

E-TEXTBOOKS WITH ADAPTIVE LEARNING FEATURES

1. WILEY

- i. WILEY's Smart/ adaptive learning textbooks are packaged as **WILEY PLUS** titles.
- ii. Wiley has provided a list of 98 textbook titles which are available as WileyPlus books. [See List in Annex 1]
- iii. The business model for Wiley Plus is as follows:

	Enterprise model	Limited license model
No. of licenses for WileyPLUS	unlimited	200
No. of WileyPLUS BFA titles (Business / Finance/Accountancy collection)	98	98
Access	Unlimited access to all BFA eBooks (on VitalSource) and WileyPLUS titles	200 licenses to any of the 98 BFA WileyPLUS titles
Subscription fee No. of licenses and payment to be agreed upfront. <u>No tiered licensing.</u>	Contact Wiley's sale representative directly to find out more.	

- iv. Out of the 98 titles available in Wiley Plus the following titles match what the library has in the Reserves. They are:
 - Intermediate accounting / Donald E. Kieso, Jerry J. Weygandt, Terry D. Warfield.(No Course attached)
 - Project Management, 9th Edition (OPIM313)
- v. Wiley's business mode requires an upfront commitment on the number of licenses to be purchased.
- vi. WileyPlus is available for trial
- vii. Other institutions which have adopted Wiley Plus texts include NUS and NTU

2. CENGAGE

- i. CENGAGE's Smart/ adaptive learning textbooks are packaged as **MindTap**
- ii. The business model for Cengage is as follows:
 - Title Specific Licenses (minimum access is 365 days upon activation per title)
 - Tiered licenses / institutional licenses can be worked out based on license per headcount. Flexible pricing structure.
- iii. Cengage has provided a list of textbook titles, which are available as MindTap adaptive learning books. They have 168 **titles** under the Business, Economics, Accountancy and Marketing Sub-Categories. These are listed in Annex 2.
- iv. Out of the 168 titles, the following 7 titles match what the library has in the Reserves. They are:

Title	Course Code
Poza/Daugherty, Family Business	MGMT222
Johnstone, et al., Auditing: A Risk-Based Approach (Mar 2018)	ACCT331
Albright/Winston, Business Analytics: Data Analysis and Decision Making, 6e	IS421
Ragsdale, Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Business Analytics, 8e	OPIM101, OPIM618
McEachern, ECON MACRO, 6e	ECON001
Hitt/Ireland/Hoskisson, Strategic Management Concepts	MGMT672
Gelinas/Dull/Wheeler's Accounting Information Systems	ACCT221

- v. NTU, NUS, SUSS & SUTD are using MindTap titles and it is either through institution purchase or adoption by individual lecturers.

3. MCGRAW-HILL EDUCATION

- i. McGraw Hill's adaptive textbooks are packaged as **McGraw-Hill Connect** titles.
- ii. Vendor has not responded yet, to request of their pricing structure.
- iii. CTE however, are familiar with McGraw Hill Connect and are already using this platform for some courses.
- iv. Other institutions which have adopted McGraw Hill Connect are NTU and Singapore Polytechnic.
- v. McGraw Hill has provided a list of 300 textbook titles pertaining to Business / Management / Marketing / Finance. The List is at **Annex 3**. The following 32 titles are being used in Course Reserves:

BU	Discipline	Author	Title	Course Code in Holdings
B&E	000741-OPERATIONS AND DECISION SCIENCES	BORDOLOI	Service Management: Operations, Strategy, Information Technology	OPIM311
B&E	000700-MANAGEMENT & OB	COLQUITT	Organizational Behavior: Improving Performance and Commitment in the Workplace	PSYC105
B&E	000762-ECONOMICS	FRANK	Principles of Economics	ECON001
B&E	000702-MARKETING	LEVY	Retailing Management	MKTG219
B&E	000700-MANAGEMENT & OB	MANNING	The Art of Leadership	
B&E	000700-MANAGEMENT & OB	MCSHANE	M: Organizational Behavior	OBHR101
B&E	000601-FINANCE	ROSS	Fundamentals of Corporate Finance	FNCE601 FNCE101
B&E	000700-MANAGEMENT & OB	ROTHAERMEL	Strategic Management: Concepts	MGMT602
B&E	000601-FINANCE	SAUNDERS	Financial Markets and Institutions	FNCE102
B&E	000723-ACCOUNTING	WILD	Financial Accounting: Information for Decisions	ACCT641
BEC	MARKETING	ARENS	M: Advertising	MKTG205
BEC	MARKETING	BELCH	Advertising and Promotion	MKTG227
BEC	FINANCE	BODIE	Investments	FNCE307
BEC	FINANCE	EUN	International Financial Management	ACCT112 CCT102 ACCT633 ACCT633
BEC	ACCOUNTING	GARRISON	Managerial Accounting	ACCT112 ACCT102 ACCT633
BEC	MANAGEMENT & OB	HARTMAN	Business Ethics	ACCT321
BEC	OPERATIONS AND DECISION SCIENCES	JACOBS	Operations and Supply Chain Management 15e	OPIM201
BEC	MANAGEMENT & OB	MCSHANE	Organizational Behavior	OBHR101

