

BOOK LIST - BUSINESS ADMINISTRATION & ADVANCED BUSINESS

 Programs: **Business Administration**
Advanced Business

 Campus: **Victoria Avenue East**

 Term: **Sep 2019 - May 2020**

 Last Updated: **December 4, 2019**

Terms	Course #	Course Name	Text/Materials	Author	Pub.	Edition	ISBN #	New Text	Required	Estimated Price
Winter	COMP-0556	Accounting Software	Mastertrack Accounting Series. Sage 50 Premium Accounting 2017 Level 1	CCI	CCI		9781553325123	No	Yes	TBA
			Mastertrack Accounting Series. Quickbooks Premier 2017 2 Book Bundle (Level 1 and 2)	CCI	CCI		9781553325253	No	Yes	TBA
Winter	MKTG-0030	Advertising	Canadian Advertising in Action	Tuckwell	Pearson	11th	9780134228846	No	Yes	\$162.00
Winter	MKTG-0035	Applied Market Research	Essentials of Marketing Research	Malhotra	PH		9780137066735	No	Yes	\$175.00
Winter	BUSN-0119	Business Project (Parkland Campus)	No book required							
Winter	LAWG-0002	Commercial Transactions Law	Managing the Law	McInnes	Pearson	5th	9780133847154	No	Yes	\$106.25
Winter	COMM-0006	Communications (Parkland Campus)	Business Communications: Process and Product	Guffey	NELCA	6th	100176721258	Yes	Yes	\$111.75
Winter	COMM-0006	Communications (Brandon Campus)	No book required							
Winter	HRMG-0005	Compensation	Strategic Compensation in Canada	Long	NELCA	6th	9780176657161	No	Yes	\$157.50
Winter	BUSN-0165	Corporate Finance	Foundations of Financial Management BA II Plus Calculator	Block, Hirt, Danielsen, Short	MCGRW	11th	9781259268892	No	Yes	\$167.50
Winter	COMP-0009	Database 1	Your Microsoft Access 2016 Comprehensive	Kinser	Pearson		9780134479552	No	No	\$153.50
Winter	COMP-0010	Database 2	Your Microsoft Access 2016 Comprehensive	Kinser	Pearson		9780134479552	No	No	\$153.50
Winter	COMP-0014	Desktop Publishing	No book required							
Winter	ECON-0006	Economics 1 (Brandon Campus)	Microeconomics w/Connect Card	McConnell	MCGRW	15th	Text and connect: 9781260305883 Connect only: 9781260305609	No	Connect Required	\$163.00
Winter	ECON-0006	Economics 1 (Parkland Campus)	Microeconomics without Connect Card	McConnell	MCGRW	15th	9781259654886	Yes	Yes	\$135.95
Winter	ECON-0007	Economics 2 (Brandon Campus)	Macroeconomics	McConnell	MCGRW	15th	9781259654878	Yes	Yes	\$152.00
Winter	ACCT-0003	Financial Accounting 1 (Brandon Campus)	Fundamental Accounting Principles (Bundled) Vol.1 Working Papers (Optional) BA II Plus Calculator	Larson	MCGRW	16th	9781260305821 9781260305968	No	Yes	\$152.00 \$40.25 \$54.99
Winter	ACCT-0004	Financial Accounting 2 (Brandon Campus)	Fundamental Accounting Principles (Bundled) Vol.2	Larson	MCGRW	16th		Yes	Yes	\$152.00
Winter	ACCT-0004	Financial Accounting 2 (Parkland Campus)	Key Accounting Principles Workbook	Joffe Joffe	AMELE	4th	9781926751313 9781926751320	No	Yes	TBA
Winter	ACCT-0007	Financial Accounting 4 (Brandon Campus)	Intermediate Accounting Vol 2	Kieso	Wiley	11th	9781119251279 or 9781119294641	No	Yes	\$150.75
Winter	ACCT-0007	Financial Accounting 4 (Parkland Campus)	Intermediate Accounting Vol 2	Kieso	Wiley	11th	9781119048541	No	Yes	\$138.25
Winter	BUSN-0135	Financial Planning II	No book required	NOTE: Book list and prices are subject to revision						

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Winter	COMP-0306	Financial Software	No book required							
Winter	LAWG-0003	Government	Coursepack							TBA
Winter	COMP-0599	Graphic & Web Design	No book required							
Winter	HRMG-0003	Human Resource Legislation	Human Resource Legislation Manual	CSPI	CANA		9781487904647	No	Yes	\$33.25
Winter	HRMG-0036	Human Resource Management (Brandon Campus)	Human Resources Management in Canada	Dessler	Pearson	14th	9780134882758	No	Yes	\$106.25
Winter	BUSN-0091	Investment Simulation	No book required							
Winter	HRMG-0039	Labour Relations	Industrial Relations in Canada	Hebdon & Brown	Nelson	3rd	9780176580575	No	Yes	\$145.25
Winter	BUSN-0172	Life License Qualification	TBA							TBA
Winter	BUSN-0027	Management (Brandon Campus)	No book required							
Winter	ACCT-0008	Management Accounting 2	same as Management Accounting 1							\$167.50
Winter	BUSN-0019	Management Skill Development	Developing Management Skills	Whetten	PH	9th	9780133127478	No	Yes	\$239.25
Winter	MKTG-0044	Marketing Principles (Brandon Campus)	Marketing: Real People, Real Choices	Solomon	Pearson	10th	9780135209929	Yes	Yes	\$134.95
Winter	MKTG-0044	Marketing Principles (Parkland Campus)	Marketing: Real People, Real Choices	Solomon	Pearson	4th	9780132626316	Yes	Yes	TBA
Winter	MKTG-0066	Marketing Strategy & Analysis	Marketing Strategy: A Decision Focused Approach	Walker Mullins	MCGRW		9780078028946	Yes	Yes	\$111.75
Winter	MATH-0107	Math for Business	Math for Business Coursepack					Yes	Yes	\$16.25
Winter	BUSN-0168	Organizations & Management (Brandon Campus)	No book required							
Winter	HRMG-0021	Payroll Administration	Canadian Payroll and Benefits Payroll Administration Workbook	Drew -	Drew -	2019		No	Yes	\$95.00 \$10.25
Winter	PEDV-0322	Personal Management	No book required							
Winter	PEDV-0322	Personal Management	Canadian Organizational Behaviour	McShane	MCGRW	10th	139781259271304	No	Yes	\$167.50
Winter	COMM-0232	Research & Report Writing (Parkland Campus)	Research and Report Writing Coursepack	CSPI	CANA			No	Yes	TBA
Winter	MKTG-0052	Retail Management	Retailing Management	Levy	MCGRW	5th	9781259269318 Connect Access Required	No	Yes	\$134.00
Winter	MKTG-0061	Social Media Marketing	Social Media Marketing: A Strategic Approach	Barker	CENG	2nd	9781305502758	No	Yes	\$103.00
Winter	COMP-0597	Software Applications	No book required							
Winter	COMP-0008	Spreadsheets 2	No book required							
Winter	MATH-0003	Statistics 2	Statistics for Management & Economics	Keller	CENG	11th	9781337093453	No	Yes	\$139.00
Winter	BUSN-0108	Tax Theory - Corporate	Same as TPP and TTP							
Winter	HRMG-0034	Training & Development	Managing Performance Through Training and Development	Saks	NELCA	8th	9780176798079	No	Yes	\$109.00
Winter	WRKP-0020	Workplace Health & Safety	Management of Occupational Health & Safety	Kelloway	NELCA	7th	9780176657178	No	No	\$156.25

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