



**LIST OF NEW ACQUISITIONS FOR COLLEGE OF BUSINESS & ACCOUNTANCY
JANUARY 2018**

HRM

Assigned Course / Subject	Call No.	Author	Title	Imprint	ACC. NO.
CULARTS Fundamentals of Culinary Arts w/ lab	TP 370 F65 2016	3G ELearning	Food processing : advanced.	[United Arab Emirates] : 3G Elearning FZ LLC, [2016].	BA-010617
HRMBANQ Catering and Banquet Management w/ lab	TX 725 .A1 S45 2016	3G ELearning	Ships catering services : advanced.	[United Arab Emirates] : 3G Elearning FZ LLC, [2016].	BA-010618
HRMBARV Bar and Beverage Management w/ Lab	TP 562 C67 2015	Corpus, Arlene May Gealone	Healthy juices.	Manila : Philippine Publishing House, [2015].	BA-010636
	TX 951 B37 2016	3G ELearning	Bartending : intermediate.	[United Arab Emirates] : 3G Elearning FZ LLC, [2016].	BA-010613
HRMEVE Events Management	GT 3405 D68 2015	Dowson, Ruth	Event planning and management : a practical handbook for PR and events professionals.	London ; Philadelphia : Kogan Page, 2015.	BA-010646
HRMHOM Hospitality Operational Management	TX 911.3 M27 G453 2015	3G ELearning	General management skills for hotel managers.	[United Arab Emirates] : 3G Elearning FZ LLC, [2015].	BA-010604
	TX 911.3 M27 K85 2016	Kumari, Purnima	Planning and management in hospitality markets.	Jaipur : ABD Publishers, 2016.	BA-010615
	TX 911.3 M27 V473 2016	Verma, Ravindra	Strategic management in hospitality sector.	Jaipur, India : ABD Publishers, 2016.	BA-010616
HRMHOP Housekeeping Procedures	TX 928 H673 2016	3G ELearning	Housekeeping : expert.	[United Arab Emirates] : 3G Elearning FZ LLC, [2016].	BA-010611
HRMMARK Hospitality Marketing	G 155 .A1 D473 2015	3G ELearning	Destination marketing and management.	[United Arab Emirates] : 3G Elearning FZ LLC, [2015].	BA-010614
	TX 911.3 M3 R47 2015	3G ELearning	Restaurant marketing.	[United Arab Emirates] : 3G Elearning FZ LLC, [2015].	BA-010606
HRMSASO Principles of Safety, Hygiene, and Sanitation	TP 370 F654 2016	3G ELearning	Food processing : expert.	[United Arab Emirates] : 3G Elearning FZ LLC, [2016].	BA-010610
	TX 531 M675 2015	Mortimore, Sara	HACCP / Sara Mortimore and Carol Wallace.	Chichester, West Sussex : Wiley Blackwell, 2015.	BA-010645
HRMSERV Food & Beverage Service Procedures	RM 237.7 V374 2005	Varona, Blecenda Miranda	Cooking smart : healthy recipes with nutritional information.	Caloocan City : Philippine Publishing House, c2005.	BA-010635
	TX 911.3 .M27 F67 2016	3G ELearning	Food and beverage service : expert.	[United Arab Emirates] : 3G Elearning FZ LLC, [2016].	BA-010612
CULASIAN Asian Cuisine w/ Lab.	TX 349 P6 P654 2016	Polistico, Edgie	Philippine food, cooking, & dining dictionary.	Mandaluyong City : Anvil Publishing, Inc., c2016.	BA-010551
	TX 724.5 P6 T38 2015	Tayag, Claude S.	Linamnam : eating one's way around the Philippines.	Mandaluyong City : Anvil Publishing Inc, .c2015.	BA-010555
	TX 757 T35 2015	Tan, Terry	Asian herbal soups & one-pot meals.	Singapore : Marshall Cavendish Cuisine, 2015.	BA-010554
CULBAKE Fundamentals of Baking w/ lab	HD 9057 P5 U8 2015	Uy, Amy A.	Panaderia : Philippine bread, biscuit and bakery traditions.	Mandaluyong City : Anvil Publishing, c2015.	BA-010552



