

**BUSINESS ADMINISTRATION - OPEN  
2018-19**

***TEXTBOOK LIST***

**"Elective" Courses Offered On-Site in Fall Semester**

<b>Title</b>	<b>ISBN</b>	<b>Price</b>	<b>Tax</b>	<b>Total</b>	<b>Course #</b>
Personal Finance, 7e with Connect Card ** (McGraw-Hill)	9781259854217	\$140.95	\$7.05	\$148.00	FINA 1311
Canadian Advertising in Action, 11e ** (Pearson)	978-0-13-422884-6	\$145.00	\$7.25	\$152.25	MKTG 3040
Basic Marketing Research, 9e, Loose Leaf ** (Pearson)	978-1337744553	\$99.95	\$5.00	\$104.95	MKTG 3111
Focus Groups: A Practical Guide for Applied Research, 5e (Nelson)	978-1-4833-6524-4	\$93.95	\$4.70	\$98.65	MKTG 3111
SELL, 2nd Cdn. Edition with MindTap (Nelson)	978-0-17-662210-7	\$97.95	\$4.90	\$102.85	MKTG 2015
New Perspectives on MS Excel 2016, 1e Comprehensive (Nelson)	1305880404	\$79.95	\$4.00	\$83.95	COMP 3111
Using Sage 50, 2018 version with Text Enrichment Site - Access Card ** (Pearson)	978-0-13-522116-7	\$159.95	\$8.00	\$167.95	ACTG 2010

**\*\* New Edition**

**NOTE:** No Book for Community Learning and Leadership (BUSI 2010)

A full refund is available on all textbooks within 10 business days of purchase provided the texts are in original condition, original packaging and accompanied with proof of purchase.

**PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE**