

THE MBA FOR PROFESSIONALS AND MANAGERS
FALL 2008 TEXTBOOK LIST
UPDATED 08/15/08

All textbooks and some course packets and case packets have been ordered through *IOWA BOOK AND SUPPLY* unless otherwise noted. You may order on-line at <http://www.iowabook.com/textbooks.html>, or contact the bookstore by telephone as follows:

Iowa Book & Supply, 8 S. Clinton Street, Iowa City

(319) 337-4188

Electronic course packets are NOT available through Iowa Book and Supply. Students will be notified of access information prior to the start of classes. If your course or case packet is listed as available only at Iowa Book and Supply, it is NOT available electronically.

****NOTE:** ISBN numbers listed are per Iowa Book and Supply and may not be valid for on-line vendors.

Unless otherwise noted, all materials associated with a course are required and should be brought to your first class.

CEDAR RAPIDS

6N:211 EXC Marketing Management

Instructor: Bob Cline

Kotler, P. & Keller, K. (2008). Marketing Management. 13th ed. Prentice Hall. ISBN: 978-0136009986.

Etext available at: <http://www.coursesmart.com/9780136010081>

A required course packet is available at Xanadu.com (cost: \$23.40).

6N:215 EXC Corporate Financial Reporting

Instructor: Mark Penno

Easton, P.D., J.J. Wild, R. F. Halsey, and M. McAnally (2008). Financial Accounting for MBAs. 3rd ed. Cambridge Business Publishers. ISBN: 0-9787279-3-2.

Optional:

Easton, P.D., Wild, J.J. , Halsey, R.F. & McAnally, M. (2008). Student Solutions Manual for Financial Accounting for

MBAs. Cambridge Business Publishers. ISBN: 0978727940.

6N:216 EXC Data and Decisions

Instructor: Johannes Ledolter

Ledolter, Johannes and Burrill, Claude W (1999). Statistical Quality Control: Strategies and Tools for Continual Improvement. New York, NY: John Wiley. ISBN: 978-0471183785 or 0471183784.

6N:240 EXC Strategic Management & Business Policy

Coordinator: Gary Gaeth

No textbook required for this course.

Students will be asked to purchase a license for the Marketplace Simulation program (Approximate Cost: \$60). Instructions will be given the first night of class.

6N:212 EXC Management in Organizations

Instructor: Gale Mote

Buckingham, Marcus, and Coffman (1999). First Break All the Rules: What the World's Greatest Managers Do Differently. Simon and Schuster. ISBN: 0-684-85286-1.

Goldsmith, Marshall (2007). What Got You Here Won't Get You There. Hyperion. ISBN: 1-4013-0130-4.

Lencioni, Patrick (2006). Silos, Politics, and Turf Wars. Jossey-Bass Publishers. ISBN: 0-7879-7638-5.

Rath, Tom (2007). Strengthsfinder 2.0. The Gallup Organization. ISBN: 978-1-59562-015-6.

Additional materials will be distributed in class in which students will be charged on their U-bill (\$31.00).

A required course packet is available at Xanadu.com (cost: \$28.50).

6N:212 EXR Management in Organizations

Instructor: Dennis Schrag

Robbins, Stephen P. (2007) Essentials of Organizational Behavior. 9th ed. Prentice Hall. ISBN: 13-243152-1.

Rath, Tom (2007). Strengthsfinder 2.0. The Gallup Organization. ISBN: 978-1-59562-015-6.

Required Course Packet will be available at Xanadu.com (cost: tbd).

6N:213 EXC Managerial Economics

Instructor: George Neumann

Pindyck & Rubinfeld (2008). Microeconomics. 7th ed. Prentice Hall. ISBN: 0132080230 or 978-0132080231. Note that 4th, 5th, or 6th edition may be used for this course per the instructor.

6N:223 EXC Global Business Strategy

Instructor: Mikhail Grachev

A required book/course pack is ONLY available at Iowa Book and Supply (www.iowabook.com), cost is approximately \$100

6N:229 EXC Operations Management

Instructor: Ann Campbell

Cachon & Terwiesch (2008) Matching Supply With Demand. 2nd ed. McGraw Hill. ISBN: 0073525162 or 978-0073525167.

Required course packet will be available at Study.net

6N:229 EXR Operations Management

Instructor: Barry Thomas

Cachon & Terwiesch (2008) Matching Supply With Demand. 2nd ed. McGraw Hill. ISBN: 0073525162 or 978-0073525167.