BEC	BUSINESS COMMUNICATIONS	RENTZ	Business Communication	COMM101
BEC	ACCOUNTING	REVSINE	Financial Reporting & Analysis	ACCT201
BEC	ACCOUNTING	WILLIAMS	Financial Accounting	ACCT111
BEC	ECONOMICS	DORNBUSCH	Macroeconomics	ECON603 FNCE6009
BEC	Management and Organization	LEWICKI	Essentials of Negotiation	OBHR222 OBHR617
BEC	Accounting	HILTON	Managerial Accounting	ACCT102
BEC	Accounting	WILD	Fundamental Accounting Principles	ACCT643 ACCT645 ACCT646
BEC	Finance	CECCHETTI	Money, Banking and Financial Markets	ECON210
BEC	Accounting	WILD	Financial Accounting: Information for Decisions	ACCT641
BEC	Management and Organization	COLQUITT	Organizational Behavior: Improving Performance and Commitment in the Workplace	PSYC105
BEC	Management and Organization	NOE	Employee Training and Development	OBHR204
BEC	Management and Organization	ROTHAERMEL	Strategic Management: Concepts	MGMT602
BEC	Marketing	ARENS	Contemporary Advertising	MKTG205

4. PEARSON

- i. Pearson’s adaptive textbooks are packaged as **MyLabs/Mastering**. MyLabs/Mastering is a homework and tutorial system which includes the eTextbook.
- ii. Their pricing structure is based on 1 license per book per student ie. \$43.00. Discounts and special pricing can be offered for institutional purchases for a class.
- iii. Pearson is open to arrange for trials for selected titles.
- iv. MyLab titles in Management, Business, Accountancy, Finance and Economics were scanned. About 20 titles in My Labs title lists match the libraries’ Reserve holdings. The titles are as follows:

Titles in MyLab	Course Code in Holdings
Strategic management and competitive advantage : concepts and cases / Jay B. Barney, The University of Utah, William S. Hesterly, The University of Utah.	MGMT102
International business : the new realities / S. Tamer Cavusgil, Gary Knight, John R. Riesenberger.	MGMT205
International business : the challenges of globalization / John J. Wild, University of Wisconsin, Madison, Kenneth	MGMT312
Principles of marketing / Philip Kotler, Gary Armstrong.	MKTG101
Integrated advertising, promotion, and marketing communications / Kenneth E. Clow, Donald Baack.	MKTG205
Marketing management / Philip Kotler, Kevin Lane Keller.	MKTG618
Principles of marketing / Philip Kotler, Gary Armstrong.	MKTG101
Principles of marketing : an Asian perspective / Philip Kotler ... [et. al].	MKTG101
Consumer behavior / Michael R. Solomon	MKTG102
Marketing : real people, real choices / Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart.	MKTG101
Operations management : sustainability and supply chain management / Jay Heizer, Barry Render.	OPIM201
Corporate finance / Jonathan Berk, Peter DeMarzo.	FNCE201
Macroeconomics / Andrew B. Abel, Ben S. Bernanke, Dean Croushore.	ECON656
Principles of economics / Karl E. Case, Wellesley College, Ray C. Fair, Yale University, Sharon M. Oster,	ECON631 ; ECON630
Principles of microeconomics / Karl E. Case, Wellesley College, Ray C. Fair	ECON630
Money, banking, and the financial system / R Glenn Hubbard, Anthony Patrick O'Brien.	ECON210
The economics of money, banking and financial markets / Frederic S. Mishkin.	FNCE6009
Economics / Michael Parkin.	ECON630; ECON631; ECON001;
Macroeconomics / Michael Parkin.	ECON631
Introduction to econometrics / James H. Stock, Mark W. Watson	FNCE6009

- v. The titles available in the following subject categories can be accessed via the links:
 - **Management:**
<https://www.pearsonmylabandmastering.com/global/mymanagementlab/lecturers/titles-available/index.php>

- **Marketing:**
<https://www.pearsonmylabandmastering.com/global/mymarketinglab/lecturers/titles-available/index.php>
- **Operations Management:**
<https://www.pearsonmylabandmastering.com/global/myomlab/lecturers/titles-available/index.php>
- **Finance:**
<https://www.pearsonmylabandmastering.com/global/myfinancelab/lecturers/titles-available/index.php>
- **Economics:**
<https://www.pearsonmylabandmastering.com/global/myeconlab/lecturers/titles-available/index.php>
- **Accounting:**
<https://www.pearsonmylabandmastering.com/global/myaccountinglab/lecturers/titles-available/index.php>

