MBA Pre-Assignments - Quarter 1 - Summer 2010

MBA 511 EBGC  ACCOUNTING FOR MANAGERS  Professor Gilfillan
~ Read Chapter 1 & 2 of textbook
~ Complete problem #2 (P2) & #3 (P3) in Chapter 1
~ Text: “Financial & Managerial Accounting” Needles/Powers/Crosson
~ Houghton Mifflin - 2008 - 8th edition

MBA 514 SA  INTERNATIONAL ECONOMICS  Professor Kraniou
~ Read Chapters 1 & 2 prior to the 1st class

MBA 538 EAPP  ADVERTISING  Professor Beal
~ Read Chapters 1-4 of textbook

MBA 538 EBPQ  ADVERTISING  Professor Beal
~ Read Chapters 1-4 of textbook

MBA 538 SA  ADVERTISING  Professor Stachel
~ Read Chapter 1
~ Read the Chapter titled: Marketing & Advertising Planning
~ Read the Chapter titled: Research & Gathering Information

MBA 538 SB  ADVERTISING  Professor Jameson
~ Read Chapters 1 & 2 of text

MBA 541 SA  CULTURES OF INTERNATIONAL BUSINESS  Professor Sidky
~ Read the introduction and Chapter 1 of all required books

MBA 551 SA  APPLIED SAE MARKETING  Professor Tanzilli
~ Read the book "Winning with integrity"
~ Author: Leigh Steinberg

MBA 551 SA  APPLIED SAE FINANCE  Professor Gigante
~ Read Chapters 8, 9, & 10
~ "A Textbook of Cultural Economics"

MBA 570 EAPS  GLOBAL ENVIRONMENT OF BUSINESS  Professor Sidky
~ Read the introduction and Chapter 1 of all required books

MBA 570 SAPY  GLOBAL ENVIRONMENT OF BUSINESS  Professor Townsend
~ Please check back May 3rd for updated pre-assignment
MBA Pre-Assignments - Quarter 1 - Summer 2010

MBA 572 EAPS  MARKETING
~ NO PRE-ASSIGNMENT  Professor Nogueira

MBA 578 EAUS  MANAGERIAL ECONOMICS
~ Read Chapters 1 & 2 prior to the 1st class  Professor France

MBA 579 SA  HEALTH ECONOMICS
~ NO PRE-ASSIGNMENT  Professor Maharaja

MBA 580 SA  MANAGEMENT OF INFORMATION SYSTEMS
~ Please check back May 3rd for updated pre-assignment  Professor Goreva

MBA 581 SA  DEVELOPMENT OF SUPPORT NETWORKS
~ Please check your Point Park email address for updated pre-assignment  Professor Jackendoff

MBA 583 SA  FINANCIAL MANAGEMENT OF HEALTH CARE
~ NO PRE-ASSIGNMENT  Professor Mannella

MBA 595 EAPP  SPECIAL TOPICS IN MANAGEMENT
~ NO PRE-ASSIGNMENT  Professor Breslove

MBA 595 EBPQ  SPECIAL TOPICS IN MANAGEMENT
~ NO PRE-ASSIGNMENT  Professor Breslove

MBA 595 SA  SPECIAL TOPICS IN MANAGEMENT
~ NO PRE-ASSIGNMENT  Professor Breslove

MBA 595 SB  SPECIAL TOPICS IN MANAGEMENT
~ NO PRE-ASSIGNMENT  Professor Breslove