6J:268 EXC Seminar in Management (Intersession)

Instructor: Patrick Highland

LaRocque, Paula (2003) The Book on Writing: The Ultimate Guide to Writing Well. Marion Street Press, Inc. ISBN: 0966517695.

Required Course Packet will be available at Xanadu.com (cost: \$8.85).

6J:268 EXR Seminar in Management (Intersession)

Instructor: Dennis Schrag

No textbook required.

A required course packet will be available at Study.net.

6M:234 EXC Product Management (Intersession)

Instructor: John Murry

Lehmann, Donald & Winer, Russell. Product Management. (2005) 4th ed. McGraw-Hill/Irwin.

ISBN: 9780072865981.

6J:232 EXC Legal Environment of Business

Instructor: Alison Stities

Textbook: TBA

6F:214 EXC Real Estate Finance and Investments

Instructor: Ashish Tiwari

Brueggeman & Fisher (2006) Real Estate Finance and Investment. 13th ed. McGraw-Hill/Irwin. ISBN:

0073524719 or 978-0073524719.

DES MOINES

6N:212 EXD Management in Organizations

Instructor: Gale Mote

Buckingham, Marcus, and Coffman (1999). First Break All the Rules: What the World's Greatest Managers Do Differently. Simon and Schuster. ISBN: 0-684-85286-1.

Goldsmith, Marshall (2007). What Got You Here Won't Get You There. Hyperion. ISBN: 1-4013-0130-4.

Lencioni, Patrick (2006). Silos, Politics, and Turf Wars. Jossey-Bass Publishers. ISBN: 0-7879-7638-5.

Rath, Tom (2007). Strengthsfinder 2.0. The Gallup Organization. ISBN: 978-1-59562-015-6.

Additional materials will be distributed in class in which students will be charged on their U-bill (\$31.00).

A required course packet is available at Xanadu.com (cost: \$28.50).

6N:215 EXD Corporate Financial Reporting

Instructor: Mark Penno

Easton, P.D., Wild, J.J., Halsey, R.F. & McAnally, M. (2008). Financial Accounting for MBAs, 3rd ed. Cambridge Business Publishers. ISBN: 0978727932

Optional:

Easton, P.D., Wild, J.J., Halsey, R.F. & McAnally, M. (2008). Student Solutions Manual for Financial Accounting for

MBAs. Cambridge Business Publishers. ISBN: 0978727940.

6N:216 EXD Data and Decisions

Instructor: Phil Jones

Evans, J.R. (2006) Statistics, Data Analysis and Decision Modeling and Student CD, 3rd ed. Pearson/Prentice-Hall. ISBN: 0131888102.

6N:225 EXD Managerial Finance

Instructor: John Gallo

Berk J., and Demarzo, P (2009). Corporate Finance: The Core plus MyFinanceLab Student Access Kit. Addison Wesley. ISBN: 9780321557599 or 032155759X.

6N:229 EXD Operations Management

Instructor: Barry Thomas

Cachon & Terwiesch (2008) Matching Supply With Demand. 2nd ed. McGraw Hill. ISBN: 0073525162 or 978-0073525167.

6N:240 EXD Strategic Management & Business Policy

Coordinator: Gary Gaeth

No textbook required for this course.

Students will be asked to purchase a license for the Marketplace Simulation program (Approximate Cost: \$60). Instructions will be given the first night of class.

6N:211 EXD Marketing Management

Instructor: Bob Cline

Kotler, P. & Keller, K. (2008). Marketing Management. 13th ed. Prentice Hall. ISBN: 978-0136009986.

Etext available at: <http://www.coursesmart.com/9780136010081>

A required course packet is available at Xanadu.com (cost: \$23.40).

6N:213 EXD Managerial Economics

Instructor: Don Szeszycki

Pindyck, Robert & Rubinfeld, Daniel (2008) Microeconomics. 7th ed. Pearson Prentice Hall. ISBN: 978-0-13-208023-1.

6N:223 EXD Global Business Strategy (Intersession)

Instructor: Mikhail Grachev

A required book/course pack is ONLY available at Iowa Book and Supply (www.iowabook.com), cost is approximately \$100

6J:235 EXD Maximizing Team Performance (Intersession)

Instructor: Gale Mote

Textbook: TBA

6M:236 EXD Advertising and Promotion Strategy (Intersession)

Instructor: Jing (Alice) Wang

Students will be asked to purchase some cases from Study.net (Approximate Cost: \$20). Instructions will be given the first night of class.

