

HIGHER EDUCATION COURSEWARE CATALOGUE

Local courseware for South Africans, by South Africans





COURSEWARE CATALOGUE

With our genesis in (bespoke) academic publishing, and our reputation and experience as experts in education, EDGE has created a selection of beautifully curated courseware for our catalogue.

Our courseware cover the following subject areas, among others:

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

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



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- *Finance & accounting titles* 29
- *Human & social sciences titles* 44
- *Hospitality & tourism titles* 57
- *Law titles* 71
- *Management titles* 78
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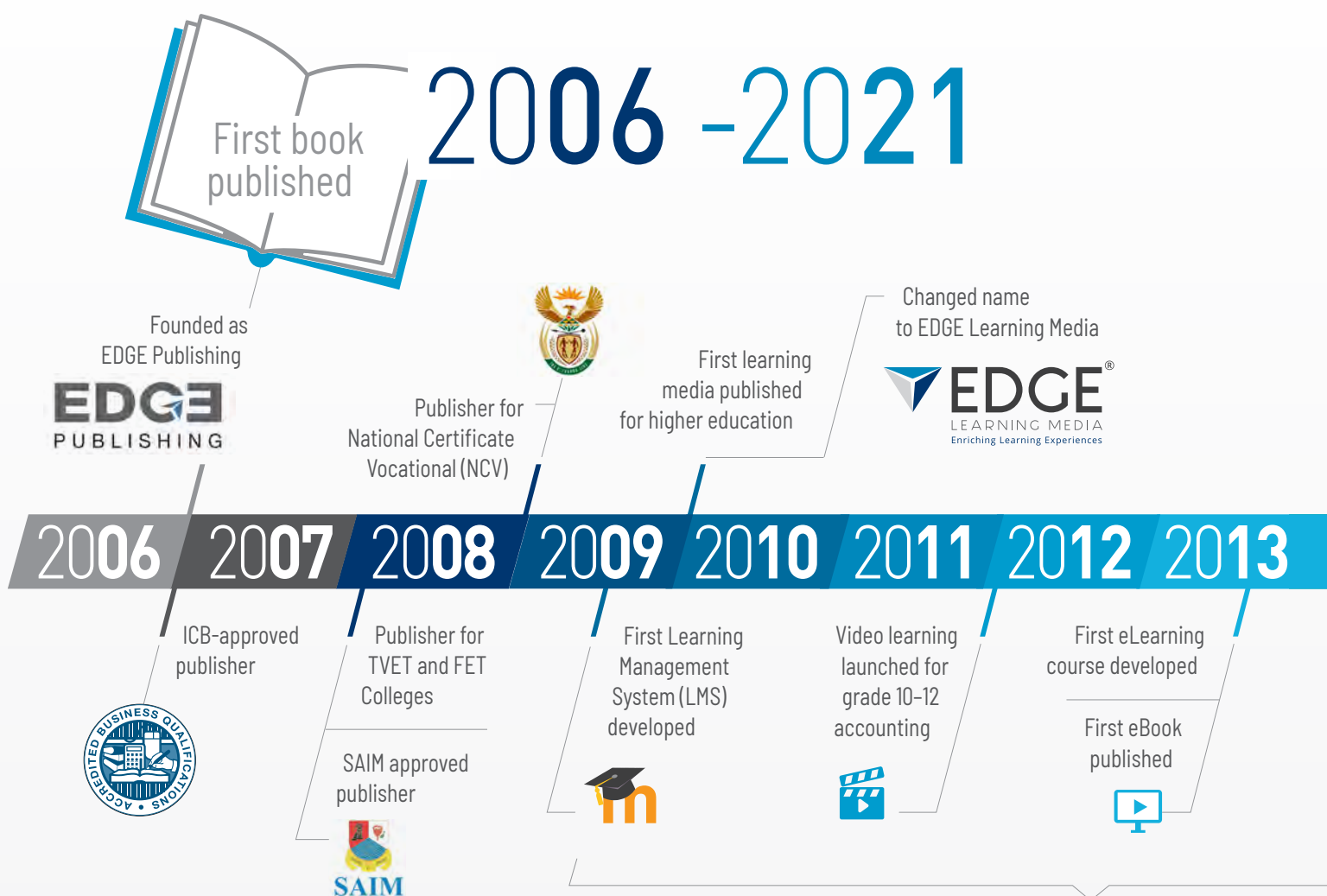
WHO WE ARE

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.

Today, we are a holistic education company championing quality academic EdTech solutions.



2009-2013 - Honed our skills in book publishing, instructional design and eLearning

OUR PURPOSE

EDGE is committed to designing the future of learning by creating tailor-made learning experiences for our clients, focusing on digital CourseBooks.

We are invested in building a learning ecosystem that drives student success through high-level engagement and inquiry, and building a community through our interactive, multimedia-rich digital CourseBooks.

