

SCHOOL OF ECONOMIC AND BUSINESS SCIENCES - SEBS

2017 Book List Coordinator: Ms Kamogelo Nhlapo, Tel (011) 717-8231, NCB 221

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Author	Title	Publisher
Undergrad Economics		
Economics IA-Microeconomics: ECON1012/1013 Estimated Students: 1200 (Semester 1) and 500 (Semester 2)		
Parkin M, et al	Economics: Global and Southern African perspectives 2 nd Edition ISBN no: 9781775785026 Prescribed Book	Pearson Education
Economics IB- Macroeconomics: ECON1014/1015 Estimated Students: 300(Semester 1), 1200 (Semester 2)		
Parkin M, et al	Economics: Global and Southern African perspectives 2 nd Edition ISBN no: 9781775785026 Prescribed Book	Pearson Education
Economic Theory IA- Microeconomics for Economists: ECON1016/1017 Estimated Students:		
D Begg, G Vernasca, S Fischer & R Dornbusch	Economics 11 th Edition ISBN: 13 9780077154516 Prescribed Book	McGraw Hill Education
Economic Theory IB-Macroeconomics for Economists: ECON1018/1019 Estimated Students:		
D Begg, G Vernasca, S Fischer & R Dornbusch	Economics 11 th Edition ISBN: 13 9780077154516 Prescribed Book	McGraw Hill Education
Economic Concepts: ECON1002/1003/1005/1006 Estimated Students:		
van Rensburg JJ; McConnell C & Brue, S	Economics Southern African edition ISBN-13 9780077169671 Prescribed Book	McGraw Hill Education
Economics IIA: ECON2000/2007 Estimated Students:		
Hal R Varian	Intermediate Microeconomics: A Modern Approach 8 th Edition ISBN no: 13 9780393920772 Prescribed Book	W.W Norton & Company
Blanchard, Johnson, <i>et al</i>	Macroeconomics: Global and Southern African Perspectives ISBN: 9781775786184 Prescribed	Pearson Education
Economics IIB: ECON2001/2008 Estimated Students:		
Appleyard, DR and Field, AJ	International Economics 8 th edition ISBN: 9781259010576 Prescribed	McGraw Hill Education

Dowling, ET	Introduction to Mathematical Economics 3 rd Edition (2001) ISBN: 9780071455343 (Schaum's Outline Series). Prescribed	McGraw Hill Education
Klein, MW	Mathematical Methods for Economics. 2 nd edition Recommended	Addison Wesley
Gujarati, DN	Basic Econometrics 5 th edition ISBN: 13 9780071276252 Prescribed	McGraw Hill Education
Salvatore, D & Reagle, D	Statistics and Econometrics. 2 nd edition (Schaum's Outline Series) Recommended	McGraw Hill Education
Economic Science III: ECON3005/3007 Economic Theory III: ECON3009/3010 Estimated Students: 110		
Hal R Varian	Intermediate Microeconomics: A Modern Approach 8 th Edition ISBN: 13 9780393920772 Prescribed	W.W Norton & Company
Blanchard, Johnson, <i>et al</i>	Macroeconomics: Global and Southern African Perspectives ISBN: 9781775786184 Prescribed	Pearson Education
Chiang, AC & Wainwright, K	Fundamental Methods of Mathematical Economics (International Edition). 4 th edition ISBN: 9780071238236 Prescribed	McGraw Hill Education
Sydsaeter, K & Hammond, PJ	Mathematics for Economic Analysis. Latest edition Recommended	Prentice-Hall
Klein, MW	Mathematical Methods for Economics 2 nd edition (2002) Recommended	Addison Wesley
Gujarati, DN	Basic Econometrics 5 th edition ISBN: 13 9780071276252 Prescribed	McGraw Hill Education
Appleyard, DR and Field, AJ	International Economics 8 th edition ISBN: 9781259010576 Prescribed	McGraw Hill Education
Bodie, Z; Merton RC & Cleeton, DL	Financial Economics. 2 nd edition ISBN-13 9780131579521 Prescribed	Pearson International edition
Philip Black, Estian Calitz, Tjaart Steenekamp, and Krige Siebrits	Public Economics, Fifth Edition ISBN 9780195995152 Prescribed	Oxford University Press
Bodie, K & Marcus	Investments. Latest edition Recommended	
Grinblatt & Titman	Financial Markets & Corporate Strategy. Latest edition Recommended	

