

Local textbooks for South Africans, by South Africans



POST-SCHOOL TEXTBOOK CATALOGUE

# BUSINESS FINANCE & ACCOUNTING HUMAN & SOCIAL SCIENCES HOSPITALITY & TOURISM LAW MANAGEMENT MEDIA



**EDGE**<sup>TM</sup>  
EDUCATION  
Designing The Future Of Learning



# TEXTBOOK CATALOGUE

Bespoke academic publishing is at the heart of our business. Over time, this industry experience led us to blend, adapt and enhance outlines to create a selection of beautifully crafted textbooks for our catalogue.

**These textbooks cover the following subject areas, among others:**

- Business
- Finance & accounting
- Human & social sciences
- Hospitality & tourism
- Law
- Management
- Media

All of our textbooks have a uniquely South African flavour, and are comprehensive in terms of learning design. They include meaningful learning activities and proposed solutions. Full textbook outlines are available on request.



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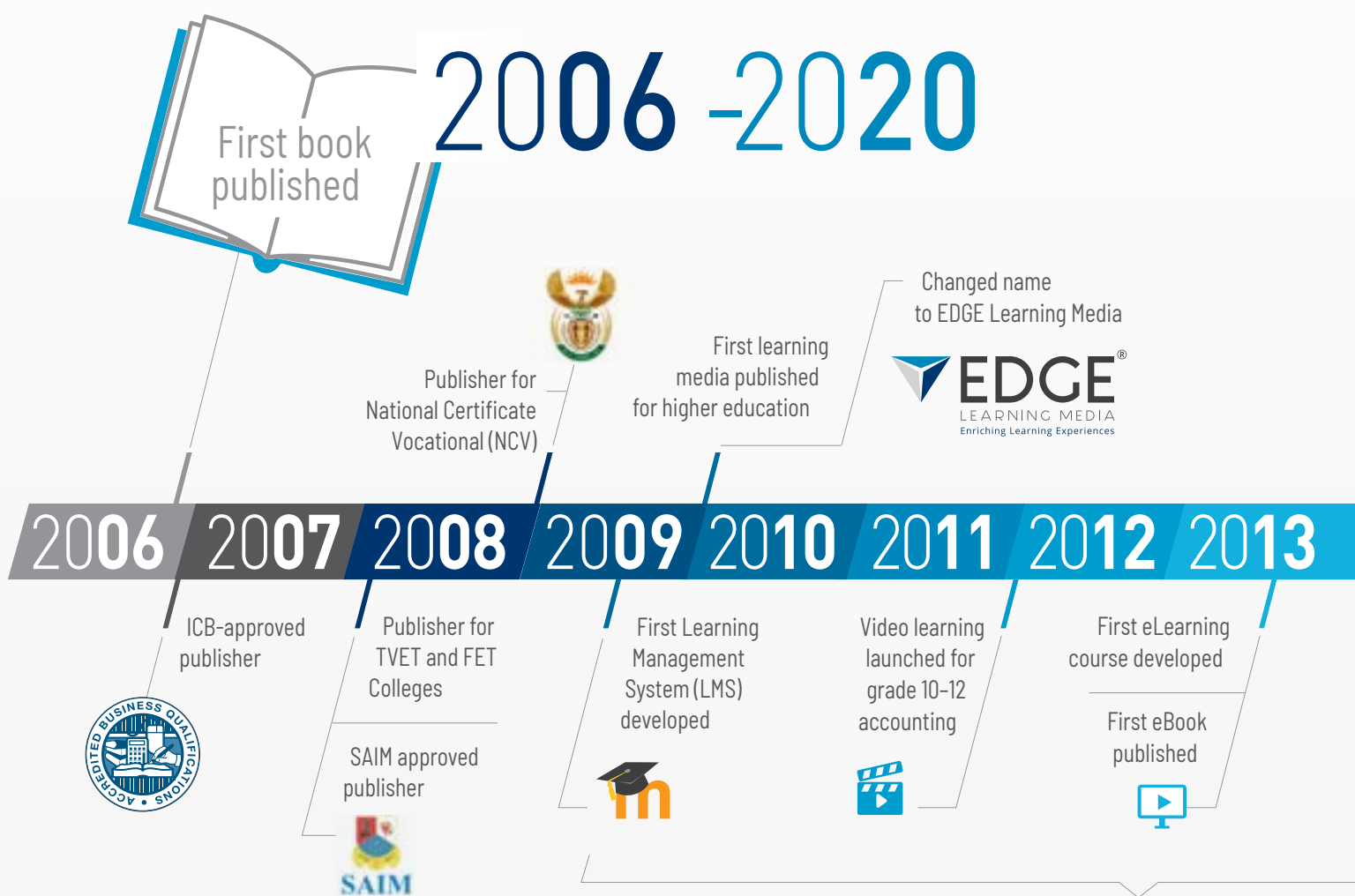


## ACADEMIC PUBLISHING IS OUR GENESIS

As academics, we created and published our first textbook in 2006, with the mission to improve the learning experience for all South African students. We wanted to create courseware that was local, bespoke and accessible.

Over the years, we have honed our skills in academic publishing, educational theory, learning design, multimedia learning and EdTech. As technologists, we designed the EDGE Learning Ecosystem (ELE) in 2016, with multiple academic EdTech solutions in between.

Today, we are a specialist academic EdTech company meeting our clients' need for digital courseware. With our genesis in academic publishing, and our reputation and experience as experts in education, EDGE has become a holistic education company that leads in the EdTech industry by creating tailormade learning experiences for higher learning in a way that no-one else can.



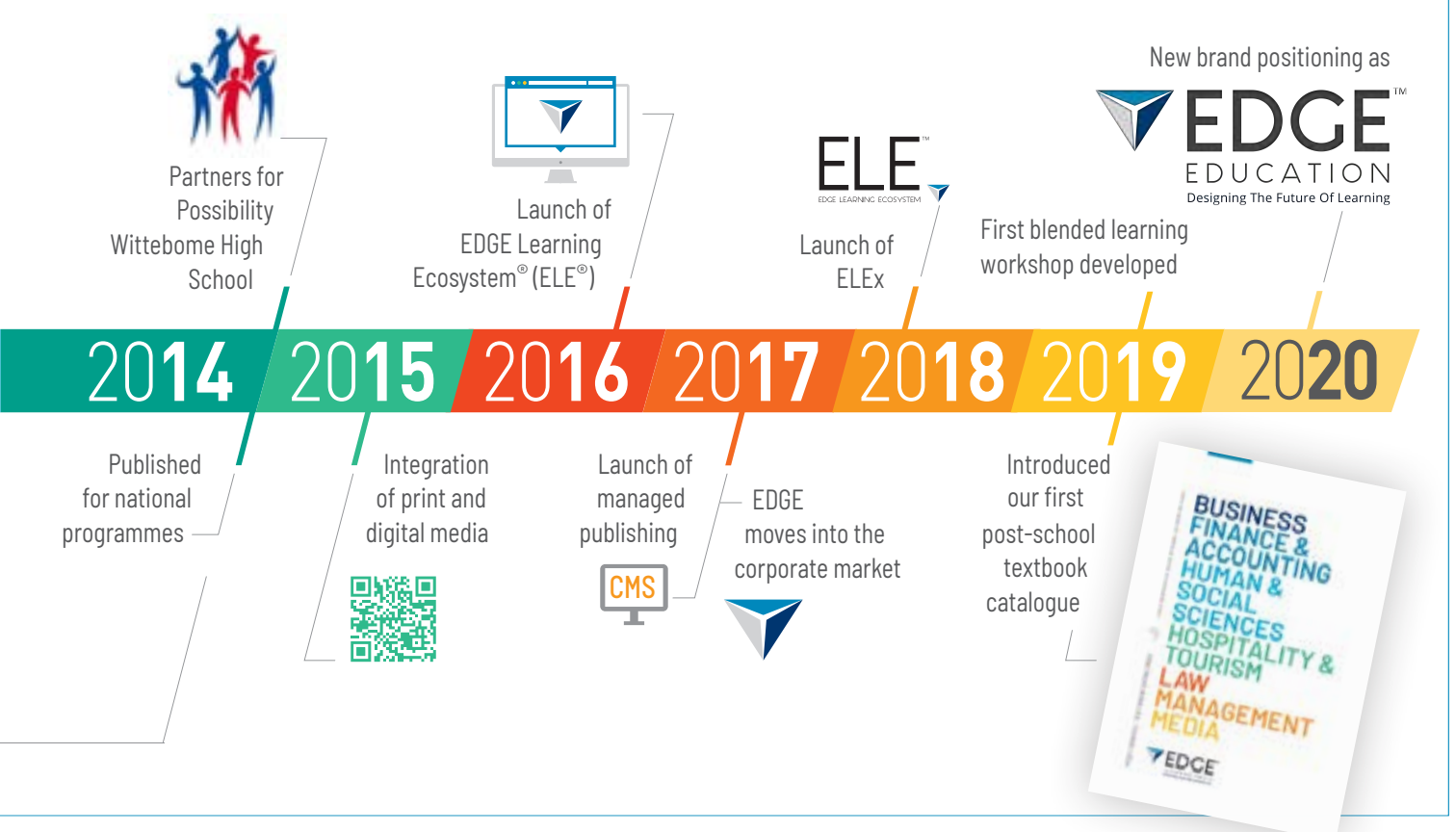
## OUR PURPOSE

EDGE is meeting the rising demand for digital courseware by our clients. We partner with both local and international higher education institutions, professional bodies, technical and vocational institutions, schools, companies and government agencies in digital learning experience (Lx) design.

Education is trying to keep up with a digitally accelerated rate of change, and we are in the midst of a learning revolution. Our purpose is to collaborate with our clients in 21st-century Lx design and digital transformation.

We empower our clients, as educators, with innovative academic EdTech solutions that enrich their students' Lx – and thus, in a small way, contribute to educating economically and socially active people to drive the future of South Africa in a global community.

## THE START OF OUR JOURNEY





# KNOWLEDGE AND SKILLS

## KNOWLEDGE, SKILLS AND BEST PRACTICE

EDGE brings academia to EdTech through our academic publishing genesis, quality assurance mindset and holistic approach to education.

With our roots in education and wings in technology, we create tailor made learning experiences for higher learning in a way that no one else can.

### We have a thorough understanding of:

- Learning theories, outcomes and objectives
- Quality assurance processes and accreditation
- Curriculum and learning experience design
- Programme and course design
- Textbook publishing
- Instructional design, course design and eLearning interaction design
- Learning management systems (LMSs)
- Educational video production
- Assessment
- Student support





# ELEARNING

## INSTRUCTIONAL DESIGN, COURSE DESIGN, ELEARNING INTERACTION DESIGN

Since positioning ourselves as a Academic EdTech company, we have kept instructional design at the centre of our offerings.

Our instructional design model is based on principles of optimal knowledge transfer, and uses a task-centred approach, which focuses on key principles that aid effective learning.

By applying theories of neuropsychology, we aim to maximise student attention and retention rates. In addition, by applying best practice approaches in multimedia learning, we can enhance student engagement, ensuring that they get the most out of your eLearning.

**Our instructional design, course design and eLearning interaction design services include the following:**

- Instructional design of learning media
- Digitisation of learning media
- Educational videos, screencasts, screen recordings and animations
- Interaction design
- Online quizzes and assessments
- Supplementary course material design
- Digital study guide design
- LMS delivery

### THE EDGE INSTRUCTIONAL DESIGN PROCESS

#### 01 ANALYSE

We clearly interpret and understand your outcomes, and work with you to shape or enhance your educational offering, without being prescriptive.

#### 03 DESIGN

We start with what is educationally sound, rather than with what is technologically possible. Our instructional designers apply their expertise to make your learning experience engaging.

#### 05 REFINE

Through feedback metrics and communication, we work with you to continually evolve and enhance your learning experience.



#### 02 DEFINE

Our high-calibre education experts can either adopt or tailor your pedagogy, and implement it accordingly to the desired outcomes and objectives.

#### 04 DEVELOP

The technologies and learning media are developed and integrated into the selected digital platform, to ensure an enriched learning experience.

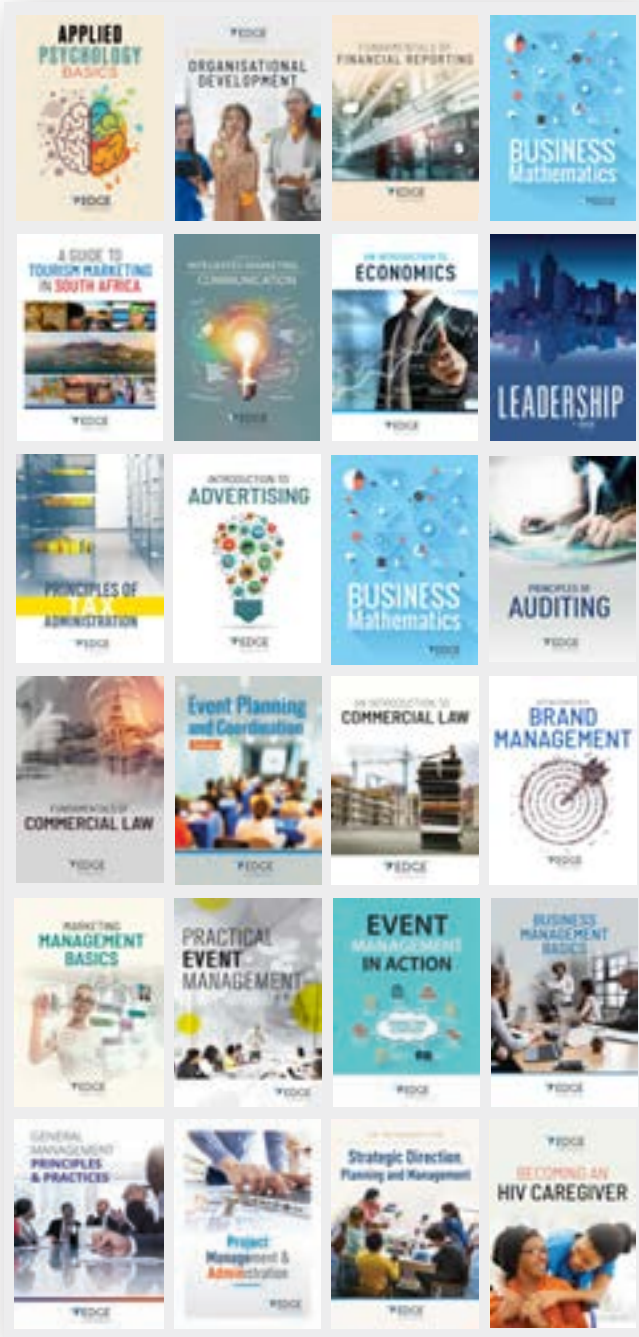
#### 06 EVALUATE

We work with you to evaluate the effectiveness of your product, and use the data obtained to continually improve all aspects of the learning experience.





# PUBLISHING



## BESPOKE ACADEMIC PUBLISHING

Can't find a catalogue textbook that speaks to your unique course offering?

We can help you to facilitate meaningful learning experiences, by providing bespoke textbooks that cater to your envisioned learning objectives.

By crafting learning media that aligns with your curriculum optimally, we can help you pave the road to your students' academic success. Our bespoke textbooks are constructed from carefully scaffolded learning objectives, and cover a wide range of relevant topics.

Let us help you shape your students' learning, with tailor-made learning media.





## MANAGED PUBLISHING

Our managed publishing services deliver your content, your way.

Through our managed publishing service, we enable education providers not only to publish their learning resources, but also to augment them, with **newly created, bespoke and up-to-date digital learning resources**.

Managed publishing includes a full analysis, which ensures that the required learning objectives for a course are covered by the learning materials. Your materials are then **captured, enhanced, digitally augmented, published** and delivered according to your requirements, via the EDGE Learning Ecosystem™ (ELE).

