

Bachelor of Business Administration (BBA) Textbook List

Course Number	Title	Required Textbook (Links to Amazon)	ISBN
BB 300	Fundamentals of Management	Fundamentals of Management, 9th Edition	9780357039168
BB 305	Organizational Communication	Essentials of Business Communication , 12th Edition (Coming March 2022)	9780357714973
BB 310	Fundamentals of Marketing & Sales	Contemporary Marketing 18th Edition	9780357033777
BB 315	Business Law & Ethics	Business: Its Legal, Ethical, and Global Environment 12th Edition	9780357447642
BB 340	Principles of Macroeconomics	Brief Principles of Macroeconomics , 8th Edition	9781337091985
BB 400	Basic Research Methods	Essentials of Modern Business, Statistics with Microsoft® Office Excel, 7th Edition	9781337298292
BB 405	Principles of Accounting	Accounting , 28th Edition	9781337902687
BB 410	Principles of Finance	Fundamentals of Financial Management, Concise Edition, 16th Edition	9780357517574
BB 415	Business Strategy	Understanding Business Strategy Concepts Plus 3rd Edition	9781285164205
BB 490	Capstone Course	N/A	N/A
Elective Courses			
BB 320	Project Management	Contemporary Project Management , 4th Edition	9781337406451
BB 325	Computer Information Systems	Enhanced Discovering Computers ©2023, 17th Edition	9780357675366
BB 330	Managing Conflict Resolution	Effective Human Relations: Interpersonal And Organizational Applications 13th Edition	9781305576162
BB 335	Principles of Human Resource	Human Resource Management 16th Edition	9780357033852
BB 345	Entrepreneurship	Entrepreneurship: Theory, Process, Practice , 11th Edition	9780357033890
BB 355	Leadership	The Leadership Experience 7th Edition (8th Edition Coming March 2022)	9780357716304
BB 360	Sales Management & Social Media	Social Media Marketing: A Strategic Approach , 3rd Edition	9780357516188
BB 365	Principles of Multinational Business	Business & Society: Ethics, Sustainability & Stakeholder Management , 10th Edition	9781305959828
BB 375	E-Commerce	Electronic Commerce 12th Edition	9781305867819
BB 380	Supply Chain Management	Purchasing & Supply Chain Management, 7th Edition	9780357442142
BB 411	Principles of Finance II	Fundamentals of Financial Management, Concise Edition, 16th Edition	9780357517574