

## Spring 2012 Textbooks, Dept of Technology Management

<u>Course number</u>	<u>Section</u>	<u>Course Title</u>	<u>Instructor</u>	<u>Campus</u>	<u>Text Title</u>	<u>Author</u>	<u>ISBN #</u>	<u>Edition</u>	<u>Price</u>	<u>Required/Optional</u>
		<b>MSM -- Brooklyn Campus</b>								
MG5050	2181	Probability & Managerial Statistics	Ivan	B	Essentials of Business Statistics	Bowerman, O'Connell	0077323130	3rd	\$ 127.77	optional
MG6073	2094	Marketing	Feuss	B	Marketing Management	Kotler and Keller	0132102927	14th	\$ 226.67	required
MG6083	1005	Economics	Ken Dreifus	B	TBD					
MG6093	1006 & 1007	Managerial Accounting & Finance	Cathy Genzlinger	B	Essentials of Corporate Finance	Ross,Westerfield,Jordan	978-0073382463	7th	\$ 127.97	required
MG6093	1006 & 1007	Managerial Accounting & Finance	Tony Pepenella	B	TBD					
MG6303	1014 / 2640	Operations Management	Fazio	B	Principles of Operations Management	Heizer & Render	0136114466	8th	\$ 182.00	required
MG6303	1014 / 2640	Operations Management	Fazio	B	Manfield Coatings Co, Ltd: Quality Management as the Winning Formula		HBS #HKU312		\$ 3.95	required
MG6303	1014 / 2640	Operations Management	Fazio	B	Lucent Technologies - Global Supply Chain Management		HBSGS-01		\$ 3.95	required
MG6303	2095	Operations Management (AMOT)	Veeraiah	B	Principles of Operations Management	Heizer & Render	0136114466	8th	\$ 182.00	required
MG6463	1016	Supply Chain Management	Spinelli	B	Supply Chain Management	Chopra & Meindl	0136080405		\$ 183.33	required
MG6503	1017	Management of IT & Info Systems	Brabazon	B	TBD					
MG6563	2641	Telecommunications Management II	Bhattacharjee	B	Telecommunications Essentials	Goleniewski	0321427610	2nd	\$ 59.99	required
MG6603	1018	Mgmt of New & Emerging Technologies	Bensedrine	B	TBD					
MG7173	1910	Enterprise Data Systems	Veeraiah	B	TBD					
MG7503	1019	E-Business Management	TBA		TBD					
MG7703	1020	Entrepreneurship	Luo	B	TBD					
MG8203	1021	Project Management	Bracamonte	B	Project Management: A Systems Approach to Planning, Scheduling & Controlling	Kerzner	0470278706	10th	\$ 99.00	required
MG8203	1021	Project Management	Bracamonte		Project Management Workbook	Kerzner & Saladis	0470278722	10th	\$ 75.00	required
MG8203	1951	Project Management	Bhatia	B	Approach to Planning, Scheduling & Controlling	Kerzner	0470278706	10th	\$ 99.00	required
MG8653	1024	Managing Change & Innovation	Rajagopal	B	TBD					
MG8673	1025	Technology Strategy	Luo	B	TBD					



<b>Westchester Campus</b>										
MG6933	2648	Info Tech, Systems & Mgmt in Orgs	TBA	W	TBD					
<b>BTM -- Brooklyn Campus</b>										
MG1002	1043	Foundations of Management	Deak	B	Management	Kreitner	0547148488	10th	\$ 211.95	required
MG2014	1045	Operations Management	TBA	B	TBD					
MG2304	1046	Marketing	Kupferman	B	TBD					
MG3002	1047	Project Management	Nelson	B	Project Management	Mantel & Meredith	0470226218	7th	\$ 131.56	required
MG3204	1048	Introduction to Finance	D'Emic	B	Fundamentals of Corporate Finance	Ross, Westerfield, Jordan	0073382396	9th	\$ 155.24	required
MG3214	1049	Advanced Corporate Finance	Apicella	B	Fundamentals of Corporate Finance	Ross, Westerfield, Jordan	0073382396	9th	\$ 155.24	required
MG3214	1049	Advanced Corporate Finance	Apicella	B	Financial Markets & Corporate Strategy	Grinblatt	0072887914	2nd	\$ 72.79	required
MG3304	1050	Intro to Supply Chain Management	Spinelli	B	Supply Chain Management	Chopra & Meindl	013101028-X	2nd	\$ 59.99	required
MG3404	1051	Innovation Management	White	B	Strategic Management of Technology & Innovation	Burgelman, Chistensen, Wheelright	0073381543		\$ 123.03	required
MG3404	1051	Innovation Management	White	B	Innovation Management & New Product Development	Trott	0273713159		\$ 100.33	
MG4014	1052	Intro to E-Business	TBA	B	TBD					
MG4204	1057	Management Science	TBA	B	TBD					
MG4504	1058	Global Perspectives on Tech Mgmt	Kupferman	B	TBD					
EC2524	1716	Managerial Microeconomics	D'Emic	B	Managerial Economics: Economic Tools for Today's Decision Makers	Keat & Young	0136040047	6th	\$ 193.33	required