Cecchetti	Modern Portfolio theory & Investment Analysis. Latest edition Recommended	
Bebczuk, RN	Asymmetric Information in Financial markets: Introduction and Applications. Latest edition Recommended	Cambridge University Press
Copeland, W & Shastri	Financial Theory & Corporate Policy. Latest edition Recommended	
Undergrad Finance		
Corporate Finance II: BUSE2000/2001 Estimated Students:		
Brealey; Myers & Allen	Principles of Corporate Finance. 12 th edition ISBN: 9781259253331 Prescribed	McGraw Hill Education
Investment II: BUSE2010/2011 Estimated Students:		
Bodie, Z; Kane, A & Marcus, AJ	Essentials of Investments. 9 th edition ISBN: 9780077148249 Prescribed	McGraw Hill Education
Investment and Corporate Finance III: BUSE3014/3015 Estimated Students: 200		
Hillier, D; Grinblatt, M & Titman, S	Financial Markets and Corporate Strategy. Second European Edition ISBN: 978-0-07-711902-7 Prescribed	McGraw Hill Education
Brown KC and Reilly FK	Analysis of Investment and Management of Portfolios Europe, Middle East and Africa Edition ISBN: 978-1-4737-0479-4 Prescribed	Cengage learning
Madura, J & Fox R	International Financial Management 3 rd Edition ISBN: 978-1-408-08845-6 Prescribed	Cengage Learning
Undergrad Insurance		
Insurance and Risk Management IIA: BUSE2006/2007 Estimated Students		
Valsamakis, AC, Du Toit, GS and Vivian, RW	Risk Management. 3 rd or latest edition ISBN: 9780796231185 Prescribed	Heinemann
Insurance and Risk Management IIB: BUSE2008/2009 Estimated Students		
Benfield, BC	Life Assurance Company Management. 2 nd (2013) edition ISBN 978-0-620-56586-8 Prescribed	Primary Asset Admin Serv
Insurance and Risk Management III: BUSE3003/3013 Estimated Students:		
There might be a new book for this course. The course coordinator is still reviewing different textbooks before we can state whether there is a PRESCRIBED book or not		
Undergrad Human Resource Management		

Human Resource IIA: BUSE2002/2003 Estimated Students:		
Price, A	Human Resource Management in a Business Context. 4 th (2012) edition ISBN: 9781408032244 Prescribed	Thomson Learning SA
Human Resource IIB-Labour Relations: BUSE2020/2021 Estimated Students: 500		
Venter & Levy (eds)	Labour Relations in South Africa. 5 th edition ISBN: 9780199049318 Prescribed	Oxford University Press
Human Resource III-Compensation and Benefits: BUSE3016/3017 Estimated Students: 90		
Bussen M	The Remuneration Handbook for Africa ISBN:978-1-86922-192-8 Prescribed	
Human Resource and Individual Performance III: BUSE3018/3019 Estimated Students: 40-50		
There is no prescribed textbook for this course		
Human Resource and Organisational Performance III: BUSE3020/3021 Estimated Students:		
There is no prescribed textbook for this course		
Human Resource III – Organisational Theory: BUSE3022/3023 Estimated Students: 15		
Hatch, MJ & Cunliffe, AL	Organization Theory: Modern, Symbolic, & Post-modern Perspectives 3rd (2013) edition ISBN 978-0-19-964037-9 Suggested reading – only library copies necessary	Oxford University Press
Undergrad Management		
Principles of Management IIA: BUSE2012/2013 Estimated Students:		
Hellriegel, Solocum, et al	Management 4 th South African edition ISBN: 978 1095 99 5602 Prescribed	Oxford University Press
Principles of Management IIB- Entrepreneurship: BUSE2022/2023 Estimated Students: 250		
Venter, R and Urban, B (eds)	Entrepreneurship: Theory in Practice 3 rd edition ISBN: 978 0 19 90 77 89 2 Prescribed	Oxford University Press
Management III: BUSE3010/11 Estimated Students: 65		
Heizer, J & Render, B	Principles of Operations Management 9 th Edition ISBN: 13:978-0-13-511143-7 Prescribed	Pearson Global Edition
Oosthuizen, T and Venter R (eds)	Project Management in Perspective 1 st Edition ISBN: 978 0 19 59 93 14 1 Prescribed	Oxford University Press

Smith, D	Exploring Innovation 3rd (2015) edition ISBN: 978 0077 158 392 Prescribed	McGraw-Hill Education
Louw, L & Venter, P (eds)	Strategic Management Developing sustainability in Southern Africa 3rd (2013) edition ISBN: 9780195997040 Prescribed	Oxford University Press
Undergrad Marketing		
Principles of Marketing: BUSEXXXX Block 1 (Estimated students: 400)		
Lamb, Hair, McDaniel, Boshoff, Terblanche	Marketing 5e Revised Edition ISBN: 9780199079926 Prescribed	Pearson Education
Consumer Behaviour: BUSEXXXX Block 2 (Estimated students 400)		
Schiffman	Global and SA perspectives: Consumer Behaviour. 1 st edition 2013 ISBN: 9781775785033 Prescribed	Pearson Education
Integrated Marketing Communications: BUSEXXXX Block 3 (Estimated students 400)		
Shimp, TA & J Craig Andrews	Advertising, Promotion and other Aspects of Integrated Marketing Communications (South African Edition). 1 st edition, 2013 ISBN: 9781408093566 Prescribed	Cengage Learning
Retail Management: BUSEXXXX Block 4(Estimated students: 400)		
Terblanche, Beneke, Corbishely, Frazer, Pentz and Venter	Retail Management 2e ISBN: 9780190412692 2016 Prescribed	Oxford University Press
MARKETING IIIA: BUSEXXXX Semester 1 (Estimated students: 200)		
Wiid, J and Diggens, C	Marketing Research (2014) ISBN 9781485112006 Prescribed	Juta
Keller KL	Strategic Brand Management: building, measuring, and managing brand equity, 3 rd ed., 2013 ISBN: 9780131888593 Prescribed	Prentice-Hall
Pradeep Kashap.	Rural Marketing (2012) 2nd Edition, ISBN: 8131760359, 9788131760352	Pearson Education
MARKETING IIIB: BUSEXXXX Semester 2 (Estimated students: 200)		
Venter, P & Jansen van Rensberg, M	Strategic Marketing. 2 nd edition. 2013 ISBN: 9780195987065 Prescribed	Oxford University Press
Michael H Hugos	Essentials of Supply Chain Management 3 rd edition ISBN-10: 0470942185 ISBN-13: 978-0470942185	Wiley