BSA

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FINACCTREV Financial Accounting Review	HF 5625.15 A22 2013	McPhail, Ken, ed.	Accounting ethics.	Los Angeles : SAGE, 2013.	BA-010641 v.1 BA-010642 v.2 BA-010643 v.3 BA-010644 v.4
MSREV Practical Accounting Review	HF 5661 W453 2015		Wiley CMAexcel learning system exam review.	Hoboken, New Jersey : Wiley/IMA (Institute of Management Accountants, [2015].	BA-010633 BA-010634
	HF 5668.25 V353 2016	Vallabhaneni, S.	Wiley CIAexcel Exam review 2016 / S Rao Vallabhaneni.	Hoboken, New Jersey : John Wiley & Sons Inc, [2016].	BA-010630 pt.1 BA-010631 pt.2 BA-010632 pt.3
	HF 5668.25 V354 2016	Vallabhaneni, S. Rao	Wiley CIAexcel exam review focus notes 2016.	Hoboken, NJ : John Wiley & Sons, [2016].	BA-010667 pt.1 BA-010668pt.2 BA-010669 pt.3
PRAC1 REV Practical Accounting 1 Review	HF 5686 P225 R48 2016	Reyes, Virgilio D.	The fundamentals in accounting for partnerships and corporations.	Manila : Distributed by GIC Enterprises & Co., c2016.	BA-010627 BA-010628 BA-010629
	HJ 9927 P6 P85 2016	Punzalan, Angelito Roque	Procedural and comprehensive approach in government accounting : for accounting students and CPA examinees) : Government Accounting Manual (GAM), Unified Accounts Cose Structures (UACS), Revised Chart of Accounts 2013.	Manila : GIC Enterprises, 2016.	BA-010624 BA-010625 BA-010626
Tax and Law Review Taxation Review	KPM 367.4 A56 2016	Ampongan, Omar Erasmo G.	Transfer, business & local taxation (with practice set).	[Iriga City, Philippines] : [The Author], [2016].	BA-010672
Act 4 Financial Accounting	HF 5626 I583 2016	Beyersdorff, Martin, ed.	International GAAP 2016 : generally accepted accounting practice under international financial reporting standards.	Chichester, West Sussex, U.K. : John Wiley & Sons, 2016.	BA-010569 v.1 BA-010570 v.2 BA-010571 v.3
ADVACCT 3 Accounting fot Governmental, Not-for-Profit Entities & Specialized Industries	HJ 9801 R87 2016	Ruppel, Warren	Wiley GAAP for governments 2016 : interpretation and application of generally accepted accounting principles for state and local governments.	Chichester, West Sussex, United Kingdom : Wiley, 2016.	BA-010543



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PHILTOUR Philippine Tourism	DS 654 E83 2012	Escobar y Lozano	Index guide for travelers in the Philippine Islands.	Quezon City : New Day Publishers : National Historical Commission of the Philippines, 2012.	BA-010637
BUSCOM Business Communication	HF 5718 Q55 2017	Quintanilla, Kelly M.	Business and professional communication : keys for workplace excellence.	Los Angeles : SAGE, 2017.	BA-010598
FORLANG Foreign Language	PC 1640 A45 2010	Amiot-Cadey, Gaëlle	Merriam-Webster's Italian-English dictionary.	Springfield, Mass. : Merriam-Webste, c2010.	BA-010558
	PL 1125 R83 2008	Mandarin, Collins	phrasebook and dictionary.	Glasgow : Collins, 2008.	BA-010559
	PL 679 M47 2010	Amiot-Cadey, Gaelle, ed.	Merriam-Webster's Japanese-English dictionary.	Springfield, Massachusettes : Merriam-Webster, 2010.	BA-010562
	PL 921 P47 2011	Park, Kyubyong	500 basic Korean verbs.	Tokyo ; Rutland, Vt. : Tuttle Pub., c2011.	BA-010560
FORLANG1a Foreign Language (Basic)	PL 1125 E6 M354 2015	Loughnane, Robyn, ed.	Mandarin Phrasebook & Dictionary.	[Footscray, Vic.] ; [London] : Lonely Planet, 2015.	BA-010591
	PL 1455 M35 2015		Mandarin Chinese English visual bilingual dictionary.	New York, New York : DK Publishing, 2015.	BA-010596
	PL 1735 Z53 2016	Zhang, Zhaoyi	Cantonese phrasebook & dictionary.	[Oakland, CA] : Lonely Planet Publications : Lonely Planet Publications Pty Ltd., [2016].	BA-010590
MARKSER Services Marketing	HF 5415.5 C874 2016	3G Elearning	Customer services : intermediate.	[United Arab Emirates] : 3G Elearning FZ LLC, c2016.	BA-010601
PHILTOUR Philippine Tourism	DS 654 P48 2016	Grosber, Michael	Philippines.	Footscray, Victoria : Lonely Planet, 2015.	BA-010593
	DS 659 H53 2016	Hicks, Nigel	Enchanting Philippines.	Oxford, England : John Beaufoy Publishing Limited, 2011, 2016 printing.	BA-010553
	DS 660 H534 2016	Hicks, Nigel	The Philippines : the most beautiful places.	Oxford : John Beaufoy Publishing, 2014, reprinted 2016.	BA-010595
	DS 660 H536 2016	Hicks, Nigel	Presenting the Philippines.	Oxford, England : Beaufoy Books, 2010, 2016 reprinted.	BA-010597



