



TEXTBOOKS

Sacred Heart University Luxembourg | Jack Welch College of Business

TEXTBOOKS – TERM: SPRING 2019

BLACKBOARD REQUIRED FOR ALL COURSES:

All course Blackboard (BB) sites will contain materials for class activities, details on assignments for each session, instructor PowerPoint presentations, links to relevant websites and information on how to access readings not available in Blackboard. Please check the Information, Content and/or Assignments section on the course Blackboard site for each class to ensure you have the necessary materials for each class.

Any course-related e-mails will be sent via Blackboard so please check your Sacred Heart University e-mail regularly – and make sure that your mailbox is not full!

REQUIRED COURSES:

WGB 521 Fundamentals of Management–ONLINE

BECOMING A MASTER MANAGER: A COMPETING VALUES APPROACH, 6TH EDITION

Author(s): Quinn, Faerman, Thompson, McGrath, St. Clair

Publisher: John Wiley & Sons Inc.

Copyright: ©2015

ISBN 13: 978-1-118-58258-9

Wiley E-Text Version Acceptable

eBook ISBN 13: 978-1-119-03437-7

WGB 650 Strategic Integration

NO TEXTBOOK REQUIRED

MARKETING ELECTIVES:

MK 670 Digital Marketing

FUNDAMENTALS OF MARKETING

Author(s): Paul Baines, Chris Fill, Sara Rosengren, Paolo Antonetti

Publisher: Oxford University Press

Copyright: ©2017

ISBN 13: 978-0-19-874857-1

HARVARD BUSINESS REVIEW CASES & NOTES

<https://hbsp.harvard.edu/import/583820>

eBook Version Acceptable

eBook ISBN 13: 9780191087172

HBR COURSEPACK PURCHASING INSTRUCTIONS

Access the HBR Coursepack by visiting the Coursepack Link: <https://hbsp.harvard.edu/import/583820>

When you first visit the Coursepack Link, you must complete a short registration process. The registration process will ask you to supply your name and email address (**MUST USE SHU EMAIL ADDRESS**) and to create a user name and password. Once the registration process is complete you will be able to purchase and download the Coursepack.

MK 673 Services Marketing

SERVICES MARKETING – PEOPLE, TECHNOLOGY, STRATEGY, 8TH EDITION

Author(s): Jochen Wirtz and Christopher Lovelock

Publisher: World Scientific Publishing Company (WSPC)

Copyright: ©2016

ISBN 13: 9781944659011

eBook Version Acceptable

eBook ISBN 13: 9781944659035

MANAGEMENT ELECTIVES:

BU 632 Managing Change

THE THEORY AND PRACTICE OF CHANGE MANAGEMENT, 5TH EDITION

Author(s): John Hayes

Publisher: Macmillan International Higher Education

Copyright: ©2018

ISBN 13: 9781352001235

SWITCH: HOW TO CHANGE THINGS WHEN CHANGE IS HARD

Author(s): Chip Heath and Dan Heath

Publisher: The Crown Publishing Group

Copyright: ©2010

ISBN 13: 978-0385528757

HARVARD BUSINESS REVIEW CASES & NOTES

<https://hbsp.harvard.edu/import/590426>

eBook Version Acceptable

eBook ISBN 13: 9781352001327

eBook Version Not Available

The only textbooks SHU can approve or suggest are those listed here. Any other specific, course-related questions must be directed to the course instructor. Students are responsible for purchasing a copy of the textbook. Textbooks are not provided by SHU. In addition, if ordering books online, please be aware that delivery may take 4 – 6 weeks.



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MANAGEMENT ELECTIVES Continued:

BU 632 Managing Change (Continued)

HARVARD BUSINESS REVIEW CASES & NOTES

<https://hbsp.harvard.edu/import/590426>

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Access the HBR Coursepack by visiting the Coursepack Link: <https://hbsp.harvard.edu/import/590426>

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BU 699-A Turnaround Management

NO TEXTBOOK REQUIRED

OPTIONAL: CORPORATE TURNAROUND: HOW MANAGERS TURN LOSERS INTO WINNERS!

Author(s): Donald B. Bibeault

Publisher: Beard Books

Copyright: ©1998

ISBN 13: 978-1893122024

OPTIONAL: CORPORATE TURNAROUND BEST PRACTICE

Author(s): Christoph Lymbersky

Publisher: MLP Management Laboratory Press UG

Copyright: ©2010

ISBN 13: 978-1494779399

OPTIONAL: THE LEAN TURNAROUND: HOW BUSINESS LEADERS USE LEAN PRINCIPLES TO

CREATE VALUE AND TRANSFORM THEIR COMPANY

Author(s): Art Byrne, James P. Womack

Publisher: McGraw-Hill

Copyright: ©2013

ISBN 13: 9780071800679

BU 699-B Supply Chain Management in the Digital Age

SUPPLY CHAIN MANAGEMENT – A LEARNING PERSPECTIVE, 3RD EDITION

Author(s): Bowon Kim, Korea Advanced Institute of Science and Technology (KAIST)

Publisher: Cambridge University Press

Copyright: ©2018

ISBN 13: 9781316502761

eBook Version Acceptable

eBook ISBN 13: 9781108548540

FINANCE ELECTIVES:

FN 699-A Behavioral Finance

NO TEXTBOOK REQUIRED

Blackboard site will contain other reading materials and links to relevant websites and information on how to access readings not available in Blackboard. Please check the sections on our Blackboard site for each class to ensure you have the necessary materials for each class.

