

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

4	7	19	BUS 444	Strategic Management	Strategic Management - Text & Cases	Dess & Lumpkin, Strategic Management - text & Cases , 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, Multinational Financial Management , 9th Ed., John Wiley & Sons, Inc.