6K:293 EXD Seminar in Lean Practices (Lean Academy)

Instructors: Barry Thomas and Phil Jones

No textbook required for this course
Course materials will be distributed in class
Additional charges will be placed on University bills to cover cost of transportation and meals
(Approximately \$30)

6J:268 EXD Seminar in Management

Instructor: Patrick Highland

LaRocque, Paula (2003) The Book on Writing: The Ultimate Guide to Writing Well. Marion Street Press, Inc. ISBN: 0966517695.

A required course packet is available at Xanadu.com (cost: \$8.85).

6F:216 EXD Fixed Income Securities

Instructor: Randy Woodbury

Fabozzi (2007) Bond Markets, Analysis and Strategies. 6th ed. Prentice Hall. ISBN: 0131986430 or 9780131986435

International Program Option (IPO):

6J:246 EXA International Management

Instructor: Frank Rydzewski

Textbook: TBA

IOWA CITY

6N:225 EXP Managerial Finance

Instructor: Tom Rietz

Berk & DeMarzo (2006) Corporate Finance: The Core plus My FinanceLab. Pearson. ISBN: 0321415116.

6J:256 EXP Dynamics of Negotiations

Instructor: Lon Moeller

Shell (2006) Bargaining for Advantage. 2nd ed. Penguin. ISBN: 0-14-303697-1. Cases will be posted on ICON in which students will be charged on their University bills (Approximate Cost \$20).

6K:227 EXP Introduction to Modeling with VBA

Instructor: Warren Boe

Jelen, Bill & Syrstad, Tracy (2007) VBA and Macros for Microsoft Office Excel 2007 (Business Solutions). ISBN: 0-7897-3682-9.

6K:292 EXP Supply Chain Management

Instructor: Tim Lowe

Chopra, S. & Meindl, P (2006) Supply Chain Management: Strategy Planning and Operation. 3rd ed. Prentice Hall. ISBN: 0-13-173042-8.

Course packet available through XanEdu (cost TBA)

6J:242 EXP Managing & Preventing Conflict (January Course)

Instructors: Jay Christensen-Szalanski and Lon Moeller

Textbook: TBA

QUAD CITIES

6N:240 EXQ Strategic Management & Business Policy

Coordinator: Gary Gaeth

No textbook required for this course.

Students will be asked to purchase a license for the Marketplace Simulation program (Approximate Cost: \$60). Instructions will be given the first night of class.

6N:211 EXQ Marketing Management

Instructor: Cathy Cole

Kotler & Keller (2008) A Framework for Marketing Management. 4th ed. Pearson/Prentice Hall. ISBN: 0136026605 or 978-0136026600.

Course packet available through www.study.net (cost: \$29.05)

6N:213 EXQ Managerial Economics

Instructor: Stacey Brook

No textbook required.

6N:216 EXQ Data and Decisions

Instructor: Kurt Anstreicher

Bertsimas, D. & Freund, R.M. (2004) Data, Models, and Decisions: The Fundamentals of Management Science. Dynamic Ideas. ISBN: 0-9759146-0-X.

6N:227 EXQ Human Resource Management

Instructor: Dennis Schrag

Stewart, G. & Brown, K (2008) Human Resource Management: Linking Strategy to Practice. John Wiley and Sons. ISBN: 0471717517 or 978-0471717515

6J:262 EXQ Leadership & Personal Development (Intersession)

Instructor: Ginny Wilson-Peters

Kouzes & Posner (2007) The Leadership Challenge. 4th ed. Jossey-Bass. ISBN: 978-0-7879-8491-5.

A required course packet will be available at Study.net.

A charge of approximately \$85 will be placed on University bills for a Leadership profile.

6M:232 EXQ Buyer Behavior (Intersession)

Instructor: D. J. Nayakankuppam

Optional Textbook: Blackwell, Miniard, & Engel (2005). Consumer Behavior. 10th ed. South-Western College. ISBN: 8131501841 or 978-8131501849.

6J:232 EXQ Legal Environment of Business

Instructor: Jamie Jorgensen

Bagley & Dauchy (2008) The Entrepreneur's Guide to Business Law. 3rd ed. Thomson/Southwestern Publishing. ISBN: 0-324-20493-0.