



Graduate  
School

# Prescribed Booklist Semester Two 2023 Diploma in Export Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
<b>YEAR 2</b>						
AM202D	Application of Marketing	eStudy Guide				
<b>YEAR 3</b>						
BMS303D	Business Management Strategy	Strategic Management: Southern African Concepts and Cases ISBN: 9780627036811 eISBN: 9780627036828	Ehlers, T. & Lazenby, K.	Van Schaik	4th	2019
ETS301D	Export Trade Strategy	Not applicable				
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

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