



TEXTBOOKS

Sacred Heart University Luxembourg | Welch College of Business & Technology

TEXTBOOKS – TERM: LATE SPRING 2021 (21/SS)

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 COURSE(S):

WGB 602 FINANCIAL & MANAGERIAL ACCOUNTING

ACCOUNTING: WHAT THE NUMBERS MEAN, 12th EDITION

Author(s): Marshall, McManus & Viele

Publisher: McGraw-Hill

Copyright: ©2020

ISBN 13: 978-1-259-96952-2

PLEASE NOTE: You **WILL** need the learning software that comes with the book (MH Connect Platform)

HARVARD BUSINESS REVIEW CASES & NOTES

LINK TBC and will be distributed via email closer to course start date.

HBR COURSEPACK PURCHASING INSTRUCTIONS

Access the HBR Coursepack by visiting the Coursepack Link: LINK TBC

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.

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.

WGB 603 CORPORATE FINANCIAL MANAGEMENT

FUNDAMENTALS OF CORPORATE FINANCE, 10th EDITION

Author(s): Brealey, Myers & Marcus

Publisher: McGraw-Hill

Copyright: ©2020

ISBN 13: 9781260013962

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.

MARKETING ELECTIVE(S):

MK 670 DM DIGITAL MARKETING

THE ART OF DIGITAL MARKETING

Author(s): Ian Dodson

Publisher: John Wiley & Sons Limited

Copyright: ©2016

ISBN 13: 9781119265726

ONLINE LINK: <https://www.nima.today/wp-content/uploads/2018/11/The-Art-Of-Digital-Marketing-Ian-Dodson.pdf>

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 ELECTIVE(S):

BU 699 BCS BUSINESS COMMUNICATION SKILLS

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.

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.



TEXTBOOKS

MANAGEMENT ELECTIVE(S) CONTINUED:

BU 677 BC&BD BLOCKCHAIN & BIG DATA/CRYPTOCURRENCIES

BLOCKCHAIN: A PRACTICAL GUIDE TO DEVELOPING BUSINESS, LAW, AND TECHNOLOGY SOLUTIONS, STUDENT EDITION

Author(s): Joseph J. Bambara, Paul R. Allen, Kedar Iyer, Rene Madsen & Solomon Lederer.

Publisher: McGraw-Hill

Copyright: ©2018

ISBN 13: 978-1260115871

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 IBS INTERNATIONAL BUSINESS STRATEGY

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 ELECTIVE(S):

FN 670 MERGERS & ACQUISITIONS

HARVARD BUSINESS REVIEW CASES & NOTES

<https://hbsp.harvard.edu/import/815641>

HBR COURSEPACK PURCHASING INSTRUCTIONS

Access the HBR Coursepack by visiting the Coursepack Link: <https://hbsp.harvard.edu/import/815641>

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.

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FN 668 PM PORTFOLIO MANAGEMENT

ESSENTIAL OF INVESTMENTS, 11TH EDITION

Author(s): Bodie, Kane, and Marcus

Publisher: McGraw-Hill

Copyright: ©2019

ISBN 13: 9781260013924

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.