

Bachelor of Commerce (BCom) in Marketing and Management Science

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
YEAR 1						
ASD	Academic Skills Development	Online micro-module				
BM101B	Business Management 1	Introduction to Business Management ISBN:9780190745769	Erasmus, B., Strydom, J. & Rudansky-Kloppers, S.	Oxford University Press Southern Africa	11th	2019
BS101B	Business Statistics	Applied Business Statistics: Methods and Excel-based Applications ISBN:9781485130499	Wegner, T.	Juta	5th	2020
ECOP101B	Economic Principles	Study Guide				
FM101B	Financial Management 1	Basic Accounting for Non-Accountants ISBN:9780627037191	Cloete, M. & Marimuthu, F.	Van Schaik	3rd Revised Edition	2019
MAR101B	Marketing 1	Introduction to Marketing: A southern African perspective ISBN:9780627035999	Cunningham, N.	Van Schaik Publishers	1st	2018
PRM101B	Project Management 1	Project Management Techniques ISBN:9780994149237	Burke, R.	Burke Publishing	3rd	2019
SAM101B	Sales Management 1	Sales Management ISBN:9781485121244	Drotsky, A.	Juta	2nd	2018
SCM101B	Supply Chain Management 1	Supply Chain Management ISBN:9780190749897	Badenhorst-Weiss, H. et al	Oxford University Press	2nd	2020
YEAR 2						
BM202B	Business Management 2	Management Principles: A Contemporary Edition for Africa ISBN:9781485121251 eISBN:9781485124825	Smit, P.J. et al.	Juta	6th	2016
BRT201B	Business Research Theory	The Practice of Market Research ISBN:9780273773115 eISBN:9781787644250	McGivern, Y.	Pearson	4th	2013
DMA201B	Digital Marketing Applications	Digital Marketing: Strategy, Implementation and Practice ISBN:9781292241579	Chaffey, D. & Ellis-Chadwick, F.	UK: Pearson	7th	2019
FM202B	Financial Management 2	Corporate Finance - A South African Perspective ISBN:9780190751906	Alsemgeest, L et al	Oxford University Press Southern Africa	3rd	2020
MAR202B	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
PRM201B	Project Management	Project Management Techniques ISBN:9780994149237	Burke, R.	Burke Publishing	3rd	2019
PRM202B	Project Management 2	Successful Project Management ISBN:9781473751293	Gido, J., Clements, J.P. & Harinarain, N.	Cengage Learning	1st SA Edition	2018
SAM202B	Sales Management 2	Selling and Sales Management ISBN:9781292205021	Jobber, D., Lancaster, G. & Le Meunier-Fitzhugh, K.	Pearson Education	11th	2019
SCM202B	Supply Chain Management 2	Business Logistics Management ISBN:9780190415662	Pienaar, W.J. & Vogt, J.J.	Oxford University Press	5th	2016
YEAR 3						
BM303B	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN:9780627036811	Ehlers, T. & Lazenby, K.	van Schaik	4th	2019
BP304B	Business Project	Study Guide				
BRP302B	Business Research: Project	Study Guide				
MAR303B	Marketing 3	Strategic Marketing: Creating Competitive Advantage ISBN:9780199684090 eISBN:9780191073182	West, D., Ford, J., Ibrahim, E.	Oxford	3rd	2015
OM301B	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
PRM303B	Project Management 3	Study Guide				
SAM303B	Sales Management 3	Study Guide				
SCM303B	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.						