



List of Required Course Textbooks
Bachelor of Science in Global Management
January 2, 2025

Course	Textbooks	Estimated Price (USD)
MATH 201: Algebra 1	Godunov Alexander, Adam John A (2025), Pragmatic Mathematics for Scientists and Engineers, World Scientific Publishing Co. Edition, ISBN: 978-91-98-1526-5	\$ 50
MATH 202: Algebra 2	Godunov Alexander, Adam John A (2025), Pragmatic Mathematics for Scientists and Engineers, World Scientific Publishing Co. Edition, ISBN: 978-91-98-1526-5	\$ 50
MATH 203: Quantitative Research Methods	Rafiq Muhammad, MD, MIHMEP, Ph.D (2024), Research Design Simplified A Beginner's Guide to Qualitative, Quantitative, and Mixed Methods Research, Editorial: Master My Thesis, ISBN: 9789198900880	\$ 58
ARTS 201: Introduction to Art	T.J. CLARK (2025), Those Passions: On Art and Politics, Thames & Hudson Publisher, ISBN: 978-0500025260	\$ 37
PHIL 201: Introduction to Philosophy and Ethics	Preston, T. (2023), Introduction to Philosophy Ways of Knowing, Being & Living, Independently Published, ISBN: 979-8853002623	\$ 41
HIST 201: World History	Smith, S. (2023), History of the World Map by Map, DK Published, ISBN: 978-0744084962	\$ 20
POLI 201: Political Science	Whitman Cobb, W. (2024), Political Science Today, CQ Press Editorial, 2nd Edition, ISBN: 978-1071844564	\$ 82
HLTH 201: Introduction to Public Health	Goldsteen, R. L., Goldsteen, K. and Dwelle, T. (2024), Introduction to Public Health: Proises and Practices, 3rd Edition, Springer Publishing, ISBN: 9780826186140	\$ 48



ESCI 201: Environmental Systems	M.R. Minarsich (2024), Climate Change: A Reality Check for 2025, Publisher Prose Makers Studio, ISBN: 979-8339818687 EA Sampson (2025) Climate Change 2025: Unveiling the Reality and What's Next, ASIN: BODZ1BWHPN	\$ 14 KINDLE \$ 7 KINDLE \$ 5
ENGL 201: English I: Introduction to Composition	Cassuto, L. (2024), Academic Writing as if Readers Matter, Princeton University Press Editorial, ISBN: 978-0691195797	\$ 25
SPCH 201: Speech: Oral Communication	Lucas, S. (2023 Release), The Art of Public Speaking, McGraw-Hill Editorial, ISBN: 978-1266755231	\$ 70
ENGL 202: English II: Reading and Writing Analytically	Cassuto, L. (2024), Academic Writing as if Readers Matter, Princeton University Press Editorial, ISBN: 978-0691195797	\$ 25
GBUS 301: Introduction to Global Business	Beugelsdijk, S., Brakman, S., Garretsen, H., Marrewijk, C., Murtinu, S. (2023), International Economics and Business: Nations and Firms in the Global Economy, Cambridge University Press Publisher, 3rd Edition, ISBN: 978-1009427647	\$ 61
GBUS 302: Global Business Models	Velu, C. (2024), Business Model Innovation: A Blueprint for Strategic Change, Cambridge University Press Publisher, ISBN: 978-1009181716	\$ 38
GBUS 303: Legal Issues for Global Businesses	Roche, M. (2023), Business Law in Plain English: Company & Corporate Law, Independently Published, ISBN: 979-8871975336	\$ 14
GBUS 304: Business Plan Development 1	Abrams, R. (2023), Successful Business Plan Secrets & Strategies, The Planning Shop Editorial, 8th Edition, ISBN: 978-1-933895-93-2	\$ 78



GBUS 401: Alternative Dispute Resolution	Ware, S. (2023), Principles of Alternative Dispute Resolution, West Academic Publishing, 4 th Edition, ISBN : 978-1-68467-727-6 Johnson, A. (2023), Alternative Dispute Resolution Workbook Tutorial, Small House Publishing, ISBN: 979-8872397946	\$ 50 \$ 14
GBUS 402: Small Business Creation	Finance Knight Publication (2023), Dummies Guide to Starting Your Own Business: The Simplest, Step-by-Step, Independently Published, ISBN: 979-8871013656	\$ 18
GBUS 403: Business Plan Development 2	Abrams, R. (2023), Successful Business Plan Secrets & Strategies, The Planning Shop Editorial, 8 th Edition, ISBN: 978-1-933895-93-2	\$ 78
GBUS 404: Accounting	Ahmed, B. (2024), Financial Accounting Essentials: Unlock the Secrets to Financial Reporting Success, ASIN: BOD6KP7W73 Vincent, B. (2024), BookKeeping Made Easy: The Ultimate Guide to Managing Your Business Finances, Blurb Publisher, ISBN: 979-8211284258	\$ 8 \$ 17
GBUS 405: Finance	Setia, S. (2024), Accounting Ratios Fully Explained, Independently Published, ISBN: 979-8325174810 Vincent, B. (2024), BookKeeping Made Easy: The Ultimate Guide to Managing Your Business Finances, Blurb Publisher, ISBN: 979-8211284258	\$ 16 \$ 17
MGMT 301: Principles of Global Management	Kogon, K., Blakemore, S. (2024), Project Management for the Unofficial Project Manager, BenBella Books Editorial, ISBN: 978-1-63774-050-7	\$ 19



