


<div> <b>Eduvos</b> Your Education. Your Future.</div> <div>2023 Prescribed Textbook List</div>									
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Faculty: Commerce and Law				Qualification: Bachelor of Business Administration					
YEAR 3	Module Name	Module Code	Possible Start	Prescribed Textbook Title	Author(s)	Edition*	Publisher	Print ISBN	eBook ISBN
	Business Management 3A	COBMA3	B11 - 20 Feb 23 S11 - 09 Jan 23 T11 - 20 Feb 23	Strategic Manage: Conc & Cases	David. F. R. and David. F. R.	17	Pearson	9780135199978	n/a
	Research Project	CORPA3	B14 - 20 Feb 23 B34 - 14 Jul 23 B41 - 06 Oct 23	Research matters	Franzel du Plooy-Cilliers, Corne Davis and Rose-Maïrie Bezuidenhout.	2	Juta & Co	9781485132103	9781485132110
	Work Integrated Learning (Commerce)	COISA3	B14 - 20 Feb 23 B32 - 19 Jul 23 T14 - 20 Feb 23 T32 - 19 Jul 23 T43 - 03 Oct 23	No Prescribed Textbook	n/a	n/a	n/a	n/a	n/a
	Business Management 3B	COBMB3	B11 - 20 Feb 23 B33 - 19 Jul 23 T33 - 19 Jul 23	Making Sense of Change Management	Cameron	5	Jonathan Ball	9780749496975	n/a
	Business Ethics	COBEA3	B22 - 08 May 23 B44 - 03 Oct 23 T44 - 03 Oct 23	Business Ethics	Byars, S.M. and Stanberry, K.	1	OpenStax	n/a	9781947172579
	Human Resource Management 3A (elective)	COHRA3	B22 - 08 May 23 B44 - 03 Oct 23 T22 - 08 May 23	Remuneration Management: A South African Perspective	Coetzee	2	Frontline books	9780620875769	n/a
	Human Resource Management 3B (elective)	COHRB3	T44 - 03 Oct 23 B44 - 03 Oct 2 B333 - 19 Jul 23 B22 - 08 May 23	Contemporary Issues in Human Resource Management	Grobler	5	Oxford University Press	9780190744113	No eBook
	Product and Promotion Management 3 (elective)	COPPA3	B11 - 20 Feb 23 S11 - 09 Jan 23 T11 - 20 Feb 23	Product and Price Management	Bothma & Machado	1	Juta & Co	9781485129400	9781485129417
	Strategic Marketing (elective)	COSMA3	B11 - 20 Feb 23 B33 - 19 Jul 23 T33 - 19 Jul 23	Strategic Marketing	Wiid. Cant and Makhita	3	Juta & Co	9781485130826	9781485130833
	Financial Management 3A (elective)	COFIA3	B11 - 20 Feb 23 B33 - 19 Jul 23 T33 - 19 Jul 23 B22 - 08 May 23 B44 - 03 Oct 23 T44 - 03 Oct 23 B33 - 19 Jul 23	Textbook: Financial Management	Correia	9	Juta & Co	9781485129578	9781485129585
	Financial Management 3B (elective)	COFIB3	B22 - 08 May 23 B44 - 03 Oct - 03 Oct 23	Textbook: Financial Management	Correia	9	Juta & Co	9781485129578	9781485129585
Public Relations 3A (elective)	ACPRA3	B11 - 20 Feb 23	Cutlip & Center's Effective Public Relations: International Edition	Broom, Sha	11	Pearson	9780273768395	9780273775775	
Public Relations 3B (elective)	ACPRB3	B22 - 08 May 23	Cutlip & Center's Effective Public Relations: International Edition	Broom, Sha	11	Pearson	9780273768395	9780273775775	
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