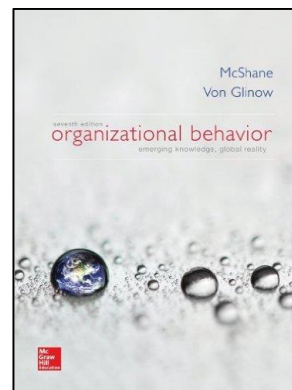


Primer Textbooks

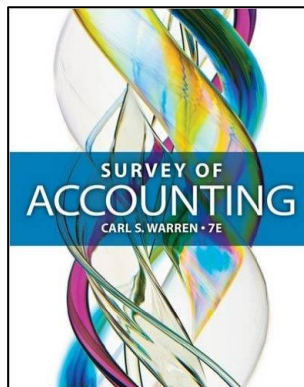
MPRIM410: Organizational Behavior

Title: Organizational Behavior
 Authors: Steven McShane and Mary Von Glinow
 Publisher: McGraw-Hill
 Ed/Year: 7th Edition, 2014
 ISBN: 9780077862589



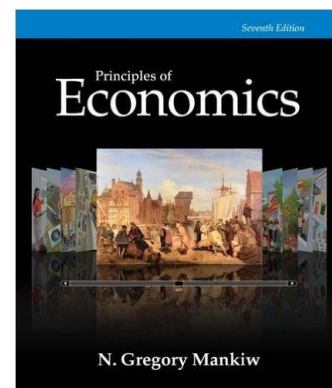
MPRIM420: Financial and Managerial Accounting

Title: Survey of Accounting
 Author: Carl S. Warren
 Publisher: Cengage Learning
 Ed/Year: 7th Edition, 2015
 ISBN: 9781285183480



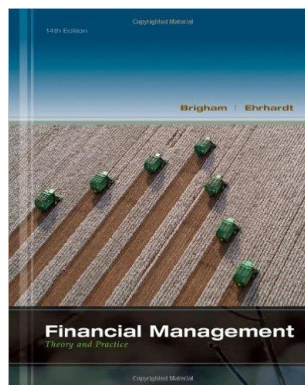
MPRIM425: Foundations in Economics

Title: Principles of Economics
 Author: N. Gregory Mankiw
 Publisher: Cengage Learning
 Ed/Year: 7th Edition, 2014
 ISBN: 9781285165875



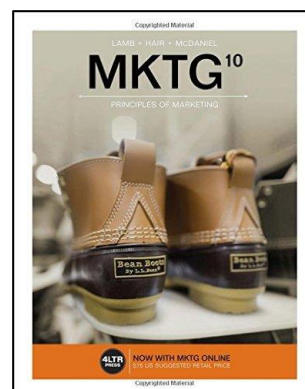
MPRIM430: Foundations in Finance

Title: Financial Management: Theory and Practice
 Author: Brigham and Ehrhardt
 Publisher: Cengage Learning
 Ed/Year: 14th Edition, 2014
 ISBN: 9781111972202



MPRIM435: Foundations in Marketing

Title: MKTG10
 Authors: Lamb/Hair/McDaniel
 Publisher: South-Western Cengage Learning
 Ed/Year: 10th Edition, 2016
 ISBN: 9781305631823



MPRIM440: Statistical Analysis

Title: Business Statistics, 2nd edition
 Author: Robert A. Donnelly
 Publisher: Pearson Learning Solutions
 Ed/Year: 2015
 Option #1: Hardback Textbook with MyStatLab – ISBN: 9780133865004
 Option #2: E-Version Textbook with MyStatLab – ISBN: 9780321921468
 Option #3: MyStatLab Access card -- purchase through MyStatLab within Moodle

