

LIST OF TEXT BOOK

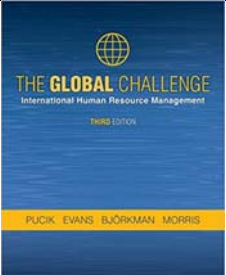

Faculty Business and Social Sciences

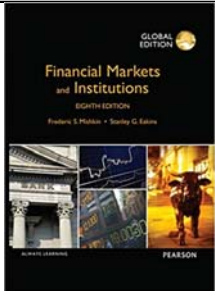
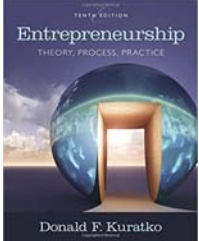
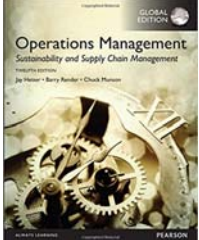

Date/Rev. 31 June 2017/02/SuH

Study Program International Business Administration - FINANCE

Academic Year 2017-2018

For Semester 5

No	Book Cover	Subject	Book Title	Edition	Author	Publisher	ISBN	Price (IDR)
1		English 5	Handout					0
10		International Human Resources Management	The Global Challenge: International Human Resources Management	3rd	Pucik, Evans & Bjorkman	McGraw Hill	9780983332497	1,859,000
2		German Language 5	Studio D A2: Deutsch als Fremdsprache		Niemann	Katalis	9789798060670	330,000

No	Book Cover	Subject	Book Title	Edition	Author	Publisher	ISBN	Price (IDR)
3		Money & Capital Market	Financial Markets and Institutions	8th	Mishkin & Eakins	Pearson	9781292060484	456,000
8		Entrepreneurship	Entrepreneurship: Theory, Process & Practice	10th	Kuratko	Cengage Learning	9781305576247	402,000
9		Operation Management	Sustainability and Supply Chain Management		Render, Munson, Heizer	Pearson	9781292148632	456,000
11		International Marketing	International Marketing	16th	Cateora, Graham & Gilly	McGraw Hill	9780077842161	379,000
Total Price (IDR)								3,882,000

LIST OF TEXT BOOK

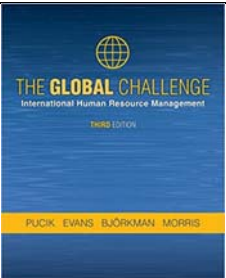

Faculty Business and Social Sciences



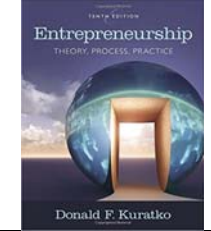
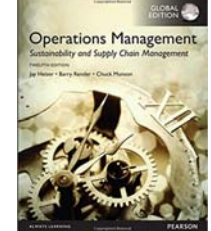
Date/Rev. 21 June 2017/02/SuH

Study Program International Business Administration - MARKETING

Academic Year 2017-2018

For Semester 5

No	Book Cover	Subject	Book Title	Edition	Author	Publisher	ISBN	Price (IDR)
1		English 5	Handout					0
4		International Human Resources Management	The Global Challenge: International Human Resources Management	3rd	Pucik, Evans & Bjorkman	McGraw Hill	9780983332497	1,859,000
2		German Language 5	Studio D A2: Deutsch als Fremdsprache		Niemann	Katalis	9789798060670	330,000

No	Book Cover	Subject	Book Title	Edition	Author	Publisher	ISBN	Price (IDR)
3		Marketing Research	Marketing Research	10th	Berman & Evans	Wiley	9781118808849	475,000
5		International Marketing	International Marketing	16th	Cateora, Graham & Gilly	McGraw Hill	9780077842161	379000
6		1. Entrepreneurship 2. Project in Entrepreneurship	Entrepreneurship: Theory, Process & Practice	10th	Kuratko	Cengage Learning	9781305576247	402,000
7		Operation Management	Sustainability and Supply Chain Management		Render, Munson, Heizer	Pearson	9781292148632	456,000
8		Ethics & Religious Philosophy	Handout					0
Total Price (IDR)								2,042,000