

Prescribed Books - 2019



Printed Date: 24/08/2019

A list of prescribed textbooks for your qualification has been provided to assist you. Module fees **do not** include the cost of prescribed textbooks, which will be for your own account unless otherwise indicated. Please visit your course environment before purchasing any textbooks as some textbook will be accessible from the library on Scholartext.

For important textbook information please click [here](#)

Master of Business Administration (NQF Level 9)

Course/Module	Code	Prescribed Book(s)	Publisher	Edition	ISBN
Advanced Business Research Methodology	ABRM01-9	Business research methods, Available for download from www.Bookboon.com Greener, S	BookBoon	2007	9788776814212
Advanced Business Research Methodology	ABRM01-9	How to write a research paper, Available for download from www.bookboon.com Simon Kendal	BookBoon	1	9788740310696
Business in Emerging Markets	BEMA01-9	BRICs and beyond: Executive lessons on emerging markets Stephanie Jones	John Wiley & Sons	2012	9781119962694
Business Report Writing, Quantitative Analysis and Presentation Skills	BQPS02-8	Academic Literacy Beekman, L., Dube, C., Potgieter, H. & Underhill, J.	Juta Academic	2	9781485111795
Business Report Writing, Quantitative Analysis and Presentation Skills	BQPS02-8	Applied Business Statistics. Methods and Excel Based Applications Wegner, T.	Juta Academic	4	9781485111931
Entrepreneurship and Innovation	ENTI01-9	New Venture Creation Spinelli, S. & Adams, R.J.	McGraw-Hill	10	9789814577465
General Management Environment	GENV01-8	Management Principles: A contemporary edition for Africa Smit, Botha, Vrba	Juta Academic	6	9781485121251
Integrated Business Strategy	IBST01-9	Crafting and executing strategy - The quest for competitive advantage: concepts and cases Thompson	McGraw-Hill	21	9781259921995
Management Accounting and Finance (Part 1)	MAFI1A-8	CIMA: P2 Advanced Management Accounting, Study Text,	BPP Learning Media		9781509706877
Management Accounting and Finance (Part 2)	MAFI1B-9	CIMA F3 Financial Strategy: Study Text	BPP Learning Media		9781509723379

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Marketing and Sales Management	MSMA01-9	Applied Strategic Marketing Jooste, C.J. Strydom, J.W. Berndt, A. & Du Plessis, P.J	Pearson & Oxford	4	9781775781271
Marketing and Sales Management	MSMA01-9	Contemporary Cases in Southern African Marketing HB Klopper & Kim Viljoen	Van Schaik	3	97806270033285
Operations and Technology Management	OTMA01-9	Operations Management: Processes and Supply Chains Lee J. Krajewski, Larry P. Ritzman, Manoj K. Malhotra	Pearson	12	9781292259932
People Management	PEMA01-9	Human Resource Management in South Africa Grobler, P,A; Warnich, S; Carrell, MR; Elert, NF; Hatfield, RD	South – Western, a division of Cengage Learning	5	9781408074220

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