

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 Commerce Tourism Management								
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
Economics 1A	COEC111	1	Economics: Global and Southern African Perspectives, 2/E	Parkin	2	Pearson SA	9781775785026	R 567.95	9781775788690	R 610.00
Introduction to Tourism, Travel and Hospitality	COIT111	1	Managing Tourism in South Africa	George	2	Oxford University Press	9780199075874	R 640.50	9780190407018	R 665.00
Marketing 1	COMK111	1	Principles of Marketing : Global and Southern African Perspectives	Kotler	2	Pearson SA	9781775789499	R 790.50	9781928226505	R 723.00
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							
Computer Skills	ITSK110	2	MyLab IT with eText	Gaskin		Pearson UK	Direct Purchase	TBC	No eBook	n/a
Economics 1B	COEC121	2	Same as COEC111							
Introduction to Financial Accounting	COIF111	2	AOS Questions for students (COFA111; COIF111)	Cornelius & Weyers	2018	Lexis Nexis	9780 409 128611	TBC	9780409126532	TBC
Tourism Environment	COTE121	2	Fresh Perspectives: Tourism Development 1/E	Ivanovic	1	Pearson SA	9781868919772	R 459.00	9781775959519	R 443.00
Tourism Geography	COTG121	2	Eyewitness Travel Guide: South Africa	Brett	2015	Penguin	9781409371656	TBC	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
Human Resource Management 2A	COHR211	1	Human Resource Management in South Africa.	Grobler, Warnich, Carrrell, Elbert, Hatfield	5	Cengage Learning	9781408074220	TBC	9781473723801	TBC
Marketing 2A	COMK211	1	Marketing Management, Global Edition, 15/E	Kotler	15	Pearson UK	9781292092621	R 790.50	9781292092713	R 712.00
Research Methodology	CORM211	1	Doing Social Research: A Global Context	Wagner	1	McGraw-Hill	9780077126407	R 962.50	9780077152512	R 872.00
Transportation in Tourism	COTT211	1	Transport and Tourism. Global Perspectives, 3/E	Page	3	Pearson UK	9780273719700	TBC	9780273719717	TBC
Business Management 2B	COBM221	2	Fundamentals of Management 10/E GE	Robbins	10	Pearson UK	9781292146942	R 504.00	9781292146959	TBC
Employment Relations 1	COER121	2	South African Employment Relations, Theory and Practice	Nel	8	Van Schaik Publishers	9780627033933	R 459.50	9780627034312	R 443.00
Marketing 2B	COMK221	2	Same as COMK211							
Tourism: Festivals and Events	COTE221	2	Conference and Events Management	Watkins		Edge Learning Media	9781775860211	TBC	TBC	TBC
Tourism: Planning and Development	COPD221	2	Fresh Perspectives: Tourism Development 1/E	Ivanovic	1	Pearson SA	9781868919772	R 698.00	9781775959519	R 559.00
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
Airfares and Ticketing	COAT311	1	Manuals provided by the external provider of the module	n/a	n/a	n/a	n/a	R 519.50	TBC	TBC
Business Management 3A	COBM311	1	Strategic Manage: Conc & Cases 16/E GE	David	16	Pearson UK	local bundle 9781776102631	R 467.00	No eBook	n/a
Hospitality in Tourism	COTH311	1	Check-in Check-Out: Pearson New International Edition: Managing Hotel Operations, 9/E	Vallen	9	Pearson UK	9781292021102	TBC	9781292034355	R 749.00
Marketing of Services	COMS311	1	Services Marketing	Wilson	3	McGraw-Hill	9780077169312	R 705.95	No eBook	n/a
Special Interest Tourism	COSI311	1	No textbook							
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	9780627027272	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
Destination Marketing	CODM321	2	Marketing Tourism in South Africa	George	5	Oxford University Press	9780199075874	R 666.50	9780190407018	R 716.00
Global Distribution Systems	COGD321	2	Manuals provided by the external provider of the module	n/a	n/a	n/a	n/a	R 560.95	n/a	R 520.00
Tourism Distribution	COTD321	2	No textbook							
YEAR 3 TOTAL ESTIMATED PRICE: R										