HRDM

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HRDMREC Recruitment and Selection	HF 5549.5 R44 B53 2016	Bibb, Sally	Strengths-based recruitment and development : a practical guide to transforming talent management strategy for business results / Sally Bibb.	London ; Philadelphia : Kogan Page, 2016.	BA-010638
STRAMAN Strategic Management	HD 30.28 P873 2016	Puranam, Phanish	Corporate strategy : tools for analysis and decision-making.	Cambridge ; New York : Cambridge University Press, 2016.	BA-010648
	HG 4928.5 C53 2016		CFA program curriculum.	Charlottesville, VA : CFA Institute ; New York : Wiley, [2016].	BA-010649 v.1 BA-010650 v.2 BA-010651 v.3 BA-010652 v.4 BA-010653 v.5 BA-010654 v.6
	HG 4928.5 C532 2016		CFA program curriculum.	Charlottesville, VA : CFA Institute G37; New York : Wiley, [2016].	BA-010655 v.1 BA-010656 v.2 BA-010657 v.3 BA-010658 v.4 BA-010659 v.5 BA-010660 v.6
	HG 4928.5 C533 2016		CFA program curriculum.	Charlottesville, VA : CFA Institute ; New York : Wiley, [2016].	BA-010661 v.1 BA-010662 v.2 BA-010663 v.3 BA-010664 v.4 BA-010665 v.5 BA-010666 v.6
HRDMSTRA Strategic Human Resource Management	HF 1025 G57 2016	Rowntree, Lester	Globalization and diversity : geography of a changing world.	Harlow , Essex ; Pearson Education, [2016].	BA-010541
HRDMTRA Training and Development	HD 30.4 C456 2015	Riddle, Douglas D., ed.	The Center for creative leadership handbook of coaching in organizations.	San Francisco, CA : Jossey-Bass, A Wiley Brand, 2015.	BA-010577
	HF 5385 G726 2016	Gray, David E., ed.	A critical introduction to coaching & mentoring : debates, dialogues and discourses.	Los Angeles, California : Sage Publications Ltd, 2016.	BA-010579
HUMANBE Human Behavior in Organization	HD 58.7 M664 2017	Griffin, Ricky W.	Organizational behavior : managing people and organizations.	Boston, MA : Cengage Learning, [2017].	BA-010545
	HD 58.7 N445 2017	Nelson, Debra L.	ORGB 5 : organizational behavior.	Boston, MA : 4 LTR, Cengage Learning, 2017.	BA-010547
HUREMAN Human Resource Management	HF 5549 F85 2014	Noe, Raymond A., ed.	Fundamentals of human resource management.	New York, NY : McGraw-Hill/Irwin, 2014.	BA-010576



