

Bachelor of Commerce 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 / 9780190739614 eISBN: 9780190754167 / 9780190751807	Rudansky-Kloppers, S., Erasmus, B. & Strydom, J.	Oxford University Press Southern Africa	11th 12th	2019 2023
BS101B	Business Statistics	Applied Business Statistics: Methods and Excel-based Applications ISBN: 9781485130499 eISBN: 9781485130505	Wegner, T.	Juta	5th	2020
ECOP101B	Economic Principles	eStudy Guide				
FM101B	Financial Management 1	Basic Accounting for Non-Accountants ISBN: 9780627038907 eISBN: 9780627038914	Cloete, M. & Marimuthu, F.	Van Schaik Publishers	4th	2022
MAR101B	Marketing 1	Introduction to Marketing: A Southern African Perspective ISBN: 9780627039102 eISBN: 9780627039119	Cunningham, N.	Van Schaik Publishers	2nd	2022
ELECTIVES						
PRM101B	Project Management 1	Project Management Techniques: AI ISBN: 9780994149299 eISBN: 9781991173706	Burke, R.	Burke Publishing	5th	2023
SCM101B	Supply Chain Management 1	Supply Chain Management ISBN: 9780190749897 eISBN: 9780190749477	Badenhorst-Weiss, H. et al.	Oxford University Press	2nd	2020
YEAR 2						
BM202B	Business Management 2	Management Principles: A Contemporary Edition for Africa ISBN: 9781485131007 eISBN: 9781485131014	Smit, P.J. et al.	Juta	7th	2021
FM202B	Financial Management 2	Corporate Finance: A South African Perspective ISBN: 9780190751906 eISBN: 9780190741327	Alsemgeest, L. et al.	Oxford University Press Southern Africa	3rd	2020
MAR202B	Marketing 2	Marketing: Concepts and Strategies ISBN: 9781473778580 eISBN: 9781473778610	Dibb, S., Simkin, L., Pride, W.M. & Ferrell, O.C.	Cengage	9th	2023
RT201B	Research Theory	Marketing Research ISBN: 9781485129240 eISBN: 9781485129257	Wiid, J.A. & Diggins, C.N. (Eds)	Juta	4th	2021
SKAM201B	Sales and Key Account Management	eStudy Guide				
ELECTIVES						
PRM202B	Project Management 2	Successful Project Management in South Africa ISBN: 9781473780415 eISBN: 9781473780422	Gido, J., Clements, J.P., Baker, R., & Harinarain, N. and Eresia-Eke, C.	Cengage Learning	2nd SA ed	2022
SCM202B	Supply Chain Management 2	Strategic Logistics Management: A Supply Chain Management Approach ISBN: 9780627039188 eISBN: 9780627039195	Nieman, W. & De Villiers, G. (Eds)	Van Schaik Publishers	3rd	2022
YEAR 3						
BM303B	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN: 9780627040092 eISBN: 9780627040108	Ehlers, T. & Lazenby, K. (Eds)	Van Schaik	5th	2023
BP304B	Business Project	eStudy Guide				
DMA001B	Digital Marketing Applications	Digital Marketing: Strategy, Implementation and Practice ISBN: 9781292400969 eISBN: 9781292400990	Chaffey, D. & Ellis-Chadwick, F.	Pearson	8th	2021
MAR303B	Marketing 3	eStudy Guide				
MRP302B	Marketing Research: Project	eStudy Guide				
ELECTIVES						
PRM303B	Project Management 3	eStudy Guide				
SAM303B	Sales Management 3	eStudy Guide				
SCM303B	Supply Chain Management 3	Logistics and Supply Chain Management ISBN: 9781292416182 eISBN: 9781292416205	Christopher, M.	Pearson Education	6th	2023
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