We can manage and publish all types of learning material, ranging from **study guides, to course readers, workbooks, eLearning material and other courseware**. In addition, we provide both **technical and academic support** – in a variety of subject areas, and across a broad range of tertiary-level disciplines.

## MANAGED PUBLISHING

### REVIEW

We clearly interpret and understand your outcomes, and advise on all aspects of your learning materials. Applying our knowledge and expertise, we give your educational content an added advantage.

### EDIT

Our expert editing team gives your content an extra polish, ensuring that it is presented in its optimal form.

### PROOF

Our proofreading and quality assurance team gives your content the final inspection, ensuring optimal accuracy and readability.



### ENHANCE

We enrich your content, bringing it to life with interactive features and multimedia such as video, animation, gamification and more.



### CAPTURE

The rise of digital platforms requires content to be published in multiple formats, ranging from printed texts to e-books, mobile applications and learning management systems (LMSs).



### PUBLISH

Finally, we publish and securely distribute the content to your requested audience, with efficiency and ease.



# EDGE TEXTBOOK CATALOGUE

“How you  
learn is just as  
important as  
what you learn”



# OUR TEXTBOOKS

## WHAT MAKES OUR TEXTBOOKS DIFFERENT?

EDGE's textbooks are created with the needs of both South African education providers and students in mind. We are committed to enriching learning experiences through comprehensive, local content, in order to facilitate engagement with the learning media, as well as with educators and peers. Furthermore, most of our textbooks include solutions to exercises, activities and case studies as an addendum.

Our textbooks are known for their quality and accessibility. Improvement in learner throughput is the ultimate goal.



### EXERCISE SOLUTIONS

This symbol indicates that a particular textbook includes the full solutions to the exercises, activities and case studies presented throughout. The inclusion of comprehensive solutions has proven to be invaluable for aiding self-study, which is a required skill for every successful modern-day student.



### FULL TEXTBOOK OUTLINE

This symbol indicates that there is a full outline available for a textbook. Are you building a curriculum? By making the full outlines of our titles available, we have simplified the process of screening content for suitability and inclusion as a prescribed text. These outlines include the learning objectives, assessment criteria, topics and subtopics contained in each learning unit.



### DIGITAL COURSEBOOK

This symbol indicates that there is a digital CourseBook version of a title available. The digital CourseBook is a new premium EDGE product that delivers an engaging and immersive learning experience. Digital CourseBooks include all of the content from the print titles, in a format that has been digitised, augmented and enriched with multimedia content, including videos, screencasts, digital activities and knowledge checks.



# EXAMPLE OF A FULL TEXTBOOK OUTLINE

Below is an extract from the full textbook outline – *Research in Practice*. The extract illustrates the level of detail of the information which is included.

To receive a full textbook outline please email [sales@edgeeducation.com](mailto:sales@edgeeducation.com) or scan the QR code.

## CONTENTS

- UNIT 1** Introduction to applied research
- UNIT 2** Research within the Organisation
- UNIT 3** Getting started: planning the research
- UNIT 4** Basic data collection principles
- UNIT 5** Quantitative data collection strategies
- UNIT 6** Qualitative data collection strategies
- UNIT 7** Methods for making sense of quantitative data
- UNIT 8** Methods for making sense of qualitative data

## UNIT 9: Reliability, validity, and trustworthiness in research

After studying this unit, you should be able to:

- Identify the necessity of assessing the quality of a research project.
- Describe the important components of reliability and validity in research.
- Decide in which circumstances it is appropriate to assess the reliability and validity of a research project.
- Describe the core constructs used in assessing the trustworthiness of a research project.
- Identify issues around researcher reflexivity, objectivity, and personal investments that need to be accounted for in research projects.



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TEXTBOOK OUTLINE**

- 9.1 Introduction
- 9.2 Why is it necessary to examine the 'soundness' of research?
- 9.3 Reliability and validity in quantitative research
  - 9.3.1 Internal and external validity
  - 9.3.2 Test re-test reliability
  - 9.3.3 Test fatigue
  - 9.3.4 Why these constructs don't work in qualitative research
- 9.4 Trustworthiness and rigour in qualitative research
  - 9.4.1 Credibility
  - 9.4.2 Transferability
  - 9.4.3 Dependability
  - 9.4.4 Confirmability
- 9.5 Being honest about research limitations
- 9.6 Researcher reflexivity
- 9.7 Objectivity in research
- 9.8 Personal versus corporate interests







## BUSINESS

- Business mathematics
- Corporate governance
- Entrepreneurship
- Leadership
- Marketing

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## FINANCE & ACCOUNTING

- Accounting
- Bookkeeping
- Finance
- Management accounting
- Tax

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## HUMAN & SOCIAL SCIENCES

- Counselling
- Research
- Psychology
- Industrial psychology
- HIV

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## HOSPITALITY & TOURISM

- Event management
- Hospitality
- Tourism

47



## LAW

- Commercial law
- Media law

56



## MANAGEMENT

- Business management and administration
- Brand management
- General management
- Human resources management
- Project management
- Marketing management

60



## MEDIA

- Social media
- Journalism
- Radio

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# BUSINESS

- A Practitioner's Guide to Organisational Development
- Advertising Practice
- An Introduction to Economics
- Business Mathematics
- Consumer Buying Behaviour Essentials
- E-commerce - The Essential Guide
- Fundamentals of Integrated Marketing Communication
- Integrated Marketing Communication in Practice
- Introduction to Advertising
- Leadership
- Marketing in a Digital Age
- Practical Entrepreneurship in South Africa



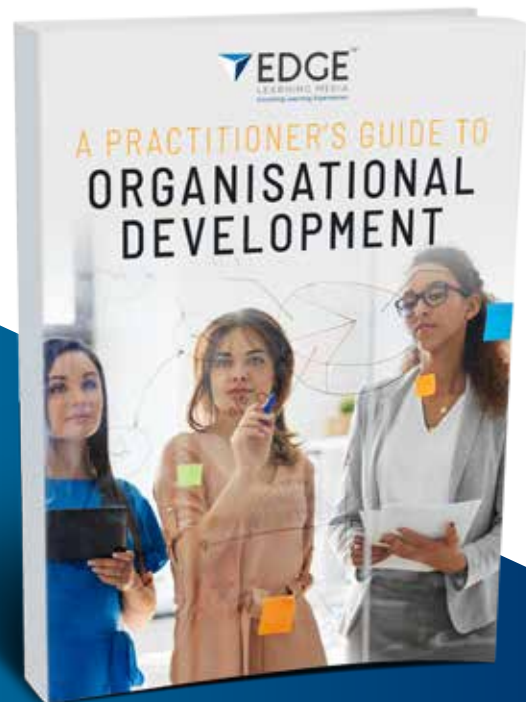
# A PRACTITIONER'S GUIDE TO ORGANISATIONAL DEVELOPMENT

*A Practitioner's Guide to Organisational Development* provides an extensive overview of the organisational development field. The purpose of the textbook is to introduce the student to the basics of organisational development – from group facilitation, to understanding the role of consultants and practitioners in the development of an organisation. These introductory concepts will help the student to understand the concept of organisational change, including the reasons for change, models of change, and eventually, how to deal with resistance to change. The second half of the textbook shifts toward a more detailed discussion around organisational development. This section will guide students through the process of development, explaining how an organisation can be 'diagnosed', and how it can undergo intervention in order to solve the problems encountered through this diagnosis. Finally, it concludes with a detailed discussion on 21st-century workspaces. As such, this textbook is ideal for students who are interested in learning more about the modern workplace.



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## CONTENTS

- UNIT 1** Organisational development basics
- UNIT 2** Group facilitation skills
- UNIT 3** Organisational development consultants and practitioners
- UNIT 4** Organisational change
- UNIT 5** The process of organisational development
- UNIT 6** Diagnosing an organisation
- UNIT 7** Organisational intervention: Part 1
- UNIT 8** Organisational intervention: Part 2
- UNIT 9** Organisational intervention: Part 3
- UNIT 10** Navigating 21st-century workspaces

# ADVERTISING PRACTICE

**Advertising Practice** is a comprehensive guide to the more challenging aspects of advertising. The textbook begins with an overview of advertising and integrated marketing communication (ICM), which includes an exploration of the advertising industry and broader advertising environment. It proceeds to highlight the value of conducting research, in order to understand consumers and their behaviours. As such, students will recognise the vital roles of research and creative planning in the advertising industry. The textbook also unpacks the concepts of 'above the line' and 'below the line' advertising, which includes a detailed exploration of broadcast media, print media, out-of-home media and new media. In addition, the processes of creative implementation and evaluation are explained. Students will also learn about ethics and the central role that it plays in advertising. The textbook concludes by evaluating various local and global advertising strategies. Based on this, students will be prepared to enter the world of advertising with a sense of confidence and professionalism.



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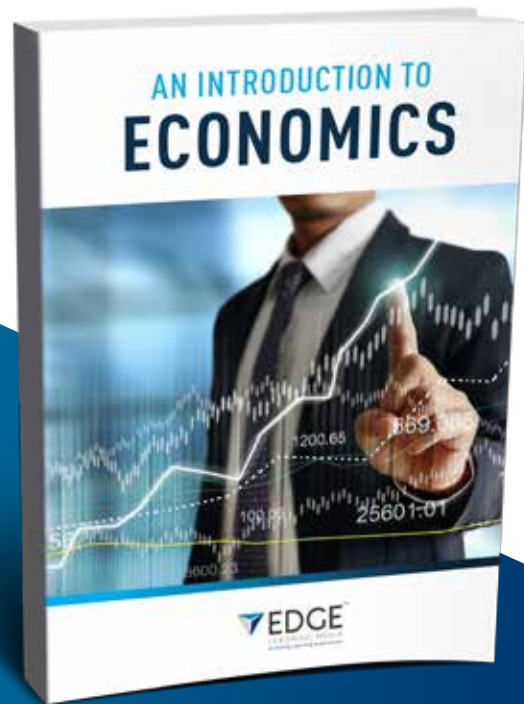


## CONTENTS

- UNIT 1** Advertising and integrated marketing communication flashback
- UNIT 2** The advertising industry
- UNIT 3** The advertising environment
- UNIT 4** Consumer behaviour
- UNIT 5** Research for effective advertising
- UNIT 6** Creative planning
- UNIT 7** Advertising above the line – broadcast media
- UNIT 8** Advertising above the line – print media
- UNIT 9** Advertising above the line – using out-of-home media
- UNIT 10** Advertising below the line – new media
- UNIT 11** Creative implementation
- UNIT 12** Creative evaluation
- UNIT 13** Ethics
- UNIT 14** Local and global advertising strategies

# AN INTRODUCTION TO ECONOMICS

*An Introduction to Economics* introduces first-year students to the fundamental principles of micro- and macroeconomics. Its purpose is to provide students with the knowledge to understand and interpret basic economic decisions, functions and phenomena. The textbook introduces students to various microeconomic concepts, covers the relevant terminology, and explores the macroeconomic concepts in depth.




## CONTENTS

- UNIT 1** Introduction to economics
- UNIT 2** Economic systems in perspective
- UNIT 3** Production, income and spending
- UNIT 4** Demand and supply
- UNIT 5** Elasticity
- UNIT 6** Consumer equilibrium: The indifference curve approach

- UNIT 7** Consumer equilibrium: The utility approach
- UNIT 8** Business costs and revenues
- UNIT 9** Market structures
- UNIT 10** Measuring economic performance
- UNIT 11** The labour market
- UNIT 12** The monetary sector, public sector and foreign sector
- UNIT 13** Aggregate demand and income determination model
- UNIT 14** Inflation
- UNIT 15** Unemployment
- UNIT 16** The economic cycle, growth, development and forecasts



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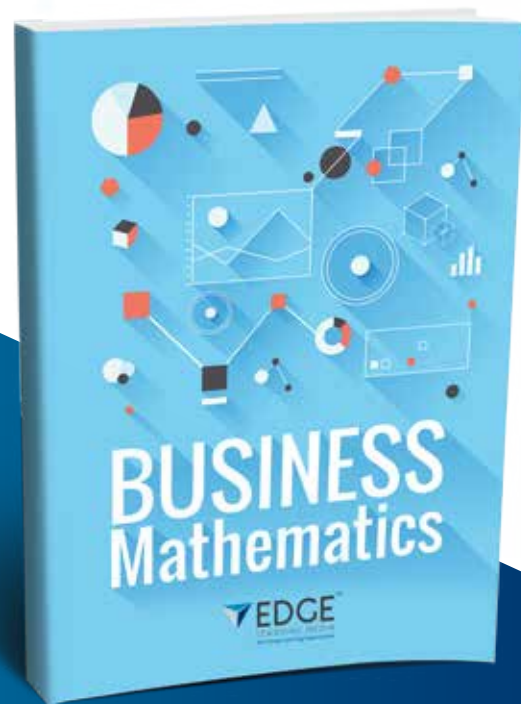
# BUSINESS MATHEMATICS

**Business Mathematics** explores the practical application of mathematics and statistics in business operations. The textbook begins by defining the number system, and then guides students in performing basic calculations. It proceeds to demonstrate how business problems can be reduced to equations, and provides an understanding of integers, fractions, decimals and ratios, among other calculations. Probability theory, workplace data manipulation, as well as measures of centre and dispersion, are then further explored. At this stage, students will understand data analysis, and will be able to perform data interpretation and to communicate the results thereof. Finally, the textbook outlines the metrics of geometry, and concludes with an overview of how business mathematics can be applied to various financial matters.



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## CONTENTS

- UNIT 1** An introduction to business calculations
- UNIT 2** Working with non-integers, percentages, ratios and proportions
- UNIT 3** Working with equations
- UNIT 4** Using probability theory in business
- UNIT 5** Measure, analyse and communicate workplace data
- UNIT 6** Central measures and measures of dispersion
- UNIT 7** Geometry
- UNIT 8** Using mathematics to make financial decisions

# CONSUMER BUYING BEHAVIOUR ESSENTIALS

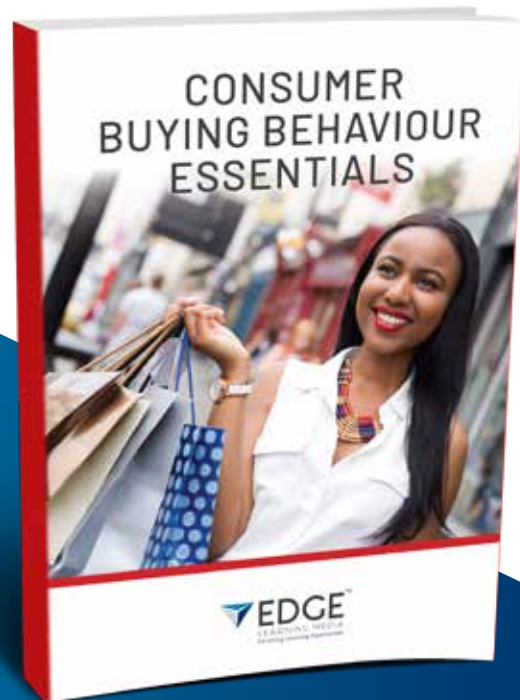
*Consumer Buying Behaviour Essentials* is a comprehensive guide to understanding the consumer. Students will learn how market value is created for consumers, as well as about various market characteristics. The textbook also provides students with an overview of how culture, subculture, reference groups and social classes influence consumer buying behaviour. In addition, it focuses on what motivates consumers' purchasing behaviour – ranging from more personal and psychologically driven factors, to broader household and organisational decision-making processes. Finally, students will explore organisational buying behaviour in more detail, including how to build relationships with customers, and how customer behaviour is influenced by the online world.

