

BSA DEGREE AND CERTIFICATE IN MARKETING								
BSU Course	Course Title	ISBN Number	Book Title and Edition	Author	Publisher	Text Update	Rental Price: VitalSource.com	Purchase Price: VitalSource.com
ACC 201	Accounting I	ISBN-13: 978-1-947172-47-8	Principles of Accounting Volume 1 (Financial Accounting), 2024 (Open Source is textbook included in course)	Franklin, M., Graybeal, P., & Cooper, B.	OpenStax	W124	8.00	8.00
ACC 202	Accounting II	ISBN-13: 978-1-947172-48-6	Principles of Accounting Volume 2 (Managerial Accounting), 2024 (Open Source textbook included in course)	Franklin, M., Graybeal, P., & Cooper, B.	OpenStax	W124	0.00	8.00
BEA 301	Business Fundamentals and Analysis	ISBN-13: 978-1-947172-55-5	Introduction to Business, 2023 (Open Source Textbook link included in course)	Gilman, J., McHugh, C., Shah, A., Brewer, M., Koffel, L., Tolson, B., & Hyatt, J. C.	OpenStax	W124	8.00	8.00
BEA 310	Business Law	ISBN-13: 978-1-947172-57-1	Business Law Essentials, 2023 (Open Source textbook included in the course)	Yahraes, M., Auye, K., Corbett, S., Taylor, T., Sappleton, N., Mitchell, C., & Mitchell-Phillips, K.	OpenStax	SP24	0.00	8.00
BEA 220	Business Communication	eBook: 9780130962929	Business Communication Today, 13th ed., 2021	Bovee, L. L., & Thill, J. V.	Prentice Hall	FA22	80.99	80.99
BEA 400	Capstone	ISBN-13: 978-1799467370	The Business Plan Workbook: A step-by-step guide to creating & developing a successful business (2021)	Burrows, C., Burrows, J., & Brown, R.	Jeppia Press	SI23	8.00	8.00
CS 111	Introduction to Business Information Systems	eBook: 9781323192902	Discovering Computers 2018: Digital Technology, Data, and Devices, 10th ed., 2018	Vernant, M., Schulz, S., Frenzel, S., Campbell, J., & Froelicher, M.	Cengage Learning	FA22	52.00 / 6mm	71.99
EXUN 200	Microeconomics	ISBN-13: 978-1-951014-64-0	Principles of Microeconomics, 2024 (Open Source textbook included in the course)	Dodge, E., Connor, C., Jansop, S., Kavanagh, S., Maheshwari, S., Richardson, C., & Suenkel, R.	OpenStax	SP24	0.00	8.00
EXUN 101	Microeconomics	ISBN-13: 978-1-951014-64-7	Principles of Microeconomics, 2024 (Open Source textbook included in the course)	Shapiro, D., Macdonald, D., & Greenstein, S.	OpenStax	SP24	0.00	8.00
EXUN 101	Comp and Business	eBook: 9780130252494	Strategies for Successful Writing & Research, Research Guide, Reader, and Handbook, 12th ed., 2020	Reisinger, J., & Oates, R.	Prentice Hall	FA22	74.99	74.99
ENG 205	Technical Writing	Link In Course	Technical Writing Copyright © 2017	Carson, A., Heald, A., Morok, B., Rubin, C., Saas, J., Savage, D., Shalaghi, J., Karpis, R.	OpenStax	W124	0.00	8.00
FIN 205	Business Finance	ISBN-13: 978-1-951014-54-1	Principles of Finance, 2024 (Open Source textbook link in the course)	Dahlquist, J., Karpis, R.	OpenStax	W124	0.00	8.00
FIN 204	U.S. Business I	ISBN-13: 978-1-947172-10-1	U.S. History	C. Corbett, S., James, V., J. Land, C. Corbett, S., James, V., J. Land,	OpenStax	W123	0.00	8.00
FIN 202	U.S. Business II	ISBN-13: 978-1-947172-10-4	U.S. History	Corbett, S., James, V., J. Land,	OpenStax	W123	0.00	8.00
FIN 430	World History	ISBN-13: 978-1-951014-61-6 (ISBN-13: 978-1-951014-61-6)	World History Volume 1 & 2, 2023 (Open Source textbook included in the course)	Franklin, M., Auye, K., Corbett, S., Taylor, T., Sappleton, N., Mitchell, C., & Mitchell-Phillips, K.	OpenStax	FA24	0.00	8.00
