

List of Coursebooks – Bachelor's Degree Programme - 5th Semester Faculty of Business Administration & Communication, Department of Business Administration – Concentration of International Business and Marketing – 2021/2022

	Subject	Book	Price	Notes
	Strategic Marketing	Strategic marketing, 10e Cravens McGraw-Hill ISBN 9780071326230	Rp. 526.500	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	Entrepreneurship: theory, process, and practice, 10e Kuratko Cengage ISBN 9781305576247	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 9783126060691	AOD	Adopted since February 2014
Total			Rp. 526.500,-	



SWISS GERMAN UNIVERSITY

File:

QF 20.01/Rev. 0

Swiss German University
The Prominence Tower
Jalan Jalur Sutera Barat No.15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

Tel. +62 21 2977 9596/9597
Fax. +62 21 2977 9598
marketing@sgu.ac.id
www.sgu.ac.id