



# Prescribed Booklist Semester Two 2026

## Bachelor of Commerce in Marketing and Management Science

Updated: 11-06-2026

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
<b>YEAR 1</b>						
ASD	Academic Skills Development	Online Micro-module				
BM101B	Business Management 1	eStudy Guide				
BS101B	Business Statistics	<b>Applied Business Statistics: Methods and Excel based Applications</b> ISBN print: 9781998963027 eISBN: 9781998963034	Wegner, T.	Juta	6th	2024
ECOP101B	Economic Principles	<b>Economics for South African Students</b> ISBN: 9780627037054 eISBN: 9780627037051	Mohr, P. and Associates	Van Schaik Publishers	6th	2020
FM101B	Financial Management 1	<b>Basic Accounting for Non-Accountants</b> ISBN: 9780627038907 eISBN: 9780627038914	Cloete, M. and Marimuthu, F.	Van Schaik Publishers	4th	2022
MAR101B	Marketing 1	<b>Marketing Management: a South African Perspective</b> ISBN: 9781998962181 eISBN: 9781485117100	Cant, MC. Gopwall, Y. Kamffer, L (ed)	Juta	5th	2024
<b>MAJOR ELECTIVE STREAMS</b>						
PRM101B	Project Management 1	eStudy Guide				
SCM101B	Supply Chain Management 1	eStudy Guide				
<b>YEAR 2</b>						
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	<b>Corporate Finance: A South African Perspective</b> ISBN: 9780190778958 eISBN: 9780190778965	Alsemgeest, L. et al.	Oxford University Press Southern Africa	4th	2025
MAR202B	Marketing 2	<b>Marketing: Concepts and Strategies</b> ISBN: 9781473778580 eISBN: 9781473778610	Dibb, S., Simkin, L., Pride, W.M. and Ferrell, O.C.	Cengage	9th	2023
RT201B	Research Theory	eStudy Guide				
SKAM201B	Sales and Key Account Management	eStudy Guide				
<b>ELECTIVES</b>						
PRM202B	Project Management 2	<b>Successful Project Management in South Africa</b> ISBN: 9781473780415 eISBN: 9781473780422	Gido, J., Clements, J.P., Baker, R., Harinarain, N. and Eresia-Eke, C.	Cengage Learning	2nd SA ed	2022
SCM202B	Supply Chain Management 2	<b>Strategic Logistics Management: A Supply Chain Management Approach</b> ISBN: 9780627039188 eISBN: 9780627039195	Nieman, W. and De Villiers, G. (Eds)	Van Schaik Publishers	3rd	2022
<b>YEAR 3</b>						
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
BP304B	Business Project	eStudy Guide				
DMA001B	Digital Marketing Applications	eStudy Guide				
MAR303B	Marketing 3	<b>Strategic Marketing</b> ISBN: 9781998963317 eISBN: 9781998963324EP	Wiid, J.A, Cant, M.C and Dilotsotlhe, N. (Eds)	Juta	4th	2023
MRP302B	Marketing Research: Project	eStudy Guide				
<b>ELECTIVES</b>						
PRM303B	Project Management 3	eStudy Guide				
SCM303B	Supply Chain Management 3	<b>Logistics and Supply Chain Management</b> ISBN: 9781292416182 eISBN: 9781292416205	Christopher, M.	Pearson Education	6th	2023

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