

USB: PGDip (BMA) - Textbooks for 2016 (rev 15 December 2015)

Module	Textbook	eBook available (please check different formats)			Physical book available	Comments
		pdf	ePub	Kindle		
Digital Quotient	Robinson. 2014. <i>Communicating with Technology. A Guide for Professional Digital Interactions</i> . Bookboon	http://bookboon.com/en/communicating-with-technology-ebook				OPEN access textbook
	Thomas. 2013. <i>Using Social Media for Personal Gain</i> . Bookboon	http://bookboon.com/en/using-social-media-for-personal-gain-ebook				Open access textbook
	Sadleir & De Beer. 2014. <i>Don't film yourself having sex</i> . Google Books	https://goo.gl/8tY43n				Open access textbook
Economics for Managers	Roux. 2014. <i>Everyone's guide to the South African economy</i> . 11 th Ed. Cape Town: Zebra Press.	http://www.vanschaik.com/ebook/52f3d173a6403/	http://www.takealot.com/everyone-s-guide-to-the-south-african-economy-ebook/PLID37513452	http://www.amazon.co.uk/Everyones-Guide-South-African-Economy-ebook/dp/B00GZP4JPQ/	http://www.loot.co.za/product/andre-roux-everyone-s-guide-to-the-south-african-econom/cyfh-2662-g070	
Human Capital Management	Robbins & Judge. 2014. <i>Organizational Behavior</i> 16 th Ed. (Global Edition) Pearson.	http://catalogue.pearsoned.co.uk/educator/product/Organizational-Behaviour-Global-Edition/9781292056555.page		http://www.amazon.co.uk/Organizational-Behavior-MyManagementLab-Global-Edition-ebook/dp/B00XN4D0CK/	http://www.vanschaik.com/book/53eccfc7413a8/	
Managerial Statistics	Jaggia & Kell. 2012. <i>Business Statistics: Communicating with Numbers</i> 1 st Ed. McGraw Hill Education.					This book will be provided by the USB
Information Systems Principles	Bourgeios. 2014. <i>Information Systems for Business and Beyond</i> . Saylor Academy.	http://www.saylor.org/site/textbooks/Information%20System%20for%20Business%20and%20Beyond.pdf				Open access textbook
Systems Methods	Meadows. 2008. <i>Thinking in Systems</i> : London & Washington: Earthscan.		http://www.takealot.com/thinking-in-systems-ebook/PLID37522147	http://www.amazon.co.uk/Thinking-Systems-Donella-H-Meadows-ebook/dp/B005VSRFEA/	http://www.takealot.com/thinking-in-systems/PLID35216267	
Marketing Management	<i>Available 30/03/2016</i>					
Principles of Operations	<i>Available 30/03/2016</i>					

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Managerial Accounting	Libby, Libby & Short. 2013. <i>Financial Accounting</i> . 8 th Ed. Global Edition McGraw-Hill ISBN: 978-0-07715-895-8 (print) Lanen, Anderson & Maher. 2014. <i>Fundamentals of Cost Accounting (ISE)</i> 4 th Ed. McGraw-Hill ISBN 978-0-07131-835-8 (print)					This book will be provided by the USB
Sustainable Enterprise	Elkington & Zeits. (2014) <i>The Breakthrough Challenge: 10 Ways to Connect Today's Profits with Tomorrow's Bottom Line</i> . San Francisco: Jossey-Bass. ISBN: 978-1-118-53969-9 (print)			http://www.amazon.com/Breakthrough-Challenge-Connect-Profits-Tomorrows-ebook/dp/B00JUV00SC	http://www.intersoft.co.za/books/view/9781118539699	
Innovation Management	<i>Available 30/06/2016</i>					
Entrepreneurship	<i>Available 30/06/2016</i>					
* Enterprise Risk Management	<i>Available 30/06/2016</i>					
* Management Coaching	<i>Available 30/06/2016</i>					
* Project Management	<i>Available 30/06/2016</i>					
* Futures Studies	<i>Available 30/06/2016</i>					

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