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## CONTENTS

- UNIT 1** Introduction to consumer behaviour and creating market value for customers
- UNIT 2** Market characteristics
- UNIT 3** Culture, subculture, reference groups and social classes
- UNIT 4** Personal characteristics, customer perception and learning
- UNIT 5** Customer motivation and attitudes
- UNIT 6** The consumer decision-making process
- UNIT 7** Household decision-making
- UNIT 8** Organisational buying behaviour
- UNIT 9** Building relationships with customers
- UNIT 10** The online world and customer behaviour

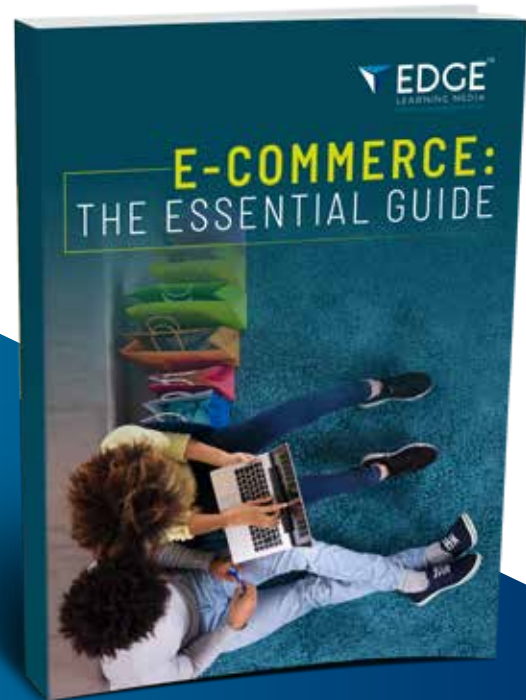


# E-COMMERCE: THE ESSENTIAL GUIDE

*E-commerce: The Essential Guide* is an introductory guide to the world of online sales and marketing. This textbook carefully balances theory with practice, thereby easing the transition from knowledge to application in the world of e-commerce. *E-commerce: The Essential Guide* is written at an accessible level for students who are new to digital media, while also addressing the intermediate skills that are required for standard industry practice. As such, students will learn about the modern context of digital communication and the technologies that enable it. Moreover, they will be equipped to distinguish between online consumer behaviour and regular consumer behaviour in brick-and-mortar stores. Added to this, the textbook will explore how various factors can be used to the advantage of an online business – from calculating appropriate profit margins and financial projections, to designing virtual stores, launching social media platforms, and providing online support to consumers.

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## CONTENTS

- UNIT 1** The e-commerce environment
- UNIT 2** Technologies that support e-commerce
- UNIT 3** Consumer behaviour on the Internet
- UNIT 4** E-procurement
- UNIT 5** E-sales – pricing
- UNIT 6** E-sales – interface
- UNIT 7** Logistics for e-commerce
- UNIT 8** Customer support
- UNIT 9** E-commerce and the law
- UNIT 10** The future of e-commerce



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# FUNDAMENTALS OF INTEGRATED MARKETING COMMUNICATION

*Fundamentals of Integrated Marketing Communication* is an introductory guide to the field of IMC. The purpose of this textbook is to introduce the student to the foundational concepts of IMC, including the definition of IMC, its main features, and the essential tools of which it is comprised. Topics covered in this textbook range from sales promotions to sponsorships, providing the student with sufficient knowledge on the use and integration of the various tools used to ensure clear and impactful communication. In addition, the IMC decision-making process is explained, which will further equip students with the necessary skills and knowledge on how to design and produce an effective IMC campaign. This textbook will therefore prove invaluable to students seeking a comprehensive introduction to the terminology and concepts within this subject field.



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## CONTENTS

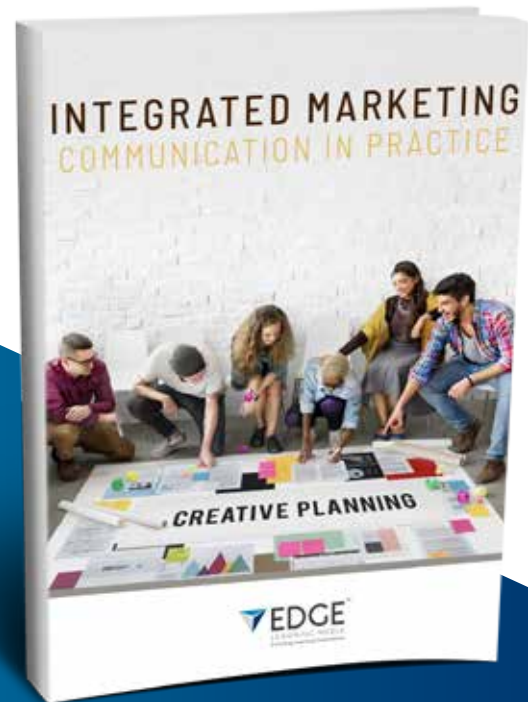
- UNIT 1** What is integrated marketing communications?
- UNIT 2** Integrated marketing communications features
- UNIT 3** Integrated marketing communications tool 1: Advertising
- UNIT 4** Integrated marketing communications tool 2: Public relations
- UNIT 5** Integrated marketing communications tool 3: Sales promotion
- UNIT 6** Integrated marketing communications tool 4: Personal selling
- UNIT 7** Integrated marketing communications tool 5: Direct marketing
- UNIT 8** Integrated marketing communications tool 6: Sponsorship
- UNIT 9** Integrated marketing communications tool 7: Digital communications
- UNIT 10** The integrated marketing communications decision-making process

# INTEGRATED MARKETING COMMUNICATION IN PRACTICE

*Integrated Marketing Communication in Practice* is a practical and comprehensive guide to the intermediate concepts and principles of integrated marketing communication. The purpose of this textbook is to introduce students to basic knowledge of the current terminology and concepts which this subject field has to offer.



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## CONTENTS

- UNIT 1** Factors influencing IMC
- UNIT 2** IMC and brand enhancement
- UNIT 3** Consumer research for an IMC program
- UNIT 4** Directing IMC to the right audience
- UNIT 5** Constructing an IMC plan
- UNIT 6** Using IMC to persuade the target market
- UNIT 7** The IMC Campaign
- UNIT 8** Retail, Business-to-Business and Non-profit IMC campaigns
- UNIT 9** International marketing communication
- UNIT 10** Evaluating the IMC campaign

 **EXERCISE SOLUTIONS:**  
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# INTRODUCTION TO ADVERTISING

*Introduction to Advertising* is a practical and comprehensive guide to the basic concepts and principles of advertising. The purpose of this textbook is to introduce students to the advertising environment and the different types of advertising media, with reference to print, broadcast, out-of-home and in-store advertising. This textbook will therefore be invaluable to those seeking foundational knowledge of the current terminology and concepts within this subject field. Alternative traditional media and alternative new media, as well as websites, are also explored; and advertising's contribution to the economy and its significant impact on society, are explained. Moreover, *Introduction to Advertising* is packed with practical examples and exercises to help students engage with this vibrant field of study.



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## CONTENTS

- UNIT 1** What is advertising?
- UNIT 2** The advertising environment
- UNIT 3** Advertising categories
- UNIT 4** Advertising media: Print
- UNIT 5** Broadcast advertising
- UNIT 6** Advertising media: Out-of-home
- UNIT 7** Advertising media: In-store advertising
- UNIT 8** Alternative traditional media
- UNIT 9** Advertising media: Websites
- UNIT 10** Advertising media: Alternative new media

 **EXERCISE SOLUTIONS:**  
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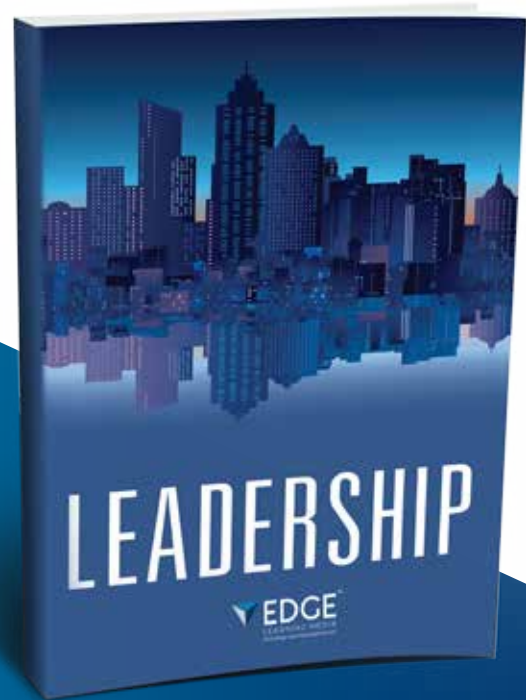
# LEADERSHIP

*Leadership* is a practical and comprehensive guide to the art of leadership. As such, this textbook will be invaluable to those seeking foundational knowledge of leadership as a field of study. The purpose of this textbook is to provide students with an overview of good leadership skills and characteristics, and to illustrate how these can be applied to practical scenarios. In explaining the concept of leadership, it unpacks the basic theories, and clarifies the relevant principles and terminologies. Among these are topics such as ethical leadership, and what this looks like in practice. Leadership also outlines the criteria for motivation and good communication, and provides guidelines that should be followed when leading teams. Furthermore, it explores some of the challenges that may be encountered when leading diverse groups, as well as the influence that leaders have on their followers. Finally, this textbook illustrates how a business can construct a vision and strategic direction, shape its internal culture and values, and manage change effectively.



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## CONTENTS

- UNIT 1** Introduction to leadership
- UNIT 2** Leadership traits, behaviours and relationships
- UNIT 3** Introduction to leadership theory
- UNIT 4** The leader as an individual
- UNIT 5** The mind and heart of leadership
- UNIT 6** Ethical leadership
- UNIT 7** Followership
- UNIT 8** Motivation
- UNIT 9** Communication
- UNIT 10** Leading teams
- UNIT 11** Diversity
- UNIT 12** Leadership power and influence
- UNIT 13** Creating vision and strategic direction
- UNIT 14** Shaping culture and values
- UNIT 15** Organisational development



# MARKETING IN A DIGITAL AGE

*Marketing in a Digital Age* is an advanced guide to the field of digital marketing.

It begins by introducing the concept of digital media, and proceeds by unpacking the unique role that digital marketing plays within the broader field of marketing. As such, students will be given an opportunity to explore digital marketing strategy, as well as digital development and digital channels. They will also be exposed to various types of marketing within the digital sphere – including content marketing, search marketing, digital push marketing, social media marketing, video marketing and affiliate marketing.

The textbook concludes with a valuable discussion on 'big data', and the role that it plays in the digital marketing environment.



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## CONTENTS

- UNIT 1** What is digital media?
- UNIT 2** Digital marketing within the broader scope of marketing
- UNIT 3** Digital marketing strategy
- UNIT 4** Digital development
- UNIT 5** Digital channels and convergence
- UNIT 6** Content marketing
- UNIT 7** Search marketing
- UNIT 8** Digital push marketing
- UNIT 9** Social media marketing
- UNIT 10** Video marketing
- UNIT 11** Affiliate marketing
- UNIT 12** Big data

 **EXERCISE SOLUTIONS:**  
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# PRACTICAL ENTREPRENEURSHIP IN SOUTH AFRICA

*Practical Entrepreneurship in South Africa* is a comprehensive guide to becoming a successful entrepreneur. The textbook begins by exploring the basics of entrepreneurship, and the various skills and characteristics required of an entrepreneur when starting a business. It also explores the business development process, which includes the development of products and services. Additionally, it provides practical knowledge on creating and advertising a business brand. Students will also learn about the art of selling, as well as basic accounting skills, cash flow management skills and tax management skills. They will then proceed to explore the importance of operations management, as well as human resources (HR) – namely recruiting staff, managing employees, and applying the relevant legislation correctly. The textbook concludes with a discussion on developing an online business, and a consideration of relevant case studies pertaining to entrepreneurship. Based on this, students will be prepared to begin an entrepreneurial venture with a sense of confidence and professionalism.



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- UNIT 1** What is entrepreneurship?
- UNIT 2** Getting out of the starting blocks
- UNIT 3** Forming a business
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- UNIT 7** Cash is king
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- UNIT 9** Building a team
- UNIT 10** Making it run smoothly
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- UNIT 12** Growing the business
- UNIT 13** Online start-ups
- UNIT 14** Case studies – myths, leaders and inspiration





# FINANCE & ACCOUNTING

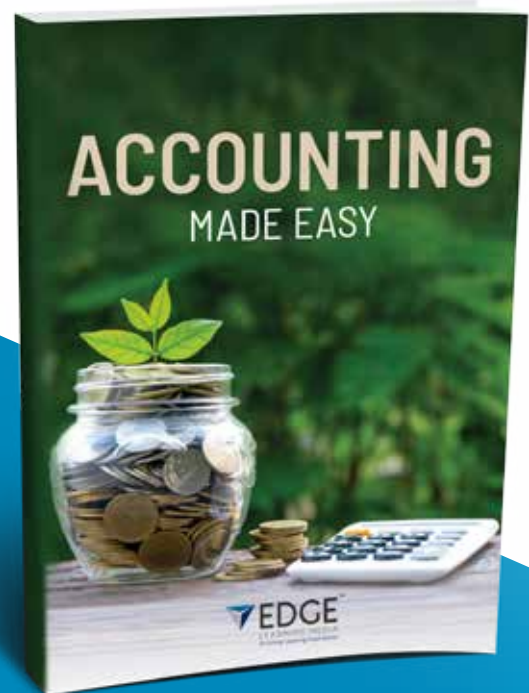
- Accounting Made Easy
- Finance in Media
- Financial Management
- Fundamentals of Bookkeeping & Financial Accounting
- Fundamentals of Financial Reporting
- Introduction to Management Accounting
- Payroll practices for General Management
- Preparation of Financial Statements
- Presentation of Financial Statements
- Principles of Auditing
- Principles of Cost and Management Accounting
- Principles of Tax Administration

# ACCOUNTING MADE EASY

*Accounting Made Easy* introduces first-year students to the fundamental concepts and principles of financial accounting, which form the basis for the preparation and presentation of financial statements. Its purpose is to lay a solid foundation for students who will go on to complete other accounting modules, as well as to provide them with the knowledge to perform basic accounting functions. The textbook begins by introducing students to the various forms of business ownership, and proceeds by discussing the elements of financial statements, the accounting equation, the accounting cycle (from source documents to financial statements), and how financial statements are analysed to make informed economic decisions. The textbook concludes by looking at the theory of Value Added Tax (VAT) calculations, as well as VAT returns.



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## CONTENTS

- UNIT 1** Forms of business ownership
- UNIT 2** Elements of financial statements
- UNIT 3** The accounting equation
- UNIT 4** Keeping track of day-to-day transactions
- UNIT 5** The monthly accounting procedures
- UNIT 6** Understanding financial statements
- UNIT 7** Analysing financial statements
- UNIT 8** Ratio analysis as the preferred financial analysis technique
- UNIT 9** Value Added Tax (VAT)
- UNIT 10** Value Added Tax (VAT) returns



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# FINANCE IN MEDIA

**Finance in Media** is a practical and comprehensive guide to the basic concepts and principles of finance. The purpose of this textbook is to equip students who are studying toward a qualification in media practices with foundational knowledge of the current terminology and concepts that this subject field has to offer. By being able to demonstrate a basic understanding of business mathematics, students will learn how to apply mathematical concepts to practical problems. Students will also learn how to interpret the financial results of a media enterprise, as well as how to manage its capital and cash. By learning how to cost and price the products and/or services of a media enterprise, students can learn how to control such an enterprise's inventory and overhead costs. The textbook concludes by illustrating the application of basic principles of financial planning and control when managing an enterprise.



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## CONTENTS

- UNIT 1** An introduction to business mathematics
- UNIT 2** Basic mathematical concepts
- UNIT 3** Basic calculations in statistics
- UNIT 4** Interpreting financial results
- UNIT 5** Working capital and cash management
- UNIT 6** Costing and pricing
- UNIT 7** Controlling inventory and overhead costs
- UNIT 8** Financial planning and control

# FINANCIAL MANAGEMENT

**Financial Management** provides a firm foundation for understanding financial management. The textbook begins by introducing students to the role of a financial manager, and identifies the driving goals of an organisation. Additionally, it introduces key financial calculations, including the time value of money. It also demonstrates how to measure the risk and return of a portfolio of assets. This is expanded on with a discussion of the valuation of shares and bonds. Students will also learn about the valuation of debt and equity, and how the costs of these sources of capital are identified. Finally, the textbook explores various capital budgeting techniques, and analyses mergers and takeovers.