FN 699-B Management of Resilient Portfolios

NO TEXTBOOK REQUIRED

Blackboard site will contain other reading materials and links to relevant websites and information on how to access readings not available in Blackboard. Please check the sections on our Blackboard site for each class to ensure you have the necessary materials for each class.



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TEXTBOOKS – TERM: FALL 2018

REQUIRED COURSES:

WGB 602 Financial & Managerial Accounting

REQUIRED: FINANCIAL ACCOUNTING: IFRS, 3RD EDITION

Author(s): Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso

Publisher: John Wiley & Sons, Inc.

Copyright: ©2016

ISBN 13: 978-1-118-97808-5

OPTIONAL (NOT REQUIRED): MANAGERIAL ACCOUNTING

Author(s): Ray Garrison, Eric Noreen, & Peter Brewer

Publisher: McGraw-Hill Education

Copyright: ©2015

ISBN 13: 9780078025631

Wiley E-Text Version Acceptable

eBook ISBN 13: 978-1-119-15370-2

WGB 603 Corporate Financial Management

REQUIRED: FINANCIAL MANAGEMENT: THEORY & PRACTICE, 14TH EDITION

Author(s): Eugene F. Brigham & Michael C. Ehrhardt

Publisher: Cengage Learning

Copyright: © 2014

ISBN 13: 9781111972202

eBook Version Acceptable

eBook ISBN 13: 9781285605920

WGB 604 Business Competencies I

NO TEXTBOOK REQUIRED

WGB 605 Business Competencies II

REQUIRED: FUNDAMENTALS OF MARKETING

Author(s): Paul Baines, Chris Fill, Sara Rosengren, Paolo Antonetti

Publisher: Oxford University Press

Copyright: ©2017

ISBN 13: 978-0-19-874857-1

REQUIRED: HARVARD BUSINESS REVIEW CASES & NOTES

<https://hbsp.harvard.edu/import/583820>

eBook Version Acceptable

eBook ISBN 13: 9780191087172

HBR COURSEPACK PURCHASING INSTRUCTIONS

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When you first visit the Coursepack Link, you must complete a short registration process. The registration process will ask you to supply your name and email address (**MUST USE SHU EMAIL ADDRESS**) and to create a user name and password. Once the registration process is complete you will be able to purchase and download the Coursepack.

REQUIRED: ESSENTIALS OF SUPPLY CHAIN MANAGEMENT, 4TH EDITION

Author(s): Michael H. Hugos

Publisher: John Wiley & Sons, Inc.

Copyright: ©2018

ISBN 13: 978-1-119-46110-4

Wiley E-Text Version Acceptable

eBook ISBN 13: 978-1-119-46446-4

WGB 612 Leading & Influencing with Integrity

LEADERSHIP: RESEARCH FINDINGS, PRACTICE, AND SKILLS, 8TH EDITION

Author(s): DuBrin, Andrew J.

Publisher: Cengage Learning

Copyright: ©2016

ISBN 13: 978-1-285-86636-9

eBook Version Acceptable

eBook ISBN 13: 978-1-305-73244-5

WGB 691 Welch Competency Demonstration & Implementation

NO TEXTBOOK REQUIRED

MANAGEMENT ELECTIVES:

BU 699-A Innovation Management

NO TEXTBOOK REQUIRED

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MANAGEMENT ELECTIVES Continued:

BU 699-B Negotiations

NO TEXTBOOK REQUIRED

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BU 699-C Project Management

REQUIRED:

A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE (PMBOK® GUIDE), 6TH EDITION + AGILE PRACTICE GUIDE (BUNDLE)

Author(s): Project Management Institute

Publisher: Project Management Institute

Copyright: ©2017

ISBN 13: 9781628253825

Blackboard site will contain other reading materials and links to relevant websites and information on how to access readings not available in Blackboard. Please check the sections on our Blackboard site for each class to ensure you have the necessary materials for each class.

MANAGEMENT ELECTIVES Continued:

BU 699-D Social Entrepreneurship

NO TEXTBOOK REQUIRED

Blackboard site will contain other reading materials and links to relevant websites and information on how to access readings not available in Blackboard. Please check the sections on our Blackboard site for each class to ensure you have the necessary materials for each class.

BU 699-E Digital Transformation

NO TEXTBOOK REQUIRED

Blackboard site will contain other reading materials and links to relevant websites and information on how to access readings not available in Blackboard. Please check the sections on our Blackboard site for each class to ensure you have the necessary materials for each class.

FINANCE ELECTIVES:

FN 699-A Private Equity & Other Alternative Asset Classes (Title TBC)

NO TEXTBOOK REQUIRED

Blackboard site will contain other reading materials and links to relevant websites and information on how to access readings not available in Blackboard. Please check the sections on our Blackboard site for each class to ensure you have the necessary materials for each class.

FN 699-B Credit Risk

NO TEXTBOOK REQUIRED

Blackboard site will contain other reading materials and links to relevant websites and information on how to access readings not available in Blackboard. Please check the sections on our Blackboard site for each class to ensure you have the necessary materials for each class.

FN 670 Mergers & Acquisitions

REQUIRED: HARVARD BUSINESS REVIEW CASES & NOTES

<https://hbsp.harvard.edu/import/585163>

HBR COURSEPACK PURCHASING INSTRUCTIONS

Access the HBR Coursepack by visiting the Coursepack Link: <https://hbsp.harvard.edu/import/585163>

When you first visit the Coursepack Link, you must complete a short registration process. The registration process will ask you to supply your name and email address (**MUST USE SHU EMAIL ADDRESS**) and to create a user name and password. Once the registration process is complete you will be able to purchase and download the Coursepack.