

W07 Semester Three Texts and Materials

BAOM 137 Fundamentals of Accounting II

Text: Horngren, Charles T., and Walter T. Harrison, Jr. *Accounting* (Chapters 1-17). Seventh Edition. Upper Saddle River, NJ: Prentice Hall, 2007. ISBN-10: 0-12-239949-0.

BAOM 335 Organizational Marketing and Sales

Text: Pride, William M., and O. C. Ferrell. *Marketing: Concepts and Strategies*. Thirteenth Edition. Boston, MA: Houghton Mifflin, 2006. ISBN: 0-618-64155-6 (loose leaf version) or ISBN: 0-618-64154-8 (hard-bound cover). Both texts are packaged with a Bonus Pack.

BAOM 337 Entrepreneurship & Small Business

Text: No texts required.

BAOM 334 Legal Issues of Business

Text: Jennings, Marianne M. *Business: Its Legal, Ethical, and Global Environment*. Seventh Edition. Mason, OH: West Legal Studies in Business, a division of Thomson Learning, 2006. ISBN: 0-324-20488-4.

BAOM 438 Financial Decision Making

Text: Gitman, Lawrence J. *Principles of Managerial Finance*. Brief, Fourth Edition. Boston, MA: Addison-Wesley Publishing Co., a division of Pearson Education, Inc., 2006. ISBN: 0-321-33430-2.