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- UNIT 1** The role and environment of financial management
- UNIT 2** Time value of money
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- UNIT 7** Advanced capital budgeting
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- UNIT 9** Leverage and capital structure
- UNIT 10** Dividend policy
- UNIT 11** Working capital and current assets management
- UNIT 12** Management of current liabilities
- UNIT 13** Leases, and hybrid and derivative financial instruments
- UNIT 14** Mergers and takeovers





# FUNDAMENTALS OF BOOKKEEPING AND FINANCIAL ACCOUNTING

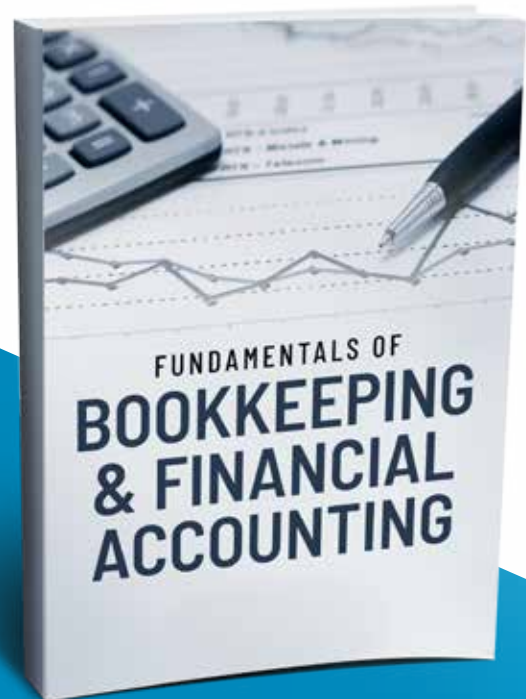
*Fundamentals of Bookkeeping and Financial Accounting* provides a foundation

for understanding what the bookkeeping cycle is, and how the process works. The textbook begins by introducing students to the history of bookkeeping and accounting.

It then revisits the origin of recording transactions, using the accounting equation and double-entry system. Various forms of businesses are also discussed, in order to differentiate between them. The textbook then delves into the bookkeeping cycle, by guiding students through each process of the cycle, and ultimately, allowing them to develop their accounting skills. The overall focus throughout the textbook is on recording transactions – from understanding how to record financial transactions using various source documents, to drafting journals, posting to the general ledger, and drafting the trial balance. The bank reconciliation and creditors' reconciliation are also discussed. These provide the link between accounting records and the documents issued to the entity. Finally, the accounting cycle is illustrated by outlining the drafting of financial statements.

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- UNIT 1** An introduction to business, bookkeeping and accounting
- UNIT 2** The accounting equation and the double-entry system
- UNIT 3** Value Added Tax
- UNIT 4** Recording cash transactions
- UNIT 5** Recording credit and sundry transactions
- UNIT 6** Inventory systems
- UNIT 7** Bank reconciliation
- UNIT 8** The control accounts – trade receivables and trade payables
- UNIT 9** Creditors reconciliation
- UNIT 10** Drafting financial statements



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# FUNDAMENTALS OF FINANCIAL REPORTING

## *Fundamentals of Financial Reporting*

equips students with the skills to enter the financial environment. The textbook covers various theoretical and practical aspects, including how to present financial statements, as well as how to recognise and measure the elements contained in them.

Additionally, it delves into topics such as investment property, intangible assets and inventory, among others. Students will also learn how to present leases and financial instruments, and how to report foreign currency transactions. Finally, the textbook provides an overview of employee benefits and consolidated financial statements.

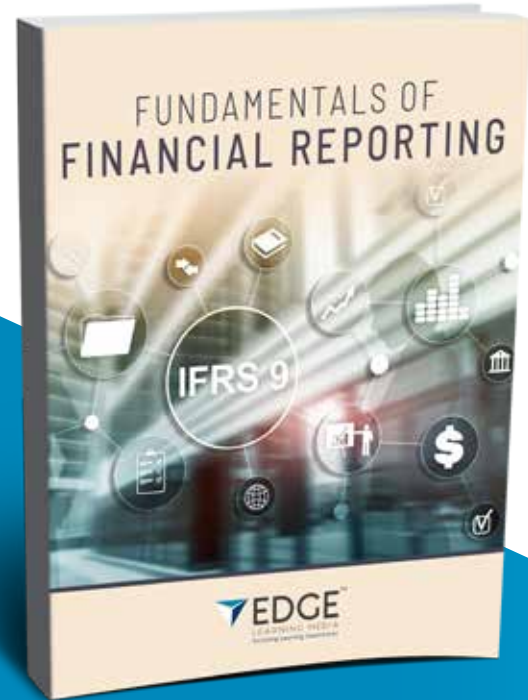
## CONTENTS

- UNIT 1** Introduction to International Financial Reporting Standards and the Conceptual Framework
- UNIT 2** Presentation of financial statements
- UNIT 3** IAS16 – Property, plant and equipment
- UNIT 4** IAS40 – Investment property
- UNIT 5** IAS36 – Impairment of assets
- UNIT 6** IAS38 – Intangible assets
- UNIT 7** IAS2 – Inventories
- UNIT 8** IAS37 – Provisions, contingent liabilities and contingent assets



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- UNIT 9** IFRS 16 – Leases
- UNIT 10** Financial instruments
- UNIT 11** IAS 10 – Events after the reporting period
- UNIT 12** IFRS 15 – Revenue from contracts with customers
- UNIT 13** IAS 19 – Employee benefits
- UNIT 14** IAS 21 – The effects of changes in foreign exchange rates
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- UNIT 16** IAS12 – Income taxes
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- UNIT 18** IAS 8 – Accounting policies, changes in accounting estimates and errors
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- UNIT 20** Accounting for government grants and disclosure of government assistance
- UNIT 21** Consolidated financial statements
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# INTRODUCTION TO MANAGEMENT ACCOUNTING

## *Introduction to Management Accounting*

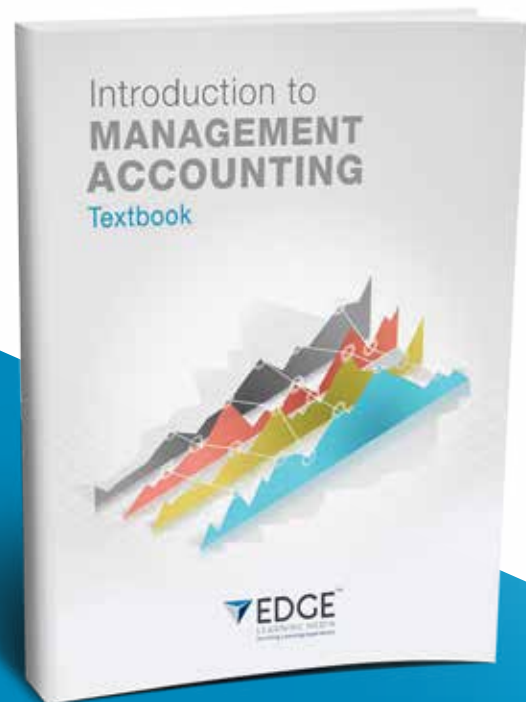
is a practical and comprehensive guide to the basic concepts and principles of managerial accounting. This book will be invaluable to those seeking foundational knowledge of the current terminology used and the concepts applied in this subject.

The purpose of this book is to provide students with a basic knowledge of the role of the financial manager and the function of the cost accountant. Furthermore it provides the student with an introduction to managerial accounting, analyses cost elements, explores how inventory, labour and overhead costs are controlled and illustrates how the accounting records of a manufacturing enterprise are completed.

One of a financial managers important tasks is to determine how much money was spent on each applicable job, process or contract that has been completed. To this end, the principles of job costing, process costing and contract are also addressed.



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## CONTENTS

- UNIT 1** Introduction to cost and management accounting
- UNIT 2** Material and inventory control
- UNIT 3** Labour and learning curve theory
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- UNIT 10** Budgeting and standard costing

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# PAYROLL PRACTICES FOR GENERAL MANAGEMENT

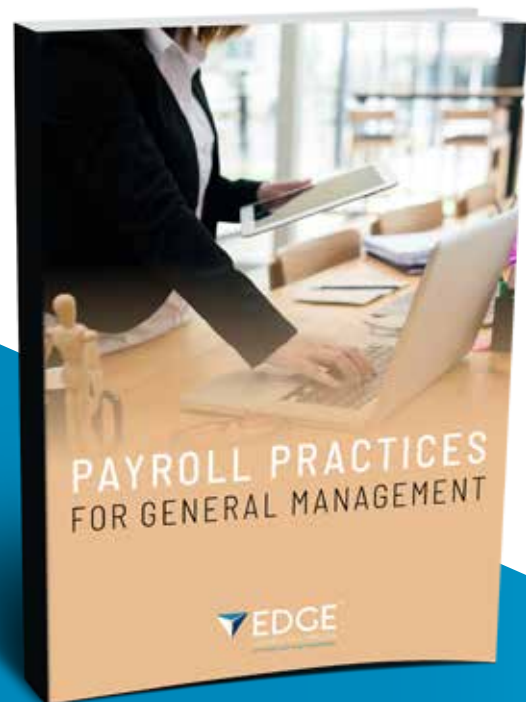
*Payroll Practices for General Management* is a comprehensive guide to payroll practices and how they are used in an organisation. In order to unpack payroll practices, the textbook outlines the role of a payroll administrator. It also explores the applicable statutory regulations that need to be followed by payroll personnel. Moreover, students will learn about the various processes that need to be followed within a firm when dealing with employees – whether they are new recruits, or are exiting the firm. Finally, students will learn how to prepare accounts related to payroll, computerise the payroll process, and complete tax returns.



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## CONTENTS

- UNIT 1** Plan, organise, implement, monitor and work within the payroll environment
- UNIT 2** Record and validate input variations on employee records
- UNIT 3** Basic conditions of employment
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- UNIT 5** Complete PAYE documents
- UNIT 6** Accounting for payroll
- UNIT 7** Monthly SARS returns and eFiling
- UNIT 8** Computerised payroll

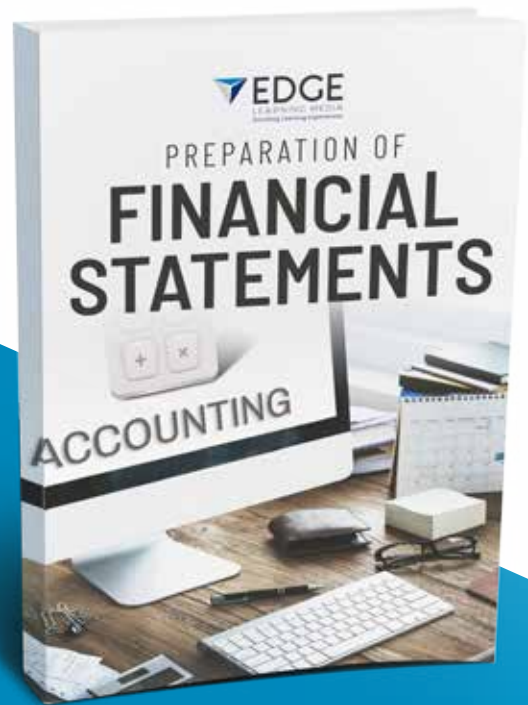
# PREPARATION OF FINANCIAL STATEMENTS

## *Preparation of Financial Statements*

is a practical and comprehensive guide to the intermediate principles of accounting. This textbook will be invaluable to those seeking knowledge of the current concepts and terminology of this 'international language of business'. As such, students will learn about important year-end procedures, and the compilation of financial statements for a sole proprietor. They will also be introduced to more nuanced transactions, such as those recorded by manufacturing enterprises. By following the principles presented in this textbook, students will be equipped to understand the double entry system, as well as the processing of a wide variety of business transactions.



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- UNIT 2** Financial statements of a sole proprietorship
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- UNIT 5** Accounting for a manufacturing enterprise
- UNIT 6** Incomplete records
- UNIT 7** Professional ethics and internal control



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# PRESENTATION OF FINANCIAL STATEMENTS

*Presentation of Financial Statements* is a practical and comprehensive guide to the advanced principles of accounting.

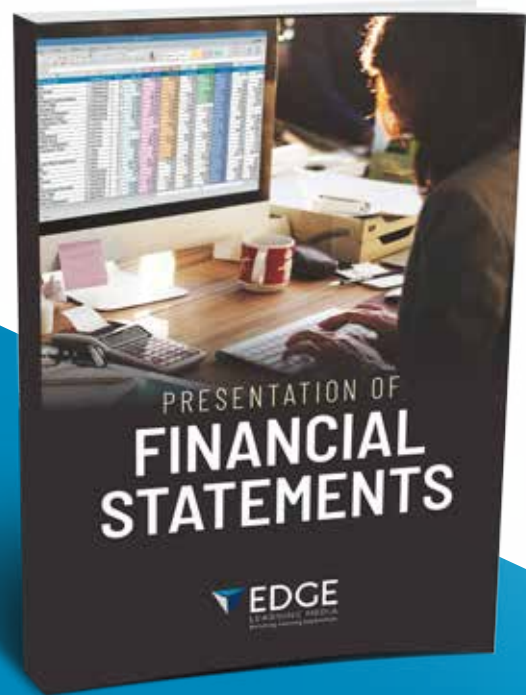
This textbook will be invaluable to those seeking advanced knowledge of the current concepts and terminology of this 'international language of business'. By following the principles presented in this textbook, students will be able to enhance their financial skills, as well as their understanding of the accounting framework, the double entry system, and the processing of various business transactions. As such, they will be equipped to fulfil the most common statutory requirements within the business environment.



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- UNIT 5** Analysis and interpretation of financial statements
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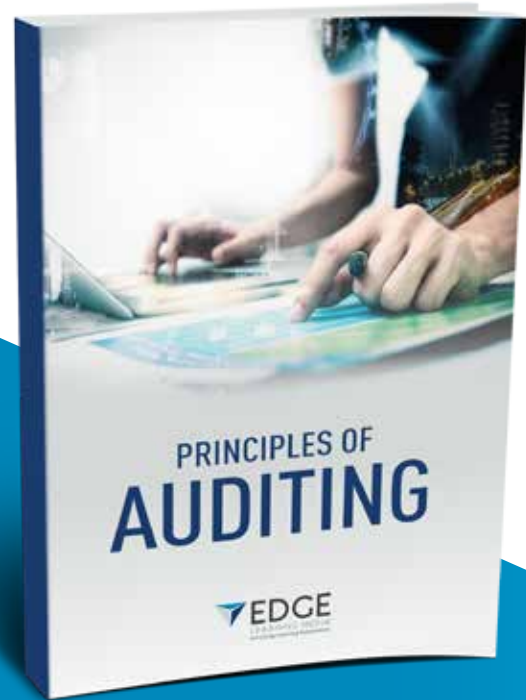
# PRINCIPLES OF AUDITING

*Principles of Auditing* is a comprehensive guide to the principles of auditing. After being introduced to the broader concept of auditing, students will proceed to learn about the auditing process, as well as the regulatory procedures involved therein. The focus of the textbook is primarily on control procedures, and how these can be used to meet the specified objectives of various accounting elements. It also delves into the importance of internal control systems, and discusses how control procedures can be used to meet certain objectives. In addition, it explores the auditing of acquisitions and payments, thereby enabling students to understand the payroll cycle. Students will then investigate the procedures used by auditors for various tasks within the finance and investment cycle. The textbook concludes by explaining different audit opinions, and the processes that are followed to form these opinions.