FIN 110	Principles of Humanities	eBook: 9781111719172	Culture and Values: A Survey of the Humanities, Comprehensive Edition, 7 ed., 2019	Roberts, G.L.	Cengage Learning	FA22	24.49	35.99
FIN 205	Impact of Science Fiction on Historical and Modern European Humanities	ISBN: 99-436223865	The Prentice Hall Anthology of Science Fiction and Fantasy, 2009, 1 ed.	Roberts, G.L.	Prentice Hall	FA22	52.00	52.00
FIN 205	European Humanities	eBook: 9781111719173	Culture and Values: A Survey of the Humanities, Comprehensive Edition, 7 ed., 2019	C. Campbell, S.	Cengage Learning	FA22	24.49	35.99
MG 105	Operations Management	eBook: 9780134574444	Principles of Operations Management, 11th ed., 2020	Heizer, J., Render, B., & Munson, C.	Prentice Hall	FA22	89.99	89.99
MG 110	Principles of Management and Organization	ISBN-13: 978-1-951014-57-5	Principles of Management, 2024 (Open Source textbook included in the course)	Bright, D. et al.	OpenStax	W124	80.99	80.99
MG 110	Principles of Marketing	ISBN-13: 978-1-951014-58-6	Principles of Marketing, 2021 (Open Source textbook included in the course)	Bohler, J., Dunne, L. M., Ehrhart, B., Gashley, L. S., Karpis, J., Shepley, S. M., & Tenenby, D.	OpenStax	W124	8.00	8.00
MG 105	Marketing Fundamentals	ISBN: 9781474988770	Advanced Marketing Management: Principles, Skills, and Tools (2019)	Dominick, N., Dominick, N., Aravanan, N., Nry, J.	Books 24x7	SE21	8.00	8.00
MG 105	Consumer Behavior	eBook: 9780134725988	Consumer Behavior, 12th ed., 2019	Schiffman, L., & Wiswoldi, J.	Prentice Hall	FA22	89.99	89.99
MG 115	Global Marketing	eBook: 9780084386366	Global Marketing, 9th Ed., 2022	Collopy, F., & Swast, K. S.	Routledge	FA22	110.00 / 6mm	200.00
MG 120	Sales Strategy	eBook: 9781212295976	Selling and sales management, 11th ed., 2019	Jahler, D., Lancaster, G., & La Monte-Fitzhugh, K.	Prentice Prentice Hall	SE22	44.08 / 1yr	67.99
MG 405	Introduction to Marketing Research	eBook: 9781212296471	Basic Marketing Research, 9th ed., 2018	Bovee, L.J., Senior, I.A., & Churchill, G.A.	Cengage Learning	SE21	40.00 / 6mm	76.49
MG 411	Introduction to Advertising	eBook: 9780134484429	Advertising & IMC: Principles and Practice, 11th ed., 2019	Munster, S., Mitchell, N., & Walk, W.	Prentice Hall	FA22	89.99	89.99
MG 415	Services Marketing	eBook: 9781246870913	Services Marketing: People, Technology, Strategy, 9th ed., 2021	Wirtz, J., & Lovelock, C.	World Scientific	FA22	40.00	40.00
MG 420	e-Marketing	eBook: 9781246874643	e-Marketing, 9th ed., 2019	Frank, R., Fox, A., & Strasser, J.	Prentice Prentice Hall	SP22	110.00	200.00
MG 125	College Algebra	ISBN-13: 978-1-951014-31-4	College Algebra, 2024 (Open Source textbook included in the course)	Abramson, J.	OpenStax	SE24	74.99	74.99
MG 120	Business Statistics	ISBN-13: 978-1-951014-31-4	Introductory Business Statistics, 2023 (Open Source textbook included in the course)	Hollman, A., Brooks, R., & Davis, S.	OpenStax	SP24	50.00	8.00
MG 135	Business Calculus	ISBN-13: 978-1-947172-11-2	Calculus, Vol. 1, 2024 (Open Source textbook included in the course)	Stewart, J., & Helman, E.	OpenStax	SE24	50.00	8.00
