


**List of Coursebooks - Bachelor's Degree Programme - 4<sup>th</sup> Semester  
Faculty of Business and Communication, Department of Business  
Administration - Marketing Concentration 2019/2020**

	<b>Subject</b>	<b>Book</b>	<b>Price</b>	<b>Notes</b>
	Product & Brand Management	Strategic brand management, 5e Keller Pearson ISBN 9781292314969	Rp. 600.000	Adopted since March 2011
	Business Development	Entrepreneurship: theory, process, and practice, 10e Kuratko Cengage ISBN 9781305576247	Continued from previous semester	Adopted since October 2016
	Corporate Finance	Fundamentals of corporate finance, 2e Ross McGraw-Hill ISBN 9789814595049	Continued from previous semester	Adopted since September 2015
	International Business	International business: the challenge of global competition, 13e Ball McGrawHill ISBN 9780077140878	Rp. 540,000	Adopted since September 2015
	Consumer Behavior	Consumer behavior, 12e Solomon Pearson ISBN 9781292153100	Rp. 490,000	Adopted since September 2015
	Pancasila & Civic	Handout		
	Professional English 1	Handout		Adopted since 2019

	<p>German Language and Culture 3</p>	<p>Berliner platz 1. Neu Lehr- und Arbeitsbuch. Mit 2 CD's Lemcke Langenscheidt ISBN 9783468472015</p>	<p>Continued from previous semester</p>	<p>Adopted since March 2010</p>
<p><b>Total</b></p>			<p><b>Rp. 1,630,000,-</b></p>	