

# Prescribed Booklist 2012 Export Management Programmes

CODE	MODULE	PRESCRIBED TEXT	AUTHORS	PUBLISHER	EDITION	YEAR	Core subjects=C Electives = E			
AL101	Academic Literacy 1	Academic Literacy	Beekman, L, Dube, C & Underhill, J	Juta	1st	2011			C	
BN101	Business Numeracy 1	Basic Financial Management	Conradie, W & Fourie, W	Juta	1st	2011			C	
BC101 / BC	Business Communication 1 Business Communication	The Communication Handbook: a student guide to effective communication	Clearly et.al.	Juta	2nd	2008		C	C	
BM101 / BM	Business Management 1 Business Management	Business Management. A contemporary approach	Nieuwenhuizen, C & Rossouw, R	Juta	1st	2008		C		
BM202	Business Management 2	Management Principles: A Contemporary Edition for Africa	Smit, PJ et.al.	Juta	5th	2011		C		
ECO101 / MAC	Economics 1 Macroeconomics	Economics for South African Students	Mohr, P, Fourie, L & Associates	Van Schaik	4th	2008		C		
IC	International Communication	Effective Communication in Organisations	Fielding, M	Juta	3rd	2006	C			
IM1	International Marketing 1	International Marketing	Cateora, PR, Gilly, MC & Graham, JL	McGraw-Hill	14th	2009	C			
IM2	International Marketing 2	International Marketing	Cateora, PR, Gilly, MC & Graham, JL	McGraw-Hill	14th	2009	C			
ITL1 /ITL201	International Trade Law 1 International Trade Law 2	The South African Law of International Trade	van Niekerk, JP & Schulz, WG	SAGA	2nd	2006	C	C		
ITL2 /ITL301	International Trade Law 2 International Trade Law 3	The South African Law of International Trade	van Niekerk, JP & Schulz, WG	SAGA	2nd	2006	C	C		
MAR101 / M1	Marketing 1 Principles of Marketing	Introduction to Marketing	Strydom, J Editor	Juta	4th	2010		C	C	
MAR202 / M2	Marketing 2 Practice of Marketing	Applied Strategic Marketing	Du Plessis, JP, Jooste, CJ & Strydom, WJ	Heinemann	3rd	2009		C		
SAM101 /SALM	Sales Management 1 Sales Management	Relationship Selling	Johnston, JM & Marshall, GW	McGraw-Hill	3rd	2009			C	
<b>UPDATES: EDITION CHANGES DURING THE 2012 ACADEMIC YEAR</b>										
<b>Please Note:</b> Textbook highlighted in the booklist indicates edition changes during the 2012 academic year										

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

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