MG 105	Statistics	ISBN-13: 978-1-951014-32-7	Introductory Statistics, 2024 (Open Source textbook included in the course)	Hollman, A., Brooks, R., & Davis, S.	OpenStax	SP24	50.00	8.00
MG 120	Basic Math with Applications	eBook: 9780134097124	Basic Mathematics & Its Applications, 12th ed., 2018	Johnson, L., Schaefer, D., Nagel, M., & Hain, S.	Prentice Hall	FA22	74.99	74.99
MG 105	The History of American Mass	eBook: 9780204942943	Booker: Our Popular Mass in the U.S.A., 4 ed., 2012	Booker, R., & Waxson, S.	Prentice Hall	FA22	44.99	74.99
PHIL 111	Introduction to Ethics	eBook: 9780134649718	Leading Ethics: Theory, History, and Contemporary Issues, 4th ed., 2020	Trillo, S.C.	Prentice Hall	FA22	74.99	74.99
PHIL 205	Business Ethics	ISBN-13: 978-1-947172-57-9	Business Ethics, 2024 (Open Source textbook included in the course)	Brown, S., & Sushenko, K.	OpenStax	W124	50.00	8.00
POLS 155	Introduction to Political Science	ISBN-13: 978-1-951014-34-6	Introduction to Political Science, 2024 (Open Source textbook included in course)	Rios, M., Haskin, M., & Walker, R.	OpenStax	SP24	44.99	74.99
PSY 110	Introduction to Personal Science	eBook: 9780134811003	Personal Science, 12th ed., 2019	T. Stern, S.	McGraw-Hill	SP22	52.99 / 1	83.75
SPCH 111	Public Speaking	eBook: 9781280412870	The Art of Public Speaking, 13th ed., 2020	Lucas, B.E.	McGraw-Hill Humanities	FA22	82.99 / 1	83.75

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BU 501	FINANCIAL ACCOUNTING	eBook: 9780195252289	Introduction to Financial Accounting, 2018	Scott, P.	OUP Oxford	SP11	27.50	54.99
BU 502	APPLIED BUSINESS RESEARCH		No purchase necessary; books are provided within the course shell.			SP11	0.00	0.00
BU 503	BUSINESS FUNDAMENTALS		No purchase necessary; books are provided within the course shell.			W123	0.00	0.00
BU 504	INTEGRATED MARKETING COMMUNICATIONS	eBook: 9780130901208	Integrated Advertising, Promotion, and Marketing Communications, 9th ed., 2022	Clow, K.E. & Black, D.E.	Prentice	FA22	89.99	89.99
BU 505	MANAGERIAL ECONOMICS	eBook: 9780134170886	The Economics of Managerial Decisions, 2019	Boix, R., Bush, M.	Prentice	SP14	89.99	89.99
BU 510	OPERATIONS MANAGEMENT	eBook: 9780132028981	Operations Management: Sustainability and Supply Chain Management, 14th ed., 2023	Heizer, J., Render, B., Munson, C.	Prentice	W124	89.99	89.99
BU 513	STATISTICS FOR BUSINESS	eBook: 9780133071405	Statistics: Data Analysis and Decision Modeling, 9th ed., 2013	Evans, James R.	Prentice	W124	54.99	54.99
BU 517	BUSINESS LAW	eBook: 9780134129366	The Legal Environment of Business: A Critical Thinking Approach, 8th ed., 2017	Kubassov, N., & Brennan, B.	Prentice	FA22	89.99	89.99
BU 521	ORGANIZATIONAL LEADERSHIP	eBook: 9781350460777	Leadership: Theory, Application, & Skill Development, 6th ed., 2016	Lussier, R. N. & Achua, C.F.	Cengage Learning	FA22	52.49	89.99
BU 522	MANAGERIAL FINANCE	eBook: 9780134171917	Principles of Managerial Finance, 10th ed., 2019	Zoller, C. & Smart, S.	Prentice	FA22	89.99	89.99
BU 524	STRATEGIC MANAGEMENT	eBook: 9780132027376	Strategic Management: A Competitive Advantage Approach, Concepts, 17th ed., 2020	David, P.R., David, F., & David, M.	Prentice	FA22	89.99	89.99
BU 529	GLOBALIZATION OF BUSINESS	eBook: 9780134736966	International Business: The Challenges of Globalization, 9th ed., 2019	Wied, J., & Wied, A.L.	Prentice	FA22	89.99	89.99
