Textbook Information for oBSBA

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ACCT/MGMT 208 – Business Analytics

Title: Business Statistics by Levin plus the MyMathLab
Author: Pearson Custom Libary
ISBN: 1256552976 with myStatLab

Go to http://vig.pearsoned.com/store/home?url=/southernil/wed; click on first link to order a physical book (loose leaf) which takes 4-5 days for delivery.

Course ID: martin35401

ACCT 220 – Financial ACCT

Title: Fundamentals of Financial Accounting
Author: Phillips, Libby, and Libby
Publisher: McGraw-Hill Irwin
Edition/Year: 3rd edition

Loose Leaf Textbook - ISBN: 0077661648 (sold at local bookstores)

EBook - ISBN: 9780077269654 (purchased through the publisher Mc-Graw-Hill)

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.
ACCT 230 – Managerial ACCT

Title: *Introduction to Managerial Accounting*  
Author: Brewer  
Publisher: McGraw-Hill Irwin  

You can order the text at: (copy and paste the URL into your browser)  

If you need assistance: Customer Service may be reached between the hours of 8:00 AM to 4:30 PM EST, Monday through Friday at: (877) 833-5524.


FIN270 - Required Text

Title: *The Legal & Regulatory Environment of Business*  
Author: Reed, Shedd, Pagnattaro and Morehead  
Publisher: McGraw-Hill Irwin  

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.
FIN330 - Required Text and Calculator

The Finance 330 textbook is a custom book created by the Finance Department at SIUC specifically for Finance 330. This book is required reading for the course and contains all of the practice problems that you will need to work so that you will be ready for the course exams.

To get your copy of the text, send a check for $50.00 made out to Department of Finance to the following address:

Sharon Moore
Department of Finance
SIUC
1025 Lincoln Drive
Rehn Hall 134
Carbondale, IL 62901

Your text will be mailed within 24 hours of receipt of your check.

Texas Instrument BAII Plus Professional calculator. You are required to purchase this financial calculator for the course and to teach yourself how to use it. Your TA is available to answer questions you may have. These are available at the campus bookstores as well as places like Wal-Mart, Target, and Staples; and online at Amazon.com. There are other financial calculators on the market but you will be completely on your own if you purchase an alternate calculator.
FIN331 - Required Text

Title: Essentials of Investments  
Author: Bodie, Kane and Marcus  
Publisher: McGraw-Hill  
Edition/Year: 8th edition/2010  
ISBN: 007338240x  

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.

FIN350 - Required Text

Title: Entrepreneurial Finance  
Author: Adelman and Marks  
Publisher: Prentice Hall  
ISBN: 978-0-13-502529-1  

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.

MGMT 202 – Required text

Title: Business and Administrative Communication  
Author: Locker, K.O. & Kienzler, D.S.  
Publisher: McGaw-Hill  
Edition/Year: 9th edition/2010  

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.

If you would like a good reference book for your own use, I recommend this one (not required): Title: Pearson Business Reference and Writer’s Handbook  
Author: Moore, R., Seraydarian, P., & Fruehling, R.  
Publisher: Prentice Hall  
Edition/Year: 2010  

This text is also available as an eTextbook through www.coursesmart.com.
MGMT 304 – Required text

Title: *Management: Leading & Collaborating in a Competitive World*
Author: Bateman, Thomas & Snell, Scott
Publisher: McGraw-Hill
Edition: 10th Edition; Year: 2013

This textbook is available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility. Also check amazon.com for physical book.

MGMT 318 – Required text and Web site access

Title: *Operations Management*
Author: Heizer and Render
Publisher: Pearson
Edition/Year: 10th Edition
ISBN: N/A see below

**Buy MyOMLab access and eText through the internet.** Go to [www.pearsonmylab.com](http://www.pearsonmylab.com). Where it says “Register,” click on “Student.” Enter the following Course ID code: coming soon. After clicking “Continue”, then “Create a Pearson Account”. (If you used Pearson MyLabs in the past, then you can use your old account username and password.) After signing into your Pearson account, then choose to buy MyOMLab access with or without the eText. Accept the agreement and proceed to buy access. This will require a credit card. The eText is a 180-day subscription. The eText pages can be printed only one page at a time, and cannot be saved on a flash- or hard-drive. So, basically, **the eText must be viewed online.**

Once you log in to myOMLab, you will have the option to order a three-hole punch physical book at a discounted price.

A basic calculator is also recommended.
MGMT 341 - Required Text

Title: *Organizational Behavior*
Author: Robbins & Judge
Publisher: Prentice Hall

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site to see which mobile devices support this text.

MGMT 345 – Required text

Title: *Information Systems Today: Managing in the Digital World*
Author: Joe Valacich and Christoph Schneider
Publisher: Prentice Hall

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.

MGMT 350 – Required text

Title: *Entrepreneurial Small Business*
Author: Jerome Katz and Richard Green
Publisher: McGraw Hill

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.
MGMT 380 – Required text

Title: IT Strategy Issues and Practices
Author: James D. McKeen and Heather A. Smith
Publisher: Prentice Hall

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.

MGMT 385 – Required Text

Title: Managing Human Resources
Author: Bohlander and Snell
Publisher: South-Western Cengage Learning
Edition/Year: 15th edition
ISBN: 978-0-324-59331-0
Study Guide for the text: 978-0-324-59261-0

Check the CengageBrain site for the option of purchasing individual echapters.

MGMT 446 – Required Text

Title: The Leadership Experience
Author: Daft, Richard L.
Publisher: Thomson South-Western
Edition/Year: 3rd edition
ISBN: 0-324-26127-6

This text is very inexpensive at amazon.com.
MGMT 481 - Required Text

Title: Pearson Custom Business Resources (2011). *Strategic Management: Southern Illinois University-Carbondale*

Publisher: Pearson Learning Solutions. ISBN# 13: 978-1-256-03901-3


Go to [http://vig.pearsoned.com/store/home?url=/southernil/wed](http://vig.pearsoned.com/store/home?url=/southernil/wed), click on top right link to order a physical book (loose leaf) which takes 4-5 days for delivery.

MKTG 304 – No Text

MKTG 305 – No Text

MKTG 336 – Required text

Title: *International Business: The Challenges of Globalization*
Author: John J. Wild, Kenneth L. Wild, Jerry C.Y. Han
Publisher: Prentice Hall
ISBN: 9780132555753

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.

MKTG 363 – Required text

Title: Promo 2”
Author: O’Guinn/Allen/Semenik
Publisher: Southwestern-Cengage

This text is available from the publisher at: [www.cengagebrain.com/isbn/1133626173](http://www.cengagebrain.com/isbn/1133626173).
**MKTG 435 – Required text**

Title: *Global Marketing*
Author: Keegan, Warren J. and Mark C. Green
Publisher: Prentice Hall
Edition/Year: 7th Edition

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.

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**MKTG 463 – Required text**

Title: *M: Advertising*
Author: Arens/Schaefer/Weigold
Publisher: McGraw Hill Irwin
Edition/Year: 2012

This textbook is also available as an eTextbook through www.coursesmart.com. Check the site for mobile device compatibility.