

Asper Graduate Programs

Fall 2023 Term Textbooks

ACC 7010	ACCOUNTING FUNDAMENTALS	Muhammad Kabir
	<p>1. Robinson, Henry, and Broihahn, International Financial Statement Analysis with WileyPLUS (4th edition), 2020, Hoboken NJ: Wiley.</p> <p>2. The WileyPLUS add-on with electronic access to Kimmel, Weygandt, Kieso, Trenholm, Irvine and Burnley, Financial Accounting (9th Canadian edition)</p>	
FIN 7000	MANAGERIAL ECONOMICS	David Stangeland
	<p>1. Fundamentals of Economics for Business, 2e, by David Barrows, John Smithin, Captus Press and World Scientific Publishers, 2009.</p> <p>2. Corporate Finance (5th Canadian Edition) by Berk, DeMarzo and Stangeland, Pearson Canada: chapters 2, 3 and 4. Note, this is the same as the textbook for FIN 7020 – in that course you will likely need the book plus the key to access MyLab Finance – so, when buying the book now, ensure you buy it with the access key as buying the two separately would likely cost you more than the new book with key included. It is easiest to buy the access key with e-book via the MyLab site. An email regarding MyLab will be sent to all class participants.</p> <p>Here is a direct purchase link to UM BookStore's digital content platform, offering both digital configurations: https://bit.ly/3q3JTHJ</p>	
FIN 7020	CORPORATE FINANCE	Jun Wang
	J. Berk, P. DeMarzo, and D. Stangeland, Corporate Finance, Fifth Canadian Edition, Pearson Canada, 2021	
FIN 7180	BEHAVIOURAL FINANCE	Gady Jacob
	<p>Statman, M. (2019). Behavioral finance: The second generation. CFA Institute Research Foundation, Charlottesville, VA, 2019.</p> <p>Print ISBN-13: 9781944960858</p> <p>eBook ISBN: 978-1-944960-86-5 (Free-copy: https://www.cfainstitute.org/en/research/foundation/2019/behavioral-finance-the-second-generation)</p>	
GMGT 7200	CRITICAL & CREATIVE THINKING	Howard Harmatz
	<p>1. Critical Thinking, 2nd Edition Paul and Elder ISBN 9781538134523</p> <p>2. Systems Thinking for Social Change by Stroh ISBN 9781603585804</p>	
GMGT 7210	STRATEGY	Parshotam Dass
	<p>Strategic Management: Theory, 14th edition, by Hill and Schilling. Custom Edition. Cengage. Paperback, available from the University of Manitoba Bookstore. As an alternative, students could use the Strategic Management Theories (or Theory) by Hill, Schilling, and Jones, 13th, 12th, or 11th edition, Cengage (softcover). These editions should be available from most online bookstores.</p> <p>A course pack will be available at Ivey Publishing or Harvard Publishing.</p>	
GMGT 7220	MANAGING PEOPLE IN ORGANIZATIONS	Lukas Neville
	Course Package will be available at the bookstore	
GMGT 7350 G02	BUSINESS VENTURE ANALYSIS	Zhenyu Wu
	No Textbook Required	
GMGT 7350 G05	MANAGING FOR SUSTAINABLE DEVELOPMENT	Nathan Greidanus
	No Textbook Required	

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GMGT 7350 G10	BUSINESS ANALYSIS AND STRATEGY DEVELOPMENT	Judy Jayasuriya
	No Textbook Required	
GMGT 7350 G12	BUSINESS CASE COMPETITIONS	Judy Jayasuriya Arly Akerstream
	No Textbook Required	
IDM 5120	CAREER DEVELOPMENT SEMINAR	Farwa Zaidi
	No Textbook Required	
IDM 7120	EXECUTIVE LEADERSHIP & RESPONSIBILITIES PART 1	James Hall
	<ol style="list-style-type: none"> 1. Lashinsky, A. (2017). Wild Ride - Inside Uber's Quest for World Domination. New York: Portfolio/Penguin 2. Meadows, D. (2008). Thinking in Systems. Chelsea Green Publishing 3. Campbell, B. (2018). The Lac-Megantic Rail Disaster, Toronto: Lorimer 4. Cloud, H (2006). Integrity, New York: HarperCollins. 	
IDM 7130	CONTEMPORARY THEMES IN BUSINESS	Bruno Dyck Subbu S. Mohammed Bhabha
	Please see course outline for more details	
MIS 5120	SPREADSHEET SKILLS FOR MANAGEMENT	Eric Ticzon
	No Textbook Required	
MKT 7010	MARKETING MANAGEMENT	Mehmet Yanit
	Marketing Management, 14th Canadian Edition by Philip Kotler, Kevin Lane Keller, Subramanian Sivaramakrishnan, and Peggy Cunningham, 2013, Pearson Canada.	
MKT 7080 G04	CULTURAL BRAND MANAGEMENT	Fang Wan
	<ol style="list-style-type: none"> 1. Contagious: Why Things Catch On, by Jonah Berger, Simon and Schuster, ISBN 9781476776682 2. The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career, by Reid Hoffman, Ben CasnochaPublished by Crown Business Publications ISBN 978-0-30-788890-7 3. AI Superpowers: China, Silicon Valley, and the New World, By Kaifu Lee, Amazon Kindle. 	