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- UNIT 6** Payroll cycle
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- UNIT 8** The finance cycle
- UNIT 9** The investment cycle
- UNIT 10** Audit adjustments and forming an opinion

# PRINCIPLES OF COST AND MANAGEMENT ACCOUNTING

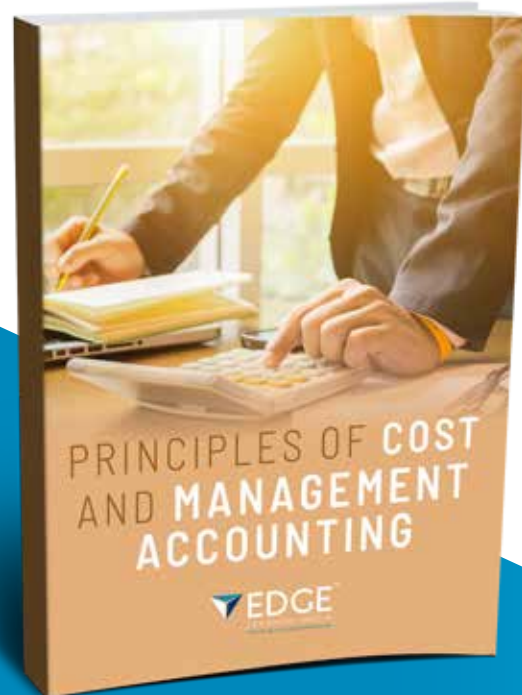
**Principles of Cost and Management Accounting** is a comprehensive guide to the principles and processes of cost and management accounting. Students will learn about the roles and responsibilities of a financial manager, as well as their various decision-making processes. Additionally, the textbook outlines the analysis and interpretation of financial statements. It also explains how the different costs of a product can be identified and calculated, and outlines the methods used to value inventory. Finally, students will learn about job costing and budgeting, and will understand how statements are prepared for a manufacturing enterprise.



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- UNIT 10** Cost-volume-profit (CVP) analysis
- UNIT 11** Linear programming
- UNIT 12** Relevant costs
- UNIT 13** Expected value theory and decision trees
- UNIT 14** Pricing policy and transfer pricing
- UNIT 15** Divisional performance evaluation

# PRINCIPLES OF TAX ADMINISTRATION

*Principles of Tax Administration* is designed to provide students with an introduction to the administration of tax in South Africa. This textbook provides an overview of the tax system in South Africa, the types of taxpayers in the system and the role and responsibility of SARS and tax practitioners. Ethics and professional conduct in a tax environment are also covered.



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- UNIT 6** Legal principles of taxation
- UNIT 7** Tax avoidance and tax evasion





# HUMAN & SOCIAL SCIENCES

- Applied Psychology Basics
- Becoming an HIV Caregiver
- Developing Academic Literacies for Higher Education
- Fundamentals of Counselling
- HIV in the Workplace: Policies and Training
- Introducing Industrial Psychology
- Research in Practice
- The Fourth Industrial Revolution at Work

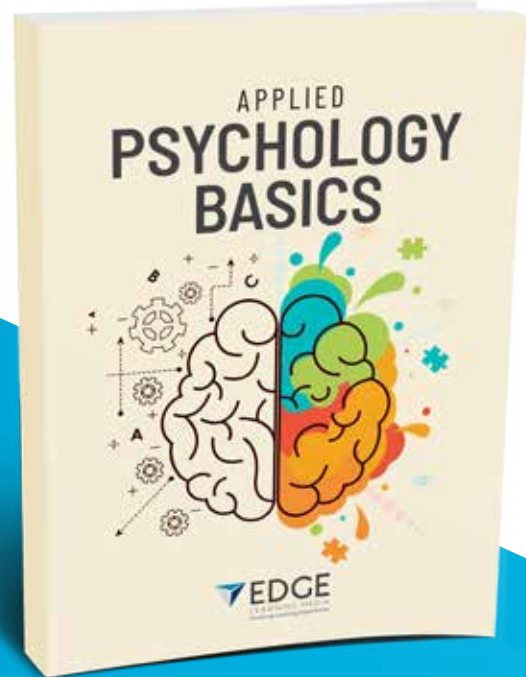


# APPLIED PSYCHOLOGY BASICS

*Applied Psychology Basics* is a practical and comprehensive guide to the basic concepts and principles applicable when using psychological methods and conclusions to address practical problems. This textbook discusses the biological basis of human behaviour, and elaborates on the functions of the human nervous system. The different states of human consciousness are also outlined in this textbook, and the concepts of sensation and perception, as well as the nature of thinking, reasoning and problem-solving, are explored. Other key topics covered in this comprehensive guide include learning and memory, intelligence and creativity, human emotion, and personality. *Applied Psychology Basics* will therefore prove invaluable to those seeking knowledge of the current terminology and concepts within this subject field.



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- UNIT 3** An introduction to the different states of consciousness
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- UNIT 6** Thinking, reasoning and problem-solving
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- UNIT 8** Learning and memory
- UNIT 9** Introduction to the concept of human emotion
- UNIT 10** The basic principles of the concept of personality



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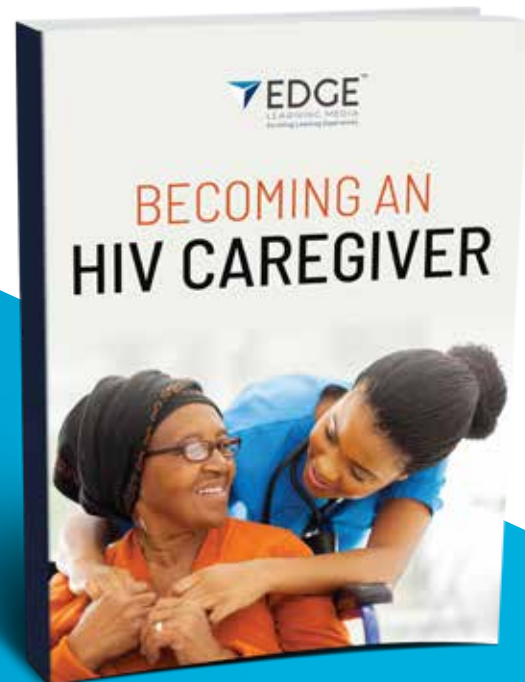
# BECOMING AN HIV CAREGIVER

*Becoming an HIV Caregiver* is a comprehensive guide to caring for and supporting people living with HIV and AIDS (PLWHA). The textbook not only considers medical ethics and precautions, but also key aspects such as managing nutrition, stress, and other practical and emotional challenges. As such, students will be equipped with vital skills and practical examples, which can be applied when providing care in both formal and informal settings. The textbook begins with an overview of the Millennium Development Goals (MDGs), as well as the different types of care that are needed by PLWHA. It then proceeds to outline the importance of both home-based and community-based care, and explains the fundamentals of medical ethics as well as universal precautions for medical care. In addition, students will learn about various forms of antiretroviral (ARV) therapy, and the key role that nutrition plays in caring for PLWHA. As such, the textbook will provide practical advice for nutritional intervention, with specific focus on nutrition management for children with HIV and AIDS. Finally, it covers the basics of palliative care, while also addressing the challenges faced by caregivers themselves.



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- UNIT 4** Managing infection control for people living with HIV/AIDS
- UNIT 5** HIV/AIDS and antiretroviral (ARV) therapy in South Africa
- UNIT 6** Management of nutrition for adults with HIV/AIDS
- UNIT 7** Management of nutrition for babies, children and mothers with HIV/AIDS
- UNIT 8** Care of children living with HIV/AIDS, orphans and vulnerable children
- UNIT 9** Palliative care for people living with HIV/AIDS
- UNIT 10** Stress and care techniques for caregivers

# DEVELOPING ACADEMIC LITERACIES For HIGHER EDUCATION

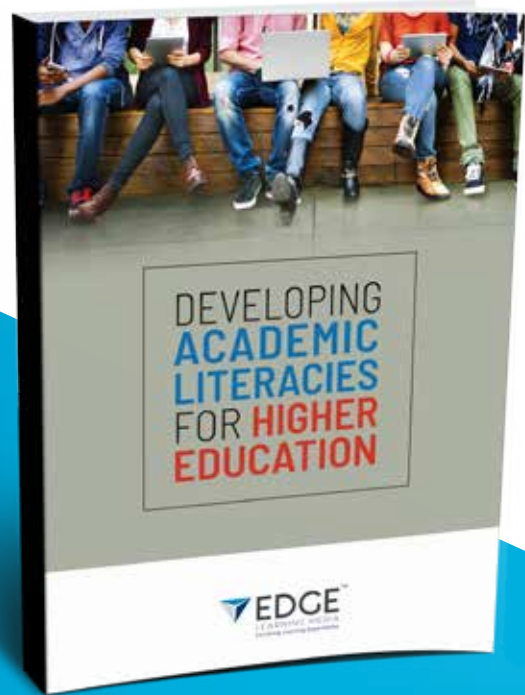
*Developing Academic Literacies for Higher Education* introduces first-year students to the academic environment. The purpose of the textbook is to provide students with the basic skills necessary to complete their tertiary studies successfully. As such, it unpacks the various literacies required in the 21st-century academic context, including language, information, visual, digital, cultural and mathematical literacies. In so doing, it aims to equip students with vital academic reading and writing skills. Additionally, students will learn the basics of academic research, as well as how to navigate different learning platforms, and how to read visual texts for academic purposes. Finally, the textbook explores various learning styles and study skills, and provides students with vital exam preparation tips.

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- UNIT 6** Visual literacy
- UNIT 7** Digital literacy
- UNIT 8** Mathematical literacy for academic purposes
- UNIT 9** Learning styles, study skills and exam preparation
- UNIT 10** Speaking and presenting

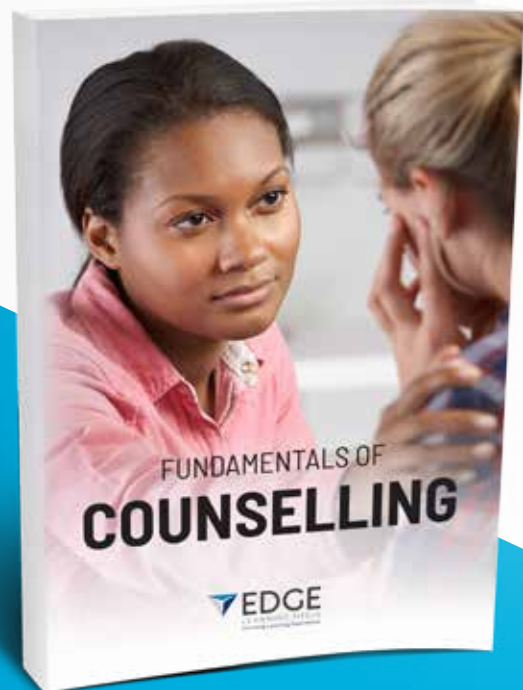
# FUNDAMENTALS OF COUNSELLING

***Fundamentals of Counselling*** is a practical and comprehensive guide to the basic concepts and principles of counselling.

The purpose of this textbook is to provide students with the tools necessary to counsel people. This textbook explains how to establish the counselling relationship, how to respond to a client, and how to use probing skills effectively. It also outlines important concepts for promoting change, like normalising, reframing and polarities. The critical difference between 'confronting' and 'challenging' is highlighted, and the importance of focusing on the 'here and now' in the therapeutic encounter, is emphasised. Other key topics explored in this textbook include goal setting in counselling, the process of ending a session, and terminating a counselling relationship. Practical, professional and ethical issues are also framed from a counselling perspective. *Fundamentals of Counselling* will therefore prove invaluable to those seeking foundational knowledge of the current terminology and concepts within this subject field.



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- UNIT 8** Goal-setting in the counselling environment
- UNIT 9** Closures and endings
- UNIT 10** Practical, professional and ethical issues in counselling

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# HIV IN THE WORKPLACE: POLICIES AND TRAINING

*HIV in the Workplace: Policies and Training* is a comprehensive guide to the legal and ethical requirements businesses have for dealing with HIV in the workplace. Starting with a detailed explanation of the history and effects of the virus, this book will explore the impact of the disease on employees, from the effect on their health to stigmas and social challenges they may face. The book will then turn to the responsibilities of employers and managers, outlining the requirements for successful and effective workplace policies regarding HIV. This provides a detailed overview of legal and ethical requirements, as well as global and national guidelines for drafting and implementing HIV policies in the workplace, while also looking at how these policies can prevent the spread of the disease. Finally, the textbook will look at the importance of training and education around the disease in the workplace, and give practical and specific guidelines for various workplace situations for those affected by HIV.



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- UNIT 2** HIV/AIDS in Africa and the world
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- UNIT 4** South African HIV/AIDS policies and guidelines
- UNIT 5** South African legal and ethical issues pertaining to HIV/AIDS
- UNIT 6** Designing HIV/AIDS workplace policies
- UNIT 7** Health promotion in the workplace
- UNIT 8** Prevention of HIV/AIDS – workplace perspectives
- UNIT 9** HIV/AIDS workplace training
- UNIT 10** Guidelines for specific workplace situations

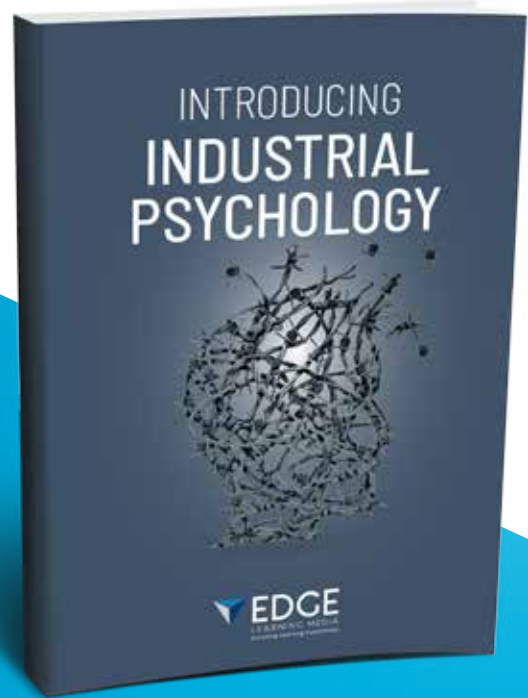


# INTRODUCING INDUSTRIAL PSYCHOLOGY

*Introducing Industrial Psychology* is a practical and comprehensive guide to the basic concepts and principles that apply when using methods from industrial psychology, to address practical problems within organisations. This textbook outlines the history of industrial psychology, as well as recent developments in this field, and introduces students to the various aspects of organisational behaviour. Concepts such as personality, values, emotional intelligence and intellectual ability are framed from a workplace perspective. Other key topics that are explored include career development, employee performance, psychological processes in the workplace, work health and ergonomics, as well as labour conflict and negotiations. This textbook will therefore be invaluable to those seeking knowledge of the current terminology and concepts within this subject field.



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- UNIT 1** Introduction to industrial psychology
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- UNIT 6** Employee performance and performance assessment
- UNIT 7** Psychological processes in the workplace: Part 1
- UNIT 8** Psychological processes in the workplace: Part 2
- UNIT 9** Work health and ergonomics
- UNIT 10** Labour conflict and negotiations



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# RESEARCH IN PRACTICE

*Research in Practice* is a practical and comprehensive guide to the intermediate concepts, principles and terminologies of applied research. As such, it focuses on what applied research is, and how and why we use it. This textbook explains how research is conducted within organisations. In so doing, it illustrates how research is planned, how data can be collected, and how questionnaires can be designed effectively. Furthermore, it describes how an interview schedule can be constructed for a chosen qualitative research design. It also demonstrates basic approaches to both quantitative and qualitative data analysis. Finally, *Research in Practice* highlights the ethical principles that apply within various research contexts, discusses the dissemination of research findings, and shows students how to translate research into practice.