Annex 1
TextBook Titles Available in Wiley Plus

Subject	Author	Title	WP or WPLS Standalone ISBN	SMU Holdings
Accounting	Balakrishnan	Managerial Accounting, 2nd Edition	9781119017578	
Accounting	Birt	Accounting for Decision Making, 6th Edition	9780730345732	
Accounting	Carlton Kimmel	Accounting: Building Business Skill, 4th Edition (AUS)	9781118504918	
Accounting	Carlton Kimmel	Financial Accounting: Reporting, Analysis and Decision Making , 5th Edition (AUS)	9780730322054	
Accounting	Davis	Managerial Accounting, 3rd Edition	9781119234128	
Accounting	Eldenburger	Management Accounting, 3rd Edition	9780730326502	Lending
Accounting	Hoggett	Accounting, 9th Edition (AUS)	9780730318743	
Accounting	Hoggett	Financial Accounting, 10th Edition (AUS)	9780730359937	
Accounting	Jeter	Advanced Accounting, 6th Edition	9781118978672	Lending
Accounting	Jiambalvo	Managerial Accounting, 6th Edition	9781119158028	
Accounting	Jones	Management Accounting (UK)	9780470060124	
Accounting	Kieso	Intermediate Accounting: IFRS 2e	9781118462416	Lending
Accounting	Kieso	Intermediate Accounting, 16th Edition	9781119170785	Reserve
Accounting	Kieso	Fundamental of Intermediate Accounting, 1st Edition (AUS)	9780470817018	
Accounting	Kimmel	Accounting : Tools for Business Decision Makers, 6th Edition	9781118869956	Lending
Accounting	Kimmel	Financial Accounting, 8th Edition	9781118953860	Lending
Accounting	Kimmel	Survey of Accounting, 1st Edition	978111930640	
Accounting	Leo	Company Accounting, 10th Edition	9780730318729	
Accounting	Loftus	Financial Reporting, 2nd Edition		
Accounting	Pratt	Financial Accounting, 10th Edition	9781119306108	
Accounting	Warfield	Intermediate Accounting: Principles and Analysis, 2nd Edition	9780470276853	
Accounting	Weygandt	Principles of Financial Accounting, 3rd Edition (AUS)	9781118504925	
Accounting	Weygandt	Accounting Principles, 12th Edition	9781118969878	
Accounting	Weygandt	Financial Accounting IFRS, 3rd Edition	9781119153689	
Accounting	Weygandt	Financial Accounting, 10th Edition	9781119305798	Lending
Accounting	Weygandt	Managerial Accounting, 7th Edition	9781118680698	Lending
Accounting	Weygandt	Weygandt's Managerial Accounting, Global Edition	9781118680698	
Business	Boone	Contemporary Business, 17th Edition	9781119335061	Lending
Business	Boone	Essentials of Contemporary Business, 1st Edition	9781118267608	
Business	James	Business Law, 4th Edition	9780730344926	
Decision Sci	Meredith	Project Management, 9th Edition	9781119013891	Reserve

Decision Sci	Reid	Operations Management, 6th Edition	9781118952597	Lending
Decision Sci	Russell	Operations and Supply Chain Management, 9th Edition	9781119341567	
Economics	Besanko	Economics of Strategy, 7th Edition	9781119134077	Lending
Economics	Bradley	Essential Mathematics for Economics and Business, 4th Edition	9781118618226	Lending
Economics	Browning	Microeconomics: Theory & Applications, 12th Edition	9781119023760	
Economics	Samuelson	Managerial Economics, 8th Edition	9781119018698	
Economics	Stiglitz	Principles of Econometrics, 2e Australian	TBA	
Economics	Welch	Economics: Theory and Practice, 11th Edition	9781119225065	Ebook
Education	Flint	Literacy in Australia, 2nd Edition	TBA	
Education	Reys	Helping Children Learn Mathematics, 2nd Edition	TBA	
Finance	Bajtelsmit	Personal Finance: Skills For Life	9780470075371	
Finance	Bajtelsmit	Personal Finance, 1st Edition	9780470598269	
Finance	Booth	Corporate Finance	9780470445266	
Finance	Parrino	Fundamentals of Corporate Finance, 3rd Edition	9781118901595	
Finance	Parrino	Essentials of Corporate Finance, 1st Edition	9781118218129	
Finance	Parrino	Business Finance, 1st Edition	TBA	
Hospitality	Blocker	Culinary Math, 4th Edition	9781119195542	
Hospitality	Dopson	Food and Beverage Cost Control, 6th Edition	9781119024279	
Hospitality	Drummond	Nutrition for Foodservice and Culinary Professionals, 8th Edition	9781118517109	
Hospitality	Gisslen	Essentials of Professional Cooking 2nd Edition	9781119016793	
Hospitality	Gisslen	Professional Cooking 8th Edition	9781118558157	
Management	Bachrach	Management	9781119091493	
Management	Bolman	Reframing Organizations: Artistry, Choice, and Leadership, 5th Edition	9781119193852	Lending / Ebook
Management	DeCenzo	Fundamentals of Human Resource Management, 12th Edition	9781119158899	
Management	Dyer	Strategic Management: Concepts and Cases, 1st Edition	9780470939246	
Management	Hitt	Organizational Behavior, 4th Edition	9781119023814	Lending
Management	McDaniel	Marketing Research, 10th Edition	9781119024118	Lending
Management	McLoughlin	Marketing, 1st Edition	9781119046479	
Management	Neck	Management: A Balanced Approach to the 21st Century, 2nd Edition	9781119300502	
Management	Neubert	Organizational Behavior, 1st Edition	9781118776940	
Management	Schermerhorn	Exploring Management, 5th Edition	9781119140245	
Management	Schermerhorn	Management, 13th Edition	9781119003519	Lending
Management	Schermerhorn	Management, 6th Asia-Pacific Edition	9780730329527	lending
Management	Schermerhorn	Organizational Behavior, 12th Edition	9781118277133	Lending

Management	Sekaran	Research Methods for Business: A Skill Building Approach, 7th Edition	9781119251736	
Management	Stone	Human Resource Management, 9th Edition	TBA	Lending
Management	Uhl-Bien (Schermerhorn)	Introduction to Organizational Behavior, 13th Edition	9781118456330	
Management	Uhl-Bien	Organizational Behavior, 1st Edition	9781119091585	
Management	Wood	Organisational Behaviour: Core Concepts and Applications, 4th Edition	TBA	
Psychology	Carpenter	Visualizing Psychology, 3rd Edition	9781118492659	
Psychology	Comer	Psychology Around Us, 2nd Edition	9781118276426	
Psychology	Hauser-Cram	The Development of Children and Adolescents, 1st Edition	9781118715284	
Psychology	Huffman	Psychology in Action, 12th Edition	9781119364689	
Psychology	Huffman	Real World Psychology, 2nd Edition	9781119294993	
Psychology	Kowalski	PsychNote, 1st Edition	9781118994030	
Psychology	Kring	Abnormal Psychology, 13th Edition	9781118993576	Lending
Psychology	Kring	Abnormal Psychology, 14th Edition	9781119362340	Lending
Psychology	Matlin	Cognition, 9th Edition	9781119177715	Lending
Psychology	Moreno	Educational Psychology, 1st Edition	9780470540596	
Psychology	Nevid	Psych and Challenges of Life, 13th Edition	9781119178231	
Psychology	Sanderson	Social Psychology, 1st Edition	9780470595213	
Psychology	Sanderson	Psychology, 1st Edition	9781119169383	
Psychology	Tanner	Visualizing the Lifespan	9780470910412	
Statistics	Black	Applied Business Statistics, 7th Edition	9781118253984	
Statistics	Black	Business Statistics, 9th Edition	9781119334835	Lending
Statistics	Black	Australasian Business Statistics, 4th Edition (AUS)	9780730322337	Lending
Statistics	Freed	Understanding Business Statistics	9781118145203	
Statistics	Johnson	Statistics: Principles and Methods, 7th Edition	9781118617984	Lending
Statistics	Lock	Statistics: Unlocking the Power of Data, 2nd Edition	9781119163695	
Statistics	Mann	Mann's Introductory Statistics, Global Edition	9781119148364	
Statistics	Rossman	Workshop Stats Discovery w/Data, 4th Edition	9781118277126	
Statistics	Watkins	Statistics: From Data to Decision, 2nd Edition	9780470530450	

**Annex 2
CENGAGE MINDTAP TITLES**

Subjects	Title	SMU Holdings
ACCOUNTING	Albrecht, et al., Fraud Examination (June 2018)	
	Gelinas/Dull/Wheeler's Accounting Information Systems	Reserve
	Hall, Accounting Information Systems, 10e (Mar 2018)	
	Johnstone, et al., Auditing: A Risk-Based Approach (Mar 2018)	Reserve
	Wahlen/Baginski/Bradshaw's Financial Reporting, Financial Statement Analysis and Valuation	Lending
BUSINESS COMMUNICATION	Guffey/Loewy, Business Communication: Process & Product, 9e	
	Guffey/Loewy, Essentials of Business Communication, 10e	
	Guffey/Seefer, Business English, 12e	
	Newman, Business Communication: In Person, In Print, Online, 10e	
INTRO TO BUSINESS	Pride/Hughes/Kapoor, Business MindTap	
	Pride/Hughes/Kapoor, Business MindTap V2	
	Pride/Hughes/Kapoor, Foundations of Business, 5e	
BUSINESS	Carroll/Brown/Buchholtz, Business & Society: Ethics, Sustainability & Stakeholder Management, 10e	
	Ferrell/Fraedrich/Ferrell, Business Ethics: Ethical Decision Making & Cases, 12e (Feb 2018)	Lending
	Gaspar/Kolari/Hise/Bierman/Smith/Arreola-Risa, Introduction to Global Business, 2e	
	Peng, Global Business, 4e	Lending
	Poza/Daugherty, Family Business 5e	Reserve
	Ashcroft, Advantage Books: Law for Business, 19e	
	Beatty, Legal Environment, 6e	
	Beatty/Samuelsan, Advantage Book: Introduction to Business Law, 5e	Lending
	Beatty/Samuelsan, Business Law and the Legal Environment, Standard Edition, 7e	
	Clarkson/Miller/Cross, Business Law: Text and Cases, 13e	
	Cross/Miller, Legal Environment of Business, 10e	
	Mann, Essentials of Business Law and the Legal Environment, 12e	
	Mann/Roberts, Business Law and the Regulation of Business, 12e	
	Miller, Business Law Text and Cases - The First Course, 14e	
	Miller, Business Law: the First Course - Summarized Case Edition, 14e	
Miller, Business Law: Text & Cases - Commercial Law for Accountants, 14e		
Miller, Business Law: Text & Cases - An Accelerated Course, 14e		
Miller, Advantage Book: Business Law Today, The Essentials, 11e		

