

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
<b>YEAR 1</b>						
ASD	Academic Skills Development	Online Micro-module				
PBC101D	Business Communication	Effective Business Communication in Organisations: preparing messages that communicate ISBN: 9780702197826 eISBN: 9781485104179	Fielding, M. & Du Plooy-Cilliers, F.	Juta	4th	2014
PBM101D	Principles of Business Management	Principles of Business Management ISBN: 9780190723347 eISBN: 9780190448448	Strydom, J. (Ed)	Oxford University Press Southern Africa	4th	2018
PDM101D	Principles of Digital Marketing	eStudy Guide <b>Recommended reading only:</b> Digital Marketing: Strategy, Implementation and Practice ISBN: 9781292400969 eISBN: 9781292400990	Chaffey, D. & Ellis-Chadwick, F.	Pearson	8th	2022
PFM101D	Principles of Financial Management	Basic Accounting for Non-Accountants ISBN: 9780627037191 / 9780627038907 eISBN: 9780627037207 / 9780627038914	Cloete, M. & Marimuthu, F.	Van Schaik	3rd rev ed 4th	2019 2022
PMAR101D	Principles of Marketing	Principles of Marketing ISBN: 9780199079407 eISBN: 9780199059546	Boshoff, C. et al.	Oxford University Press Southern Africa	1st	2017
PPM101D	Principles of Project Management	eStudy Guide <b>Recommended reading only:</b> A Guide to Project Management ISBN: 9781485132684 eISBN: 9781485132691	Van der Waldt, G. & Fox, W.	Juta	3rd	2022
<b>YEAR 2</b>						
ABM202D	Applications of Business Management	Management Principles: A Contemporary Edition for Africa ISBN: 9781485131007 eISBN: 9781485131014	Smit, P.J. et al.	Juta	7th	2021
ADMM201D	Applications of Digital and Mobile Marketing	eStudy Guide				
AFM202D	Application of Financial Management	Fundamentals of Finance: A Practical Guide to the World of Finance ISBN: 9780639008707 eISBN: 9780639008714	Els, G., van Gaalen, R., Strydom, N. T. & Beekman, E.	LexisNexis	7th	2019
AM202D	Application of Marketing	eStudy Guide				
BL201D	Business Law	eStudy Guide				
MC201D	Marketing Communications	Integrated Advertising, Promotion and Marketing Communications ISBN: 9781292411217 eISBN: 9781292411347	Clow, K.E. & Baack, D.O.	Pearson	9th Global	2021
MR201D	Marketing Research	Marketing Research ISBN: 9781485129240 eISBN: 9781485129257	Wiid, J. & Diggins, C. (Eds)	Juta	4th	2021
<b>YEAR 3</b>						
ENT301D	Entrepreneurship	Small Business Management: launching and growing entrepreneurial ventures ISBN: 9781473734487 eISBN: 9781473734517	Longenecker, J.G., Petty, J.W., Palich, L.E. Hoy, F., Radipere, S. & Phillips, M.	Cengage Learning	SA ed	2017
HRM301D	Human Resource Management	eStudy Guide				
MP301D	Marketing Project	eStudy Guide				
SM303D	Strategic Marketing	Woods Essential Guide to Marketing Planning ISBN: 9781839614095	Woods (SA Custom Title)	Pearson	1st	2020
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