

Bachelor of Business Administration

We are pleased to provide a curated list of open educational resources for the Bachelor of Business Administration programme. These are only for the purpose of additional readings and support classroom interactions.

Marketing

Albrecht, M. G., Green, M., & Hoffman, L. (2023). *Principles of marketing*.

OpenStax. <https://openstax.org/details/books/principles-marketing>. License: CC BY

Kim, W. (2012). *Building strategy and performance*. Saylor Foundation. Open Textbook Library.

Retrieved https://saylordotorg.github.io/text_building-strategy-and-performance/.

License: CC BY-NC-SA.

WCOB Marketing Faculty. (2022). *Introduction to marketing – MKTG 3433*. University of

Arkansas. Pressbooks. <https://uark.pressbooks.pub/intromarketinguark/>. License: CC BY

Weischedel, B. (2024). *Marketing moments*. TRU Open Press. OER Commons.

<https://marketingmoments.pressbooks.tru.ca/>. License: CC BY

Human Resources

Anonymous. (2023). *Beginning management of human resources*. Business LibreTexts.

https://biz.libretexts.org/Bookshelves/Management/Beginning_Management_of_Human_Resources. License: CC BY-NC-SA.

Anonymous. (2016). *Human resource management*. Nova Scotia Community College. OER

Commons. <https://pressbooks.atlanticoer-relatlantique.ca/humanresourcemanagement/>.

License: CC BY-NC-SA.

Project Management

Anonymous. (2023). *Project management from simple to complex*. LibreTexts.

https://biz.libretexts.org/Bookshelves/Management/Project_Management_from_Simple_to_Complex. License: CC BY-NC-SA.

Farag, A. (2021). *Essentials of project management*. Fanshawe College Pressbooks. OER

Commons. <https://ecampusontario.pressbooks.pub/essentialsofprojectmanagement/>. License: CC BY-NC-SA

Watt, A. (2014). *Project management* (2nd ed.). BCcampus.

<https://opentextbc.ca/projectmanagement/>. License: CC BY.

Management

Anonymous. (2025). *Principles of management*. LibreTexts.

https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management. License: CC BY-NC-SA

Saylor Academy. (2012). *Small business management in the 21st century*.
https://saylordotorg.github.io/text_small-business-management-in-the-21st-century/. License: CC BY-NC-SA

Financial Accounting and Management

Arnold, G., & Kyle, S. (2020). *Intermediate financial accounting: Volume 1–2021A*. Lyryx.
<https://collection.bccampus.ca/textbook/jPKpdnhA/#about>. License: CC BY.

Arnold, G., & Kyle, S. (2020). *Intermediate financial accounting: Volume 2–2021A*. Lyryx.
<https://collection.bccampus.ca/textbooks/intermediate-financial-accounting-volume-2-2021a-lyryx-167/>. License: CC BY.

Brown, N., Lave, B., Puncochar, H., Romey, J., Schatz, M., Schneider, A., & Shingledecker, D. (n.d.). *Beginning Excel 2019*. Open Oregon Educational Resources.
<https://openoregon.pressbooks.pub/beginningexcel19/>. License: CC BY

Dahlquist, J., & Knight, R. (2026). *Principles of finance*. OpenStax.
https://assets.openstax.org/oscms-prodcms/media/documents/principles-finance_-_WEB.pdf. License: CC BY

Business Ethics and Corporate Governance

Byars, S. M., & Stanberry, K. (2018). *Business ethics*. OpenStax.
https://assets.openstax.org/oscms-prodcms/media/documents/business-ethics_-_WEB.pdf. License: CC BY.

de Kluyver, C. A. (2012). *Corporate governance*. Saylor Foundation.
https://saylordotorg.github.io/text_corporate-governance/. License: CC BY-NC-SA.

Entrepreneurship

Carpenter, K. (2020). *Introduction to entrepreneurship*. Kwantlen Polytechnic University.
<https://kpu.pressbooks.pub/introtoentrepreneurship/>. License: CC BY-NC-SA.

Larson, A. (2011). *Sustainability, innovation, and entrepreneurship*. Saylor Foundation.
https://saylordotorg.github.io/text_sustainability-innovation-and-entrepreneurship/. License: CC BY-NC-SA.