	Miller, Advantage Book: Essentials of The Legal Environment Today, 5e	
	Miller, Advantage Book: Fundamentals of Business Law Today, Summarized Cases, 10e	
	Miller, Business Law Today, Standard Edition, 11e	
	Miller, Business Law Today, Comprehensive Edition, 11e	
	Miller, The Legal Environment Today, 8e	
	Miller, The Legal Environment Today, Summarized Case Edition, 8e	
	Miller/Hollowell, Advantage Book: Business Law, Text and Exercise, 8e	
	Twomey/Jennings, Business Law: Principles for Today's Commercial Environment, 5e	
	Twomey/Jennings, Anderson's Business Law and the Legal Environment: Comprehensive Edition, 23e	
	Twomey/Jennings, Anderson's Business Law and the Legal Environment: Standard Edition, 23e	
BUSINESS, STATISTICS AND ANALYSIS	Albright/Winston, Business Analytics: Data Analysis and Decision Making, 6e	Reserve
	Anderson/Sweeney/Williams, Modern Business Statistics with Microsoft Excel, 6e	
	Anderson/Sweeney/Williams, Essentials of Modern Business Statistics with Microsoft Excel, 7e	
	Anderson/Sweeney/Williams/Camm, Essentials of Statistics for Business & Economics, 8e	
	Anderson/Sweeney/Williams/Camm/Cochran, Statistics For Business & Economics, Revised, 13e	
	Camm, Essentials of Business Analytics, 2e	
	Camm/Cochran/Fry/Ohlmann, Business Analytics, 3e (March 2018)	
	Ragsdale, Spreadsheet Modeling & Decision Analysis: A Practical Introduction to Business Analytics, 8e	Reserve
DECISION SCIENCE / OPERATIONS MANAGEMENT	Collier/Evans, Operation and Supply Chain Management, 1e	
	Gido/Clements/Baker, Successful Project Management, 7e	
	Kloppenborg, Contemporary Project Management, 4e	
	Winston/Albright, Practical Management Science, 6e	
	Wisner/Tan/Leong, Principles of Supply Chain Management, 5e	
ECONOMICS	Arnold, Economics, 13e	
	Arnold, Macroeconomics, 13e	
	Arnold, Microeconomics, 13e	
	Baumol/Blinder, Economics: Principles & Policy, 13e	
	Baumol/Blinder, Macroeconomics: Principles & Policy, 13e	
	Baumol/Blinder, Microeconomics: Principles & Policy, 13e	
	Boyes/Melvin, Economics, 10e	

	Boyes/Melvin, Macroeconomics, 10e	
	Boyes/Melvin, Microeconomics, 10e	
	Brandl, Money, Banking, Financial Markets and Institutions, 1e	
	Carbaugh, International Economics, 16e	
	Froeb, Managerial Economics, 5e	
	Gwartney/Stroup/Sobel/Macpherson, Economics: Private & Public Choice, 16e	
	Gwartney/Stroup/Sobel/Macpherson, Macroeconomics: Private & Public Choice, 16e	
	Gwartney/Stroup/Sobel/Macpherson, Microeconomics: Private & Public Choice, 16e	
	Hall/Lieberman, Economics: Principles and Applications, 6e	
	Hall/Lieberman, Macroeconomics: Principles and Applications, 6e	
	Hall/Lieberman, Microeconomics: Principles and Applications, 6e	
	Henderson, Health Economics and Policy, 7e	
	Mankiw, Brief Principles of Macroeconomics, 8e	
	Mankiw, Essentials of Economics, 8e	
	Mankiw, Principles of Economics, 8e	
	Mankiw, Principles of Macroeconomics, 8e	
	Mankiw, Principles of Microeconomics, 8e	
	McEachern, Contemporary Economics, 4e	
	McEachern, ECON MACRO, 6e (Feb 2018)	Reserve
	McEachern, ECON MICRO, 6e (Feb 2018)	
	McEachern, Economics: A Contemporary Introduction, 11e	
	McEachern, Macroeconomics: A Contemporary Introduction, 11e	
	McEachern, Microeconomics: A Contemporary Introduction, 11e	
	McGuigan/Moyer/Harris, Managerial Economics: Applications, Strategies and Tactics, 14e	
	MindTap for Economics: A Discovery Approach, 1-term	
	MindTap for Economics: A Discovery Approach, 2-term	
	MindTap for Macroeconomics: A Discovery Approach,	
	MindTap for Microeconomics: A Discovery Approach	
	Nechyba, Microeconomics : An Intuitive Approach, 2e	
	Nechyba, Microeconomics : An Intuitive Approach with Calculus, 2e	
	Nicholson/Snyder, Microeconomic Theory: Basic Principles & Extensions, 12e	
	Sexton, Exploring Economics, 7e	
	Sexton, Exploring Macroeconomics, 7e	
	Sexton, Exploring Microeconomics, 7e	
	Tucker, Economics For Today, 9e	
	Tucker, Macroeconomics For Today, 9e	
	Tucker, Microeconomics For Today, 9e	

