

Prescribed Books



Printed Date: 26/10/2020

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.

Textbook list for 2021 will be available on 15 November 2020.

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

Bachelor of Business Administration (738)					
Course/Module	Code	Prescribed Book(s)	Publisher	Edition	ISBN
Business Management 3B (Strategic Management)	BBAB301B	Strategic management: Southern African Concepts and Cases Ehlers, T. and Lazenby, K	Van Schaik	4	9780627036811
Entrepreneurship	BBAENT301	Entrepreneurship Stokes, Wilson and Mador	South-Western/Cengage Learning	1	9781408007457
Business Communication	BCOM02-5	Business Communication Daniels, D., Hunter, A., McGhie, V., Horn, J.M., Van Jaarsveldt, M. & Van Vuuren, T	Oxford University Press	1	9780195995268
Business Law	BLAW1B-6	Legal Principles of Contracts and Commercial Law Fouche, M.A. ed. 2015	Lexis Nexis	8	9780409121759
Business Research Methods	BREM01-7	Economic and Management Research P. Venter, D. Van Zyl, P. Joubert, R. Pellissier, L. Stack, Janse Van Rensburg	Oxford	1	9780199049301
Business Ethics	BUSE02-6	Business Ethics D. Rossouw and L. Van Vuuren	Oxford University Press	6	9780190721466
Entrepreneurship	ENPS02-7	Entrepreneurship Stokes, Wilson and Mador	Cengage	1	9781408007457
Finance for Managers**	FMAN02-6	Financial Management for Non-Financial Managers Clive Marsh	Kogan Page	1	9780749464677
General Management	GMAN01-7	Management Hellriegel, Slocum, Jackson, Louw, Staude	Oxford University Press Southern Africa	5	9780199077366
Principles of Human Resource Management	HRMA01-6	Human Resource Management in South Africa S. Warnich, Carrell.M, Elbert.N, Hatfield. RD.	Cengage	6	9781473751125

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International Business	INBU01-7	International Business Mike Peng, Klaus Meyer	Cengage	3	9781473758438
Services Marketing, Consumer Behavior and Relationship Marketing	MARK3A-7	Services Marketing A Contemporary Approach C.Boshoff and A. Brendt	Juta	3	9781485129301
Management and Leadership	MLED02-6	Leadership in the African Context Van Zyl, E	Juta	2	9781485111788
Operations Management	OMAN02-6	Operations Management. Global and Southern African Perspectives Slack, N., Brandon-Jones, A., Johnston, R., Singh, H. & Pihlela, K.	Pearson	3	9781775789345
Organisational Behavior	ORGB02-7	Organisational Behaviour(Global and South African Perspectives) Robbins,SP.,Judge, TA.,Odendaal,A.Roodt,G.	Pearson	3	9781775951513
Marketing Management Practice	PMAR01-6	Introduction to Marketing – a Southern African perspective. Nicole Cunningham	Van Schaik Publishers	1	978062703599
Principles of Micro-economics	PMIC02-5	Understanding Microeconomics Mohr P, Seymore R, Yu D	Van Schaik	2	9780627036156
Principles of Macroeconomics	POME02-6	Understanding Macroeconomic	van Schaik	2018	9780627036330
Performance and Productivity Management	PPMA01-7	Performance Management reboot Bussin, M	Knowledge Resources.	2017	9781869226640
Project Management	PROM02-6	Project Management in Perspective T. Oosthuizen, R. Venter	Oxford University Press Southern Africa	2	9780195998139
Risk Management	RISM01-7	Corporate Risk Management (Online version of the book available on CyberLibris/Scholartext) Merna, Tony & Al-Thani, Faisal F.	John Wiley & Sons	2	9780470518335
Strategic Human Resources Perspectives	SHRP01-7	Human Resource Management in the new world of work: Meeting the challenges of Industry 4.0. (eBook A) Kokt, D	Van Schaik Publishers	1	9780627038105
Technology and Innovation Management	TIMA01-7	Exploring innovation Smith, D.	McGraw-Hill	3	9780077158392
Workplace Relations	WREL01-6	Labour Relations – A Southern African Perspective. Bendix, S	Juta	7	9781485125730

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