

SWISS GERMAN UNIVERSITY

List of Coursebooks – Bachelor's Degree Programme - 7th Semester Faculty of Business Administration & Communication, Department of Business Administration – Concentration of International Business and Marketing – 2021/2022

	Subject	Book	Price	Notes
Posterior de de de Calente Service de	Research Methodology	Business research methods, 13e Schindler McGraw-Hill ISBN 9781260091861	Rp. 526.500	Adopted since july 2010
Strategic Management A Competitive Advances Approach, Concepts and Gues sortion store. Traf. Sued-Trans B Dard	Strategic Management	Strategic management: concepts and cases, 16e David Pearson ISBN 9781292148496	Available on demand	Adopted since September 2014
Operations and Supply Chain Management Supply	Supply Chain Management	Operation and supply chain management, 8e Russell John Wiley ISBN 9781118808900	Continued from previous semester	Adopted since April 2017
INTERNATIONAL MARKETING AND EXPORT MANAGEMENT Fight action Gerald Album - Edwin Duer Aloxander Josinssen		International marketing and export management, 8e Albaum Pearson ISBN 9781292016924	Available on demand	Adopted since April 2017

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Value-Based Marketing Marketing Strategies for Corporate Growth and Shareholder Value SEESS STITES PETER DOYLE	Value Based Management [Elective Course]	Value-based marketing; marketing strategies for corporate growth and shareholder value, 2e Doyle John Wiley ISBN 9780470773147 [E-Book]	Available on demand	Adopted since April 2017
Statistics for Business and Economics Truttrent torics Powr Frictions of George Boston - Tory Stocks	Business Statistics	Statistics for business and economics, 13e McClave Pearson ISBN 9781292227085	Rp. 621.000	Adopted since April 2017
	Business Law [Elective Course]	Module		
	English 5	Handout		
Total			Rp. 1.147.500.,-	

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