

Bachelor of Science
In
Applied Organizational Management

MORRISTOWN BS 572
Textbook List
THIRD SEMESTER

MGMT 325 Economic Environments
(02/15/12-04/11/12)

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

MGMT 431 Principles of Marketing
(04/18/12-05/23/12)

Perrault, Basic Marketing 18th New: \$222.50
Used: \$160.00

MGMT 340 Accounting Concepts
(05/30/12-07/25/12)

Fields, The Essentials of Finance & Accounting
For Nonfinancial Managers, 2nd New: \$ 19.95

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

01/12/12 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

Website www.tusculum.edu/bookstore