	Tucker, Survey of Economics, 9e	
	Walton/Rockoff, History of the American Economy, 13e	
	Wooldridge, Introductory Econometrics: A Modern Approach, 6e	
FINANCE	Besley/Brigham, CFIN6 (Feb 2018)	
	Billingsely/Gitman/Joehnk, Personal Financial Planning, 14e V2 (Feb 2018)	
	Brigham/Daves, Intermediate Financial Management, 13e (Feb 2018)	
	Brigham/Ehrhardt, Financial Management: Theory and Practice, 15e V2 (Feb 2018)	
	Brigham/Houston, Fundamentals of Financial Management, 15e (Feb 2018)	
	Brigham/Houston, Fundamentals of Financial Management: Concise Edition, 9e V2 (Feb 2018)	
	Ehrhardt/Brigham, Corporate Finance, 6e V2 (Feb 2018)	
	Garman, Personal Finance, 13e V2 (Feb 2018)	
	Gitman/Joehnk/Billingsley, Personal Financial Planning, 14e	
	Madura, Financial Markets and Institutions, 12e	
	Madura, International Financial Management, 13e	
	Mayo, Basic Finance: An Introduction to Financial Institutions, Investments and Management, 12e (Feb 2018)	
	Moyer/Mcguigan/Rao, Contemporary Financial Management, 14e V2 (Feb 2018)	
	Reilly/Brown/Leeds, Investment Analysis and Portfolio Management, 11e (March 2018)	
MANAGEMENT	Daft, Management, 13e	
	Daft/Marcic, Understanding Management, 10e V2	
	DeNisi/Griffin, HR4	
	Griffin, Fundamentals of Management, 9e	
	Griffin, Management, 12e	
	Griffin/Phillips/Gully, Organizational Behavior: Managing People and Organizations, 12e V2	
	Gulati/Mayo/Nohria, Management, 2e V2	
	Hill/Jones/Schilling, Strategic Management: Theory – An Integrated Approach, 12e	
	Hill/Jones/Schilling, Strategic Management: Theory & Cases – An Integrated Approach, 12e V2	
	Hitt/Ireland/Hoskisson, Strategic Management Concepts, 12e	Reserve
	Hitt/Ireland/Hoskisson, Strategic Management Concepts and Cases, 12e V2	
	Longenecker/Petty/Palich/Hoy, Small Business Management, 18e	
	Longenecker/Petty/Palich/Hoy, Small Business Management, 18e with LivePlan	
	Mathis/Jackson, Human Resource Management, 15e V2	
	Nelson/Quick, ORGB6	

	Peng, GLOBAL4	
	Snell/Bohlander, Managing Human Resources, 18e	
	Williams, Effective Management, 7e	
	Williams, MGMT11	
	Bell, Diversity in Organizations, 3e	
	Cullen, Multinational Management, 7e	
	Cummings/Worley, Organization Development & Change, 11e (May 2018)	
	Daft, The Leadership Experience, 7e	
	DuBrin, Leadership, 8e	
	Kuratko, Entrepreneurship: Theory, Process, and Practice, 10e	
	Kuratko, Entrepreneurship: Theory, Process, and Practice, 10e with LivePlan	
	Leonard, Supervision: Concepts and Practices of Management, 13e	
	Mello, Strategic Human Resource Management, 5e (Feb 2018)	
	Mosley, Supervisory Management, 10e (Feb 2018)	
	Peng, Global Strategy, 4e	
	Reece/Reece, Effective Human Relations: Interpersonal and Organizational Applications, 13e	
	Werner/DeSimone, Human Resource Development, 7e	
	White/Bruton, The Management of Technology and Innovation, 3e	
MARKETING	Boone/Kurtz, Contemporary Marketing, 17e	
	Boone/Kurtz, Contemporary Marketing, 17e V2	
	Pride/Ferrell, Foundations of Marketing, 7e	
	Pride/Ferrell, Marketing 2018, 19e	
	Andrews/Shimp, Advertising, Promotions and Other Aspects of Integrated Marketing Communication, 10e	
	Babin, Essentials of Market Research, 7e (Sep 2018)	
	Churchill/Brown/Suter, Basic Marketing Research, 9e	
	Dunne/Lusch/Carver, Retailing, 8e	
	Ferrell/Hartline, Marketing Strategy: Text and Cases, 7e	
	Hoffman/Bateson, Services Marketing: Concepts, Strategies, & Cases, 5e	
	Hoyer/MacInnis/Pieters/Close-Scheinbaum, Consumer Behavior, 7e	
	Hutt/Speh, Business Marketing Management B2B, 12e	
	Iacobucci, Marketing Management 5e	
	O'Guinn/Allen/Semenik/Close-Scheinbaum, Advertising and Integrated Brand Promotion, 8e (March 2018)	
	Roberts/Zahay, Internet Marketing 4e	