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- UNIT 7** Methods for making sense of quantitative data
- UNIT 8** Methods for making sense of qualitative data
- UNIT 9** Reliability, validity and trustworthiness in research
- UNIT 10** Ethical considerations in research
- UNIT 11** Who cares? Writing up and disseminating your findings
- UNIT 12** Translating research into practice: The core of applied research

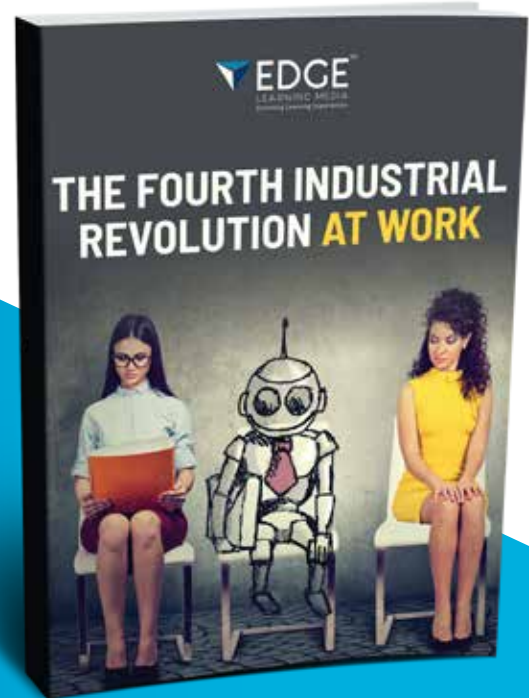
# THE FOURTH INDUSTRIAL REVOLUTION AT WORK

The technological advances of our modern world are continually reshaping the workplace, as well as the nature of work itself. These changes are occurring faster than many of us can manage, and we are faced with a future in which many professions will be automated by intelligent machines. ***The Fourth Industrial Revolution at Work*** equips students to adapt to the 21st-century workplace, and to integrate into its 'liquid workforce'.

While outlining theoretical concepts like virtual intelligence (VI) and artificial intelligence (AI), the textbook also explores practical aspects, such as interpersonal communication and creative problem-solving. Finally, students will learn vital skills, such as compiling a curriculum vitae (CV) and cover letter, practising appropriate business etiquette and displaying cultural sensitivity. As such, they will be able to enter the ever-evolving professional landscape with a sense of preparedness and confidence.

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- UNIT 1** The fourth industrial revolution: Global realities
- UNIT 2** The fourth industrial revolution: Southern African realities
- UNIT 3** Navigating the 21st-century workplace
- UNIT 4** Getting the job
- UNIT 5** Intrapersonal skills at work
- UNIT 6** Interpersonal skills at work
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- UNIT 8** Sensitive communication skills and intelligences at work
- UNIT 9** Finding creative solutions at work
- UNIT 10** Business etiquette



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# HOSPITALITY & TOURISM

- A Guide to Tourism Marketing in South Africa
- An Introduction to Hospitality Management
- Event Management in Action
- Event Planning and Coordination
- Hospitality Marketing: A South African Perspective
- Practical Event Management
- Supervision and Leadership in Hospitality
- Tourism: A South African Perspective



# A GUIDE TO TOURISM MARKETING IN SOUTH AFRICA

*A Guide to Tourism Marketing in South Africa* is a practical guide to the tourism and marketing industries, and how they relate to one another. It begins by exploring the role of tourism as a commodity, and explains how target markets can be identified through demographics. Students will proceed to learn how traditional and new media can be combined, in order to create a cohesive marketing strategy. Moreover, they will explore the concept of integrated marketing communication (IMC), and how to manage public relations (PR) as an internal strategy. Topics such as tours, packages, transport, destinations and attractions are also covered in detail. As such, this textbook will equip students with the necessary knowledge and skills to become successful professionals in the field.

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- UNIT 1** Tourism as commodity
- UNIT 2** In the mix: Travel and tourism marketing
- UNIT 3** Targeted tourism
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- UNIT 5** Traditional media for travel and tourism
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- UNIT 7** Public Relations (PR) for travel and tourism
- UNIT 8** Marketing packages and tours
- UNIT 9** Marketing transport and destinations
- UNIT 10** Marketing attractions

# AN INTRODUCTION TO HOSPITALITY MANAGEMENT

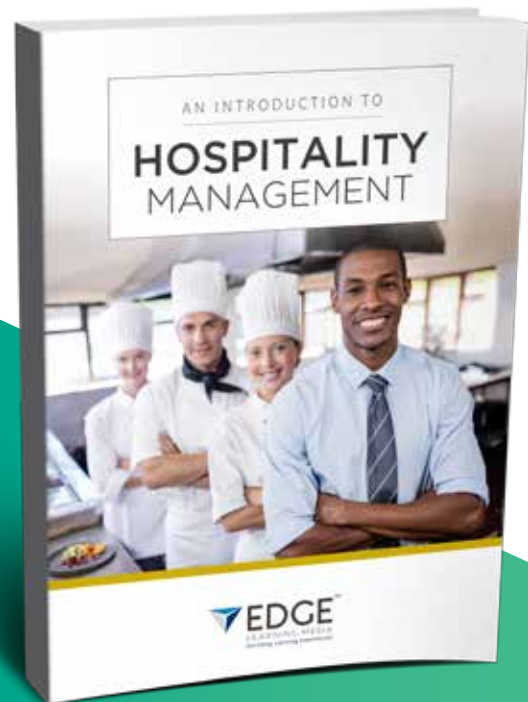
***An Introduction to Hospitality Management*** equips students with basic knowledge on management processes within the hospitality industry. It begins by providing an overview of the industry in general, and thereafter, focuses on the basics of management. In so doing, it explains the relationship between hospitality management and the broader business environment. Additionally, it explores the functions of planning, organising, leading and controlling, and unpacks the decision-making process within the hospitality management context. Finally, students will be equipped with knowledge on areas such as event management, food and beverage management, guest service management and sustainable management within the hospitality industry.

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## CONTENTS

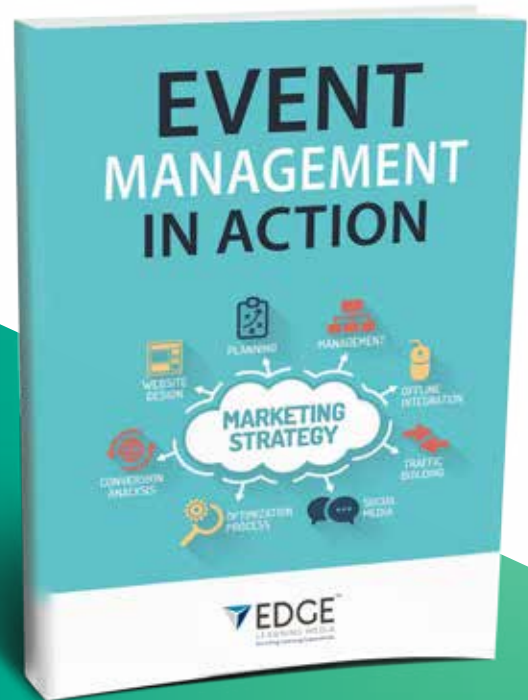
- UNIT 1** Introducing the hospitality industry
- UNIT 2** Managing the hospitality industry
- UNIT 3** Hospitality management and the business environment
- UNIT 4** Planning in hospitality management
- UNIT 5** Organising in hospitality management
- UNIT 6** Leading and motivation in hospitality management
- UNIT 7** Control in hospitality management
- UNIT 8** Making decisions in hospitality management
- UNIT 9** Event management
- UNIT 10** Food and beverage management
- UNIT 11** Managing guest services
- UNIT 12** Sustainable hospitality management

# EVENT MANAGEMENT IN ACTION

*Event Management in Action* is a basic, practical guide to the concepts and principles applicable when executing events. This textbook will be invaluable to those seeking knowledge of the current terminology and application of concepts that this subject field has to offer. The purpose of this book is to guide students through the phases of arranging the steps that lead up to an event, managing risks related to the execution of an event, executing an event, and ensuring that the event runs smoothly; furthermore, to provide them with the necessary knowledge and understanding of practical elements applicable to the execution of an event.



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- UNIT 1** An introduction to event marketing
- UNIT 2** Segmentation and targeting in focus
- UNIT 3** Integrated marketing communications in focus
- UNIT 4** Practical event advertising: Above the line (traditional media)
- UNIT 5** Practical event advertising
- UNIT 6** Event sponsorship
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- UNIT 8** Applied risk management for events

 **EXERCISE SOLUTIONS:**  
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## EVENT PLANNING AND COORDINATION

*Event Planning and Coordination* is a basic, practical guide to the concepts and principles applicable when planning and coordinating events. This textbook will be invaluable to those seeking knowledge of the current terminology and application of concepts that this subject field has to offer. The purpose of this book is to guide students through the phases of event research, event design, event planning, event administration and coordination, and event evaluation; furthermore, to provide them with the necessary knowledge and understanding of practical elements applicable to each event management phase.

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- UNIT 2** Researching the event
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- UNIT 4** Planning the event: Production schedules and timelines
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- UNIT 6** Event administration and coordination: Meetings, conferences, webinars and webcasts
- UNIT 7** Event evaluation



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# HOSPITALITY MARKETING: A SOUTH AFRICAN PERSPECTIVE

*Hospitality Marketing: A South African perspective* is a practical guide to understanding the hospitality industry in South Africa. Students will be introduced to basic principles such as the marketing environment, audience targeting and consumer behaviour. Additionally, they will learn how to market products and services, in a way that allows consumers to differentiate between them. The textbook also highlights the importance of the customer, and covers topics such as relationship maintenance, the packaging of products and services, and timely distribution thereof. It concludes by unpacking more challenging administrative and managerial concepts, including integrated marketing communication (IMC) and pricing strategies, as well as project management planning, implementation and control.



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- UNIT 7** Relationship marketing
- UNIT 8** Creating product and service differentiation
- UNIT 9** Product and service packaging
- UNIT 10** Product and service distribution
- UNIT 11** Retailing, wholesaling and direct marketing
- UNIT 12** Integrated marketing communication
- UNIT 13** Pricing strategy
- UNIT 14** Planning, implementation and control

# PRACTICAL EVENT MANAGEMENT

**Practical Event Management** is a comprehensive guide to the applied aspects of event management. Students will learn a range of basic management skills: from task-oriented to people-oriented skills, to more specific project management and budgeting skills – all of which can be applied to the effective running of an event. In addition, students will be equipped with knowledge on producing proposals and tenders, which are valuable practical skills. Furthermore, students will be given the opportunity to explore the organisation and staffing of events, as well as the important logistics involved in the planning of an event. They will also be provided with knowledge on various technologies used at events, and gain an understanding of how to control various kinds of crowds at an event. The textbook will conclude by discussing the concept of closing down an event, and what it means to run an event sustainably.



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## CONTENTS

- UNIT 1** Management skills for event professionals
- UNIT 2** Producing proposals and tenders
- UNIT 3** Budgeting for events
- UNIT 4** Project management for events
- UNIT 5** Organisations and staffing of events
- UNIT 6** Event logistics
- UNIT 7** Event technology and staging
- UNIT 8** Crowd control
- UNIT 9** Closing down an event
- UNIT 10** Sustainable event management

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# SUPERVISION & LEADERSHIP IN HOSPITALITY

*Supervision & Leadership in Hospitality* is a comprehensive guide to leadership in the hospitality industry. Students will learn the basic principles of leadership theory, including how communication can either promote or hinder teamwork. They will proceed to explore both internal and external communication, with regard to areas like customer service, housekeeping and resource control. The practical aspects of supervision are also covered in detail, in relation to various departments such as food and beverage storage, food production and serving, health and hygiene, safety and security, and more. The textbook concludes by outlining the benefits of sustainable hospitality practices, including energy efficiency, water usage and policy development.

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- UNIT 1** Leading teams
- UNIT 2** Controlling resources
- UNIT 3** Food production operations: Part 1
- UNIT 4** Food production operations: Part 2
- UNIT 5** Supervising food and beverage services
- UNIT 6** Supervising functions
- UNIT 7** Developing recipes and menus
- UNIT 8** Supervising receipt, storage and dispatch processes
- UNIT 9** Supervising cellar and beverage storage operations
- UNIT 10** Supervising housekeeping services
- UNIT 11** Supervising guest reception services
- UNIT 12** Health, hygiene, safety and security in hospitality
- UNIT 13** Customer service and relationships
- UNIT 14** Sustainable hospitality

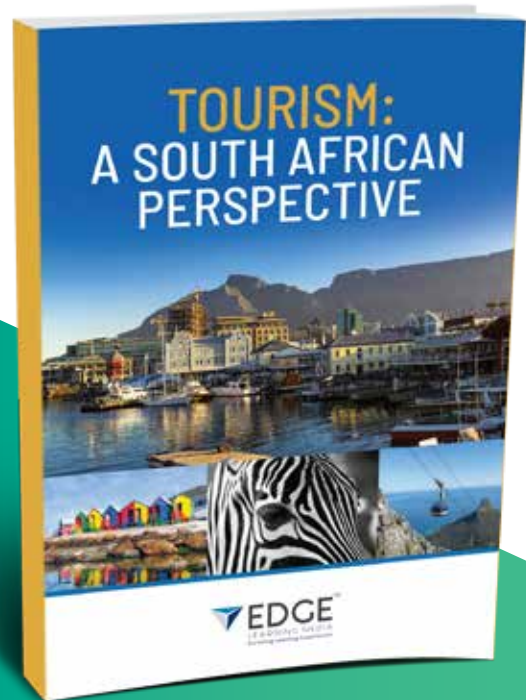
# TOURISM: A SOUTH AFRICAN PERSPECTIVE

*Tourism: A South African Perspective* provides a practical introduction to the tourism industry, covering a wide range of content across various subject areas.

Students will learn about the history of tourism – both locally and globally – as a foundation for understanding the South African tourism industry. They will also be exposed to basic geographical concepts, such as physical features, weather and climate, oceanography, map interpretation and time zones, among others. The textbook places special emphasis on the value of attractions and heritage sites, as well as on the importance of transport and accommodation. Finally, it explains how the ‘tourism footprint’ affects a host country, both economically and ecologically, and which measures can be taken to reduce its impact.



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- UNIT 1** Introducing tourism
- UNIT 2** There and back again: Tourism in context
- UNIT 3** Geography for tourism: Part 1
- UNIT 4** Geography for tourism: Part 2
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- UNIT 6** The travel drive
- UNIT 7** The main attraction
- UNIT 8** Home away from home
- UNIT 9** Trains, planes and automobiles
- UNIT 10** Global and local tourism footprints



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# LAW

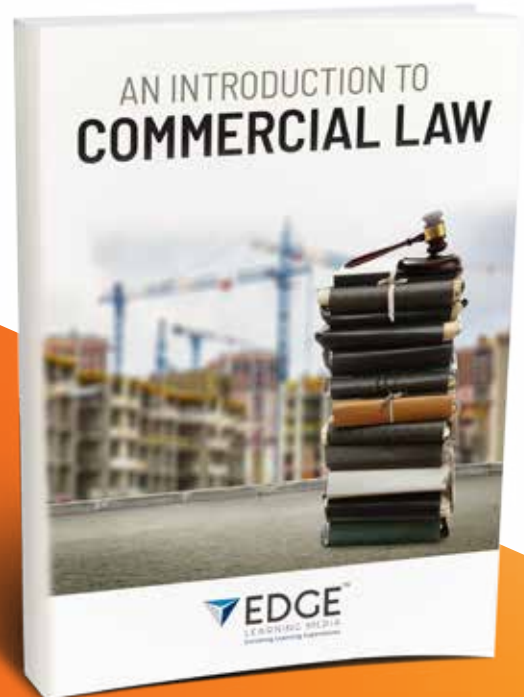
- An Introduction to Commercial Law
- Fundamentals of Commercial Law
- Media Law and Ethics

# AN INTRODUCTION TO COMMERCIAL LAW

*An Introduction to Commercial Law* introduces first-year students to the basic concepts of commercial law. The purpose of the textbook is to provide knowledge of commercial law legislation within the South African context, and to apply this knowledge to practical cases. The textbook begins by introducing students to the South African law and its sources. It then considers the basic principles relating to the laws of obligation and contract. Moreover, it discusses consensus in the context of the Consumer Protection Act 68 of 2008, contractual capacity as a requirement for a valid contract, the possibility of performance as a requirement for a valid contract, content of contract, breach of contract and the remedies available for breach thereof, as well as the procedures to be followed for the termination of contracts. Finally, it explores the various types of business structures available to the entrepreneur.



