Bachelor of Science
In
Applied Organizational Management

KNOXVILLE BS 560
Textbook List
THIRD SEMESTER

MGMT 325  Economic Environments
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Mankiw, Essentials of Economics, 5th  Used:  $75.00

MGMT 431  Principles of Marketing
(08/01/11-09/12/11)
Perrault, Basic Marketing 18th  New:  $212.00
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MGMT 340  Accounting Concepts
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Fields, The Essentials of Finance & Accounting For Nonfinancial Managers, 1st  New:  $19.95
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Droms, Finance & Accounting for Nonfinancial Managers, 6th  New:  $22.00

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