



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	\$ 58
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	\$ 58
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	Devon Kade (2025), ETHICS Summarized: Understanding Right and Wrong: A Complete Overview of Ethical Theories Moral Reasoning (Philosophy Summit Collection), ISBN: 979-8319266989 (Available on Kindle)	\$ 17
HIST 201: World History	HowExpert (2024), HowExpert Guide to World History: The Ultimate Handbook to Understanding Our Past, Learning from It, and Shaping the Future. HowExpert Publisher ISBN: 978-1962386739 (Available on Kindle)	\$ 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: Promises and Practices, 3rd Edition, Springer Publishing, ISBN: 9780826186140	\$ 48
ESCI 201: Environmental Systems	Trumbull, G. (2025). A Concise Business Guide to Climate Change: What Managers, Executives, and Students Need to Know. Harvard Business Reivew Press. ISBN: 978-1647825423 (Available on Kindle)	\$ 27
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	Aiyub Khan (2025), Public Speaking Mastery(English 2025 Edition): Unlock Your Voice, Grow Your Influence. (Kindle Edition)	\$ 3
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. (2024), 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	Peters. M. (2024). Mastering International Trade Law: Key Concepts And Practices. Editorial: Independently published, ISBN:979-8325083501 (Available on Kindle)	\$ 12



GBUS 304: Business Plan Development 1	Siah, C. (2025). The 1-Page Startup Plan: 10 Steps to Simplify Your Idea and Start Today. Editions: Independently Published. ISBN: 979-8314681039 (Available on Kindle)	\$ 19
GBUS 401: Alternative Dispute Resolution	Preston, A. (2025). Conflict Resolution Guidebook for Managers: Essential Skills for Preventing, Managing, and Resolving Conflict in the Workplace. Editions: Inner Vision Publishing. ISBN: 979-8990098961 (Available on Kindle)	\$ 15
GBUS 402: Small Business Creation	Pallen, P. (2025). AI for Small Business: From Marketing and Sales to HR and Operations, How to Employ the Power of Artificial Intelligence for Small Business Success (Available on Kindle)	\$ 15
GBUS 403: Business Plan Development 2	Books, A. (2025). HOW TO START A BUSINESS PLAN: Step-By Step Guide Business Plan Workbook (Business Basics Made Simple). Editions: Independently Published. ISBN: 979-8285452478 (Available on Kindle)	\$ 11
GBUS 404: Accounting	Vincent, B. (2024), BookKeeping Made Easy: The Ultimate Guide to Managing Your Business Finances, Blurb Publisher, ISBN: 979-8211284258	\$ 17
GBUS 405: Finance	Setia, S. (2024), Accounting Ratios Fully Explained, Independently Published, ISBN: 979-8325174810	\$ 16
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	Anderson, C. (2025), The Roi of Thought Leadership: Calculating the Value That Sets Organizations Apart. Wiley Editions. ISBN. 978-1394308910	\$ 15



	(Available on Kindle)	
MGMT 303: International Human Resource Management	Singh, P. (2025). Human Resources: From Talent to Team Player. Editions: Editorial : Independently published. ISBN: 979-8297775084 (Available on Kindle)	\$ 15
MGMT 401: Strategic Management	Kinyua, J. (2025). Global Strategic Management: Navigating the Global Business Landscape. Editions: Kenya National Library, ISBN: 978-9914505092 (Available on Kindle)	\$ 43
MGMT 402: Risk Management and Security	Malvern, L. (2024), Portfolio Risk Management, Independently Published, ISBN: 979-8322216001	\$ 14
MGMT 403: Production and Operations Management	Cybellium. T.M (2025). Operations Management: Concepts and Problems. Editions: Independently published, ISBN: 979-8283681818 (Available on Kindle)	\$ 35
MGMT 404: Sustainability	Thrillion, R. (2025), Scale Up: The Simple Steps to Transform Your Business for Global Success. Editions: Editorial : Richard Trillion Mantey. ISBN: 979-8899797965 (Available on Kindle)	\$ 11
GSYS 301: Introduction to Global Systems	Tang. B. (2025). From Local to Global: Empower Your Growth with Digital Marketing. Editions: Advantage Media Group. ISBN: 979-8891880009 (Available on Kindle)	\$ 29
GSYS 302: Visioning and Creativity	Chezhiyan, K. (2025). Strategic Gravity: Creating Systems That Naturally Pull Others Toward Your Vision. Editions: Norton Press. ISBN: 979-8899062865 (Available on Kindle)	\$ 16
GSYS 303: Global Demographics and Generational Dynamics	Cummins. N. (2025). No Cap, Just Facts: Gen Z, Gen Y & Millennials Explained: From Lit to On Fleek — Decoding How Generations	\$ 10



	Think, Talk, and Live. Editions: Independently Publishers. ISBN: Independently published	
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	Cybellium T. (2024). Global Business Strategies: Competing in a Worldwide Market. Editions: Independently Publishers. ISBN: 979-8305493481 (Available on Kindle)	\$ 35
ENTR 301: Introduction to Global Entrepreneurship	W.L. Hill, Ch. (2024), Global Business Today, Mc Graw Hill, ISBN: 978-1-266-93259-5	\$ 46
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	Voss, A. (2025) Social Media Marketing for Beginners: Social Media Marketing for Beginners. Editions: Independently Published. ISBN: 979-8262117703 (Available on Kindle)	\$ 10
MARK 301: Introduction to Marketing	Mead, D. (2025). Social Commerce Unlocked: Leveraging Social Media Platforms to Boost E-Commerce Sales. Editions: Independently Published. ISBN: 979-8315091257 (Available on Kindle)	\$ 8
MARK 302: Global Marketing Research	More. E. (2025). Marketing and Market Research: A Smart Study Guide for GCSE Students (Smart Study Press GCSE Business	\$ 11



	Studies Series). Editions: Independently Publishers. ISBN: 979-8296518040 (Available on Kindle)	
MARK 401: Global Advertising	Cesarini, M. (2024), Content Marketing: Creating and Distributing Relevant Content, Independently Published, ISBN: 979-8325788673	\$ 11
PRAC 401: Practicum 1	Rodrigues. D. (2025). International Management: Strategies for Business and Startups: Strategies for Business and Startups, Navigating Global Markets, Cultures, and Growth for Entrepreneurial Success. Editions: Independently Published. ISBN: 979-8315944645 (Available on Kindle)	\$ 7
PRAC 402: Practicum 2	Guzman, W. (2025), INNOVATE BEYOND BOUNDARIES: Mastering Digital Transformation, Monopolistic Strategies, and Global Scaling. Editions: Independent Publishers. ISBN: 979-8299147667 (Available on Kindle)	\$ 12
TOTAL		\$ 1,060