

CHƯƠNG TRÌNH CỬ NHÂN QUẢN LÝ KINH DOANH QUỐC TẾ KEUKA
DANH MỤC GIÁO TRÌNH

Year	Sem	Block	Course ID	Course Title	Textbook	Full Reference
1	1	1	FYE 101	First Year Experience	On course: Strategies for creating success in college and in life	Downing, S. (2008). <u>On course: Strategies for creating success in college and in life</u> , 5th Ed., Bosston: Houghton Mifflin
			BUS 101	Introduction to Business/Society	Understanding Business	Nickels, William; McHugh, James; McHugh, Susam, <u>Understanding Business</u> , 8th Ed., Irwin, Boston, MA
		2	ENG 110	College English I	Introduction to Academic Writing	Alice Oshima, Ann Hogue, <u>Introduction to Academic Writing</u> , 3rd Ed., Pearson, Longman
			CMP 120	Introduction to Computer Systems	Microsoft Office 2010 Introductory	Gary, S., Misty, V., <u>Microsoft Office 2010 Introductory, International Ed.</u> , Cengage learning.
		3	MAT 102	College Algebra	College Algebra Essentials	Robert Blitzer, <u>College Algebra Essentials</u> , 2nd Ed., Pearson, Prentice Hall
			BUS 202	Legal Environment of Business	Business Law	Jentz, G., Miller, R., Cross, F., & Clarkson, K. (2009). <u>Business Law</u> , 11th Ed., South-Western, Cengage Learning, Mason, OH.
	2	4	MKT 220	Principles of Marketing	Principles of Marketing	Kotler & Armstrong, <u>Principles of Marketing</u> , 13 Ed., Pearson, Prentice Hall
			MAT 105	Pre Calculus	Precalculus with Calculus Previews	Dennis G. Zill, Jacqueline M. Dewar, <u>Precalculus with Calculus Previews</u> , 4th Ed., Jones and Bartlett
		5	ACC 101	Accounting I: Financial Accounting	Financial & Managerial Accounting	Horngren & Harrison, <u>Financial & Managerial Accounting</u> , 2nd Ed., Pearson Prentice Hall, 2009
			HRM 208	Human Resource Management	A Framework for Human Resource Management	Dessler, Gary; <u>A Framework for Human Resource Management</u> , 5th Ed., Pearson Education, 2009
		6	ECO 210	Macroeconomics	Macroeconomics for Today's World	Irvin B. Tucker, <u>Macroeconomics for Today's World</u> , 7th Ed., Cengage Learning
			ENG 112	College English II	Introduction to Academic Writing	Alice Oshima, Ann Hogue, <u>Introduction to Academic Writing</u> , 3rd Ed., Pearson, Longman
	3	7	BUS 350	International Business*	Global Business Today	Charles W. L. Hill, <u>Global Business Today</u> , 6th Ed., Mc Graw-Hill
			PSY 101	Introduction to Psychology	Psychology, modules for Active Learning	Coon, D. and Mitterer, J. (2009), <u>Psychology, modules for Active Learning</u> , Belmont, CA: Thompson Wadsworth
		8	ACC 102	Accounting II: Managerial Accounting	Financial & Managerial Accounting	Horngren & Harrison, <u>Financial & Managerial Accounting</u> , 2nd Ed., Pearson Prentice Hall, 2009
			COM 122	Introduction to Communication	Communication Mosaics: An Introduction to the Field of Communication	Julia T. Wood. <u>Communication Mosaics: An Introduction to the Field of Communication</u> , 6th Ed.
		9	SS 231	Statistic for Social Sciences	Statistics for the Behavioral Sciences	Gravetter & Wallnau (2008). <u>Statistics for the Behavioral Sciences</u> , 8th Ed., West publishing.

2	4		PHL 101	Introduction to Philosophy	Philosophy for Normal People	Michael McKenzie, <u>Philosophy for Normal People</u>
		10	INS 301	Leadership	Leadership, Enhancing the Lessons of Experience	Richard, H., Robert, G., Leadership, Enhancing the Lessons of Experience, 7th Ed., Mc Graw Hill.
		11	MKT 340	International Marketing*	International Marketing	Czinkota & Ronkainen: <u>International Marketing</u> , 8th Ed., South-Western, 2007
			LA 103	World Literature before 1660	World Literature	A Beka Book World Literature, Third Edition (Classics for Christians, Vol. 4)
		12	COM 123	Public Speaking	Public Speaking for College and Carrer	Hamilton Gregory, <u>Public Speaking for College and Carrer</u> , 9th Ed.
			PHL 115	Ethics	Contemporary Moral Issues	Lawrence Hinman, <u>Contemporary Moral Issues</u> , Latest Ed.
		13	MGT 353	Business and Government Relations*	Business and Society	Lawrence, Weber, and Post, <u>Business and Society</u> , 11th Ed., McGraw-Hill (2005)
			ART 201	History of Western Art	A History of Western Art	Laurie Scheneider Adams, <u>A History of Western Art</u> , 4th Ed.
		14	MKT 370	Consumer Behavior*	Consumer Behavior: Buying, Having, and Being	Solomon, Michael R. (2009). <u>Consumer Behavior: Buying, Having, and Being</u> . Upper Saddle River, NJ: Prentice Hall.
			COM 350	Desktop Publishing	Adobe InDesign CS2 - Classroom in a Book	<u>Adobe InDesign CS2 - Classroom in a Book</u> , 2006
3	5	15	MKT 335	Internet Marketing*	Internet Marketing & e-Commerce	Hanson, Ward @ Kalyanam, Kirthi (2007). <u>Internet Marketing & e-Commerce</u> . Marion, Oh: Thomson
			ECO 211	Microeconomics	Microeconomics For Today	Irvin B. Tucker, <u>Microeconomics For Today</u> , 6th ed. (Thomson/Southwestern Publishing, 2010)
		16	BUS 330	Operations Production Management	OM (Operations Management)	Collier & Evans, <u>OM (Operations management)</u> , Southwestern Publishing, 2009-2010 Ed.
			POL 140	World Politics	World Politics: Trend and Transformation	Charles W. Kegley, JR. with Shannon L. Blanton, Wadsworth, <u>World Politics: Trend and Transformation</u> , 12th Ed., 2010, Cengage Learning.
		17	FIN 312	Financial Management	Financial Management	Raymond M. Brooks, <u>Financial Management</u> , 1st Ed., Pearson - Prentice Hall, 2010.
			HIS 114	Western Civilization II	A History of Western Society	Mckay, hill & Buckler, <u>A History of Western Society</u> , vol. II
		18	Science	Natural Science with Lab	Physics standard level for IB Diploma Programs	Heinemann B., <u>Physics standard level for IB Diploma Programs</u> , Pearson
			MKT 440	Marketing/Sale Management*	Management of a Sales Force	Spiro, Rich & Stanton, <u>Management of a Sales Force</u> , 12th Ed.

4	7	19	BUS 444	Strategic Management	Strategic Management - Text & Cases	Dess & Lumpkin, <u>Strategic Management - text & Cases</u> , 4th Ed., McGraw-Hill, 2008
			LA 104	World Literature after 1660	World Literature	A Beka Book World Literature, Third Edition (Classics for Christians, Vol. 4)
		21	FIN 315	International Financial Management*	Multinational Financial Management	Alan C. Shapiro, <u>Multinational Financial Management</u> , 9th Ed., John Wiley & Sons, Inc.