

Resource Library Suggestions for High School of Business™ Courses

Resources

Every course in the High School of Business™ program requires students to complete a significant amount of independent research. That research may be conducted using a variety of sources. Many of these resources have been identified in advance for every Performance Indicator (competency) in a course. They are listed by type (website, textbook, LAP, other) in each course guide (see Section 5, Planning Guide Sheets).

It is suggested that each school compile a resource library for classroom use. The library should consist of one copy of several of the texts listed below for each course. It is not necessary to have a copy of every text, since other alternatives (websites, LAPs, etc.) have been identified for each Performance Indicator.

Leadership

The following 10 textbooks are cited most frequently in the *Leadership* course guide:

Textbooks

Clark, B., Basteri, C.G., Gassen, C., & Walker, M. *Marketing dynamics*. Tinley Park, IL: Goodheart-Willcox.

DuBrin, A. *Essentials of management*. Mason, OH: South-Western.

**DuBrin, A. *Leadership: Research findings, practice, and skills*. Mason, OH: South-Western Cengage Learning.

Farese, L.S., Kimbrell, G., & Woloszyk, C.A. *Marketing essentials*. Columbus, OH: Glencoe McGraw-Hill.

**Kimbrell, G. *Succeeding in the world of work*. Columbus, OH: McGraw-Hill.

Lehman, C.M., & Dunfrene, D.D. *Business communication*. Mason, OH: South-Western Cengage Learning.

Littrell, J.J., Lorenz, J.H., & Smith, H.T. *School to career*. Tinley Park, IL: Goodheart-Willcox.

**Lussier, R.N. & Achua, C.F. *Leadership: Theory, application, and skill development*. Mason, OH: South-Western Cengage Learning.

**Manning, G., & Curtis, K. *The art of leadership*. New York: McGraw-Hill Irwin.

Roberts, S.J. *Fundamentals of business communication*. Tinley Park, IL: Goodheart-Willcox.

**Starred textbooks have been found to be especially useful resources for *Leadership* students and teachers.

Please note: Additional textbooks will be referenced in the *Leadership* course guide itself.

Wealth Management

The following eight textbooks are cited most frequently in the *Wealth Management* course guide:

Textbooks

**Campbell, S.R. *Foundations of personal finance*. Tinley Park, IL: Goodheart-Willcox.

Clark, B., Basteri, C.G., Gassen, C., & Walker, M. *Marketing dynamics*. Tinley Park, IL: Goodheart-Willcox.

**Kapoor, J.R., Dlabay, L.R., & Hughes, R.J. *Personal finance*. New York: McGraw-Hill Irwin.

Littrell, J.J., Lorenz, J.H., & Smith, H.T. *School to career*. Tinley Park, IL: Goodheart-Willcox.

**Miller, R.L., & Stafford, A.D. *Economic education for consumers*. Mason, OH: South-Western Cengage Learning.

**Ryan, J.S. *Managing your personal finances*. Mason, OH: South-Western Cengage Learning.

**Ryan, J.S. *Personal financial literacy*. Mason, OH: South-Western Cengage Learning.

Wanat, J.A., Pfeiffer, E.W., & Smith, H.T. *School to career*. Tinley Park, IL: Goodheart-Willcox.

**Starred textbooks have been found to be especially useful resources for *Wealth Management* students and teachers.

Please note: Additional textbooks will be referenced in the *Wealth Management* course guide itself.

Principles of Business

The following six textbooks are cited most frequently in the *Principles of Business* course guide:

Textbooks

Burrow, J.L. *Marketing*. Mason, OH: South-Western Cengage Learning.

Clark, B., Basteri, C.G., Gassen, C., & Walker, M. *Marketing dynamics*. Tinley Park, IL: Goodheart-Willcox.

**Dlabay, L.R., Burrow, J.L., & Kleindl, B. *Intro to business*. Mason, OH: South-Western Cengage Learning.

**Farese, L.S., Kimbrell, G., & Woloszyk, C.A. *Marketing essentials*. Columbus, OH: Glencoe McGraw-Hill.

**Kurtz, D.L. *Contemporary business*. Mason, OH: South-Western Cengage Learning.

Kurtz, D.L. *Contemporary marketing*. Mason, OH: South-Western Cengage Learning.

**Starred textbooks have been found to be especially useful resources for *Principles of Business* students and teachers.

Please note: Additional textbooks will be referenced in the *Principles of Business* course guide itself.

Business Economics

The following seven textbooks are cited most frequently in the *Business Economics* course guide:

Textbooks

Burrow, J.L. *Marketing*. Mason, OH: South-Western Cengage Learning.

**Clark, B., Basteri, C.G., Gassen, C., & Walker, M. *Marketing dynamics*. Tinley Park, IL: Goodheart-Willcox.

Dlabay, L.R., Burrow, J.L., & Kleindl, B. *Intro to business*. Mason, OH: South-Western Cengage Learning.

Farese, L.S., Kimbrell, G., & Woloszyk, C.A. *Marketing essentials*. Columbus, OH: Glencoe McGraw-Hill.

**Gottheil, F.M. *Principles of economics*. Mason, OH: South-Western Cengage Learning.

Miller, R.L., & Stafford, A.D. *Economic education for consumers*. Mason, OH: South-Western Cengage Learning.

