

**Bachelor of Commerce in Marketing and Management Science**

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
<b>YEAR 1</b>						
ASD	Academic Skills Development	Online micro-module				
BM101B	Business Management 1	Introduction to Business Management ISBN: 9780190745769 eISBN: 9780190754167	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 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	2021
MAR101B	Marketing 1	Introduction to Marketing: A Southern African perspective ISBN: 9780627039102 eISBN: 9780627039119	Cunningham, N.	Van Schaik Publishers	2nd	2022
<b>ELECTIVES</b>						
PRM101B	Project Management 1	Project Management Techniques: Artificial Intelligence ISBN: 9780994149251 eISBN: 9780994149268	Burke, R.	Burke Publishing	4th	2021
SCM101B	Supply Chain Management 1	Supply Chain Management ISBN: 9780190749897 eISBN: 9780190749477	Badenhorst-Weiss, H. et al.	Oxford University Press	2nd	2020
<b>YEAR 2</b>						
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: 9781473760271 eISBN: 9781473758735	Dibb, S., Simkin, L., Pride, W.M., & Ferrel, O.C.	Cengage	8th	2019
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				
<b>ELECTIVES</b>						
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
SAM202B	Sales Management 2	Selling and Sales Management ISBN: 9781292205021 eISBN: 9781292205052	Jobber, D., Lancaster, G. & Le Meunier-Fitzhugh, K.	Pearson Education	11th	2019
SCM202B	Supply Chain Management 2	Business Logistics Management ISBN: 9780190415662 eISBN: 9780190420017	Pienaar, W.J. & Vogt, J.J.	Oxford University Press	5th	2016
<b>YEAR 3</b>						
BM303B	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN: 9780627036811 eISBN: 9780627036828	Ehlers, T. & Lazenby, K.	Van Schaik	4th	2019
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	Strategic Marketing: Creating Competitive Advantage ISBN: 9780199684090 eISBN: 9780191073182	West, D., Ford, J., Ibrahim, E.	Oxford	3rd	2015
MRP302B	Marketing Research: Project	eStudy Guide				
<b>ELECTIVES</b>						
PRM303B	Project Management 3	eStudy Guide				
SAM303B	Sales Management 3	eStudy Guide				
SCM303B	Supply Chain Management 3	Logistics and Supply Chain Management ISBN: 9781292083797 eISBN: 9781292083827	Christopher, M.	Pearson	5th	2016
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