THE START OF OUR JOURNEY



EDGE COURSEWARE CATALOGUE

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



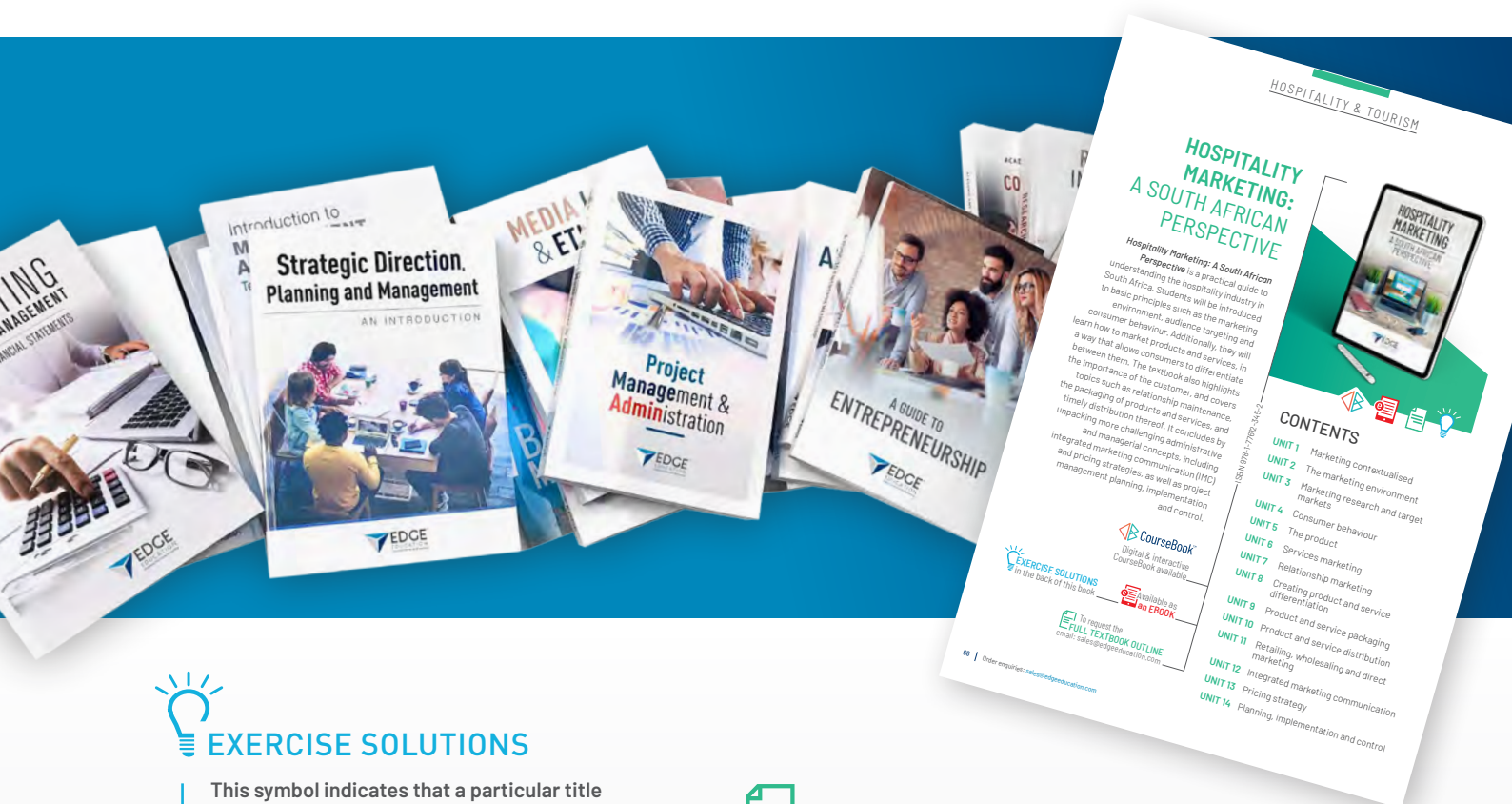


OUR COURSEWARE

WHAT MAKES OUR COURSEWARE DIFFERENT?

EDGE's courseware is 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 courseware include solutions to exercises, activities and case studies as an addendum.

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



EXERCISE SOLUTIONS

This symbol indicates that a particular title 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 COURSEWARE OUTLINE

This symbol indicates that there is a full outline available for a title. 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.



This logo indicates that there is a digital & interactive CourseBook version of a title available. The EDGE digital CourseBook is the ultimate expression of the 21st-century learning experience. Each interactive CourseBook includes all the familiar features of a traditional textbook – such as exercises, activities and solutions – integrated with captivating videos, engaging digital activities and thought-provoking quizzes.



EBOOK

This symbol indicates that there is an eBook version of a title available. Our eBooks are delivered through Adobe Digital Editions.



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.

EXAMPLE OF A FULL CONTENT OUTLINE

Below is an extract from the full content outline – *Research in Practice*.

The extract illustrates the level of detail of the information which is included.

To request a **FULL CONTENT OUTLINE** please email sales@edgeeducation.com

UNIT 9

- 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



SUBJECT AREAS

Bespoke academic publishing is our genesis. Over time, this industry experience has enabled us to blend, adapt and enhance outlines to create a selection of local and accessible courseware for our catalogue. Our courseware cover the following subject areas, among others:

	BUSINESS <ul style="list-style-type: none">• Business mathematics• Corporate governance• Entrepreneurship• Leadership• Marketing	10
	FINANCE & ACCOUNTING <ul style="list-style-type: none">• Accounting• Bookkeeping• Finance• Management accounting• Tax	29
	HUMAN & SOCIAL SCIENCES <ul style="list-style-type: none">• Counselling• Research• Psychology• Industrial psychology• HIV	44
	HOSPITALITY & TOURISM <ul style="list-style-type: none">• Event management• Hospitality• Tourism	57
	LAW <ul style="list-style-type: none">• Commercial law• Media law	71
	MANAGEMENT <ul style="list-style-type: none">• Business management and administration• Brand management• General management• Human resources management• Project management• Marketing management	78
	MEDIA <ul style="list-style-type: none">• Social media• Journalism• Radio	91



BUSINESS

- A Guide to Entrepreneurship
- A Practitioner's Guide to Organisational Development
- Advertising Practice
- An Introduction to Economics
- Business Communication: Putting Theory into Practice
- Business Ethics: Local and Global Perspectives
- Business Mathematics
- Consumer Buying Behaviour Essentials
- E-commerce: The Essential Guide
- Fundamentals of Integrated Marketing Communication
- Integrated Marketing Communication
- Integrated Marketing Communication in Practice
- Introduction to Advertising
- Leadership
- Marketing Decoded: A South African Perspective
- Marketing in a Digital Age
- Practical Entrepreneurship in South Africa
- Public Relations: Principles and Practice

A GUIDE TO ENTREPRENEURSHIP

A Guide to Entrepreneurship emphasises both the theoretical and legal principles as well as the practical competencies that underlie the world of entrepreneurship, specifically in a South African context. It aims to assist students in testing the viability of new business ideas, compiling a business plan for an entrepreneurial venture, and effectively applying goal-setting, networking and conflict management, in order to ensure entrepreneurial success.



CONTENTS

- UNIT 1** Entrepreneurship in perspective
- UNIT 2** Business concepts and the business environment
- UNIT 3** The identification, development and viability of business ideas
- UNIT 4** The business plan
- UNIT 5** Setting up a business: The legal considerations
- UNIT 6** Setting up a business: Resource considerations
- UNIT 7** Setting up a business: Branding and social media
- UNIT 8** Becoming an entrepreneur
- UNIT 9** Goal-setting and networking
- UNIT 10** Innovation, creativity and problem-solving
- UNIT 11** Communication, conflict and time management in the workplace

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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

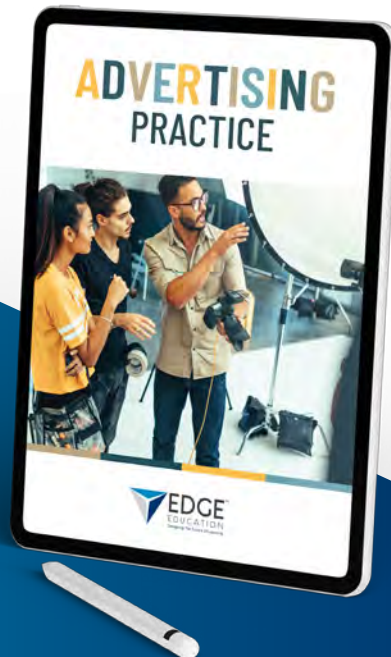
Advertising Practice is a comprehensive guide to the more challenging aspects of advertising. The textbook begins with an overview of advertising and integrated marketing communication (ICM), which includes an exploration of the advertising industry and broader advertising environment. It proceeds to 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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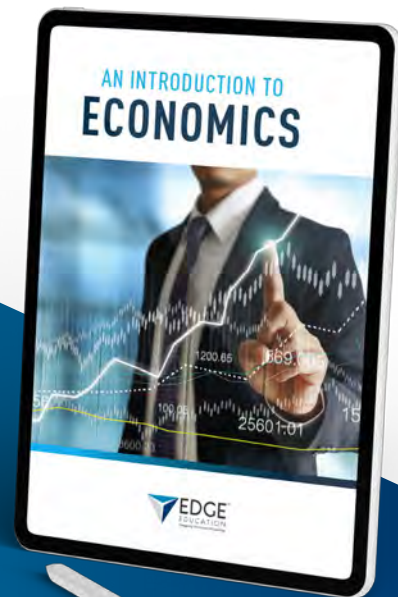
- UNIT 1** Advertising and integrated marketing communication flashback
- UNIT 2** The advertising industry
- UNIT 3** The advertising environment
- UNIT 4** Consumer behaviour
- UNIT 5** Research for effective advertising
- UNIT 6** Creative planning
- UNIT 7** Advertising above the line – broadcast 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 COMMUNICATION: PUTTING THEORY INTO PRACTICE

