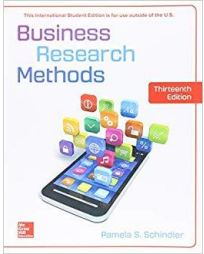
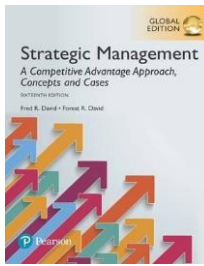
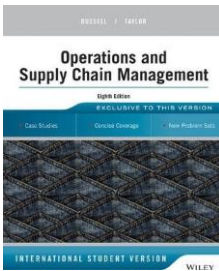
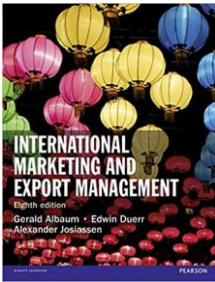
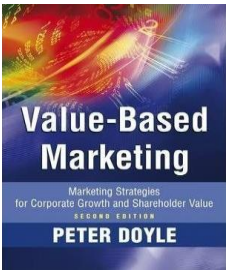
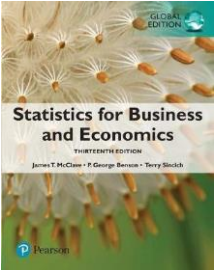


**List of Coursebooks – Bachelor's Degree Programme - 7<sup>th</sup> Semester  
Faculty of Business Administration & Communication, Department of Business  
Administration – Concentration of International Business and  
Marketing – 2020/2021**

	<b>Subject</b>	<b>Book</b>	<b>Price</b>	<b>Notes</b>
	Research Methodology	Business research methods, 13e Cooper McGraw-Hill ISBN 9781260091861	Rp. 520,000	Adopted since July 2010
	Strategic Management	Strategic management: concepts and cases, 16e David Pearson ISBN 9781292148496	Rp. 610,000	Adopted since September 2014
	Supply Chain Management	Operation and supply chain management, 8e Russell John Wiley ISBN 9781118808900	Continued from previous semester	Adopted since April 2017
	Export and Import <b>[Elective Course]</b>	International marketing and export management, 8e Albaum Pearson ISBN 9781292016924	Available on demand	Adopted since April 2017

	<p>Value Based Management <b>[Elective Course]</b></p>	<p>Value-based marketing; marketing strategies for corporate growth and shareholder value, 2e Doyle John Wiley ISBN 9780470773147 <b>[E-Book]</b></p>	<p>Available on demand</p>	<p>Adopted since April 2017</p>
	<p>Business Statistics</p>	<p>Statistics for business and economics, 13e McClave Pearson ISBN 9781292227085</p>	<p>Available on demand</p>	<p>Adopted since April 2017</p>
	<p>Business Law <b>[Elective Course]</b></p>	<p>Module</p>		
	<p>English 5</p>	<p>Handout</p>		
<p><b>Total</b></p>			<p><b>Rp. 1,130,000,-</b></p>	