

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
YEAR 1						
AL101	Academic Literacy	Academic Literacy ISBN:9781485130055 eISBN: 978148510062	Beekman, L., Dube, C., Underhill, J. & Potgieter, H.	Juta	3rd	2019
PBM101D	Principles of Business Management	Principles of Business Management ISBN:9780190723347	Strydom, J. Editor	Oxford University Press Southern Africa	4th	2018
PBC101D	Principles of Business Communication	Effective Business Communication in Organisations ISBN: 9780702197826	Fielding, M. & Du Plooy- Cilliers, F.	Juta	4th	2014
PDM101D	Principles of Digital Marketing	Digital Marketing. Strategy, Implementation and Practice ISBN:9781292241579	Chaffey, D. & Ellis-Chadwick, F.	UK: Pearson	7th	2019
PFM101D	Principles of Financial Management	Basic Accounting for Non-Accountants ISBN:9780627037191	Cloete, M. & Marimuthu, F.	van Schaik	3rd Revised Edition	2019
PMAR101D	Principles of Marketing	Principles of Marketing ISBN:9780199079407	Boshoff, C.	Oxford University Press Southern Africa	1st	2017
PPM101D	Principles of Project Management	A Guide to Project Management ISBN:9781485117087 (pack)	van der Waldt, G. & Fox, W.	Juta	2nd	2015
YEAR 2						
ABM202D	Applications of Business Management	Management Principles: A contemporary Edition for Africa ISBN:9781485121251	Smit, P.J. et al.	Juta	6th	2016
ADMM201D	Applications of Digital and Mobile Marketing	Understanding Digital Marketing. Marketing Strategies for Engaging the Digital Generation ISBN:9780749478438	Ryan, D.	Kogan Page	4th	2016
AFM202D	Application of Financial Management	Fundamentals of Finance: A Practical Guide to the World of Finance ISBN:9780639008707	Els, G., van Gaalen, R., Strydom, N. T. & Beekman, E.	LexisNexis	7th	2019
AM202D	Application of Marketing	MKTG11 ISBN:9781337116800	Lamb, C. W., Hair, J. F. and McDaniel, C.	Cengage Learning	11th	2018
BL201D	Business Law	General Principles of Commercial Law ISBN:9781485106296	Schulze et al.	Juta	8th	2015
MC201D	Marketing Communications	Integrated Advertising, Promotion and Marketing Communications ISBN:9781292222691	Clow, K.E. & Baack, D.O.	Pearson	8th (Global edition)	2018
MR201D	Marketing Research	Marketing Research ISBN:9781485112006	Wiid, J. & Diggins, C.	Juta	3rd	2015
YEAR 3						
ENT301DM	Entrepreneurship	Small Business Management, launching and growing entrepreneurial ventures ISBN:9781473734487	Longenecker, J.G., Petty, J.W., Palich, L.E. Hoy, F., Radipere, S. & Phillips, M.	South-Western College CENGAGE Learning	SA ed.	2017
HRM301D	Human Resource Management	Human Resource Management ISBN:9780190419738	Nel, P.S. and & Werner , A. (eds)	Oxford University Press Southern Africa	10th	2017
SM303D	Strategic Marketing	Strategic Marketing ISBN:978148521237	Wiid, J., Cant, M., & Makhitha, K.	Juta South Africa	2nd	2016
WIL301D	Work Integrated Learning	Study Guide				
Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.						