Effective communication is a critical business skill at every level. ***Business Communication: Putting Theory into Practice*** is a practical guide to communicating in the business context – from writing letters and administrative reports, to making yourself understood in meetings, to using digital tools. It begins with the theoretical approaches to communication and then turns to a detailed examination of different practical forms of workplace communication, with special focus on writing business letters, emails and administrative reports. Finally, the vital skills of drafting a successful CV and mastering a job interview are discussed, along with tools and techniques for navigating uniquely challenging workplace conversations. This makes *Business Communication: Putting Theory into Practice* a valuable resource for navigating all forms of communication in workplace contexts.



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CONTENTS

- UNIT 1** The fundamentals of communication
- UNIT 2** Communication in the organisational context
- UNIT 3** Interpersonal communication
- UNIT 4** Digital business communication
- UNIT 5** Writing for digital and print
- UNIT 6** Writing business letters
- UNIT 7** Administrative and report writing
- UNIT 8** Language and editing
- UNIT 9** Visual communication
- UNIT 10** Verbal communication
- UNIT 11** Navigating workplace conversations
- UNIT 12** CVs, job applications and interviews

BUSINESS ETHICS: LOCAL AND GLOBAL PERSPECTIVES

From corporate scandals, corruption and chaos, to sustainability and responsible leadership, questions of ethics in business dominate our news headlines and conversations. As businesses face increasing scrutiny, it is ever-more vital to understand what ethics is, and how it should be applied in practice. ***Business Ethics: Local and Global Perspectives*** zooms in on the discipline of business ethics, and guides readers through its theoretical underpinnings and their practical implementation. The textbook begins by considering the philosophical and legal foundations of business ethics, and proceeds to discuss the frameworks of corporate social responsibility (CSR) and codes of ethics that can be encountered in any modern industry. It also provides detailed discussions and case studies that illustrate how these theories can be applied in real-life business environments. Based on this, readers will be equipped to lead a responsible, ethical workforce, both locally and internationally.



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CONTENTS

PART 1: A framework for understanding business ethics

1. Ethics and morality
2. An introduction to business ethics
3. The law and ethics in South Africa

PART 2: Corporate governance and ethics

4. Stakeholders
5. Corporate social responsibility
6. Operational considerations for the ethical business
7. Human resources and business ethics

PART 3: Creating an ethical business environment

8. The ethics programme
9. Ethical decision-making
10. The ethical manager
11. The ethical leader

PART 4: The current landscape of business ethics


12. Prominent ethical issues in business
13. Going global: Ethics in international business
14. Case studies

BUSINESS MATHEMATICS

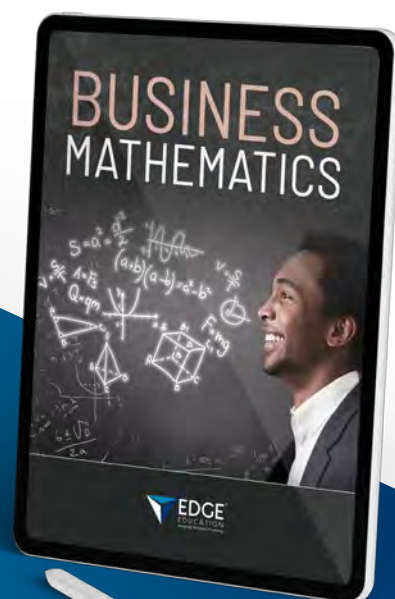
Business Mathematics explores the practical application of mathematics and statistics in business operations. The textbook begins by defining the number system, and then guides students in performing basic calculations. It proceeds to demonstrate how business problems can be reduced to equations, and 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

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E-COMMERCE: THE ESSENTIAL GUIDE

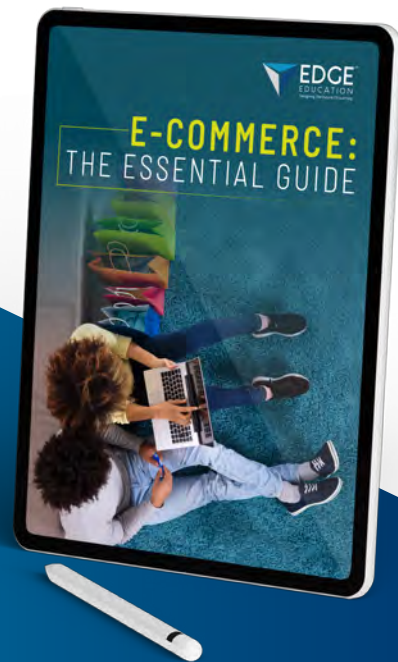
E-commerce: The Essential Guide is an introductory guide to the world of online sales and marketing. This textbook carefully balances theory with practice, thereby easing the transition from knowledge to application in the world of e-commerce. *E-commerce: The Essential Guide* is written at an accessible 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

NEW Addition

INTEGRATED MARKETING COMMUNICATION

Integrated Marketing Communication is a practical companion for marketing specialists. This book covers four key aspects of IMC: value-based IMC, organisational preparedness, digital technologies and the creation of a comprehensive IMC plan. As students progress, they will learn about the relationship between the organisation and IMC. They will also discover how to utilise mobile, RSS and social networking technologies, and how to make use of IMC opportunities. Additionally, students will learn how to integrate traditional and new media into a holistic IMC strategy that will reach consumers on every available level.



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CONTENTS

PART 1: NEW IMC PERSPECTIVES

1. Value-based IMC

PART 2: ORGANISATIONS AND THEIR CONSUMERS

2. Organisations and IMC
3. Organisational barriers to an IMC campaign
4. Integration and exchange
5. Determining the financial values of consumers
6. The 21st-century consumer

PART 3: TOOLS OF THE TRADE

7. Mobile Technology
8. Really simple syndication (RSS)
9. Social networking: Part 1
10. Social networking: Part 2

PART 4: THE INTEGRATED MARKETING COMMUNICATION PLAN

11. Identifying IMC opportunities
12. IMC planning considerations:
A five-step process
13. Constructing a new media IMC plan
14. Integrating traditional and new media
into an IMC plan

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

ISBN 978-1-77612-360-5



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

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ISBN 978-1-77612-154-0

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 DECODED: A SOUTH AFRICAN PERSPECTIVE

Marketing Decoded: A South African Perspective is a comprehensive guide to the field of marketing. In particular, it focuses on marketing within the South African context.

