

M.B.A. FALL TERM TEXTBOOKS 2021-2022

FIN 7000	MANAGERIAL ECONOMICS	Steven Zheng
	<p>Fundamentals of Economics for Business, 2nd Edition Author: David Borrow, John Smithin Edition: 2nd Edition Publisher: World Scientific Publishing Co. Print ISBN: 9789812797377 eText ISBN: 9789813107144</p> <p>Corporate Finance w/My Finance Lab, 4th Canadian Edition Author: Jonathan Berk, Peter DeMarzo, David Stangeland Edition: 4th Canadian Edition Publisher: Pearson Canada Print ISBN: 9780134887456 (with MyLab) eText ISBN: 9780134843322 (with MyLab) eText ISBN: 9780136963059 (MyLab not included) <small>Please note: These chapters come from the same book as the textbook for FIN 7020 – in FIN 7020 you will need the book plus the key to access MyLab Finance. If you are buying the whole book, you do not need to buy the two chapters. When you buy the book, please ensure buying it with the access key for MyLab Finance as buying the two separately would cost more than the new book with key included.</small></p>	
FIN 7020	CORPORATE FINANCE	Imran Khan G01 Alok Dua G02
	<p>Corporate Finance w/My Finance Lab Author: Jonathan Berk, Peter DeMarzo, David Stangeland Edition: 4th Canadian Edition Publisher: Pearson Canada Print ISBN: 9780134887456 (with MyLab) eText ISBN: 9780134843322 (with MyLab) <small>You will be required to use Excel for your assignments and during exam.</small></p>	
FIN 7240	READINGS IN ACCOUNTING & FINANCE	Howard Harmatz
	<p>Ethics in Finance Author: John R. Boatright Edition: 3rd Edition Publisher: Wiley-Blackwell 2014 ISBN: 9781118615829 Print ISBN: 9781118615829 eText ISBN: 9781118792961</p> <p>Systems thinking for social change Author: David Peter Stroh Edition: 2015 Publisher: Chelsea Green Publishing Print ISBN: 9781603585804 eText ISBN: 9781603585811</p>	
GMGT 7200	CRITICAL & CREATIVE THINKING	Howard Harmatz
	<p>Critical Thinking: Tools for Taking Charge of Your Professional and Personal Life Author: Linda Elder, Richard Paul Edition: 3rd Edition Publisher: The Foundation for Critical Thinking Print ISBN: 9781538139486 eText ISBN: 9781538139493</p>	
GMGT 7210	STRATEGY	Parshotam Dass
	<small>Readings available in UM Learn</small>	
GMGT 7220	MANAGING PEOPLE IN ORGANIZATIONS	Lukas Neville
	<small>Buy either Print or Digital coursepack (Available at U of M Bookstore only)</small>	
GMGT 7350 G02	BUSINESS VENTURE ANALYSIS	Zhenyu Wu
	<small>No Textbook Required</small>	
GMGT 7350 G09	STRATEGIC LEADERSHIP AND SUSTAINABILITY	Nathan Greidanus
	<small>No Textbook Required</small>	
GMGT 7350 G10	BUSINESS ANALYSIS AND STRATEGY DEVELOPMENT	Judy Jayasuriya
	<small>No Textbook Required</small>	
GMGT 7350 G12	BUSINESS CASE COMPETITIONS	Judy Jayasuriya Arly Akerstream Aditya Kedia
	<small>No Textbook Required</small>	
IDM 5120	CAREER DEVELOPMENT SEMINAR	Kelly Mahoney Katie Derksen
	<small>No Textbook Required</small>	
IDM 7120	EXECUTIVE LEADERSHIP & RESPONSIBILITIES	Jamie Hall
	<p>Wild Ride: Inside Uber's Quest for World Domination Author: Adam Lashinsky Publisher: Portfolio (2017) Print ISBN: 9780735211391 eText ISBN: 9780735211407</p> <p>The Road Less Traveled Author: M. Scott Peck Publisher: Touchstone (distributed by Simon & Schuster) Print ISBN: 9780743242155 eText ISBN: 9781439144855</p> <p>Thinking in Systems Author: Donella H. Meadows Publisher: Chelsea Green Publishing Print ISBN: 9781603580557 eText ISBN: 9781603581486</p> <p>The Lac Megantic Rail Disaster: Public Betrayal, Justice Denied Author: Bruce Campbell Publisher: James Lorimer & Company Ltd. Print ISBN: 9781459413412 eText ISBN: 9781459413429</p>	
IDM 7130	CONTEMPORARY THEMES IN BUSINESS	Subbu Sivaramakrishnan Bruno Dyck Mohammed Bhabha
	<small>Buy Digital coursepack here: https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c00000F1dsGEAR/idm-7130</small>	
MIS 5120	SPREADSHEET SKILLS FOR MANAGEMENT	Eric Ticzon
	<small>See Course Outline for details</small>	
MKT 7010	MARKETING MANAGEMENT	Subbu Sivaramakrishnan
	<p>Marketing Management (14th Canadian Edition) Author: Kotler, Keller, Sivaramakrishnan, Cunningham Edition: 14th Canadian Edition Publisher: Pearson Education Canada eText ISBN: 9780132995719</p> <p>Buy Digital coursepack (Available at U of M Bookstore only)</p>	
MKT 7080 G04	CULTURAL BRAND MANAGEMENT	Fang Wan
	<small>Harvard Case course pack can be purchased at: https://hbsp.harvard.edu/import/866427</small>	
	<p>The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career Author: Reid Hoffman, Ben Casnocha Publisher: Crown Business Publications Print ISBN: 9780307888907 eText ISBN: 9780307888921</p> <p>Contagious: Why Things Catch On Author: Jonah Berger Publisher: Simon and Schuster Print ISBN: 9781476776682 eText ISBN: 9781451686593</p> <p>AI Superpowers: China, Silicon Valley, and the New World, By Kai Fu Lee, Amazon Kindle. https://www.amazon.ca/AI-Superpowers-China-Silicon-Valley-ebook/dp/80795DNWCF</p> <p>On China, By Henry Kissinger, Amazon Kindle https://www.amazon.ca/gp/aw/d/80052FX6M2/ref=tmm_kin_title_07/ie=UTF8&qid=1564424847&sr=8-1</p>	
MKT 7080 G05	MARKETING INNOVATION	Sandeep Arora
	<small>No Textbook Required Course Packet https://hbsp.harvard.edu/import/854833</small>	
MSCI 5110	QUANTS FOR MANAGEMENT	Robert Parsons
	<small>See Course Outline for details</small>	
OPM 7120	OPERATIONS & SUPPLY CHAIN MANAGEMENT	John Wilms
	<p>Foundations of Operations Management Author: Ritzman, Krajewski, Malhotra, Klassen Edition: 4th Canadian Edition Publisher: Pearson Canada Print ISBN: 9780133251661 eText ISBN: 9780134612164</p> <p>Buy Digital coursepack (Available at U of M Bookstore only)</p>	