BU 532	INTERNATIONAL ECONOMICS	eBook: 9780136892081	International Economics, 8th ed., 2022	Garber, J.	Prentice	FA22	89.99	89.99
BU 534	INTERNATIONAL MARKETING	eBook: 9780134899763	Global Marketing, 10th ed., 2020	Greene, M. C. & Kaganen, W. J.	Prentice	FA22	89.99	89.99
BU 536	GLOBAL STRATEGY AND MANAGEMENT	eBook: 9781260262979	International Management: Culture, Strategy, and Behavior, 11th ed., 2021	Luthans, F.	McGraw-Hill	W123	52.99	83.75
BU 599	PROFESSIONAL APPLIED PROJECT	eBook: 9780134742601	Essentials of Entrepreneurship and Small Business Management, 9th ed., 2019	Scarborough, N.M. & Cornwall, J.	Prentice	FA22	89.99	89.99

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Course #	Course Title	ISBN Number	Book Title and Edition	Author	Publisher	Text Update	Rental Price: VitalSource.com	Purchase Price: VitalSource.com
IT 500	IT Foundations	Creative Commons License (Free link provided in the course shell)	Information Systems for Business and Beyond, 2019	Bourgeois, D., Smith, J., Wang, S., & Wortall, J.	WU22	0.00	0.00	0.00
IT 501	Information Technology Systems	Creative Commons License (Free link provided in the course shell)	Information Systems for Business and Beyond, 2019	Bourgeois, D., Smith, J., Wang, S., & Wortall, J.	WU22	0.00	0.00	0.00
IT 510	Systems Analysis and Design	Creative Commons License (Free link provided in the course shell)	The Discipline of Organizing, 4th Professional Edition, 2020	Gishshin, R.	WU22	0.00	0.00	0.00
IT 512	Database Systems	Creative Commons License (Free link provided in the course shell)	Database Design, 2nd Edition, 2014	Walt, A.	WU22	0.00	0.00	0.00
IT 511	Advanced Database Systems	eBook: 9781193597171	The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling, 3rd ed., 2013	Kimball, R. & Ross, M.	Wiley	SP22	48.00	48.00
IT 513	Computer Networks	Creative Commons License (Free link provided in the course shell)	Computer Networks: A Systems Approach, 2019	Patterson, L. & Davis, B.	WU22	0.00	0.00	0.00
IT 516	Web Information Systems (3 books)	ISBN-13: 9780080380515	Adaptive Web Design: Crafting Rich Experiences with Progressive Enhancement, 2nd ed., 2012	Stoyanovich, A.	WU22	0.00	0.00	0.00
IT 517	Electronic Commerce Systems	Creative Commons License (Free link provided in the course shell)	The Magic of CSS	Schwartz, A.	WU22	0.00	0.00	0.00
IT 520	Information Security	eBook: 9781260473734	Electronic Commerce: The Strategic Perspective	Wilson, R., Bertram, P., Pitt, L. & Zinkhan, G.	WU22	0.00	0.00	0.00
IT 520	Cloud Computing	ISBN-13: 9781405191738	Mike Meyers' CompTIA Security+ Certification Guide (Exam SY0-601), 3rd ed., 2021	Meyers, M. & Jarrigan, S.	Mc-Graw Hill	W122	38.00	38.00
IT 531	Data Analytics	ISBN-13: 978130051120	Python for Everybody: Exploring Data Using Python 3, 2016	Freeman, E. & Harvey, N.	O'Reilly	SP22	0.00	0.00
IT 532	Computer Forensics	eBook: 9780134892948	A Practical Guide to Computer Forensics Investigations, 2nd ed., 2021	Hayes, D.	Prentice	FA22	59.99	59.99
IT 533	Ethical Issues in IT	eBook: 9781321263883	Ethics in information technology, 4th ed., 2019	Raynolds, G.W.	Cengage Learning	FA22	46.99	44.49
IT 599	Capstone Project	eBook: 9781321263886	Information Technology Project Management, 9th ed., 2019	Schwalbe, K.	Cengage Learning	FA22	46.99	44.49