Beginning with basic marketing concepts, the textbook then proceeds to discuss the marketing environment in greater detail.

As such, readers will learn the value of marketing research, as well as how certain markets can be segmented – and ultimately, targeted. Touching on consumer behaviour, the textbook also considers the essence of a product, as well as the fundamental concepts relating to services marketing.

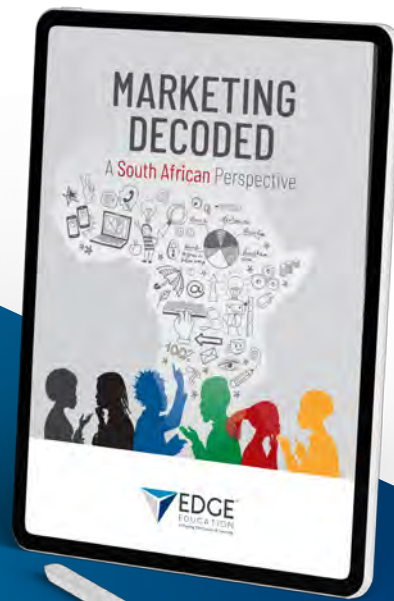
Building on this knowledge, readers will explore the area of relationship marketing, and gain insight into product and service differentiation. In addition, readers will be exposed to the process of packaging and distributing products and services, as well as to the concepts of retailing, wholesaling and direct marketing. Finally, the textbook will outline the basics of integrated marketing communication (IMC), pricing strategies, and how to plan, implement and control strategies within the marketing environment.

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CONTENTS

- UNIT 1** Marketing contextualised
- UNIT 2** The marketing environment
- UNIT 3** Marketing research and target markets
- UNIT 4** Consumer behaviour
- UNIT 5** The product
- UNIT 6** Services marketing
- 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 (IMC)
- UNIT 13** Pricing strategy
- UNIT 14** Planning implementation and control

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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- 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

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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 6** Selling
- UNIT 7** Cash is king
- UNIT 8** It is in the numbers
- UNIT 9** Building a team
- UNIT 10** Making it run smoothly
- UNIT 11** Boring but important stuff
- UNIT 12** Growing the business
- UNIT 13** Online start-ups
- UNIT 14** Case studies – myths, leaders and inspiration

ISBN 978-1-77612-321-6

NEW Addition

PUBLIC RELATIONS: PRINCIPLES AND PRACTICE

Public Relations: Principles and Practice is a comprehensive text that covers a wide range of theoretical material and practical exercises. Students are first introduced to PR through its role in integrated marketing communications (IMC), in order to understand its position within the context of other organisational functions. In this book, students will develop a comprehensive understanding of PR in both local and international contexts, with a particular focus on digital communication strategies.



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CONTENTS

PART 1: PUBLIC RELATIONS IN CONTEXT

1. Integrating marketing, advertising and public relations
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3. Public relations, ethics and corporate social responsibility

PART 2: PUBLIC RELATIONS AND COMMUNICATION

4. Strategic communication: Theories and techniques
5. Global PR communication
6. Digital communication strategies

PART 3: PUBLIC RELATIONS IN PRACTICE

7. Planning and executing a PR programme
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10. Digital technology and PR
11. PR research for evaluating effectiveness

PART 4: MANAGEMENT PERSPECTIVES ON PUBLIC RELATIONS

12. PR as a management function
13. A PR perspective on project management
14. Media relationship management



FINANCE & ACCOUNTING

- A Logical Approach to South African Tax
- Accounting Made Easy
- Finance in Media
- Financial Management
- Financial Management: A Marketing Perspective
- Fundamentals of Bookkeeping & Financial Accounting
- Fundamentals of Financial Reporting
- Fundamentals of Management Accounting
- Introduction to Management Accounting
- Payroll Practices for General Management
- Principles of Auditing
- Principles of Cost and Management Accounting
- Principles of Tax Administration
- Taxation of Individuals and Entities

A LOGICAL APPROACH TO SOUTH AFRICAN TAX

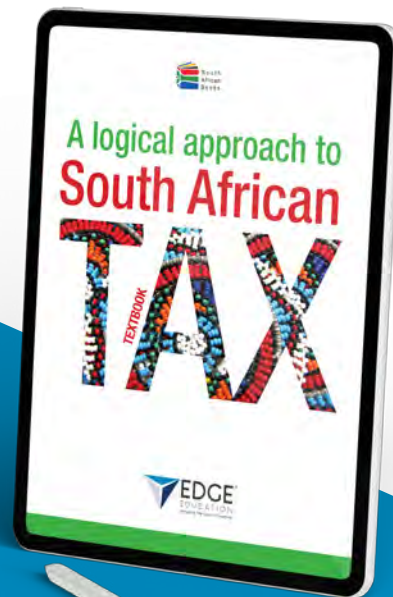
It is necessary for every person involved in any aspect of business to have a fundamental understanding of the various types of South African tax. *A Logical Approach to South African Tax* is an essential guide as it interprets the tax laws in a logical and easily understandable manner. It covers tax from both a theoretical and a practical point of view, equipping the reader with the skills to ensure tax compliance and optimal tax planning in all future business dealings.

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PART 2: Taxation of various individuals and entities

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11. Farmers
12. Completing SARS returns

PART 3: Other types of taxation

13. Turnover tax
14. STC and dividends withholding tax
15. Donations tax
16. Estate duty
17. Value added tax (VAT)

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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- UNIT 3** The accounting equation
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- 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

ISBN 978-1-77612-600-2

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 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

FINANCIAL MANAGEMENT: A MARKETING PERSPECTIVE

Financial Management: A Marketing Perspective provides students with a strong foundation for understanding the key principles of financial management from a marketing perspective. Students will first learn about the role of a financial manager, and what the objectives of a business are. Important principles of business development, such as funding, working capital and the time value of money, are also explained in detail. The textbook goes on to unpack key elements such as budget preparation and other crucial planning tools used by financial managers. All of these topics will equip students with a foundation for understanding financial management. Finally, the textbook considers how imports and exports relate to a business, thereby ensuring that students are fully prepared to undertake financial management.



