

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

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
<b>YEAR 1</b>						
AL101	Academic Literacy	Academic Literacy ISBN:9781485130055 eISBN: 978148510062	Beekman, L., Dube, C., Underhill, J. & Potgieter, H.	Juta	3rd	2019
BM101BC	Business Management 1	Principles of Business Management ISBN:9780190723347	Strydom, J. Editor	Oxford University Press Southern Africa	4th	2018
BS101BC	Business Statistics	Applied Business Statistics: Methods and Excel-based Applications ISBN:9781485130499	Wegner, T.	Juta	5th	2020
ECOP101BC	Economic Principles	Economics for South African Students ISBN:9780627037054	Mohr, P and Associates	Van Schaik	6th	2020
FM101BC	Financial Management 1	Basic Accounting for Non-Accountants ISBN:9780627037191	Cloete, M. & Marimuthu, F.	Van Schaik	3rd Revised Edition	2019
MAR101BC	Marketing 1	Introduction to Marketing: A southern African perspective ISBN:9780627035999	Cunningham, N.	Van Schaik Publishers	1st	2018
PRM101BC	Project Management 1	Project Management Techniques ISBN:9780994149237	Burke, R.	Burke Publishing	3rd	2019
SAM101BC	Sales Management 1	Sales Management ISBN:9781485121244	Drotsky, A.	Juta	2nd	2016
SCM101BC	Supply Chain Management 1	Supply Chain Management: A Logistics Approach / A South African Approach ISBN:9780199053551	Horn, G. et al.	Oxford University Press	1st	2014
<b>YEAR 2</b>						
BM202BC	Business Management 2	Management Principles: A Contemporary Edition for Africa ISBN:9781485121251	Smit, P.J. et al.	Juta	6th	2016
BRT201BC	Business Research Theory	The Practice of Market Research ISBN:9780273773115	McGivern, Y.	Pearson	4th	2013
DMA201BC	Digital Marketing Applications	Digital Marketing. Strategy, Implementation and Practice ISBN:9781292241579	Chaffey, D. & Ellis-Chadwick, F.	UK: Pearson	7th	2019
FM202BC	Financial Management 2	Corporate Finance: A South African Perspective ISBN:9780195996012	Els G., du Toit E., Erasmus P., Kotzé L., Ngwenya S., Thomas K. & Viviers S.	Oxford University Press	2nd	2014
MAR202BC	Marketing 2	Marketing: Concepts and Strategies ISBN:9781473760271	Dibb, S., Simkin, L., Pride, W.M., & Ferrel, O.C.	Cengage Learning, Hampshire, United Kingdom.	8th	2019
PRM201BC	Project Management	Project Management Techniques ISBN:9780994149237	Burke, R.	Burke Publishing	3rd	2019
PRM202BC	Project Management 2	Successful Project Management ISBN:9781473751293	Gido, J., Clements, J.P. & Harinarain, N.	Cengage Learning	1st SA Edition	2018
SAM202BC	Sales Management 2	Selling and Sales Management ISBN:9781292205021	Jobber, D., Lancaster, G. & Le Meunier-Fitzhugh, K.	Pearson Education	11th	2019
SCM202BC	Supply Chain Management 2	Business Logistics Management: A value chain perspective ISBN:9780190415662	Pienaar, W.J. & Vogt, J.J.	Oxford University Press	5th	2016
<b>YEAR 3</b>						
BM303BC	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN:9780627036811	Ehlers, T. & Lazenby, K.	van Schaik	4th	2019
BP304BC	Business Project	Study guide				
BRP302BC	Business Research: Project	Study guide				
MAR303BC	Marketing 3	Strategic Marketing: Creating Competitive Advantage ISBN:9780199684090	West, D., Ford, J., Ibrahim, E.	Oxford	3rd	2017
OM301BC	Operations Management	Operations Management: Global and Southern African Perspectives ISBN:9781775789345	Slack, N., Brandon-Jones, A., Johnston, R., Singh, H., Phihlela, K.	Pearson	3rd	2017
PRM303BC	Project Management 3	Successful Project Management ISBN:9781473751293	Gido, J., Clements, J.P. & Harinarain, N.	Cengage Learning	1st SA Edition	2018
SAM303BC	Sales Management 3	Sales Management, Shaping future sales leaders ISBN: 9781292023458	Tanner, J. F., Honeycut, E. D. & Erffmeyer, R. C	Pearson	1st	2014
SCM303BC	Supply Chain Management 3	Logistics and Supply Chain Management 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.						