



2023 Prescribed Textbook List

- To avoid purchasing unnecessary textbooks, please refer to your module choices as per your enrolment agreement/contract.
- Take note of the textbooks that may be utilised across modules, so you don't purchase the same textbook twice.
- Note that textbook prices may differ between bookstores.
- *Newer editions of textbooks may be purchased.

Faculty: Commerce and Law				Qualification:		Bachelor of Commerce in Tourism Management			
YEAR 2	Module Name	Module Code	Possible Start	Prescribed Textbook Title	Author(s)	Edition*	Publisher	Print ISBN	eBook ISBN
	Business Management 2A	COBMA2	B11 - 20 Feb 23 T11 - 20 Feb 23	Entrepreneurship	Barringer	6	Pearson	9781292402826	9781292402871
	Transportation in Tourism	COTTA2	B11 - 20 Feb 23	Tourism, Transport and Travel Management	Dileep, M.R.	1	Routledge	9781138557444	n/a
	Human Resource Management 2A	COHRA2	T33 - 19 Jul 23 T22 - 08 May 23 B44 - 03 Oct 23 B22 - 08 May 23	Human Resource Management in South Africa	Grobler, Warnich, Carrrell, Elbert, Hatfield	7	Cengage Learning	9781473779419	9781473779426
	Marketing 2A	COMKA2	T33 - 19 Jul 23 T22 - 08 May 23 B44 - 03 Oct 23 B22 - 08 May 23	Marketing Management, Global Edition	Kotler	16	Pearson	9781292404813	n/a
	Research Methodology	CORMA2	T33 - 19 Jul 23 T22 - 08 May 23 B22 - 08 May 23 B11 - 20 Feb 23	Research matters	Franzel du Plooy-Cilliers, Corne DAVIS and Rose-Marie Bezuidenhout.	2	Juta & Co	9781485132103	9781485132110
	Business Law	LWBLA1	B33 - 19 Jul 23 B44 - 03 Oct 23 T33 - 19 Jul 23	The Law of Commerce in South Africa	Johann Scott, S Cornelius, Dumile Bagwa et al	3	Oxford University Press SA	9780190753481	9780190740313
	Business Management 2B	COBMB2	B33 - 19 Jul 23 T33 - 19 Jul 23	Fundamentals of Management, Global Edition	Robbins	11	Pearson	9781292307329	97812923073989
	Tourism: Festivals and Events	COTEA2	B33 - 19 Jul 23	Conference and Events Management	Watkins, Gwen.	2	Edge Education	9781775867159	9781776127382
	Employment Relations 1	COERA1	B44 - 03 Oct 23 T44 - 03 Oct 23	South African employment relations	Nel, P.S.	9	Van Schaik Publishers	9780627037467	9780627037474
	Marketing 2B	COMKB2	B44 - 03 Oct 23 T44 - 03 Oct 23	Marketing Management, Global Edition	Kotler	16	Pearson	9781292404813	n/a
Tourism: Planning and Development	COPDA2	B44 - 03 Oct 23 T44 - 03 Oct 23	Fresh Perspectives: Tourism Development	Ivanovic	1	Pearson	9781868919772	9781775959519	
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