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- UNIT 2** Funding a business
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- UNIT 8** Cost-Volume-Profit (CVP) analysis
- UNIT 9** Divisional performance evaluation
- UNIT 10** Your business – a part of the global economy

ISBN 978-1-77612-495-4

FUNDAMENTALS OF BOOKKEEPING & FINANCIAL ACCOUNTING

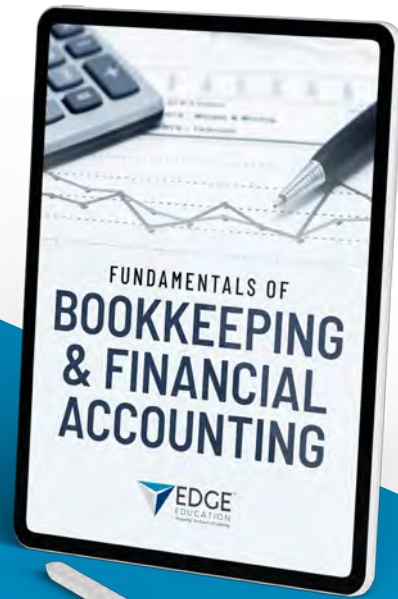
Fundamentals of Bookkeeping & Financial Accounting provides a foundation for understanding what the bookkeeping cycle is, and how the process works. The textbook begins by introducing students to the history of bookkeeping and accounting. It then revisits the origin of recording transactions, using the 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
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- 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
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- 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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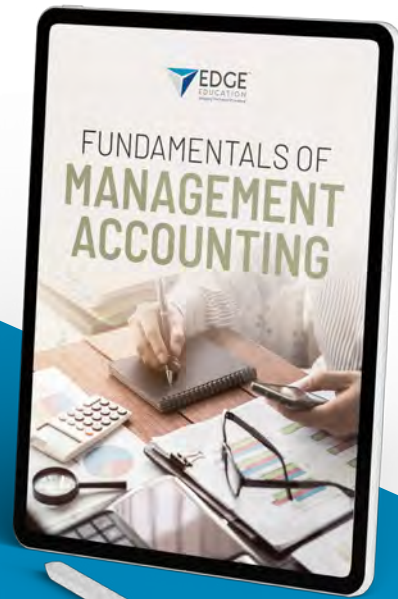
- UNIT 9** IFRS 16 – Leases
- UNIT 10** Financial instruments
- UNIT 11** IAS 10 – Events after the reporting period
- UNIT 12** IFRS 15 – Revenue from contracts with customers
- UNIT 13** IAS 19 – Employee benefits
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- UNIT 18** IAS 8 – Accounting policies, changes in accounting estimates and errors
- UNIT 19** IAS 7 – Statements of cash flows
- UNIT 20** Accounting for government grants and disclosure of government assistance
- UNIT 21** Consolidated financial statements
- UNIT 22** Financial reporting requirements of the Companies Act 71 of 2008



NEW Addition

FUNDAMENTALS OF MANAGEMENT ACCOUNTING

Fundamentals of Management Accounting introduces students to the concept of cost and the management thereof, with the aim of improving a company's profitability. The book begins by discussing material and inventory costs, as well as labour costs, and the processes involved in managing these. Students will then learn about cost models such as activity-based costing, to understand how various organisations assign costs to their products. Job costing, process costing and batch costing are also outlined, to illustrate how the costs of products and/or processes are calculated within an organisation. Finally, the book considers costing systems such as marginal and absorption costing, contract costing, as well as budgeting and standard costing. Based on this, students will gain a sound understanding of costing systems and how they are used within an organisation.



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- UNIT 8** Contract costing
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- UNIT 10** Budgeting and standard costing



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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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PAYROLL PRACTICES FOR GENERAL MANAGEMENT

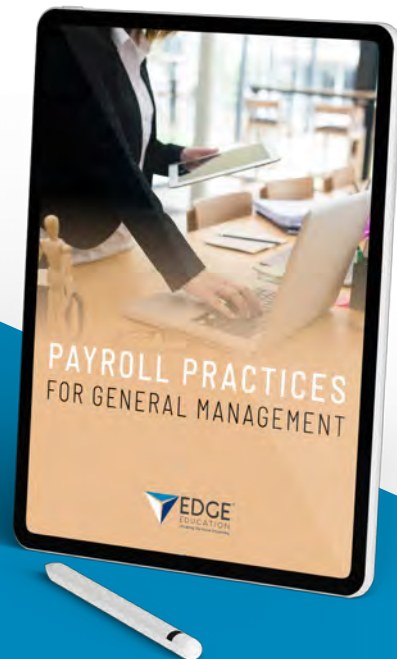
Payroll Practices for General Management is a comprehensive guide to payroll practices and how they are used in an organisation. In order to unpack payroll practices, the textbook outlines the role of a payroll administrator. It also explores the applicable statutory regulations that need to be followed 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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- UNIT 1** Plan, organise, implement, monitor and work within the payroll environment
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- UNIT 6** Accounting for payroll
- UNIT 7** Monthly SARS returns and eFiling
- UNIT 8** Computerised payroll

PRINCIPLES OF AUDITING

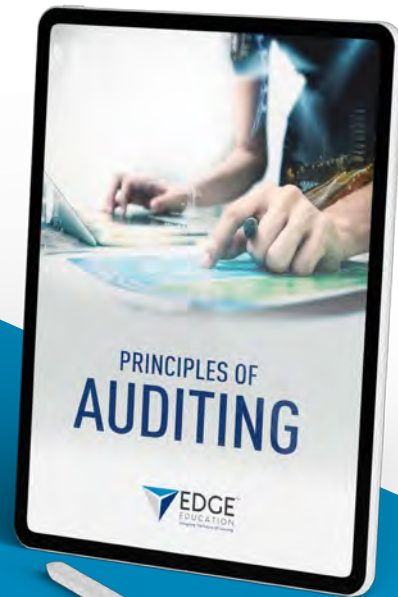
Principles of Auditing is a comprehensive guide to the principles of auditing. After being introduced to the broader concept of auditing, students will proceed to learn about the auditing process, as well as the regulatory procedures involved therein. The focus of the textbook is primarily on control 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 10** Audit adjustments and forming an opinion

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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 15** Divisional performance evaluation

PRINCIPLES OF TAX ADMINISTRATION

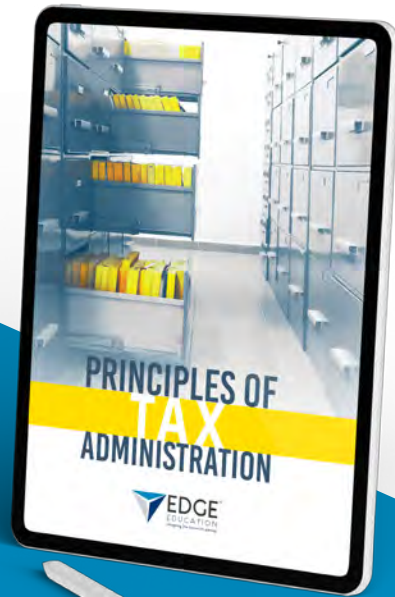
Principles of Tax Administration is designed to provide students with an introduction to the administration of tax in South Africa. This textbook provides an overview of the tax system in South Africa, the types of taxpayers in the system and the role and responsibility of SARS and tax practitioners.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

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TAXATION OF INDIVIDUALS AND ENTITIES

Taxation of Individuals and Entities

Taxation of Individuals and Entities equips students to become experts in taxation. In particular, it introduces them to the key taxes that are imposed on both individuals and entities. After exploring the various types and categories of tax, students will have a firm foundation for understanding the relevant calculations that are used. The calculations of various tax types are then outlined in more detail. In addition, students will learn about the relevant legislation, and how it applies to these tax types. Finally, the textbook provides an overview of tax practitioners, their roles and responsibilities, and the procedures involved in becoming a tax practitioner.