MGMT 302: International Managerial Leadership	Stone, C. (2023), The Modern Management Mentor: Next-Level Tools for New Managers, Publisher: Wise Ink Creative Publishing, ISBN: 978-1634896313	\$ 19
MGMT 303: International Human Resource Management	Dowling, P., Festing, M. and Engle, A. (2023), International Human Resource Management, Cengage Editorial, 8 th Edition, ISBN: 9781473773790	\$ 87
MGMT 401: Strategic Management	Rothaermel, F. (2023), Stategic Management, Publisher: McGraw Hill, 6 th Edition, ISBN: 978-1264124312	\$ 34
MGMT 402: Risk Management and Security	Malvern, L. (2024), Portfolio Risk Management, Independently Published, ISBN: 979-8322216001	\$ 14
MGMT 403: Production and Operations Management	Bizzle, R. (2023), Production Operations Management: The Handbook, Independently Published, ISBN: 979-8375584850	\$ 11
MGMT 404: Sustainability	Young, S., Dhanda, K. and Hollenhorst, S. (2023), Business and Sustainability, Publisher: Waveland Press, Inc., 2 nd Edition, ISBN: 978-1478650249	\$ 61
GSYS 301: Introduction to Global Systems	Hammet, D. (2023), Global Development: The Basics, Publisher: Routledge, ISBN: 978-0367726324	\$ 27
GSYS 302: Visioning and Creativity	Harvard Business Review (2023), HBR Guide to Unlocking Creativity, Publisher: Harvard Business Review Press, ISBN: 978-1647825089	\$ 9
GSYS 303: Global Demographics and Generational Dynamics	Twenge, J. (2023), Generations: The Real Differences Between Gen Z, Millennials, Gen X, Boomers, and Silents—and What They Mean for America's Future, Publisher: Atria Books, ISBN: 978-1982181611	\$ 20



GSYS 401: Systems Thinking and Approach	Goyal, M. (2024), Discover your Inner Leader: From Inexperience to Influence 5 Focus Areas for a New Manager, Independently Published, ISBN: 979-8321138465	\$ 27
GSYS 402: Information Systems and Technology	Dehnashi, F. (2024), Technology and the Future: Navigating the Challenges and Opportunities of Innovation, Independently Published, ISBN: 979-8883186140	\$ 11
GSYS 403: Global Competitiveness	Steers R, Osland Joyce & Szkudlarek B (2023). Management Across Cultures: Challenges, Strategies, and Skills Editorial: Cambridge University Press ISBN: 1009359304	\$ 65
ENTR 301: Introduction to Global Entrepreneurship	Obasse, J. (2024), The Power of Entrepreneurship in the Global Economy: Unlocking Global Prosperity Through Entrepreneurship, Independently Published, ISBN: 979-8328781237	\$ 19
ENTR 401: Global Venture Development	Hoang, J. (2024), The Non-Negotiable Path to Entrepreneurship: How to Build, Scale and Sustain a Thriving Business After a Global Pandemic, Independently Published, ISBN: 979-8875848469	\$ 13
ENTR 402: E-commerce and Social Media	Atherton, J. (2023), Social Media Strategy: A Practical Guide to Social Media Marketing and Customer Engagement, Editorial: Kogan Pages, 2 nd Edition, ISBN: 978-1398609990	\$ 38
MARK 301: Introduction to Marketing	Noil, K. (2023), The Complete Guide to Instagram Marketing for Business 2024: How to Use Instagram Effectively for Your Brand, Covering Content Strategy, Hashtags, Paid Advertising, and Analytics, Independently Published, ISBN: 979-8865902188	\$ 15
MARK 302: Global Marketing Research	Wujarso, R. and Bambang, S. (2023), Global Marketing Management: in the Perspective of the Economic, Financial, Global Culture and Purchasing Behavior, as well as Politics and	\$ 7



	Law, Independently Published, ISBN: 979-8863546896	
MARK 401: Global Advertising	Cesarini, M. (2024), Content Marketing: Creating and Distributing Relevant Content, Independently Published, ISBN: 979-8325788673	\$ 11
PRAC 401: Practicum and Directed Research 1	Demon, K. (2023), The Lean Startup Workbook: Build a Successful Business with Lean Principles and Innovation, Independently published, ISBN: 979-8870507293	\$ 18
PRAC 402: Practicum and Directed Research 2	Demon, K. (2023), The Lean Startup Workbook: Build a Successful Business with Lean Principles and Innovation, Independently published, ISBN: 979-8870507293	\$ 18
TOTAL		\$1,468