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MKT 7232	CONSUMER BEHAVIOUR	Namita Bhatnagar
	<p>Here is the link to the Ivey website where students can purchase the cases: https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c0000FvWyWEAV</p> <p>Please see the step by step instructions below to purchase the materials: Course: MKT 7232 Fall 2023 Professor(s): Namita Bhatnagar Starting: September 20, 2023 Ending: November 29, 2023</p> <ol style="list-style-type: none"> 1. Go to the Ivey Publishing website at www.iveypublishing.ca 2. Log in to your existing account or click "Register" to create a new account and follow the prompts to complete the registration. If registering, choose the "Student" role. 3. Click on this link or copy into your browser: https://www.iveypublishing.ca/s/ivey-coursepack/a1R5c0000FvWyWEAV 4. Click "Add to Cart". 5. Go to the Shopping Cart (located at the top of the page), click "Checkout", and complete the checkout process. 6. When payment has been processed successfully, an Order Confirmation will be emailed to you immediately and you will see the Order Confirmation screen. 7. Once you have completed your order, click on your username on the top right --> Orders --> Purchases <p>IMPORTANT: Access to downloadable files will expire on the course end date, so be sure to save a copy on your computer. The downloadable file is a PDF document that can be opened using Adobe Reader. This material is for your personal use only and is not to be shared, reproduced, or distributed in any form.</p> <p>NEED HELP ? Contact your professor directly or email Ivey Publishing's Customer Support Team via a Service Ticket</p>	
MSCI 5110	BASIC QUANTITATIVE ANALYSIS FOR MANAGEMENT	Robert Parsons
	No Textbook Required	
OPM 7120	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	John Wilms Farhan Islam
	<p>Stevenson, W.J., Hojati, M., Cao, J., Mottaghi, H., and Bakhtiari, B. (2021), Operations Management, 7th Canadian Edition: McGraw Hill Ryerson Ltd. (ISBN # 13: 978-1-26-032687-1)</p> <p>Course Package will be available at the bookstore:</p> <ol style="list-style-type: none"> 1) Process Fundamentals # 696023, Harvard Business 2) Capacity Analysis: Sample Problems # 696058, Harvard 3) Kristen's Cookie Company (A) Abridged # 9-608-037, Harvard 4) Operations Management Simulation: Balancing process Capacity #4301-HTM-ENG 5) Deutsche Allgemeinversicherung # 696084, Harvard 6) Northwestern Memorial Hospital, Smoothing Material Flow through the Receiving Area # W19168-PDF-ENG 7) Puyao Glass America: Sourcing Decision # 9-618-007, Harvard 8) Sustainability at IKEA Group # 515033, Harvard 	

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SCM 7040	LOGISTICS MANAGEMENT	Robert Parsons
	Recommended Only: Langley, C.J., N.A. Novack, B.J. Gibson and J.J. Coyle. 2021. Supply Chain Management: A Logistics Perspective. Cengage, Boston, U.S.A.	
SCM 7042	PURCHASING AND PROCUREMENT IN SUPPLY CHAINS	Allan Amundsen
	Purchasing and Supply Management Johnson, F. 17th Edition. McGraw-Hill Irwin. ISBN #978-1-266-27111-3	
SCM 7044	SUPPLY RELATIONSHIP MANAGEMENT	Idris Adelakun
	Supplier Relationship Management, 3rd Edition, (2022) by O'Brien, Jonathan. 9781398602250 (Paperback), 9781398602267 (e-book). Kogan Page.	