



## List of Textbooks and Required Course Materials

### Bachelor of Science in Global Management

January 03, 2023

Course	Books	Price
MATH 201: Algebra 1	John Hornsby, Margaret Lial (Author), Gary Rockswold (2019), A Graphical Approach to College Algebra 7th Edition, 816 pp. Pearson. ISBN: 978-0-13-469652-2	\$ 140.00
MATH 202: Algebra 2	John Hornsby, Margaret Lial (Author), Gary Rockswold (2019), A Graphical Approach to College Algebra 7th Edition, 816 pp. Pearson. ISBN: 978-0-13-469652-2	\$ 140.00
MATH 203: Quantitative Research Methods	Creswell J. (2022). A Concise Introduction to Mixed Methods Research, Second Edition. Sage: Thousand Oaks, CA ISBN: 978-1-5443-5575-7	\$ 29.00
ARTS 201: Introduction to Art	Cumming, R. (2020). Art, Second Edition: A Visual History, Ed. DK; ISBN: 978-0744023671	\$ 24.87
PHIL 201: Introduction to Philosophy and Ethics	Solomon, R, Higgins, K, & Martin, C. (2020). Introducing Philosophy 12th Ed. Oxford University Press; ISBN: 978-0190939632	\$ 97.75
HIST 201: World History	Briggs, A. (2019). National Geographic History at a Glance: Illustrated Time Line From Prehistory to the Present Day. National Geographic Society Editorial. ISBN: 978-1426220647	\$ 50.52
POLI 201: Political Science	C. Parsons (2021). Introduction to Political Science: How to Think for Yourself About Politics. 2nd. Edition. ISBN: 9780136597896	\$ 74.99



HLTH 201: Introduction to Public Health	Schneider M. (2020). Introduction to Public Health 6th Edition Press. ISBN: 978-1284197594	\$ 62.82
ESCI 201: Environmental Systems	McKinney, M.L., Schoch, R., & Yonavjak, L. (2019). Environmental Science: Systems and Solutions (6th ed.). Jones & Bartlett Learning: Burlington, MA. ISBN: 978-1284091700	\$ 33.27
ENGL 201: English I: Introduction to Composition	Birkenstien, C. & Graff, G. (2021) They Say / I Say: The Moves That Matter in Academic Writing. W.W. Norton & Company: New York, NY. ISBN: 9780393427516	\$ 33.27
SPCH 201: Speech: Oral Communication	Lucas, S. (2019). The Art of Public Speaking. 13 <sup>th</sup> Ed. McGraw-Hill. ISBN: 978-1259924606	\$ 70.64
ENGL 202: English II: Reading and Writing Analytically	Birkenstien, C. & Graff, G. (2021) They Say / I Say: The Moves That Matter in Academic Writing. W.W. Norton & Company: New York, NY. ISBN: 9780393427516	\$ 33.27
GBUS 301: Introduction to Global Business	Wild, J. & Wild, K. (2020). International Business: The Challenges of Globalization (9th Ed.). Editorial Pearson ISBN: 978-0134729220	\$ 89.99
GBUS 302: Global Business Models	Hill, C. (2022). Global Business Today: Mc Graw Hill. Expert Press: New York, NY ISBN: 9781264067503	\$ 13.76
GBUS 303: Legal Issues for Global Businesses	Cheeseman, H. (2020). Legal Environment of Business: Online Commerce, Business Ethics, and Global Issues (9th ed.). Pearson. ISBN: 9780135636947	\$ 90.11
GBUS 304: Business Plan Development 1	Abrams, R. (2019). Successful Business Plan Secrets & Strategies (5th ed.). The Planning Shop: New York, NY. ISBN: 978-1-933895-82-6	\$ 39.47
GBUS 401: Alternative Dispute Resolution	Coltri, L.S. (2019, Online). Alternative Dispute Resolution: A Conflict Diagnosis Approach (2nd ed.). Prentice Hall: Upper Saddle River, NJ.	\$ 0.00



