

2018 PRESCRIBED BOOK LISTS WITH * ESTIMATED PRICES

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Version
2.0
June 2018

All prescribed books for modules offered in 2019 is under review, please consult the 2019 book list when available

Faculty:		Commerce and Law									
Qualification name:		Bachelor of Business Administration									
YEAR 1											
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price	
Business English	SSBE111	1	No textbook								
Business Management 1A	COBM111	1	Business Management - Fresh Perspectives (Custom for PIHE)	Various (Compiled text)	CU	Pearson SA	eBook only	n/a	9781775787655	R 504.00	
Computer Skills	ITSK110	1	MyLab IT with eText	Gaskin		Pearson UK	Direct Purchase	TBC	No eBook	n/a	
Quantitative Techniques	COQT111	1	Applied Business Statistics Methods and Excel-based Applications	Wegner	4	Juta & Co	9781485111931	R 240.00	9781485115427	R 525.00	
Business Management 1B	COBM121	2	Same as COBM111								
<i>Choose 3 of the four groups. Two of the three groups will be your majors in the third year.</i>											
Human Resource Management 1	COHR111	1	Basic Psychology for Human Resource Practitioners	Kruger	2	Juta & Co	9781485102755	R 500.50	9781485104711	TBC	
Human Resource Information Systems	COHI221	2	Manuals provided by the external provider of the module	n/a	n/a	n/a	n/a	R 560.95	TBC	R 520.00	
Marketing 1	COMK111	1	Principles of Marketing : Global and Southern African Perspectives, 2/E	Kotler	2	Pearson SA	9781775789499	R 790.50	9781928226505	R 723.00	
Consumer Behaviour	COCB121	2	Consumer behaviour: South African Psychology and Marketing Applications	Mpinganjira	1	Oxford University Press	9780195999327	R 618.50	No eBook	n/a	
Financial Accounting 1A	COFA111	1	About financial accounting - V1	Doussy	6	LexisNexis	9 780 409 124 620	TBC	9 780 409 124 804	TBC	
			AQS Questions for students (COFA111; COF111)	Cornelius & Weyers	2018	Lexis Nexis	9780409128611	TBC	978 0409 1286 28	TBC	
Financial Accounting 1B	COFA121	2	About financial accounting – V2	Doussy	6	LexisNexis	9 780 409 124 637	TBC	9 780 409 124 811	TBC	
			AQS Questions for students (COFA121)	Cornelius & Weyers	2018	Lexis Nexis	9780409124620	TBC	9780 409 124804	TBC	
Public Relations 1	ACPR101	Year	Handbook of Public Relations	Skinner	11	Oxford University Press	9780190412012	R 469.00	No eBook	n/a	
YEAR 1 TOTAL ESTIMATED PRICE: R											
YEAR 2											
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price	
Business Law	LWBL111	1	Business Law	Nagel	5	LexisNexis	9780409123906	R 1 012.95	9780409123913 EB	R 1 088.00	
Business Management 2A	COBM211	1	Entrepreneurship 5/E GE	Barringer	5	Pearson UK	9781292095370	R 567.00	9781292095387	TBC	
Economics 1A	COEC111	1	Economics: Global and Southern African Perspectives, 2/E	Parkin	2	Pearson SA	9781775785026	R 567.95	9781775788690	R 610.00	
Research Methodology	CORM211	1	Doing Social Research: A Global Context	Wagner	1	McGraw-Hill	9780077126407	R 962.50	9780077152512	R 872.00	
Business Management 2B	COBM221	2	Fundamentals of Management 10/E GE	Robbins	10	Pearson UK	9781292146942	R 504.00	9781292146959	TBC	
Economics 1B	COEC121	2	Same as COEC111								
Project Management	COPM221	2	Project Management: Achieving Competitive Advantage, Global Edition, 4/E	Pinto	4	Pearson UK	9781292094793	R 762.50	No eBook	n/a	
<i>Choose 2 of the four groups. These 2 will be your majors in the third year.</i>											
Human Resource Management 2A	COHR211	1	Human Resource Management in South Africa.	Grobler, Warnich, Carrrell, Elbert, Hatfield	5	Cengage Learning	9781408074220	TBC	9781473723801	TBC	
Human Resource Management 2B	COHR221	2	Organisational Behaviour: GSAP 3/E	Robbins	3	Pearson SA	9781775951513	R 640.50	9781775789259	TBC	
Marketing 2A	COMK211	1	Marketing Management, Global Edition, 15/E	Kotler	15	Pearson UK	9781292092621	R 790.50	9781292092713	R 712.00	
Marketing 2B	COMK221	2	Same as COMK211								
Management Accounting 2A	COMA211	1	Fundamentals of cost and management accounting	Els	7	LexisNexis	9780409106954	R 790.50	9780409125832	TBC	
Management Accounting 2B	COMA221	2	Same as COMA211								
Public Relations 2	ACPR202	Year	Same as ACPR101								
YEAR 2 TOTAL ESTIMATED PRICE: R											
YEAR 3											
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price	
Business Management 3A	COBM311	1	Strategic Management: Conc & Cases 16/E GE	David	16	Pearson UK	local bundle 9781776102631	R 467.00	No eBook	n/a	
Work Integrated Learning	COIS300	Year	No textbook								
Research Project	CORP300	Year	Research at Grass Roots: For the social sciences and human service professions	De Vos	Latest	Van Schaik Publishers	9780627027727	R 495.50	9780627032684	R 478.00	
Business Management 3B	COBM321	2	Making Sense of Change Management	Cameron	4	Jonathan Ball	9780749472580	R 888.00	No eBook	n/a	
Business Ethics	COBE311	2	Business Ethics	Rossouw	6	Oxford University Press	9780199048113	R 580.00	9780199075409	R 573.00	
<i>Choose 2 of the four groups.</i>											
Human Resource Management 3A	COHR311	1	Remuneration Management: A South African Perspective	Coetzee	2016	Frontline books	9780620699372	R 631.50	No eBook	R 656.00	
Human Resource Management 3B	COHR321	2	Contemporary Issues in Human Resource Management	Grobler	4	Oxford University Press	9780195998306	R 535.00	9780199042937	TBC	
Product & Promotion Management 3	COPP311	1	Product Strategy and Management, 2/E	Baker	2	Pearson UK	9780273694502	R 755.50	No eBook	n/a	
Strategic Marketing	COSM321	2	Strategic Marketing	Wiid	1	Juta	9781485102137	TBC	No eBook	n/a	
Financial Management 3	COFM302	Year	Financial Management	Correia	8	Juta & Co	9781485102779	R 506.95	9781485104902	TBC	
Public Relations 3	ACPR300	Year	Cutlip & Center's Effective Public Relations: International Edition, 11/E	Broom	11	Pearson UK	9780273768395	R 875.50	9780273775775	R 800.00	
YEAR 3 TOTAL ESTIMATED PRICE: R											