

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR
YEAR 1						
ASD	Academic Skills Development	Online Micro-module				
PBC101D	Principles of Business Communication	The Communication Handbook ISBN: 9781485130901 eISBN: 9781485130918	Cleary, S. (Ed)	Juta	4th	2020
PBM101D	Principles of Business Management	Principles of Business Management ISBN: 9780190743307 eISBN: 9780190746490	Strydom, J. (Ed)	Oxford University Press Southern Africa	5th	2023
PDM101D	Principles of Digital Marketing	eStudy Guide				
PFM101D	Principles of Financial Management	Basic Accounting for Non-Accountants ISBN: 9780627038907 eISBN: 9780627038914	Cloete, M. & Marimuthu, F.	Van Schaik	4th	2022
PMAR101D	Principles of Marketing	eStudy Guide				
PPM101D	Principles of Project Management	eStudy Guide				
YEAR 2						
ABM202D	Applications of Business Management	Management Principles: A Contemporary Edition for Africa ISBN: 9781485160021 eISBN: 9781485160038	Smit, P.J., Botha, T. & Vrba, M.J. (Eds)	Juta	8th	2025
ADMM201D	Applications of Digital and Mobile Marketing	eStudy Guide				
AFM202D	Application of Financial Management	Fundamentals of Finance: A Practical Guide to the World of Finance ISBN: 9781776174645 eISBN: 9781776174652	Els, G., Strydom, N. T. & Van Gaalen, R.	LexisNexis	8th	2023
AM202D	Application of Marketing	eStudy Guide				
MC201D	Marketing Communications	Integrated Advertising, Promotion and Marketing Communications ISBN: 9781292411217 eISBN: 9781292411347	Clow, K.E. & Baack, D.O.	Pearson	9th Global	2021
MR201D	Marketing Research	Marketing Research ISBN: 9781998963928 eISBN: 9781998963935	Wiid, J. & Diggines, C. (Eds)	Juta	5th	2025
SAM201D	Sales Management	Sales Management ISBN: 9781485132769 eISBN: 9781998962402	Erwee, L. & Cant, M.C. (Eds)	Juta	3rd	2023
YEAR 3						
ENT301D	Entrepreneurship	Small Business Management: Launching and Growing Entrepreneurial Ventures ISBN: 9781473787360 eISBN: 9781473787384	Longenecker, J.G., Petty, J.W., Palich, L.E., Hoy, F., Radipere, S. & Phillips, M.J.	Cengage Learning	2nd SA ed	2023
HRM301D	Human Resource Management	eStudy Guide				
MP301D	Marketing Project	eStudy Guide				
SM303D	Strategic Marketing	eStudy Guide				
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