1 (A. Troutman, C. Solcher, M. Stewart, 50, 1/7-3/1)

Required:

- Business and Professional Ethics for Directors, Executives and Accountants” by Brooks,4th Edition ISBN: 0-324-37539-5

AIM 6335.0G2 (A. Troutman, C. Solcher, M. Stewart, 50, 3/3-5/7)

Required:

- Business and Professional Ethics for Directors, Executives and Accountants” by Brooks,4th Edition ISBN: 0-324-37539-5

AIM 6337.0G1 (See MIS 6326.0G1)

AIM 6343.0G1 (M.Goodrich, 40, 1/7-5/7)

Required:

- Accounting Information Systems, 7th Edition, by Gelinas and Dull, Thomson / South-Western Publishers, 2008, ISBN-10: 0324378823 or ISBN-13: 978-0324378825

AIM 6352.0G1 (C.Solcher, 40, 1/7-5/7)

Required:

- West Federal Taxation 2008: Corporations, Partnerships, Estates and Trusts, by Hoffman, William H. Jr. / Raabe, William A. / Smith, James E. / Maloney, D., ISBN: 13-978-0-324-38056-9 or 10-324-38056-9.

AIM 6354.0G1 (R.Blair, 40, 1/7-5/7)

Required:

- Fundamentals of Partnership Taxation: Cases and Materials (7th Edition), Lind, Stephen / Lathrope, Daniel / Schwarz, Stephen / Rosenberg, Joshua, ISBN: 1587788322

AIM 6370.0G1 (M.Polze, 40, 1/7-5/7)

Required:

- Business Law Today -- Comprehensive Edition (textbook only – no additional online resources, study guides, etc. are required), by Miller and Jentz, 7th edition, ISBN: 9780324377217

AIM 6379.0G1 (H.Chittem, 40, 1/7-5/7)

Required

- ABAP Objects: ABAP Programming in NetWeaver (with DVD), by Horst Keller, Sascha Kruger, ISBN-10: 978-1-592329-0796

Recommended

- ABAP/4 Second Edition: Programming the SAP R/3 System, by Bernd Matzke, Nov.3, 2000, ISBN: 0201675153
- Introduction to ABAP/4 Programming for SAP, by Gareth M. De Bruyn, Robert Lyfareff, ISBN: 0761513922