

**Bachelor of Commerce (BCom) in Marketing and Management Science**

| CODE  | MODULE                         | PRESCRIBED TEXT  | AUTHORS  | PUBLISHER                                    | EDITION             | YEAR |
|---|--------------------------------|--|--|--|---------------------|------|
| <b>YEAR 1</b>   |                                |  |  |  |                     |      |
| <b>AL101</b>  | Academic Literacy              | Academic Literacy<br>ISBN:9781485130055<br>eISBN: 978148510062                                 | Beekman, L., Dube, C., Underhill, J. & Potgieter, H.                         | Juta   | 3rd                 | 2019 |
| <b>BM101B</b>   | Business Management 1          | Principles of Business Management<br>ISBN:9780190723347  | Strydom, J. Editor   | Oxford University Press Southern Africa      | 4th                 | 2018 |
| <b>BS101B</b>   | Business Statistics            | Applied Business Statistics: Methods and Excel-based Applications<br>ISBN:9781485111931        | Wegner, T.   | Juta   | 4th                 | 2016 |
| <b>ECOP101B</b>   | Economic Principles            | Economics for South African Students<br>ISBN:9780627033421                                     | Mohr, P. et al.  | Van Schaik                                   | 5th                 | 2015 |
| <b>FM101B</b>   | Financial Management 1         | Basic Accounting for Non-Accountants<br>ISBN:9780627037191                                     | Cloete, M. & Marimuthu, F.   | Van Schaik                                   | 3rd Revised Edition | 2019 |
| <b>MAR101B</b>  | Marketing 1                    | Introduction to Marketing: A southern African perspective<br>ISBN:9780627035999                | Cunningham, N.   | Van Schaik Publishers                        | 1st                 | 2018 |
| <b>PRM101B</b>  | Project Management 1           | Project Management Techniques<br>ISBN:9780994149237  | Burke, R.  | Burke Publishing                             | 3rd                 | 2019 |
| <b>SAM101B</b>  | Sales Management 1             | Sales Management<br>ISBN:9781485121244   | Drotsky, A.  | Juta   | 2nd                 | 2016 |
| <b>SCM101B</b>  | Supply Chain Management 1      | Supply Chain Management: A Logistics Approach / A South African Approach<br>ISBN:9780199053551 | Horn, G. et al.  | Oxford University Press                      | 1st                 | 2014 |
| <b>YEAR 2</b>   |                                |  |  |  |                     |      |
| <b>BM202B</b>   | Business Management 2          | Management Principles: A Contemporary Edition for Africa<br>ISBN:9781485121251                 | Smit, P.J. et al.  | Juta   | 6th                 | 2016 |
| <b>BRT201B</b>  | Business Research Theory       | The Practice of Market Research<br>ISBN:9780273773115  | McGivern, Y.   | Pearson                                      | 4th                 | 2013 |
| <b>DMA201B</b>  | Digital Marketing Applications | Digital Marketing. Strategy, Implementation and Practice<br>ISBN:9781292241579                 | Chaffey, D. & Ellis-Chadwick, F.   | UK: Pearson                                  | 7th                 | 2019 |
| <b>FM202B</b>   | Financial Management 2         | Corporate Finance: A South African Perspective<br>ISBN:9780195996012                           | Els G., du Toit E., Erasmus P., Kotzé L., Ngwenya S., Thomas K. & Viviers S. | Oxford University Press                      | 2nd                 | 2014 |
| <b>MAR202B</b>  | Marketing 2                    | Marketing: Concepts and Strategies<br>ISBN:9781473760271                                       | Dibb, S., Simkin, L., Pride, W.M., & Ferrel, O.C.                            | Cengage Learning. Hampshire, United Kingdom. | 8th                 | 2019 |
| <b>PRM201B</b>  | Project Management             | Project Management Techniques<br>ISBN:9780994149237  | Burke, R.  | Burke Publishing                             | 3rd                 | 2019 |
| <b>PRM202B</b>  | Project Management 2           | Successful Project Management<br>ISBN:9781473751293  | Gido, J., Clements, J.P. & Harinarain, N.                                    | Cengage Learning                             | 1st SA Edition      | 2018 |
| <b>SAM202B</b>  | Sales Management 2             | Selling and Sales Management<br>ISBN:9781292205021   | Jobber, D., Lancaster, G. & Le Meunier-Fitzhugh, K.                          | Pearson Education                            | 11th                | 2019 |
| <b>SCM202B</b>  | Supply Chain Management 2      | Business Logistics Management: A value chain perspective<br>ISBN:9780190415662                 | Pienaar, W.J. & Vogt, J.J.   | Oxford University Press                      | 5th                 | 2016 |
| <b>YEAR 3</b>   |                                |  |  |  |                     |      |
| <b>BM303B</b>   | Business Management 3          | Strategic Management: Southern African Concepts and Cases<br>ISBN:9780627036811                | Ehlers, T. & Lazenby, K.   | van Schaik                                   | 4th                 | 2019 |
| <b>BP304B</b>   | Business Project               | Study guide  |  |  |                     |      |
| <b>BRP302B</b>  | Business Research: Project     | Study guide  |  |  |                     |      |
| <b>MAR303B</b>  | Marketing 3                    | Strategic Marketing: Creating Competitive Advantage<br>ISBN:9780199684090                      | West, D., Ford, J., Ibrahim, E.  | Oxford                                       | 3rd                 | 2017 |
| <b>OM301B</b>   | Operations Management          | Operations Management: Global and Southern African Perspectives<br>ISBN:9781775789345          | Slack, N., Brandon-Jones, A., Johnston, R., Singh, H., Phihlela, K.          | Pearson                                      | 3rd                 | 2017 |
| <b>SCM303B</b>  | Supply Chain Management 3      | Logistics and Supply Chain Management<br>ISBN:9781292083797                                    | Christopher, M.  | Pearson                                      | 5th                 | 2016 |
| Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change. |                                |  |  |  |                     |      |