**Annex 3
MCGRAW HILL CONNECT**

BU	Discipline	Author	Title	Ed
HSSL	000426-COMMUNICATION	ADLER	Communicating at Work	12
HSSL	000426-COMMUNICATION	CHILD	Experience Communication	2
HSSL	000426-COMMUNICATION	FLOYD	Public Speaking Matters	2
HSSL	000426-COMMUNICATION	GALANES	Effective Group Discussion: Theory and Practice	15
HSSL	000426-COMMUNICATION	GRIFFIN	A First Look at Communication Theory	10
HSSL	000426-COMMUNICATION	KEYTON	Communication Research: Asking Questions, Finding Answers	5
HSSL	000512-PSYCHOLOGY	FEIST	Psychology: Perspectives and Connections	4
HSSL	000512-PSYCHOLOGY	SANTROCK	Children	14
B&E	000601-FINANCE	CORNETT	M: Finance	4
B&E	000601-FINANCE	HIGGINS	Analysis for Financial Management	12
B&E	000601-FINANCE	KAPOOR	Focus on Personal Finance	6
B&E	000601-FINANCE	ROSS	Fundamentals of Corporate Finance	12
B&E	000601-FINANCE	SAUNDERS	Financial Markets and Institutions	7
B&E	000700-MANAGEMENT & OB	BAMFORD	ENTREPRENEURSHIP: The Art, Science, and Process for Success	3
B&E	000700-MANAGEMENT & OB	BATEMAN	Management: Leading & Collaborating in a Competitive World	13
B&E	000700-MANAGEMENT & OB	CASCIO	Managing Human Resources	11
B&E	000700-MANAGEMENT & OB	CERTO	Supervision: Concepts and Skill-Building	10
B&E	000700-MANAGEMENT & OB	COLQUITT	Organizational Behavior: Improving Performance and Commitment in the Workplace	6
B&E	000700-MANAGEMENT & OB	DE JANASZ	Interpersonal Skills in Organizations	6
B&E	000700-MANAGEMENT & OB	DESS	Strategic Management: Text and Cases	9
B&E	000700-MANAGEMENT & OB	DESS	Strategic Management: Creating Competitive Advantages	9
B&E	000700-MANAGEMENT & OB	GAMBLE	Essentials of Strategic Management: The Quest for Competitive Advantage	6
B&E	000700-MANAGEMENT & OB	HILL	International Business: Competing in the Global Marketplace	12
B&E	000700-MANAGEMENT & OB	HUGHES	Leadership: Enhancing the Lessons of Experience	9

B&E	000700-MANAGEMENT & OB	JONES	Essentials of Contemporary Management	8
B&E	000700-MANAGEMENT & OB	MANNING	The Art of Leadership	6
B&E	000700-MANAGEMENT & OB	MCSHANE	M: Organizational Behavior	4
B&E	000700-MANAGEMENT & OB	NOE	Human Resource Management	11
B&E	000700-MANAGEMENT & OB	ROTHAERMEL	Strategic Management: Concepts	4
B&E	000702-MARKETING	CASTLEBERRY	Selling: Building Partnerships	10
B&E	000702-MARKETING	GREWAL	M: Marketing	6
B&E	000702-MARKETING	KERIN	Marketing	14
B&E	000702-MARKETING	LEVY	Retailing Management	10
B&E	000702-MARKETING	LUCAS	Customer Service Skills for Success	7
B&E	000702-MARKETING	LUSSIER	Human Relations in Organizations: Applications and Skill Building	11
B&E	000702-MARKETING	MARSHALL	Marketing Management	3
B&E	000702-MARKETING	PERREAULT	Essentials of Marketing	16
HSSL	000713-SOCIOLOGY	BURN	Women Across Cultures: A Global Perspective	4
HSSL	000713-SOCIOLOGY	LAUER	Social Problems and the Quality of Life	14
HSSL	000713-SOCIOLOGY	LAWHEAD	The Philosophical Journey: An Interactive Approach	7
HSSL	000713-SOCIOLOGY	OLSON	Marriages and Families: Intimacy, Diversity, and Strengths	9
HSSL	000713-SOCIOLOGY	SCHAEFER	Sociology Matters	7
B&E	000723-ACCOUNTING	BLOCHER	Cost Management: A Strategic Emphasis	8
B&E	000723-ACCOUNTING	BREWER	Introduction to Managerial Accounting	8
B&E	000723-ACCOUNTING	CHRISTENSEN	Advanced Financial Accounting	12
B&E	000723-ACCOUNTING	EDMONDS	Introductory Financial Accounting for Business	1
B&E	000723-ACCOUNTING	EDMONDS	Fundamental Financial Accounting Concepts	10
B&E	000723-ACCOUNTING	JONES	Principles of Taxation for Business and Investment Planning 2019 Edition	22
B&E	000723-ACCOUNTING	KAY	Computer Accounting with QuickBooks 2018	18
B&E	000723-ACCOUNTING	PHILLIPS	Fundamentals of Financial Accounting	6
B&E	000723-ACCOUNTING	RECK	Accounting for Governmental & Nonprofit Entities	18
B&E	000723-ACCOUNTING	RICHARDSON	Data Analytics for Accounting	1
B&E	000723-ACCOUNTING	SPIKER	McGraw-Hill's Taxation of Individuals and Business Entities 2019 Edition	10
B&E	000723-ACCOUNTING	WHITTINGTO	Principles of Auditing & Other Assurance Services	21
B&E	000723-ACCOUNTING	WILD	Financial Accounting: Information for Decisions	9