**Miller, R.L. *Economics today, the macro view, and the micro view*. Boston: Addison-Wesley, Pearson Education.

**Starred textbooks have been found to be especially useful resources for *Business Economics* students and teachers.

Please note: Additional textbooks will be referenced in the *Business Economics* course guide itself.

Principles of Marketing

The following seven textbooks are cited most frequently in the *Principles of Marketing* course guide:

Textbooks

- **Burrow, J.L. *Marketing*. Mason, OH: South-Western Cengage Learning.
- Churchill, G.A., Brown, T.J., & Suter, T.A. *Basic marketing research*. Mason, OH: South-Western Cengage Learning.
- **Clark, B., Basteri, C.G., Gassen, C., & Walker, M. *Marketing dynamics*. Tinley Park, IL: Goodheart-Willcox.
- Dlabay, L.R., Burrow, J.L., & Kleindl, B. *Intro to business*. Mason, OH: South-Western Cengage Learning.
- **Farese, L.S., Kimbrell, G., & Woloszyk, C.A. *Marketing essentials*. Columbus, OH: Glencoe McGraw-Hill.
- **Kurtz, D. *Contemporary marketing*. Mason, OH: South-Western Cengage Learning.
- Zikmund, W.G., & Babin, B.J. *Exploring marketing research*. Mason, OH: South-Western Cengage Learning.

**Starred textbooks have been found to be especially useful resources for *Principles of Marketing* students and teachers.

Please note: Additional textbooks will be referenced in the *Principles of Marketing* Course Guide itself.

Principles of Finance

The following seven textbooks are cited most frequently in the *Principles of Finance* course guide:

Textbooks

- **Campbell, S.R. *Foundations of personal finance*. Tinley Park, IL: Goodheart-Willcox.
- Clark, B., Basteri, C.G., Gassen, C., & Walker, M. *Marketing dynamics*. Tinley Park, IL: Goodheart-Willcox.
- Guerrieri, D.J., Haber, F.B., Hoyt, W.B., & Turner, R.E. *Accounting: Real-world applications and connections: First-year course*. Columbus, OH: McGraw-Hill.
- Kapoor, J.R., Dlabay, L.R., & Hughes, R.J. *Personal finance*. New York: McGraw-Hill Irwin.
- **Porter, G.A., & Norton, C.L. *Using financial accounting information: The alternative to debits and credits*. Mason, OH: South-Western Cengage Learning.
- Rich, J.S., Jones, J.P., Heitger, D.L., Mowen, M.M., & Hanson, D.R. *Cornerstones of financial and managerial accounting*. Mason, OH: South-Western Cengage Learning.
- **Ryan, J.S. *Managing your personal finances*. Mason, OH: South-Western Cengage Learning.

**Starred textbooks have been found to be especially useful resources for *Principles of Finance* students and teachers.

Please note: Additional textbooks will be referenced in the *Principles of Finance* course guide itself.

Principles of Management

The following six textbooks are cited most frequently in the *Principles of Management* course guide:

Textbooks

- **Daft, R.L., & Marcic, D. *Understanding management*. Mason, OH: South-Western Cengage Learning.
- **DuBrin, A. *Essentials of management*. Mason, OH: South-Western Cengage Learning.
- DuBrin, A. *Leadership: Research findings, practice, and skills*. Mason, OH: South-Western Cengage Learning.
- Griffin, R.W., & Moorhead, G. *Organizational behavior: Managing people and organizations*. Mason, OH: South-Western Cengage Learning.
- Sanghera. *90 days to success as a project management*. Boston: Concourse Technology.
- **Williams, C.R. *Management*. Mason, OH: Cengage Learning.

**Starred textbooks have been found to be especially useful resources for *Principles of Management* students and teachers.

Please note: Additional textbooks will be referenced in the *Principles of Management* course guide itself.

Business Strategies

The following 10 textbooks are cited most frequently in the *Business Strategies* course guide:

Textbooks

- **Burrow, J.L. *Marketing*. Mason, OH: South-Western Cengage Learning.
- **Clark, B., Basteri, C.G., Gassen, C., & Walker, M. *Marketing dynamics*. Tinley Park, IL: Goodheart-Willcox.
- Daft, R.L., & Marcic, D. *Understanding management*. Mason, OH: South-Western Cengage Learning.
- DuBrin, A. *Essentials of management*. Mason, OH: South-Western Cengage Learning.
- **Farese, L.S., Kimbrell, G., & Woloszyk, C.A. *Marketing essentials*. Columbus, OH: Glencoe McGraw-Hill.
- **Greene, C.L. *Entrepreneurship: Ideas in action*. Mason, OH: South-Western Cengage Learning.
- Grewal, D. & Levy, M. *Marketing*. New York: McGraw-Hill Irwin.
- Kuratko, D.F. *Entrepreneurship: Theory, process, practice*. Mason, OH: Thomson South-Western.
- Kurtz, D. *Contemporary marketing*. Mason, OH: South-Western Cengage Learning.
- Noe, R.A., Hollenbeck, J.R., Gerhart, B., & Wright, P.M. *Human resource management: Gaining a competitive advantage*. New York: McGraw-Hill Irwin.

**Starred textbooks have been found to be especially useful resources for *Business Strategies* students and teachers.

Please note: Additional textbooks will be referenced in the *Business Strategies* course guide itself.