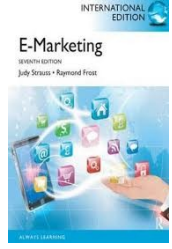
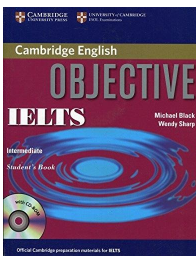



**List of Coursebooks – Bachelor's Degree Programme - 5th Semester
Faculty of Business Administration & Humanities, Department of Business
Administration – Business and Marketing Concentration 2018/2019**

	Subject	Book	Price	Notes
	Strategic Marketing	Strategic marketing, 10e Cravens McGraw-Hill ISBN 9780071326230	Rp. 470.000	Adopted since April 2016
	Customer Relationship Management	Customer relationship management : concepts and technologies, 3e Buttle Butterworth-Heinemann ISBN 9781138789838	Available on Demand	Adopted since April 2016
	Entrepreneurship Venture	Introduction to entrepreneurship, 8e Kuratko Cengage ISBN 9780324590869	Continued from previous semester	Adopted since April 2016
	E-Marketing [Elective Course]	E-marketing, 7e Strauss Pearson ISBN 9781292000411	Rp. 330.000	Adopted since April 2011
	Business Simulation	Handout		Adopted since April 2017
	Professional English 2	Objective IELTS Intermediate Student's Book with CD ROM Black Cambridge ISBN 9780521608824	Continued from previous semester	Adopted since April 2016

	<p>German Language & Culture 4</p>	<p>Berliner Platz 2 Neu : Deutsch im Alltag / Lehr- und Arbeitsbuch CD's Lemcke Langenscheidt ISBN 9783126060394</p>	<p>Rp. 310.000</p>	<p>Adopted since February 2014</p>
<p>Total</p>			<p>Rp. 1.110.000,-</p>	