VAN WEST COLLEGE

TEXTBOOK LIST

COMMERCE & MARKETING CO-OP DIPLOMA

COURSE INFORMATION		PROGRAM	BOOK INFORMATION			LISTED PRICE (CAD)
CODE	NAME	CM	BOOK NAME / AUTHOR / PUBLISHER / PUBLICATION YEAR	ISBN	ONLINE SOURCE (LINK)	
BUS101	Cross-Cultural Communication	O	Intercultural Communication in the Global Workplace 5th (Varnier) / Varner, Iris;Beamer, Linda/ MGH/ 2011	9780077476779	N/A	N/A
BUS102	Interpersonal Skills for the Workplace	O	Human Relations: Interpersonal, Job-oriented Skills, 4th Canadian Edition / Andrew J. DuBrin; Terri M. Geerinck / PEARSON/ 2014	9780134601175 0134601173	VITAL SOURCE	$57.99
BUS103	Marketing Essentials	O	Marketing: An Introduction, Canadian Edition, 8th Edition / Gary Armstrong; Philip Kotler; Valerie Trifts; Danielle Wilson / PEARSON / 2025	9780137837175	VITAL SOURCE	$64.79
BUS104	Organizational Behavior	O	Canadian Organizational Behaviour 12th (Mcshane) / Mcshane / MGH / 2024	9781264854493 1264854498	VITAL SOURCE	$69.00
BUS105	Principles of Management	O	MGMT 4th Edition / Chuck Williams / CENGAGE / 2024	9781774747834	VITAL SOURCE	$69.95
BUS106	Customer Service Skills	O	Customer Service Skills For Success, 8th Edition / Robert Lucas / MGH / 2023	9781265575656 1265575657	VITAL SOURCE	$59.00
BUS107	Business Correspondence	O	Business Communication Essentials, 6th Edition / Courtland L Bovee; John Thill; Jean A. Scribner / PEARSON / 2025	9780138083373	VITAL SOURCE	$67.99
BUS108	Sales Strategies	O	Selling Today: Partnering to Create Value, 9th Canadian Edition / Gerald L Manning; Michael L. Ahearne; Barry L Reece / PEARSON / 2026/2027	9780135398845	VITAL SOURCE	$71.99
BUS109	Workplace Preparation	O	Career Focus Canada: A Personal Job Research Guide / Helene Martucci Lamarre; Karen McClughan / PEARSON / 2014	9780134572383 0134572386	VITAL SOURCE	$57.99
BUS114	Introduction to Accounting	O	Financial Accounting V2023-A / H. Dauderis and D. Annand / LYRYX / 2022	N/A	N/A	N/A
BUS115	Social Media Marketing	O	Social Media Marketing, 5th Edition / Tracy L. Tuten / SAGE / 2024	9781529623819	VITAL SOURCE	$107.60
BUS116	Project Management	O	Successful Project Management, 7th Edition / Gido; Clements / CENGAGE / 2018	9781337095471 1337095478	VITAL SOURCE	$79.95
BUS117	Leadership Skills	O	Introduction to Leadership: Concepts and Practice, 6th Edition / Peter G. Northouse / SAGE / 2024	9781071942253 1071942255	VITAL SOURCE	$99.00
BUS118	Finance	O	Fundamentals of Corporate Finance, 12th Edition / ROSS / MGH / 2025	9781265659592	VITAL SOURCE	$69.00
BUS119	Sales Management	O	Sales Force Management Leadership, Innovation, Technology 14th Edition / Mark W. Johnston; Greg W. Marshall; Jessica L. Ogilvie / ROUTLEDGE/ 2025	9781040301319	VITAL SOURCE	$90.75
BUS120	E-Commerce	O	E-Commerce 2023: Business, Technology, Society / Kenneth Laudon / PEARSON / 2024	9780137922208	VITAL SOURCE	$67.99
BUS121	Market Research	O	Essentials of Marketing Research, 6th Edition / Joseph Hair, David Ortinau, Dana E. Harrison / MGH / 2024	9781266261503 1260575780	VITAL SOURCE	$59.00

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