Bachelor of Science
In
Applied Organizational Management

KNOXVILLE BS 549
Textbook List
THIRD SEMESTER

MGMT 431  Principles of Marketing  
(05/25/10-07/13/10)

Perrault, Basic Marketing W/CD 17th  
New: $215.50 W/CD  
New: $199.95 Text  
Used: $150.00

MGMT 325  Economic Environments  
(07/20/10-09/14/10)

Mankiw, Essentials of Economics, 5th  
New: $ 185.95  
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MGMT 340  Accounting Concepts  
(09/21/10-10/26/10)

Fields, The Essentials of Finance & Accounting For Nonfinancial Managers, 1st  
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Droms, Finance & Accounting for Nonfinancial Managers  
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