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- UNIT 1** Introduction to the South African law
- UNIT 2** Sources of the South African law
- UNIT 3** Law of obligations
- UNIT 4** Introduction to law of contract
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- UNIT 6** Contractual capacity
- UNIT 7** Possibility of performance
- UNIT 8** Legal possibility
- UNIT 9** Formalities
- UNIT 10** Content of a contract
- UNIT 11** Breach of contract
- UNIT 12** Termination
- UNIT 13** Business enterprise structures

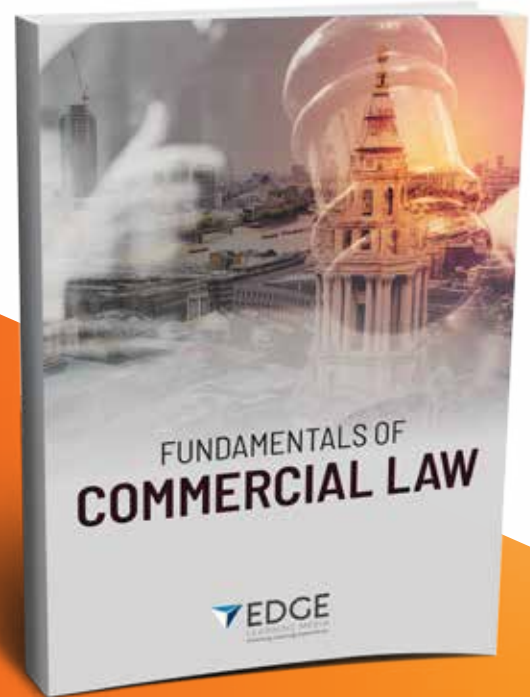
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# FUNDAMENTALS OF COMMERCIAL LAW

*Fundamentals of Commercial Law* is a practical and comprehensive guide to the basic principles of business enterprise law. Its purpose is to entrench foundational legal competency in students wishing to enter the world of work – either as entrepreneurs, or as key individuals employed by entrepreneurial businesses or small/medium/micro enterprises (SMMEs). The textbook begins by introducing students to South African commercial law, and proceeds to outline the criteria that must be met in order to form a valid contract. It also explains the interpretation of contracts and possible instances of breach. Moreover, it distinguishes between the various forms of business entities from a legal perspective, delineates the impact of the Companies Act 71 of 2008 on the formation and management of companies, and explains the importance of good corporate governance in the business world. Lastly, students will be introduced to the law of employment that is applicable in South Africa, and will explore the legislation that regulates commercial activity in the country.



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## CONTENTS

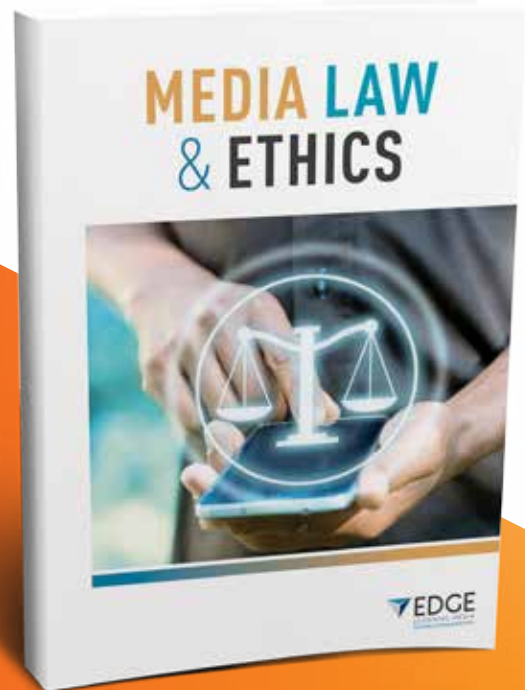
- UNIT 1** An introduction to South African commercial law
- UNIT 2** The formation of a valid contract
- UNIT 3** Contractual interpretation, performance and breach
- UNIT 4** Business entities
- UNIT 5** The rescue and compromise
- UNIT 6** Corporate governance
- UNIT 7** Introduction to the law of employment
- UNIT 8** Laws that regulate commercial activity

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# MEDIA LAW AND ETHICS

**Media Law and Ethics** is a practical and comprehensive guide to the principles of media law. The purpose of this textbook is to introduce students to the current terminology and concepts within this subject field. It provides an outline of South African business enterprise law, and illustrates the relationship between constitutional law and the media, as well as the relationship between criminal law and the media. Other key topics covered in this textbook include the regulation of explicit sexual content in the media, journalistic law, and academic plagiarism, as it relates to the media. In addition, this textbook discusses the Protection of State Information Bill in some detail, as well as international laws relating to the media industry. The relationship between media law and ethics is also framed from a South African perspective. Moreover, *Media Law and Ethics* unpacks the regulation of ethical standards, and concepts such as freedom of expression, defamation and privacy are discussed in the context of media ethics.



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- UNIT 1** An introduction South African business enterprise law
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- UNIT 3** Criminal law and the media
- UNIT 4** The laws relating to explicit sexual content
- UNIT 5** Journalists and the law
- UNIT 6** Academic plagiarism and the media
- UNIT 7** The protection of state information bill
- UNIT 8** International media law
- UNIT 9** Media law and ethics



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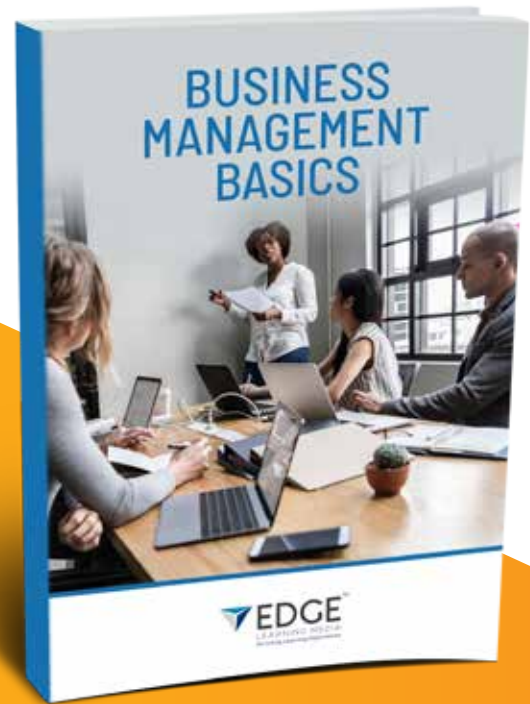


# MANAGEMENT

- Business Management Basics
- Fundamentals of Procurement and Supply Chain Management
- General Management Principles and Practices
- Getting Started with Brand Management
- Human Resource Management – An Introduction
- Human Resource Management: A Strategic Approach
- Marketing Management Basics
- Project Management and Administration
- Strategic Direction, Planning and Management – An Introduction
- Strategic Management for Media Enterprises

# BUSINESS MANAGEMENT BASICS

*Business Management Basics* provides a detailed overview of the vital business management functions. The textbook begins by introducing students to the broader topic of business management. Students will then proceed to learn about the general management function, the purchasing function, and the operations function. Additionally, the textbook will delve into the more personal side of business, by exploring the field of human resource (HR) management. It will also touch on the areas of marketing, public relations (PR) and sustainable business practice. Finally, students will discover how businesses manage their finances and approach their budgeting.



## CONTENTS

- UNIT 1** Introduction to business management
- UNIT 2** Business functions: General management
- UNIT 3** Business functions: Purchasing
- UNIT 4** Business functions: Operations
- UNIT 5** Business functions: Human resources
- UNIT 6** Business functions: Marketing
- UNIT 7** Business functions: Public relations
- UNIT 8** Sustainable business practices
- UNIT 9** Business functions: Finance
- UNIT 10** Budgeting

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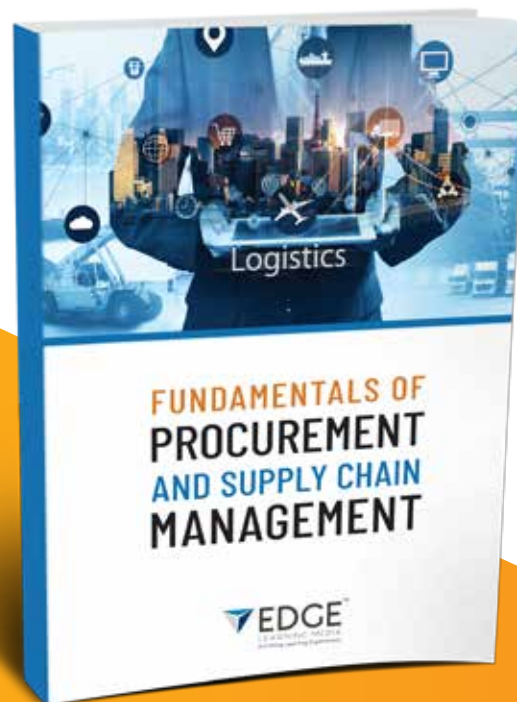
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# FUNDAMENTALS OF PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

*Fundamentals of Procurement and Supply Chain Management* provides students with an understanding of the key principles of procurement and supply chain management. It begins by introducing students to the procurement function – its importance, its objectives, and its ever-changing role in businesses. By understanding strategy, students can uncover the strategic role that procurement plays within a business– in particular, by affecting its competitive position and profitability. The procurement management process is further outlined, alongside a discussion on procurement policies. Students will then explore the various components of the supply chain, to understand the objectives of supply chain management. The textbook goes on to outline supplier relationship management, in addition to the different activities involved in logistics. Furthermore, the role of quality control is highlighted as a vital component in supplier relationship management, as it serves to drive excellence and add value to the business. The textbook concludes with a discussion on sourcing, which is another fundamental element of the supply chain activity, and can ultimately impact the success of a business.

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- UNIT 1** Introduction to procurement and supply chain management
- UNIT 2** Introduction to the concepts of logistics and supply chain management
- UNIT 3** The strategic role of procurement in supply chain management
- UNIT 4** The procurement management process
- UNIT 5** Organisational and supply chain structures
- UNIT 6** Supplier relationship management
- UNIT 7** Supplier quality management
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- UNIT 9** Contract management
- UNIT 10** Sourcing



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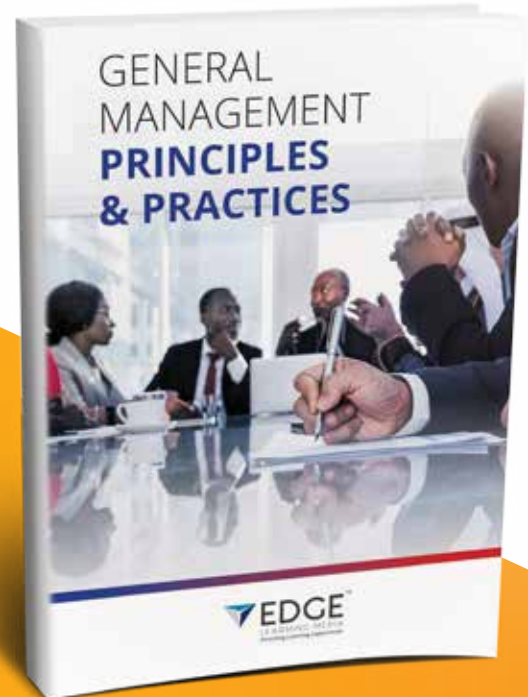
# GENERAL MANAGEMENT PRINCIPLES & PRACTICES

## *General Management Principles & Practices*

is a comprehensive guide to the field of general management. This textbook will be invaluable to those seeking knowledge of the current concepts and terminologies of this subject area. The purpose of the textbook is to introduce students to the role of management within businesses and organisations, with reference to the functions of planning, organising, leading, motivating and controlling. It covers topics such as management style, the role of management in decision-making, information management in contemporary organisations, and the relationship between effective communication and general management. Finally, it highlights the pivotal role that management plays in organisational development, and explores contemporary issues in business management.



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- UNIT 1** What is management?
- UNIT 2** Management and the environment
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- UNIT 4** Decision-making
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- UNIT 6** Organisational development
- UNIT 7** Communication
- UNIT 8** Organising
- UNIT 9** Leadership
- UNIT 10** Motivation
- UNIT 11** Control
- UNIT 12** Contemporary business management issues

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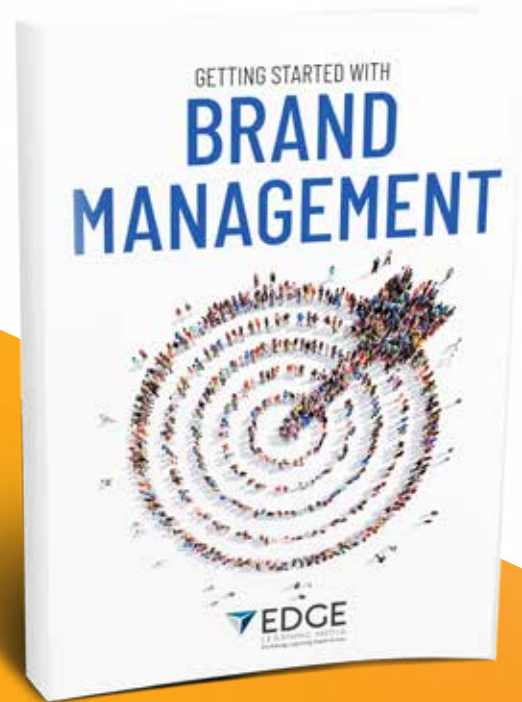
# GETTING STARTED WITH BRAND MANAGEMENT

*Getting Started with Brand Management* is a practical and comprehensive guide to the basic concepts and principles of brand management.

The purpose of this textbook is to introduce students to the history of brand management, the role of the brand manager, and branding in South Africa. The textbook also explores brand equity models, explains the process in building brand equity, and discusses the tracking of brand value. Moreover, *Getting Started with Brand Management* demonstrates the selection of an appropriate brand strategy for a business, explains how to build brand architecture, and discusses sustainable brand management. In addition, it explains how to conduct a brand audit, outlines corporate and political branding, and contextualises branding in the South African context. This textbook will therefore be invaluable to those seeking foundational knowledge of the current terminology and concepts within this subject field.



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- UNIT 1** Introduction to brand management
- UNIT 2** The history and evolution of branding
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- UNIT 7** Managing and sustaining brands
- UNIT 8** Brand audits
- UNIT 9** Corporate and political branding
- UNIT 10** Branding in South Africa

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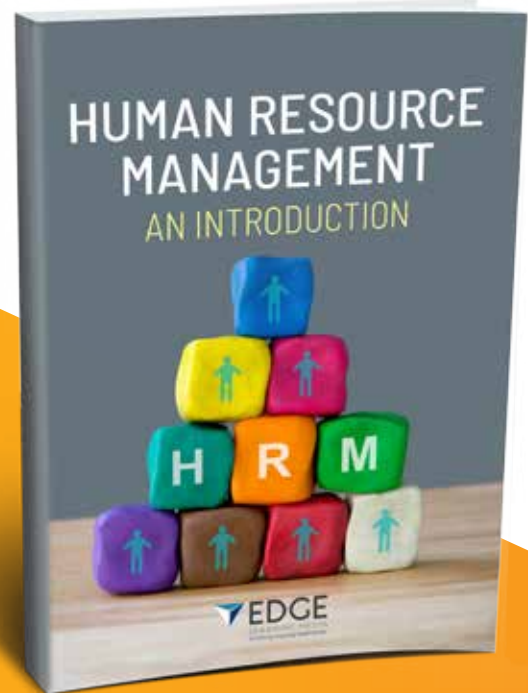
# HUMAN RESOURCE MANAGEMENT – AN INTRODUCTION

*Human Resource Management – An Introduction* is a comprehensive guide to the basic concepts, principles and terminologies of human resource management. Specifically, the textbook introduces students to human resource management in the South African context. In so doing, it covers areas such as human resource strategy, recruitment, selection, retention and performance management. Additionally, it explores topics such as compensation management, career management, and health and safety in organisational environments. Finally, it illustrates the role and function of leadership in relation to human resource management. Importantly, this textbook also foregrounds how South Africa's labour legislation is among the most progressive in the world, allowing institutions to settle disputes and ensure fairness in the workplace. Based on this, *Human Resource Management – An Introduction* equips students with essential information on labour legislation, human rights and labour practices in South Africa.



