

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
YEAR 1						
ASD	Academic Skills Development	Online Micro-module				
BC101B	Business Communication	eStudy Guide				
BM101B	Business Management 1	eStudy Guide				
BS101B	Business Statistics	Applied Business Statistics: Methods and Excel based Applications ISBN print: 9781998963027 eISBN: 9781998963034	Wegner, T.	Juta	6th	2024
ECOP101B	Economic Principles	Economics for South African Students ISBN: 9780627037054 eISBN: 9780627037061	Mohr, P. and Associates	Van Schaik Publishers	6th	2020
FM101B	Financial Management 1	Basic Accounting for Non-Accountants ISBN: 9780627038907 eISBN: 9780627038914	Cloete, M. and Marimuthu, F.	Van Schaik Publishers	4th	2022
MAR101B	Marketing 1	Marketing Management: a South African Perspective ISBN: 9781998962181 eISBN: 9781485117100	Cant, MC. Gowpall, Y. Kamffer, L (ed)	Juta	5th	2024
YEAR 2						
BM201B	Brand Management	Strategic Brand Management: Building, Measuring and Managing Brand Equity ISBN: 9781292314969 eISBN: 9781292314990	Keller, K.L. and Swaminathan, V.	Pearson Prentice Hall	5th Global edition	2020
BM202B	Business Management 2	eStudy Guide <i>Recommended reading:</i> Management Principles: A Contemporary Edition for Africa ISBN: 9781485131007 / 9781485160021 eISBN: 9781485131014 / 9781485160038	Smit, P.J., Botha, T. and Vrba, M.J. (Eds)	Juta	8th	2024
FM202B	Financial Management 2	Corporate Finance: A South African Perspective ISBN: 9780190778958 eISBN: 9780190778965	Alsemgeest, L. et al.	Oxford University Press Southern Africa	4th	2025
IMC201B	Integrated Marketing Communications	eStudy Guide				
MAR202B	Marketing 2	Marketing: Concepts and Strategies ISBN: 9781473778580 eISBN: 9781473778610	Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C.	Cengage	9th	2023
RT201B	Research Theory	eStudy Guide				
YEAR 3						
BM303B	Business Management 3	eStudy Guide <i>Recommended reading:</i> Strategic Management: Southern African Concepts and Cases ISBN: 9780627040092 eISBN: 9780627040108	Ehlers, T. and Lazenby, K. (Eds)	Van Schaik Publishers	5th	2023
FM303B	Financial Management 3	eStudy Guide				
MAR303B	Marketing 3	Strategic Marketing ISBN: 9781473778580 eISBN: 9781473778610	Wiid, J.A, Cant, M.C and Dilotsotlhe, N. (Eds)	Juta	4th	2023
MRP302B	Marketing Research: Project	eStudy Guide				
ELECTIVES						
BBM001B	Business-to-Business Marketing	eStudy Guide				
DMA001B	Digital Marketing Applications	eStudy Guide				
RM001B	Retail Marketing	eStudy Guide				
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