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- UNIT 14** SARS and the tax practitioner

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HUMAN & SOCIAL SCIENCES

- A Guide to Academic and Professional Communication
- Applied Psychology Basics
- Becoming an HIV Caregiver
- Developing Academic Literacies for Higher Education
- Fundamentals of Counselling
- Getting Started with Socio-economics
- HIV in the Workplace: Policies and Training
- Introducing Industrial Psychology
- Professional Skills
- Research in Practice
- Socio-economics: Local and Global Perspectives
- Workplace Psychology in Focus

NEW Addition

A GUIDE TO ACADEMIC AND PROFESSIONAL COMMUNICATION

A Guide to Academic and Professional Communication provides a comprehensive overview of literacies applicable to the academic environment, with the aim of assisting students in effectively completing their tertiary studies. It specifically focuses on the enhancement of academic reading, writing, speaking and presentation skills, as well as the development of interpersonal and communication skills that are essential for ensuring academic and professional success. It also explores various approaches to studying, along with exam tips and an outline of different learning styles.

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An introduction
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- UNIT 6** Learning styles, skills and exam preparation
- UNIT 7** Communication basics at work
- UNIT 8** Interpersonal skills at work



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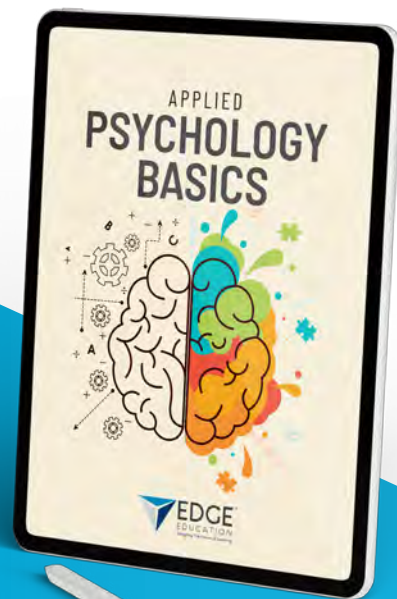
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APPLIED PSYCHOLOGY BASICS

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 1** The biological basis of human behaviour
- UNIT 2** The human nervous system
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- UNIT 7** Intelligence and creativity
- 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 3** Ethical considerations and basic guidelines for HIV/AIDS care, support and living
- 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

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

ISBN 978-1-77612-346-9

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 9** Closures and endings
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GETTING STARTED WITH SOCIO-ECONOMICS

Getting started with Socio-economics offers a practical and comprehensive overview of the various factors that affect the field of socio-economics. It discusses how politics, the economy and organisations influence social interactions and society at large, and explains the existing divisions in societies according to gender and class. The relationships between these different social environments are also explored, while considering the impact of technology, globalisation, crime and terrorism on the contemporary milieu.

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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 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

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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.



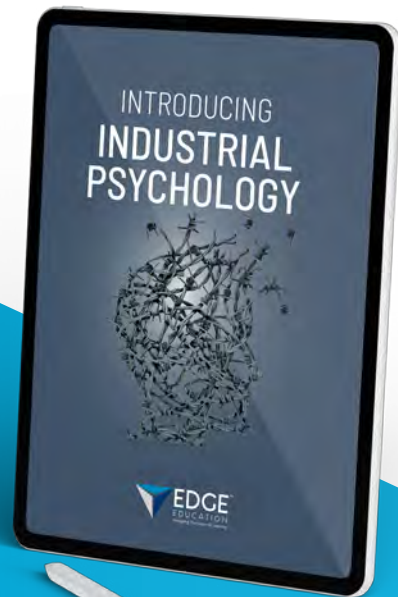
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- UNIT 9** Work health and ergonomics
- UNIT 10** Labour conflict and negotiations



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PROFESSIONAL SKILLS

The process of becoming a working professional can be challenging – there are many skills that are required in order to navigate the work environment successfully. **Professional Skills** equips students with the necessary competencies to successfully transition into the modern workforce and become effective employees. These competencies include interview preparedness, technological skills, communication skills, cultural and social sensitivity, problem-solving, business etiquette and many more. Students will also gain practical skills in compiling a professional curriculum vitae (CV) and cover letter, as well as interview skills. In light of the changing nature of work, *Professional Skills* also offers informative and instructive materials to help students understand key aspects of the technology underlying the Fourth Industrial Revolution (4IR). This includes discussions on cloud technology, remote working, online collaboration and global business practices. Based on this, students will be ready to apply for and begin a new job, and know how to maintain a healthy and successful working life.



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- UNIT 10** Business etiquette

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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 12** Translating research into practice: The core of applied research

ISBN 978-1-77612-590-6



SOCIO-ECONOMICS: LOCAL AND GLOBAL PERSPECTIVES

Socio-economics: Local and Global Perspectives aims to deepen students' understanding of human behaviour in both the public and private spheres.

In exploring the intersection of sociology and economics, the textbook delves into topics such as private and government wealth, class, inequality, and society's overall satisfaction with life. Students will also learn how social issues are addressed by policy and market-related activities, and which measures are taken to uplift those who have the least satisfaction in life. Additionally, the textbook will unpack important topics related to politics and the economy, and will explore the psychology of economic behaviour and labour.

Important questions about land reform, terrorism and community crime will also be addressed. As such, students will come to understand how socio-economic factors and human behaviour relate to, and mutually influence, one another.

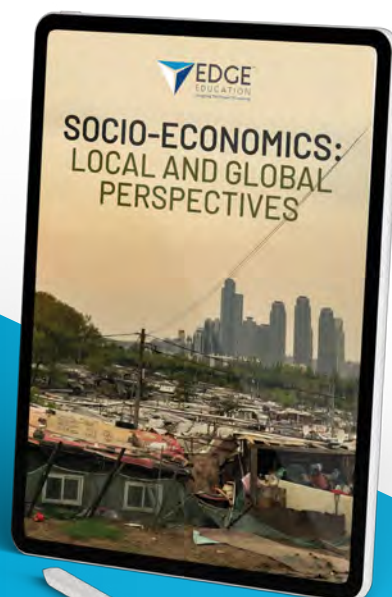


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- UNIT 13** Labour markets, poverty and economic development
- UNIT 14** The sociology of land and agrarian reform

ISBN 978-1-77612-377-3

WORKPLACE PSYCHOLOGY IN FOCUS

Workplace Psychology in Focus is an introductory guide to industrial psychology and its professional application. The textbook begins by discussing core concepts within the field of industrial psychology, both past and present, and outlines the relevance of this field within organisational management. Topics such as career, intellect, personality, interests, values and emotional intelligence are also covered in detail. Additionally, students will gain exposure to theories of learning and development, as well as their practical application. The textbook further explores different working environments and the analysis of stress factors, and how these affect employee satisfaction. Finally, it illustrates how the actions of individuals and organisations can be interpreted in a constructive manner, and investigates the various factors that govern behavioural patterns.