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- UNIT 6** Managing performance of employees
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- UNIT 8** Health and safety in an organisation
- UNIT 9** Career management
- UNIT 10** Leadership
- UNIT 11** Employment relations
- UNIT 12** Structures created by the Labour Relations Act (LRA) for collective bargaining and dispute resolution

# HUMAN RESOURCE MANAGEMENT: A STRATEGIC APPROACH

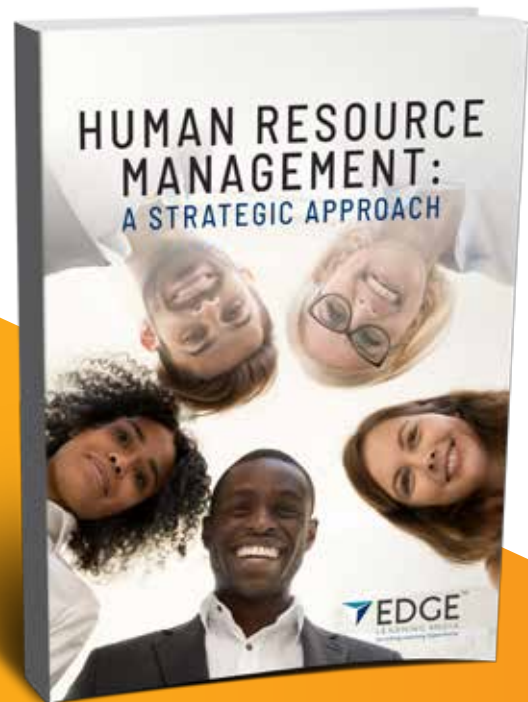
***Human Resource Management: A Strategic Approach*** provides students with a broad overview of human resources (HR) as a field, as well the context of business strategy. As such, students will learn about topics like vertical integration and strategic HR management processes, and will understand what the overall strategic approach to HR aims to achieve. Additionally, students will learn how to design and analyse jobs, write job descriptions for advertisements, and facilitate job application processes. The fundamentals of payroll and compensation agreements, as well as the traditional roles of an HR manager, are also discussed in detail. Finally, the textbook considers virtual workplaces and their relationship to human resource management (HRM). By exploring these key topics, students will be equipped to tackle this field, and will understand its importance as a growing trend in corporate culture.

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- UNIT 1** What is strategic human resource management?
- UNIT 2** Vertical integration and human resource strategy
- UNIT 3** Designing strategic human resource management
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- UNIT 7** Job application in practice: Part 1
- UNIT 8** Job application in practice: Part 2
- UNIT 9** Compensation in practice: Introduction to payroll
- UNIT 10** Human resource management in virtual workspaces

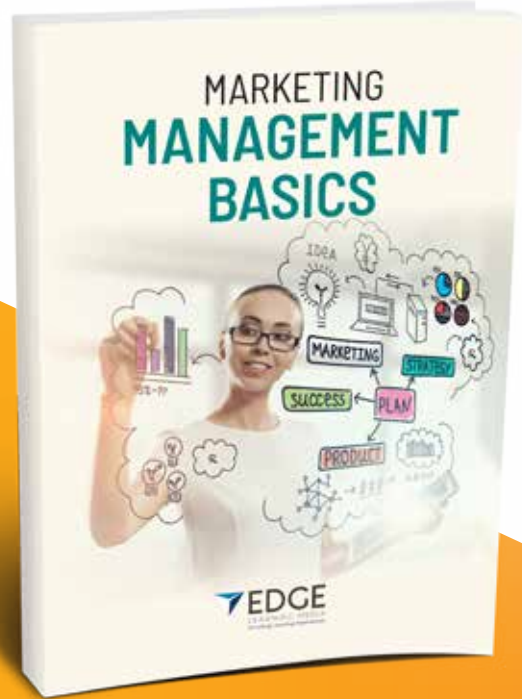
# MARKETING MANAGEMENT BASICS

*Marketing Management Basics* is an introductory guide to the basic concepts and principles of marketing management. The purpose of the textbook is to introduce students to the marketing environment, the marketing mix, marketing strategy, public relations and mass communication in the business context. Additionally, students will learn how strategic marketing plans are formulated and evaluated. The textbook also unpacks marketing and media from a digital perspective, explains the role and purpose of digital marketing within the broader scope of marketing, and introduces students to digital marketing strategy. As such, *Marketing Management Basics* will be invaluable to those seeking foundational knowledge of the current concepts and terminologies of this subject field.



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- UNIT 11** What is digital media?
- UNIT 12** Digital marketing within the broader scope of marketing
- UNIT 13** Digital marketing strategy



# PROJECT MANAGEMENT & ADMINISTRATION

*Project Management & Administration* is a practical and comprehensive guide to the basic concepts and principles applicable when managing projects. This textbook will be invaluable to those seeking knowledge of the current terminology and concepts within this subject field. It takes a detailed look at project management structures, project management within organisations, and the project management life cycle. Students will learn how to conduct project feasibility studies, to select projects, and to initiate them successfully. This comprehensive guide also explains the management of project stakeholders, suppliers, contracts and project teams. The administrative side of project management is covered in detail, with reference to the documents, methods and tools used for project initiation. It further facilitates an exhaustive understanding of key project management aids, such as Gantt charts and critical paths, and students are also guided through the practical application of Microsoft Project 2016. Moreover, students will learn how to identify the risks that a project might be exposed to, as well as the mitigation of such risks, all of which form an essential part of effective project management.



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# STRATEGIC DIRECTION, PLANNING AND MANAGEMENT – AN INTRODUCTION

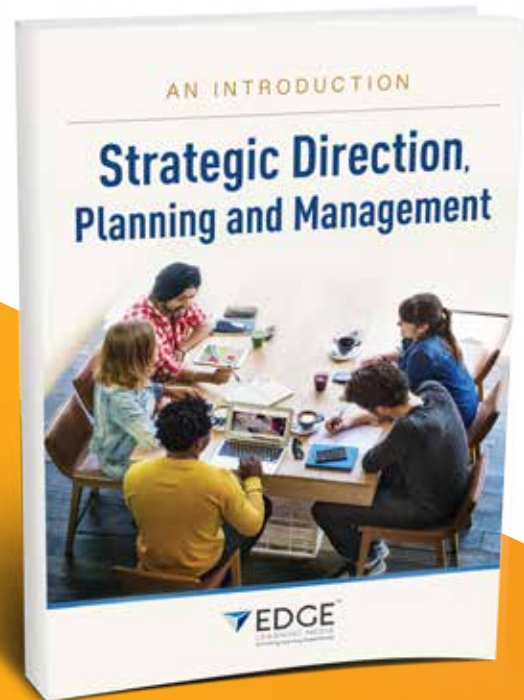
*Strategic Direction, Planning and Management – An Introduction* is a practical and comprehensive guide to the basic concepts and principles of corporate strategy. This book will be invaluable to those seeking advanced knowledge of the current terminology used and the concepts applied in this subject.



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# STRATEGIC MANAGEMENT FOR MEDIA ENTERPRISES

## *Strategic Management for Media Enterprises*

is a practical guide to the basic concepts of strategic management for media enterprises.

The textbook begins with an overview of strategic direction and strategic selection, and explains how these processes take place.

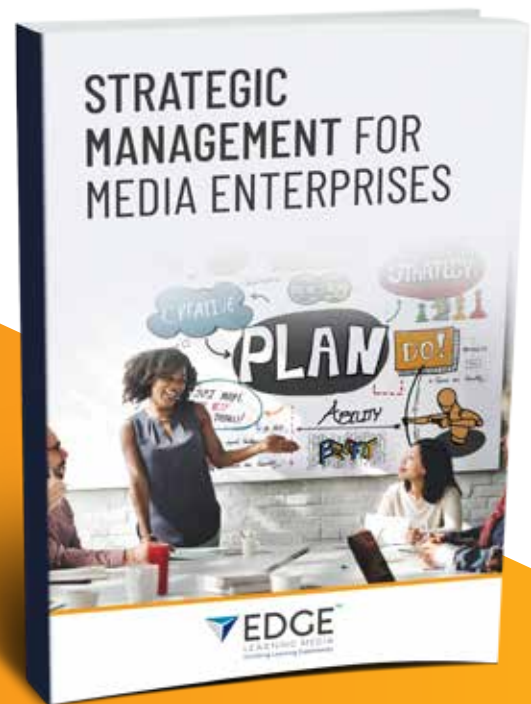
In focusing on strategic management for media enterprises specifically, it outlines how effective corporate goals and objectives can be identified; moreover, how these can be developed into effective strategies, how the appropriate strategy can be implemented successfully, and how a chosen strategy can be evaluated. Additionally, it emphasises the role that strategic control and evaluation play in strengthening a media enterprise. Finally, the textbook concludes with a discussion on organisational development and change. As such, students wanting to enter the media industry will be equipped with the necessary expertise to engage in effective strategic management processes.



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# MEDIA

- Contextual Media Studies and Literacies - A South African Perspective
- Journalism Principles and Practice
- Journalism: From Concept to Craft
- Next-Level Radio
- The Essential Guide to Social Media



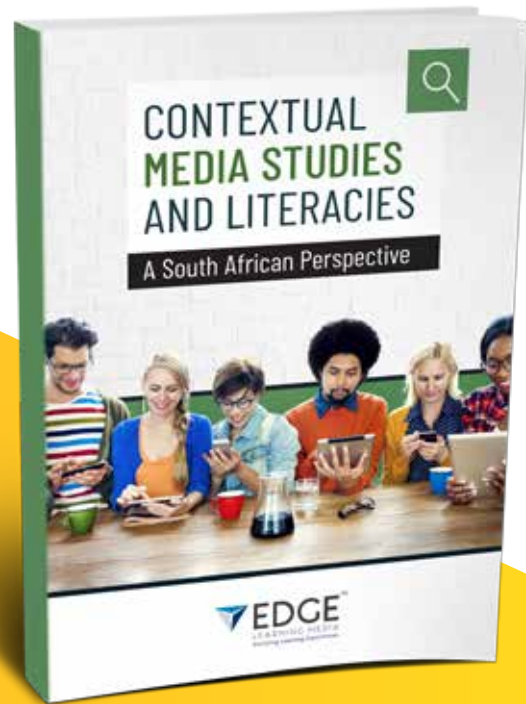
# CONTEXTUAL MEDIA STUDIES AND LITERACIES – A SOUTH AFRICAN PERSPECTIVE

*Contextual Media Studies and Literacies – A South African Perspective* is a comprehensive guide to the world of modern media. It begins with an overview of the media industry, and explains the various theories and historical events that have shaped it, both globally and locally. In addition, students will explore historically controversial topics like culture and identity, and discover why these are often points of contestation between the media and the public. Furthermore, students are equipped with tools for critical analysis, in order to research and evaluate the industry. The textbook also provides vital tools required by media professionals: this includes writing for news and entertainment across various platforms, evaluating social media metrics through analytics, and critically examining various media texts. As such, students will be equipped with the necessary skills and expertise that are required of professionals in the media industry.



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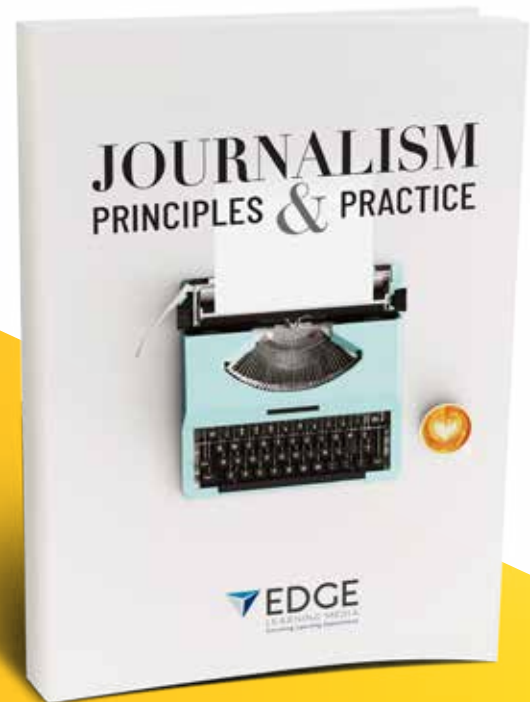
- UNIT 1** Globalisation and media studies in the digital age
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- UNIT 9** Poetry
- UNIT 10** Drama

# JOURNALISM PRINCIPLES & PRACTICE

*Journalism Principles & Practice* adopts a broad view of the modern world of mass media and social interaction. As such, it explores the media industry across various platforms, in order for students to grasp the diversity of content that is produced, and how each platform contributes to global narratives. Important skills for writing hard news and feature articles are covered in detail – from the very first steps of sourcing and reporting, to the finer details of representation. Students will also learn how to evaluate news for credibility, and how the spread of fake news has influenced journalistic practice in contemporary reporting. Lastly, this textbook considers future trends and groundbreaking advances in the industry, to provide a framework for further learning.



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- UNIT 8** Making it feature
- UNIT 9** Faking it
- UNIT 10** Fast forward



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# JOURNALISM: FROM CONCEPT TO CRAFT

Journalism is a complex field to navigate – in both the local and global contexts. As such, this textbook offers students a comprehensive overview of the many facets comprising journalism. The opening chapters cover the role of the media and discuss various ethical dilemmas. They also consider topics such as information sourcing and the impact of the audience on journalism.

From this foundation, students are shown how to apply various writing approaches, in order to achieve impact and interest in their narratives. Additionally, they will learn about writing style and its complexity, as well as how to format, design and lay out content for readability. This covers writing for print, digital and broadcast media. Finally, due to their ubiquity in modern journalistic practice, areas such as social media, new media and opinion writing are also covered in detail.

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- UNIT 6** Writing with purpose: Newspaper features – Part 2
- UNIT 7** Writing with purpose: Magazines
- UNIT 8** Writing with purpose: Broadcasts
- UNIT 9** Writing with purpose: Online media
- UNIT 10** Opinion writing

# NEXT-LEVEL RADIO

*Next-Level Radio* is an essential guide to the radio industry in South Africa. This textbook explores each aspect of radio station management in detail – from the broad principles of allocating airtime, to the more intricate elements of content creation. Students will learn how to schedule content and music, as well as how to utilise the available technologies to produce live shows.

All of this serves to create a well-balanced broadcast. After exploring the practical aspects of radio broadcasting, the textbook considers important statistical research, as well as legal requirements that inform decision-making by station managers.

Case studies are also included, to provide insight into the industry and its workings. Finally, *Next-Level Radio* covers the management of talent, such as guest DJs, celebrities and live performers.



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- UNIT 10** Buying, selling and executing airtime
- UNIT 11** Researching the radio audience
- UNIT 12** Legalities and guidelines
- UNIT 13** The radio professional



# THE ESSENTIAL GUIDE TO SOCIAL MEDIA

*The Essential Guide to Social Media* is a comprehensive guide to using social media platforms. Developed with the field of marketing in mind, this textbook investigates the rise of social media – in other words, how these well-known platforms came into existence, and what sustains their relevance in our modern-day world. In exploring popular platforms such as Facebook, Twitter, Instagram, Snapchat, YouTube, Pinterest and LinkedIn, students will be equipped to navigate these sites effectively, while also learning about their history. The textbook concludes with an in-depth look at search engine optimisation (SEO), and how businesses can integrate and manage these social media platforms to their benefit.

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- UNIT 10** Integration and management

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