	ISBN 0135064066, 9780135064061	
GBUS 402: Small Business Creation	Norman M. Scarborough & Jeffrey R. Cornwall (2019). Essentials of Entrepreneurship and Small Business Management. Pearson Education Limited; 9th Ed. ISBN: 9780136879664	\$ 80.39
GBUS 403: Business Plan Development 2	Abrams, R. (2019). Successful Business Plan Secrets & Strategies (7th ed.). The Planning Shop: New York, NY. ISBN: 978-1-933895-82-6	\$ 39.47
GBUS 404: Accounting	Wild, J. (2021). Financial Accounting Fundamentals (8th ed.). McGraw Hill ISBN: 978 1264111718	\$ 0
GBUS 405: Finance	Wild, J. (2021). Financial Accounting Fundamentals (8th ed.). McGraw Hill ISBN: 978 1264111718	\$ 0.00
MGMT 301: Principles of Global Management	Lane, H.W. & Maznevski, M.L. (2019). International Management Behavior: Global and Sustainable Leadership (8th Ed.). Cambridge University Press ISBN: 978-1108461146	\$ 35.99
MGMT 302: International Managerial Leadership	Black, S.J. & Morrison, A.J. (2020). The Global Leadership Challenge (3rd Ed.). New York: NY: Routledge. ISBN: 978-0367366421	\$ 37.95
MGMT 303: International Human Resource Management	Reiche, Harzing, & Tenzer. (2019). International Human Resource Management: (5th. Ed.). SAGE Publications Ltd ISBN: 978-1526426970	\$ 61.42
MGMT 401: Strategic Management	Rothaermel, F. (2021) Strategic Management Edition 5th. Mc Graw Hil ISBN13: 9781260261288	\$ 65.85
MGMT 402: Risk Management and Security	Thompson, C. & Hopkin, P. (2021) Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Enterprise Risk Management 6th Ed.	\$ 41.34



	ISBN: 978-1398602861	
MGMT 403: Production and Operations Management	Schroeder, R., Meyer Goldstein, S., & Rungtusanatham, M.J. (2021). Operations Management in the Supply Chain: Decisions and Cases (8th Ed.). New York, NY: McGraw-Hill Irwin ISBN: 9781260368109	\$ 39.00
MGMT 404: Sustainability	Robertson, M. (2021). Sustainability Principles and Practice. Routledge, 3rd Ed ISBN 9780429346668	\$ 39.32
GSYS 301: Introduction to Global Systems	McCormick, J. (2021). Introduction to Global Studies. Red Globe 2 Ed. ISBN: 978-1352013061	\$ 46.18
GSYS 302: Visioning and Creativity	More, N. & Parker, R. (2021) Critical Thinking 13 Ed. Mc Graw-Hill. ISBN: 9781260241020	\$ 75.79
GSYS 303: Global Demographics and Generational Dynamics	Hayim Herring (2019) Connecting Generations: Bridging the Boomer, Gen X, and Millennial Divide. ISBN: 9781538112175	\$ 17.60
GSYS 401: Systems Thinking and Approach	Palm, W. (2021). System Dynamics 4th Ed. Mc Graw Hill ISBN: 9780078140051	\$ 73.81
GSYS 402: Information Systems and Technology	Stair, R. & Reynolds, G. (2021). Principles of Information Systems (14th ed.). Boston, MA: Cengage. ISBN: 978-0357112410	\$ 81.99
GSYS 403: Global Competitiveness	Ivanov, D., Tsipoulanidis, A., & Schonberger, J. (2019). Global Supply Chain and Operations Management: A Decision-Oriented Introduction to the Creation of Value. 2nd Ed. ISBN: 978-3030068301	\$ 88.16
ENTR 301: Introduction to Global Entrepreneurship	Welsh, D. & Carraher, S. (2021). Global Entrepreneurship. Kendall Hunt Publishing Company. ISBN: 9781792436789	\$ 135.77
ENTR 401: Global Venture Development	Heidi M, Neck. Christopher P. Neck. Emma L Murray (2021).	\$ 78.49



**San Diego Global Knowledge University**

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	Entrepreneurship. The Practice and Mindset. ISBN: 97881544354637	
ENTR 402: E-commerce and Social Media	Miller, R. (2021). Social Media Marketing Mastery 2021. Independently. ISBN : 979-8709380981	\$ 52.29
MARK 301: Introduction to Marketing	Green, M.& Keegan, W. (2020). Global Marketing, 10th Ed. Pearson ISBN: 9780135638965	\$ 89.99
MARK 302: Global Marketing Research	Hague, P. (2021). Market Research in Practice (4th Ed.). London, UK: Kogan Page Limited. ISBN: 978-1398602823	\$ 43.04
MARK 401: Global Advertising	De Mooij, M. (2021). Global Marketing and Advertising: Understanding Cultural Paradoxes (6th Edition). Sage: New York, NY ISBN: 978-1529732504	\$ 63.78
PRAC 401: Practicum and Directed Research 1	Derby, J. (2021). Writing the Winning Business Plan. Structural Guides & Practical Hints in the Unplanned World of 2021. Tufts University.	\$ 19.38
PRAC 402: Practicum and Directed Research 2	Derby, J. (2021). Writing the Winning Business Plan. Structural Guides & Practical Hints in the Unplanned world of 2021. Tufts University.	\$ 19.38
<b>TOTAL</b>		<b>\$2,350.99</b>