

Bachelor of Science  
In  
Applied Organizational Management

**KNOXVILLE BS 566**  
Textbook List  
THIRD SEMESTER

**MGMT 325 Economic Environments**  
**(08/11/11-10/06/11)**

Mankiw, Essentials of Economics, 6th New: \$212.99

**MGMT 431 Principles of Marketing**  
**(10/13/11-11/17/11)**

Perrault, Basic Marketing 18<sup>th</sup> New: \$222.50  
Used: \$150.00

**MGMT 340 Accounting Concepts**  
**(12/01/11-01/26/12)**

Fields, The Essentials of Finance & Accounting New: \$ 19.95  
For Nonfinancial Managers, 1st Used: \$ 15.00

Droms, Finance & Accounting for Nonfinancial New: \$ 22.00  
Managers, 6th

**07/19/11 Prices Subject To Change without Notice.**  
**Used books where available. Please order at least 1 week**  
**before start date to insure availability.**

**Textbook Sales are Non-Refundable.**

*Phone: (800) 729-0256 ext. 5278 or 5307 (423) 636-7307 Fax: (423) 798-1639*

*E-mail [books@tusculum.edu](mailto:books@tusculum.edu)*

*Website [www.tusculum.edu/bookstore](http://www.tusculum.edu/bookstore)*