Rob Stokes and the Minds of Quirk	eMarketing: The Essential Guide to Marketing in a Digital World. 5 th edition (2013) ISBN: 9780620565158 Prescribed	Quirk
Undergrad Information Systems		
Fundamentals in Information Systems: INFO1005 Estimated Students:		
Adamski & Finnegan	New Perspectives on Microsoft Access 2010 Brief, 1 st Edition by ISBB-13: 9780538476447 ISBN 10: 1423905873 ISBN-13: 9781423905875 Recommended (for lab work)	
Information Systems IA: INFO1000 Estimated Students:		
Adamski & Finnegan	New Perspectives on Microsoft Access 2010 Brief, 1 st Edition by ISBB-13: 9780538476447 ISBN 10: 1423905873 ISBN-13: 9781423905875 Recommended (for lab work)	
Information Systems IB: INFO1003 Estimated Students:		
	There is no prescribed book for this course	
Information Systems IIA: INFO2000 Estimated Students:		
There is no prescribed book for this course, the recommended books are listed below		
Satzinger, J.W., Jackson, R.B. & Burd, S.D. (2016)	Systems Analysis and Design: In a Changing World 7th (International) Ed. ISBN: 978-1-305-11720-4 (An e-book version is also available) Recommended OR	Cengage Learning
Satzinger, J.W., Jackson, R.B. & Burd, S.D. (2012)	Introduction to Systems Analysis and Design: An Agile Iterative Approach 6th (International) Ed ISBN: 978-1-111-97226-4 or ISBN: 978-1-4737-0474-4 (An e-book version is also available) Recommended	Cengage Learning
Information Systems IIB: INFO2001 Estimated Students:		
There is no prescribed book for this course, the recommended books are listed below		
Satzinger, J.W., Jackson, R.B. & Burd, S.D. (2016)	Systems Analysis and Design: In a Changing World 7th (International) Ed. ISBN: 978-1-305-11720-4 (An e-book version is also available) Recommended OR	Cengage Learning
Satzinger, J.W., Jackson, R.B. & Burd, S.D. (2012)	Introduction to Systems Analysis and Design: An Agile Iterative Approach 6th (International) Ed ISBN: 978-1-111-97226-4 or ISBN: 978-1-4737-0474-4 (An e-book version is also available) Recommended	Cengage Learning

System Analysis for Applied Computing: INFO2004 Estimated Students		
There is no prescribed book for this course, the recommended books are listed below		
Satzinger, J.W., Jackson, R.B. & Burd, S.D. (2016)	Systems Analysis and Design: In a Changing World 7th (International) Ed. ISBN: 978-1-305-11720-4 (An e-book version is also available) Recommended OR	Cengage Learning
Satzinger, J.W., Jackson, R.B. & Burd, S.D. (2012)	Introduction to Systems Analysis and Design: An Agile Iterative Approach 6th (International) Ed ISBN: 978-1-111-97226-4 or ISBN: 978-1-4737-0474-4 (An e-book version is also available) Recommended	Cengage Learning
Management and Application of Information Systems III: INFO3002 Estimated Students: 60		
There is no prescribed book for this course, the recommended book is listed below		
Dumas, M., La Rosa, M., Mendling, J., and Reijers, H.A. (2013)	Fundamentals of Business Process Management, ISBN: 978-3-642-33142-8 or ISBN: 978-3-642-33143-5 (e-book) Recommended	Springer-Verlag
Information Systems Development Project III: INFO3003 Estimated Students: 60		
Date, C	An Introduction To Database. Recommended	Addison Wesley
Jon Galloway, Phil Haack; Brad Wilson, K Scott Allen	Professional ASP.NET MVC 4 (Paperback) 1 st Edition ISBN- 10:111834846X ISBN- 13:978-1118348468 Recommended	