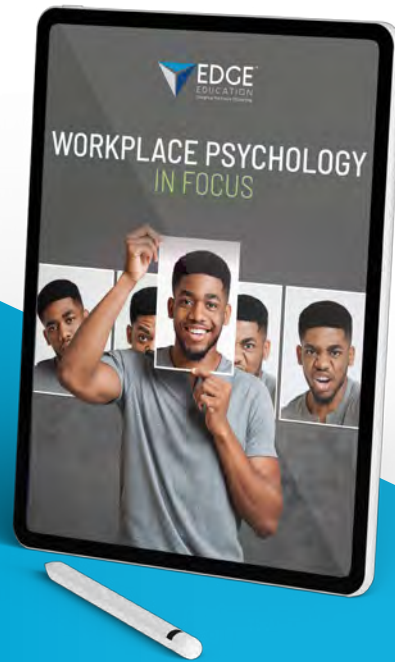
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HOSPITALITY & TOURISM

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

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 9** Marketing transport and destinations
- UNIT 10** Marketing attractions

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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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- UNIT 10** Food and beverage management
- UNIT 11** Managing guest services
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NEW Addition

EVENT MANAGEMENT A SOUTH AFRICAN PERSPECTIVE

Event Management – A South African Perspective introduces students to the basic principles of the event industry, and aims to equip prospective event professionals with the necessary skills to successfully research, plan and manage sustainable events. It explores key aspects of event planning such as budgeting and marketing, and proposes vital approaches to managing risks, catering and themes.

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- UNIT 3** Getting started: Research and planning
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- UNIT 7** Introduction to event marketing
- UNIT 8** Applied risk management for events
- UNIT 9** Event feedback and evaluation
- UNIT 10** Sustainable event management

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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 8** Applied risk management for events

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EVENT MANAGEMENT IN FOCUS

Event Management in Focus provides a comprehensive introduction to the event management industry. It provides an in-depth look at both local and international events, as well as the latest technologies and platforms that are used for marketing and coordination.

As such, students will become familiarised with event management in the Digital Age. The types of events covered in this textbook include conferences, exhibitions, weddings, entertainment, fashion and sports events, among many others. It also considers various practical aspects in the execution of events – from managing the logistics of suppliers and equipment rental, to developing a crowd management strategy, and even marking up building blueprints. Based on this, students will be equipped with a solid foundation for entering this dynamic industry.



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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 3** Designing the event
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- UNIT 5** Event planning: Theming and catering
- 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 12** Integrated marketing communication
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- UNIT 14** Planning, implementation and control

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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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SOUTH AFRICAN HOSPITALITY LAW

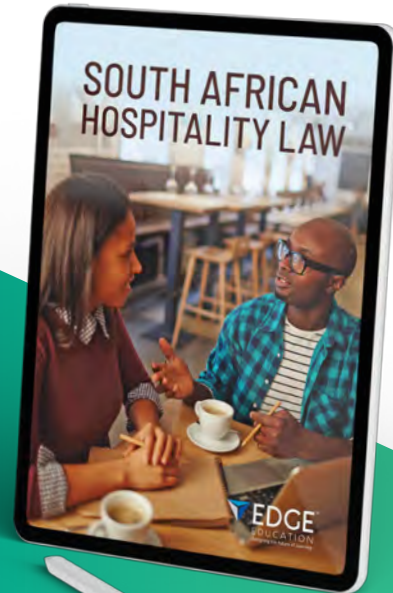
South African Hospitality Law provides an overview of South African law as it applies to the hospitality industry. The purpose of this textbook is to equip readers with a sound legal foundation for their future careers within the hospitality industry. It presents a detailed discussion on the legal aspects concerning hospitality enterprises in South Africa, including legal terminology, employment law and insurance contracts. Furthermore, it provides foundational knowledge of areas such as contract law and commercial law. Pertinent topics such as liquor and tobacco regulations, food and hygiene regulations, and gambling legislation are also unpacked in detail. As such, the textbook ultimately aims to equip aspiring entrepreneurs and future professionals to navigate the legal landscape of the hospitality industry successfully.

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- UNIT 8** Liquor and tobacco legislation
- UNIT 9** Regulation of food hygiene
- UNIT 10** Gambling legislation

ISBN 978-1-77612-017-8

SPORTS EVENT MANAGEMENT IN ACTION

Sports Event Management in Action is a practical guide to the field of sport, as well as to the event management industry. Students will learn basic skills such as internal office administration, as well as more technical skills, such as writing bids and proposals, and tackling various legal issues. The textbook also outlines the areas of financial management, human resources (HR), logistics, team management, and many more, to provide context for the many responsibilities of a sports event manager. As such, *Sports Event Management in Action* is a comprehensive guide to sports and recreation, and will equip aspiring professionals to enter this industry with a sense of confidence.



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- UNIT 10** Creating, improvising, organising and leading community sports events and sports activities

SUPERVISION AND LEADERSHIP IN HOSPITALITY

Supervision and 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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ISBN 978-1-77612-071-0


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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TRAVEL AGENCIES: AN OPERATIONAL GUIDE

Tourism is a global service-orientated industry that brings enjoyment, relaxation, luxury and fulfilment to consumers, and can also stimulate and boost a country's economy. **Travel Agencies: An Operational Guide** is aimed at aspiring travel agents and tourism entrepreneurs alike, and zooms in on the operational processes that differentiate this industry from others. It begins by providing a theoretical framework that contextualises the history, role and importance of travel agencies. Thereafter, it discusses the importance of information as one of the primary drivers of success within travel agencies. Predominantly, it considers the product and service offerings of travel agencies in detail – from travel packages and tours, to accommodation, transportation, itineraries and travel documentation. Based on this, learners will become familiar with current travel trends in this ever-changing industry, and will feel confident with the processes of planning, booking, and preparing various travel products and services.



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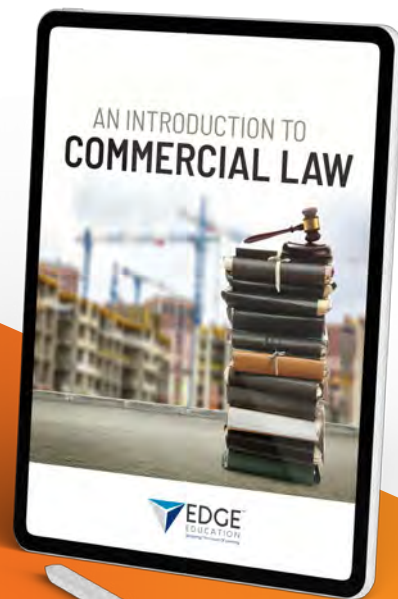
- An Introduction to Commercial Law
- Commercial Law in Focus
- Corporate Governance and Legal Frameworks
- Fundamentals of Commercial Law
- Media Law and Ethics
- South African Media Law

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 13** Business enterprise structures

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COMMERCIAL LAW IN FOCUS

Working in the commercial business sector comes with significant legal responsibilities, which can often become a pressure point for businesses of all sizes. **Commercial Law in Focus** is a simple yet comprehensive guide to the South African commercial sector.