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ECMARK E-Commerce and Internet Marketing	HF 5415.1265 D54 2015	3G ELearning	Ships catering services : advanced.	[United Arab Emirates] : 3G Elearning FZ LLC, [2016].	BA-010619
	HF 5415.32 V475 2016	Verhoef, Peter C.	Creating value with big data analytics : making smarter marketing decisions.	Abingdon, Oxon ; New York, NY : Routledge, Taylor & Francis Group, 2016.	BA-010670
IMARCOM Integrated Marketing Communication	HF 5415.123 B535 2015	Blakeman, Robyn	Integrated marketing communication : creative strategy from idea to implementation.	Robyn Blakeman. -- Lanham : Rowman & Littlefield, 2015.	BA-010622
	HF 6146 .158 D54 2016	Baxter, Wade, ed.	Digital advertising and marketing communication.	New York : Willford Press, [2016].	BA-010620
MARKMAN Marketing Management	HF 5415 M3825 2015	3G ELearning	Marketing specialist.	[United Arab Emirates] : 3G Elearning FZ LLC, [2015].	BA-010609
	HF 5415.13 M373 2016	Hunt, Benedict, ed.	Marketing management.	New York : Wilford Press, [2016].	BA-010621
MARKSER Services Marketing	HF 5415.13 L68 2016	Lovelock, Christopher H.	Services marketing : people, technology, strategy.	New Jersey : World Scientific, 2016.	BA-010639
PRINMARK Principles of Marketing	HF 5415 P753 2017	Pride, William M.	Foundations of marketing.	Boston, MA : Cengage Learning, [2017].	BA-010640
RETAMAN Retail Management	HF 5415.13 M373 2015	3G ELearning	Marketing for small businesses	[United Arab Emirates] : 3G Elearning FZ LLC, [2015].	BA-010607
SALESPRO Professional Salesmanship	HF 5415 M382 2015	3G Elearning	Marketing and salesmanship.	[United Arab Emirates] : 3G Elearning FZ LLC, [2015].	BA-010608
STRAMARK Strategic Marketing Management	HD 30.28 P53 2015	3G Elearning	Planning and organizing.	[United Arab Emirates] : 3G Elearning FZ LLC, [2015].	BA-010605
	HF 5415.13 S764 2016	Hunt, Benedict, ed.	Strategic marketing management.	New York : Wilford Press, [2016].	BA-010623
CONSUBE Consumer Behavior	HF 5438.4 A325 2015	Adamson, Brent	The challenger customer : selling to the hidden influencer who can multiply your results.	New York : Portfolio/Penguin, 2015.	BA-010563
IMARCOM Integrated Marketing Communication	HF 5823 W564 2016	Wind, Yoram	Beyond advertising : Creating value through all customer touchpoints.	Hoboken, New Jersey : Wiley, [2016].	BA-010549
PRINMARK Principles of Marketing	HF 5415 F372 2016	Farese, Lois Schneider	Marketing essentials.	Columbus, OH : McGraw-Hill Education, [2016].	BA-010550
	HF 5415 P7543 2017	3G ELearning FZ LLC	Principles of Marketing.	[United Arab Emirates] : 3G Elearning FZ LLC, [2017].	BA-010564
PRODMAN Product Management	HF 5415.1255 J64 2015	Johansson, Johny K.	Contemporary brand management.	Thousand Oaks, CA : SAGE Publications, Inc., 2015.	BA-010546



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ENTREMAN Entrepreneurial Management	HB 615 E564 2017	3G Elearning	Entrepreneurship.	United Arab Emirates] : 3G Elearning FZ LLC, [2017].	BA-010556
	HB 615 E78 2016	3G Elearning	Essentials of entrepreneurship.	[United Arab Emirates] : 3G Elearning FZ LLC, [2016].	BA-010557
	HD 31 N53 2016	Nickels, William G.	Understanding business.	New York, NY : McGraw-Hill Education, 2016.	BA-010548
	HD 62.25 C64 2016	Cohen, Allan R.	Entrepreneurs in every generation : how successful family businesses develop their next leaders.	Oakland, CA : BK/Berrett- Koehler Publishers, Inc., 2016.	BA-010573
	HD 62.5 B36 2016	Bamford, Charles E.	Entrepreneurship : the art, science, and process for success.	New York, NY : McGraw-Hill Education, 2016.	BA-010574
	HD 62.7 A445 2016	Allen, Kathleen R.	Entrepreneurship : building a business.	Columbus, OH : McGraw-Hill Education, [2015].	BA-010544
STRAMAN Strategic Management	HD 70 .U5 H54 2-17	Hill, Charles W. L.	Strategic management theory.	Boston, MA. ; Australia : Cengage Learning, [2017].	BA-010542