

List of Coursebooks – Bachelor's Degree Programme - 5th Semester Faculty of Business Administration & Communication, Department of Business Administration – Concentration of International Business and Marketing – 2020/2021

	Subject	Book	Price	Notes
	Strategic Marketing	Strategic marketing, 10e Cravens McGraw-Hill ISBN 9780071326230	Rp. 430,000	Adopted since April 2016
	Customer Relationship Management	Customer relationship management : concepts and technologies, 4e Buttle Butterworth-Heinemann ISBN 9781138498259	Available on demand	Adopted since April 2016
	Entrepreneurship Venture	Introduction to entrepreneurship, 8e Kuratko Cengage ISBN 9780324590869	Continued from previous semester	Adopted since April 2016
	E-Marketing [Elective Course]	E-marketing, 7e Strauss Pearson ISBN 9781292000411	Available on demand	Adopted since April 2011
	Business Simulation	Handout		Used since April 2017
	Professional English 2	Handout		
	German Language & Culture 4	Berliner Platz 2 Neu : Deutsch im Alltag / Lehrund Arbeitsbuch CD's Lemcke Langenscheidt ISBN 9783126060394	Rp. 320,000	Adopted since February 2014
Total			Rp. 750,000,-	