

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:		Applied Science								
Department:		IT								
Qualification name:		Bachelor of Science in Internet Communication								
YEAR 1										
Module Name	Module Code	Sem	Textbook title	Author	Edition	Publisher	Print ISBN	Print Price	eBook ISBN	eBook Price
Communication Science 1	ACCS102	Year	An Introduction to Communication Studies for Southern African Students	Steinberg	2	Juta & Co	9781485102717	R 518.00	978148510766	R 518.00
Journalism Writing 1	ACJW101	Year	Dynamics of Public Relations and Journalism: A Practical guide for Media Studies	Clear	4	Juta & Co	9781485102878	R 421.00	9781485104803	R 421.00
Media Theory 1	ACMT102	Year	Media Studies Vol. 1	Fourie	2	Juta & Co	9780702176920	R 515.00	9780702196744	R 515.00
Business Management 1A	COBM111	1	Business Management - Fresh Perspectives (Custom for PIHE)	MJ Pienaar and S Subramoney	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
Generic Algorithm Design	ITGA111	1	Problem Solving & Programming Concepts: International Edition, 9/E	Sprankle	9	Pearson UK	9780273752219	R 903.50	9781292013978E B	R 826.00
Software Development 1A	ITSD112	1	C++ Programming Design Including Data Structures	Malik	7	Cengage Learning	9781285852751	R 878.50	9781408090183E B	R 615.00
Advanced Information & Computer Skills	ITAS110	2	Navigating Information	Bothma	5	Pearson SA	9781776101818	R 450.50	9781776101634	TBC
Discrete Maths	ITDM121	2	Discrete Mathematics with Applications	Epp	4	Cengage Learning	9780495826163	R 727.95	No eBook	n/a
Software Development 1B	ITSD122	2	Same as ITSD112							
Electives on discretion of Dean										
Introduction to Mathematics A	FPBM011	1	CU Intro to Maths Revised	Various	CU: 2	Pearson UK	9781782367970	R 688.50	No eBook	n/a
Mathematics for Degree Studies B	FPMS021	2	Introduction to Mathematics for Degree	Various (Compiled)	CU	Pearson UK	9781782366553	R 819.95	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
Communication Science 2	ACCS202	Year	Integrated Organisational	Angelopulo	2	Juta & Co	9780702189845	R 697.00	9780702196737	R 697.00
Journalism Writing 2	ACJW201	Year	Journalism: Who, What, When, Where, Why, And How, 1/E	Stovall	1	Pearson US	9780205372041	R 3 078.95	No eBook	n/a
Media Theory 2	ACMT202	Year	Media Studies Vol. 2	Fourie	2	Juta & Co	9780702176753	R 543.00	9780702189487	R 543.00
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
Operating Systems in Practice	ITOS211	1	Survey of Operating Systems	Holcombe	4	McGraw-Hill	9781259094965	R 918.50	No eBook	n/a
Software Development 2A	ITSD212	1	Same as ITSD112							
Advertising and Sales Promotion	COAS221	2	Integrated Advertising, Promotion, and Marketing Communications, Global Edition, 7/E	Clow	7	Pearson UK	9781292093635	R 596.95	No eBook	n/a
Information Systems 2B	ITIS221	2	Information Technology	Schwalbe	7	Cengage	9781285452340	R 727.95	9781473705616E	R 541.00
Media Law	LWML221	2	A practical guide to Media	Milo & Stein	1	LexisNexis	9780409022315	R 893.50	No eBook	n/a
Software Development 2B	ITSD222	2	Same as ITSD112							
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
Communication Science 3	ACCS302	Year	Corporate Communication Strategy 1/E	Steyn	1	Pearson SA	9781868539314	R 660.50	No eBook	n/a
			Development and Public Health Communication	Tomaselli	1	Pearson SA	9780796231765	R 399.95	TBC	TBC
Media Theory 3	ACMT302	Year	Media Studies Vol. 3	Fourie	2	Juta & Co	9780702177668	R 603.50	9780702189524	R 603.50
Project	ITPR300	Year	No textbook							
Software Development 3B	ITSD303	Year	Electronic commerce Learning PHP, MySQL &	Schneider	12	Cengage	9781305867819	R 727.95	9781473746985E	R 541.00
				Nixon	4	O'Reilly	9781491918661	R 952.95	No eBook	n/a
Business Ethics	COBE311	1	Business Ethics	Rossouw	5	Oxford	9780199048113	R 580.00	9780199075409	R 573.00
Information Systems 3A	ITIS311	1	Systems Analysis and Design	Satzinger		Cengage	9781305117204	R 702.95	9781473737266E	R 522.00
Media Ethics	ACME211	1	Media ethics in the South	Oosthuizen	2	Juta & Co	9780702197819	R 400.00	9781485104063	R 400.00
Computer Science 2B	ITCS221	2	Computer Networking 7/E	Kurose	7	Pearson UK	9781292153599	R 846.95	9781292153605	TBC
YEAR 3 TOTAL ESTIMATED PRICE:								R		