

# Prescribed Booklist Semester Two 2017 Export Management Programmes

New 2016 programmes		Pre 2016 programmes	
Diploma in Export Management	Higher Certificate in Export Management	Diploma in Export Management	Higher Certificate in Export Management

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR	Core modules = C				Electives = E			
							C	C		C	C	C	C	
AL101	Academic Literacy 1	Academic Literacy ISBN:9781485111795	Beekman, L., Dube, C., Underhill, J. & Potgieter, H.	Juta	2nd	2016	C	C					C	
AFGM301	Africa and Global Marketing 3	International Marketing ISBN:9780077148157	Ghuri, P.N. & Cateora, P.R.	McGraw-Hill	4th	2014	C							
BN101	Business Numeracy 1	Basic Mathematics: A Revision Primer for Management Students ISBN:9781485113836	Wegner, T.	Juta Academic	2nd revised reprint	2016		C					C	
BN101	Business Numeracy 1	The Portfolio Book of Basic Business Calculations ISBN:9780143538547	Zidel, D.	Portfolio Penguin	4th	2013		C					C	
BC101	Business Communication 1	Communication: A hands-on approach ISBN:9780702197970	Cleary et.al.	Juta	2nd	2014	C	C	C	C				
BM101	Business Management 1	Principles of Business Management ISBN:9780199056514	Strydom, J. Editor	Oxford University Press Southern Africa	3rd	2015	C			C				
BM202	Business Management 2	Management Principles: A Contemporary Edition for Africa ISBN:9781485121251	Smit, P.J. et al.	Juta	6th	2016	C			C				
BM303	Business Management 3	Strategic Management: Southern African Concepts and Cases ISBN:9780627027994	Ehlers, T. & Lazenby, K.	van Schaik	3rd	2010	C			C				
ECOP101	Economic Principles 1	Economics for South African Students ISBN:9780627033421	Mohr, P. et al.	Van Schaik	5th	2015	C							
ECO101	Economics 1	Understanding Macroeconomics ISBN:9780627029424	Mohr, P. et al.	Van Schaik	1st	2012				C				
IM301	International Marketing 3	International Marketing ISBN:9780077148157	Ghuri, P.N. & Cateora, P.R.	McGraw-Hill	4th	2014				C				
ITL201	International Trade Law 2	The South African Law of International Trade ISBN:9780620685740	van Niekerk, J.P. & Schulz, W.G.	SAGA	4th	2016	C			C				
ITL301	International Trade Law 3	The South African Law of International Trade ISBN:9780620685740	van Niekerk, J.P. & Schulz, W.G.	SAGA	4th	2016	C			C				
MAR101	Marketing 1	Introduction to Marketing ISBN:9781485102748	Strydom, J. (editor)	Juta	5th	2015	C	C	C	C				
MAR202	Marketing 2	Applied Strategic Marketing ISBN:9781775781271	Jooste, .CJ., Strydom, J.W., Berndt, A. & du Plessis, P.J.	Pearson	4th	2012	C			C				
SAM101	Sales Management 1	Fundamentals of Selling ISBN:9781259060557	Futrell, C.M.	McGraw-Hill	13th	2014		C					C	

Students are advised not to purchase textbooks more than one semester in advance as the textbooks and editions are subject to change.