Swanson, L. A. (2017). *Entrepreneurship and innovation toolkit*.
<https://api.mountainscholar.org/server/api/core/bitstreams/ac038f93-6a1c-4d7c-a1f8-940d89bb11d3/content>. License: CC BY-SA.

Microeconomics

Cooper, R., & John, A. (2011). *Microeconomics: Theory through applications*. Saylor Foundation.
<https://resources.saylor.org/wwwresources/archived/site/textbooks/Microeconomics%20-%20Theory%20Through%20Applications.pdf>. License : CC BY-NC-SA

Curtis, D., & Irvine, I. (2021). *Principles of microeconomics – 2021A*. Lyryx.
<https://collection.bccampus.ca/textbooks/principles-of-microeconomics-2021a-lyryx-lyrx-287/>. License: CC BY.

Business Communication

Guskaroska, A., Goodale, E. et al. (2025). *Oral communication for non-native speakers of English* (2nd ed.). Iowa State University.
<https://open.umn.edu/opentextbooks/textbooks/oral-communication-for-non-native-speakers-of-english>. License: CC BY-NC-SA.

Lucas, K., Rawlins, J. D., & Haugen, J. (2023). *Business communication: Five core competencies*. Pressbooks. <https://saalck.pressbooks.pub/bcomm/>. License: CC BY-NC-SA

McLean, S. (2011). *Business English for success*. Saylor Foundation
https://saylordotorg.github.io/text_business-english-for-success/. License: CC BY-NC-SA

Morris, J., & Zwart, J. (2018). *Business writing*. Oregon State University.
<https://open.oregonstate.education/businesswriting/>. License: CC BY-NC-SA

Business Law

Mayer, D., Warner, D. M., & Siedel, G. J. (2012). *Business law and the legal environment*. Saylor Foundation.
https://saylordotorg.github.io/text_business-law-and-the-legal-environment-v1.0-a/index.html. License: CC BY-NC-SA

Mayer, D., Warner, D., Siedel, G. J., & Lieberman, J. K. (2012). *Law for entrepreneurs*. Saylor Foundation. https://saylordotorg.github.io/text_law-for-entrepreneurs/. License: CC BY-NC-SA.

Business Environment

Fauteux, J., et al. (2020). *The business environment*.
eCampusOntario. <https://pressbooks.atlanticoer-relatlantique.ca/businessfuncdn/>. License: CC BY-NC-SA.

Mayer, D., Warner, D., Siedel, G. J., & Lieberman, J. K. (2012). *Government regulation and the legal environment of business*. Saylor Foundation.
https://saylordotorg.github.io/text_government-regulation-and-the-legal-environment-of-business/. License: CC BY-NC-SA.

Business Statistics

Holmes, A., Illowsky, B., & Dean, S. (2026). *Introductory business statistics* (2nd ed.). OpenStax.
https://assets.openstax.org/oscms-prodcms/media/documents/introductory-business-statistics-2e_-_WEB.pdf. License: CC BY.

Mahbobi, M., & Tiemann, T. K. (2015). *Introductory business statistics with interactive spreadsheets*. BCcampus. <https://opentextbc.ca/introductorybusinessstatistics/>. License: CC BY.

Computing Fundamental

Critchlow, C., & Eck, D. (2011). *Foundations of computation*. Hobart and William Smith Colleges. https://math.hws.edu/FoundationsOfComputation/FoundationsOfComputation_2.3.2_6x9.pdf. License : CC BY-NC-SA 4.0.

Digital Education Strategies, The Chang School. (n.d.). *Digital accessibility as a business practice: Essential skills for business leaders*. Toronto Metropolitan University Pressbooks. <https://pressbooks.library.torontomu.ca/dabp/>. License : CC BY-SA.

Income Tax

Kratzke, W. F. (2015). *Basic income tax* (2nd ed.). The Open University of Hong Kong. https://www.opentextbooks.org.hk/system/files/export/18/18182/pdf/Basic_Income_Tax_Second_Edition_18182.pdf. License : CC BY-SA.