

**Book List-PMBA Moraga
Autumn 2009**

09/04/09

Course # and Name	Instructor	Book Title	Edition or Year	Publishing Company	ISBN #
GMAN 302.01 Managerial Accounting	Wares Karim	Introduction to Management Accounting , Horngren, Sundem, Stratton	14 Ed.	Prentice Hall	136129218
GMAN 304.01 Quantitative Methods	Yung Jae Lee	Statistics for Business and Economics, Anderson, Sweeny et. al.	10 Ed. 2008	Thomson South-Western	324658370
GMAN 306.01 Management Communication	Steve Ugbah	Managerial Communication: Strategies and Application, Hynes	4 Ed.	McGraw-Hill Irwin	
GMAN 307.01 Legal Aspects of Business	George Papagiannis	Business law, the Ethical, Global, E-commerce Environment, Mallor, Barnes et. al.	14 Ed.	McGraw-Hill Irwin	978-0-07-337764-3
GMAN 311.01 Oragnizational Behavior & Management	Michele Zak	The Organizational Behavior Reader, Osland, Turner et. al.	8 Ed.	Prentice Hall	0-13-1444150-7
GMAN 312.01 Managerial Finance	Jiv Kale	Financial Management: Theory & Practice, Brigham & Ehrhardt	12 Ed.	Thomson South-Western	0-324-64908-8
GMAN 314.01 International Business	Vishu Lalchandani	International Business: The Challenge of Global Competition , Ball, McCulloch et. al.	12 Ed.	McGraw/ Hill	77318838
		<p>&</p> <p>Optional: The World is Flat: A brief History of the 21st Century, Friedman</p>	2006	Farrar, Straus & Giroux	B001L98BSC
GMAN 315.01 Ethical & Social Aspects of Business	David Gill	It's About Excellence: Building Ethically Healthy Organizations, Gill		Executive Excellence	1-930771-34-7

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		& The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success, Savitz	2006	Jossey-Bass	0-7879-7907-4
GMAN 317.01 Business Strategy	Jyoti Bachani	Contemporary Strategy Analysis & Accompanying Casebook	6 Ed.	Wiley-Blackwell	ISBN -13 978-1405163095
GMAN 318.01 New Business Development	Les Polgar	Launching New Ventures , Allen	5 Ed.	South-Western College	0-547-01456-2
GMAN 341.01 Marketing Research	Saroja Subrahmanyam	Basic Marketing Researching: A Decision-Making Approach, Malhotra	3 Ed.	Prentice- Hall	eText 0-13-603795-X or Print 0-13-715593-X
GMAN 371.01 Management of Sports Organ.	Linda Herkenhoff	Contemporary Sport Management, Parks, Quarterman	3 Ed. 2007	Human Kinetics	0-7360-6365-X