B&E	000741-OPERATIONS AND DECISION SCIENCES	BORDOLOI	Service Management: Operations, Strategy, Information Technology	9
B&E	000741-OPERATIONS AND DECISION SCIENCES	HILLIER	Introduction to Management Science: A Modeling and Case Studies Approach with Spreadsheets	6
B&E	000742-BUSINESS COMMUNICATIONS	CAMP	College English and Business Communication	11
B&E	000743-BUSINESS LAW	BENNETT-AL	Employment Law for Business	9
B&E	000743-BUSINESS LAW	LANGVARDT	Business Law	17
B&E	000743-BUSINESS LAW	LIUZZO	Essentials of Business Law	10
B&E	000743-BUSINESS LAW	PAGNATTARO	The Legal and Regulatory Environment of Business	18
B&E	000744-BUSINESS MATH	SLATER	Math for Business and Finance: An Algebraic Approach	2
B&E	000746-REAL ESTATE	BRUEGGEMAN	Real Estate Finance & Investments	16
B&E	000747-BUSINESS CAREERS	LAMBERTON	Human Relations	6
B&E	000748-INTRO TO BUSINESS	FERRELL	M: Business	6
B&E	000748-INTRO TO BUSINESS	NICKELS	Understanding Business	12
B&E	000750-MANAGEMENT INFO SYSTEMS	BALTZAN	Business Driven Information Systems	6
HSSL	000756-HUMANITIES	JACOBUS	Humanities through the Arts	10
B&E	000762-ECONOMICS	BRUE	Essentials of Economics	4
B&E	000762-ECONOMICS	FRANK	Principles of Economics	7
B&E	000762-ECONOMICS	FRANK	Principles of Macroeconomics	7
B&E	000762-ECONOMICS	FRANK	Principles of Microeconomics	7
B&E	000762-ECONOMICS	PRINCE	Predictive Analytics for Business Strategy	1
B&E	000762-ECONOMICS	SCHILLER	The Economy Today	15
B&E	000762-ECONOMICS	SCHILLER	The Macro Economy Today	15
B&E	000762-ECONOMICS	SCHILLER	The Micro Economy Today	15
B&E	000812-BUSINESS STATISTICS	DOANE	Applied Statistics in Business and Economics	6
B&E	000812-BUSINESS STATISTICS	JAGGIA	Business Statistics: Communicating with Numbers	3
B&E	000812-BUSINESS STATISTICS	KEATING	Forecasting and Predictive Analytics with Forecast X (TM)	7
B&E	000812-BUSINESS STATISTICS	LIND	Basic Statistics for Business and Economics	9
BEC	ACCOUNTING	COPLEY	Essentials of Accounting for Governmental and Not-for-Profit Organizations	13
BEC	ACCOUNTING	EDMONDS	Survey of Accounting	5
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BEC	ACCOUNTING	WILD	Financial and Managerial Accounting	7
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BEC	ACCOUNTING	SPIKER	McGraw-Hill's Taxation of Individuals and Business Entities 2017 Edition, 8e	8
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BEC	MARKETING	KERIN	Marketing	7
BEC	MARKETING	ZEITHAML	Marketing	7
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HSSL	PSYCHOLOGY	DESPELDER	The Last Dance: Encountering Death and Dying	10
HSSL	PSYCHOLOGY	MILLER	Intimate Relationships	7
HSSL	PSYCHOLOGY	MYERS	Exploring Social Psychology	7
HSSL	PSYCHOLOGY	SHAUGHNESSY	Research Methods in Psychology	10
HSSL	PSYCHOLOGY	TAYLOR	Health Psychology	9
HSSL	PSYCHOLOGY	BORDENS	Research Design and Methods: A Process Approach	9
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HSSL	PSYCHOLOGY	LARSEN	Personality Psychology: Domains of Knowledge About Human Nature	5
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HSSL	SOCIOLOGY	QUADAGNO	Aging and The Life Course: An Introduction to Social Gerontology	6
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