

TEXTBOOK PRESENTED TO ECISD SCHOOL BOARD FOR APPROVAL
FOR CLASSROOM USE AT THE ADVANCED TECHNICAL CENTER

2008-2009

Textbooks Available as District Purchase (not supplied by TEA)	
COURSE TITLE	TEXTBOOK
Broadcast Journalism I	Exploring Journalism and the Media
Advertising	Advertising Procedures
Advertising Design I	Learning Media Design w/Adobe CS3
Advertising Design II	Learning Media Design w/Adobe CS3
Introduction to Advertising	Advertising Business 2000
Pharmacology	Essentials of Pharmacology for Health Occupations
Hotel Management	Check In Check Out: Managing Hotel Operations
Restaurant Management	Restaurant Management
Professional Selling	Advertising Procedures
Diesel Mechanics I	Diesel Engine & Fuel System Repair
Diesel Mechanics II	Heavy Duty Truck Systems
Diesel Mechanics III	Heavy Duty Truck Systems

Textbooks Available from TEA (not previously presented)	
COURSE TITLE	TEXTBOOK
Principles of Technology I	Physics in Context
Food Production, Management, & Services I	Culinary Essentials
Hospitality Services I	Hospitality Services
Hospitality Services II	Hospitality Services
Textile and Apparel Design	World of Fashion Merchandising
Child Care Guidance, Management, & Services I	Working With Young Children
Entrepreneurship	Entrepreneurship
Retailing	Texas Retailing Bundle
Business Management	Business Principals & Management
Business Ownership	Business Principals & Management

Textbook which Qualifies for State Waiver	
COURSE TITLE	TEXTBOOK
Business Computer Programming I	Small Java How to Program (This textbook qualifies for state waiver. State will provide \$52.09 per textbook.)

Textbook not Provided by TEA (District upgrade for Office 2007 Platform)	
COURSE TITLE	TEXTBOOK
Introduction to BCIS	Microsoft Office 2007 (textbook available from TEA is for Microsoft Office 2003)