As such, it neatly outlines the most important legal requirements and their practical application. Students will learn about contracts relating to sales and leases, as well as credit agreements between businesses and consumers. The law of agency and delict are also covered, in addition to a detailed overview of South African labour law. Finally, students will learn about corporate law and governance, and understand the practical effects of the law within various industries.



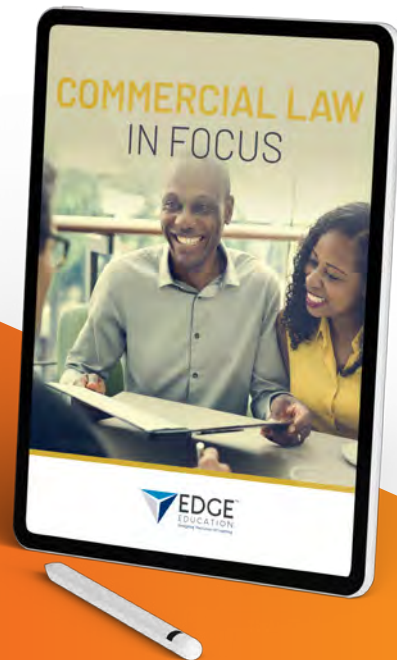
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- UNIT 11** Corporate governance

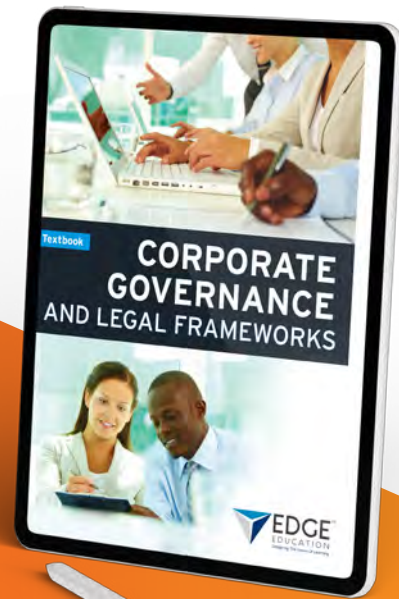
CORPORATE GOVERNANCE AND LEGAL FRAMEWORKS

Corporate Governance and Legal Frameworks provides students with a foundation of ethics that can be applied within the workplace. The textbook begins by introducing South Africa's legal system, and proceeds to explore what organisational ethics is. In so doing, it unpacks the various levels of ethics and decision-making, and how these are applied in workplace culture.

Because all organisations operate within legal frameworks, the textbook also explains how these function in practice – in particular, it focuses on the Companies Act 71 of 2008 and various regulatory bodies that exist. In addition to corporate governance, the textbook discusses topics like labour legislation, as well as occupational health and safety.

It concludes by considering the effect that the environment has on a business's ability to enact business strategies, while highlighting the importance of complying with both local and global regulations.

As such, students will be equipped to pursue a career as a governance professional, and to apply ethical principles in the workplace.



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- UNIT 3** The legal framework for business operations in South Africa
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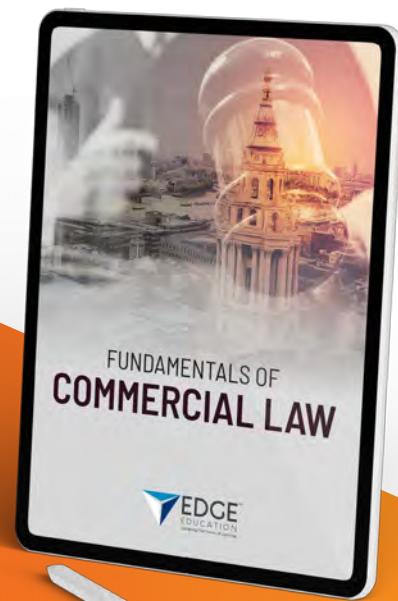
FUNDAMENTALS OF COMMERCIAL LAW

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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- UNIT 7** Introduction to the law of employment
- UNIT 8** Laws that regulate commercial activity

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MEDIA LAW & ETHICS

Media Law & 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 & 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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SOUTH AFRICAN MEDIA LAW

South African Media Law is a context-driven guide for the aspiring local media practitioner. Students will be introduced to a wide range of laws that govern the media in South Africa. Additionally, they will learn to identify how local media laws differ from international laws. Pertinent topics include hate speech, as well as the prohibition of competitive advertising. The textbook also outlines the applicable constitutional rights, and how media practitioners are expected to report on sensitive subjects like crime and whistleblowing. Moreover, it unpacks issues such as censorship, defamation, copyright and freedom of expression. Based on this, *South African Media Law* establishes a solid foundation for aspiring media practitioners, and will equip students to tackle the complexities of the media industry in the local context.



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- UNIT 13** The youth and media law
- UNIT 14** Journalists and the law

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MANAGEMENT

- Brand 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: From Kick-Off to Close-Out
- Strategic Direction, Planning and Management – An Introduction
- Strategic Management for Media Enterprises
- The Fundamentals of Logistics Management

BRAND MANAGEMENT

Brand Management presents a comprehensive view of branding in the 21st century. It entails all of the necessary tools and techniques to build and grow a brand in even the most competitive industries. In this book, students will find the best principles and practices for brand building, strategic brand management techniques, and case studies that test their branding finesse. Students will explore the psychology of branding and discover how to create meaning in the minds of consumers. Additionally, this book will teach how to manage brands across different contexts and how to approach multi-brand portfolios.

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4. Building your personal brand

PART 2: MAKING MEANING

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PART 3: MANAGING A BRAND

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PART 4: SUSTAINING A BRAND

12. Brand innovation and technology
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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.

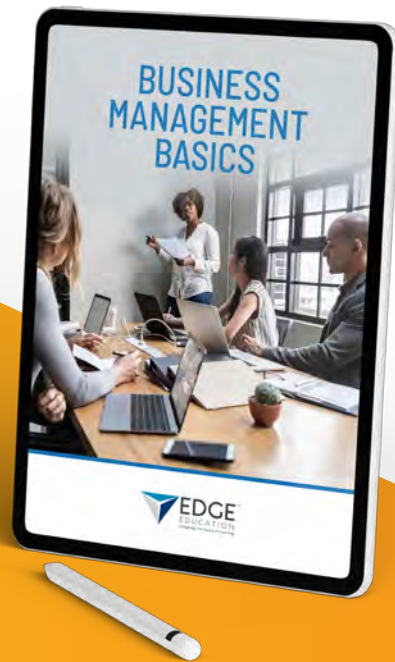


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FUNDAMENTALS OF PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

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 6** Supplier relationship management
- UNIT 7** Supplier quality management
- UNIT 8** Negotiation skills
- 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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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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HUMAN RESOURCE MANAGEMENT – AN INTRODUCTION

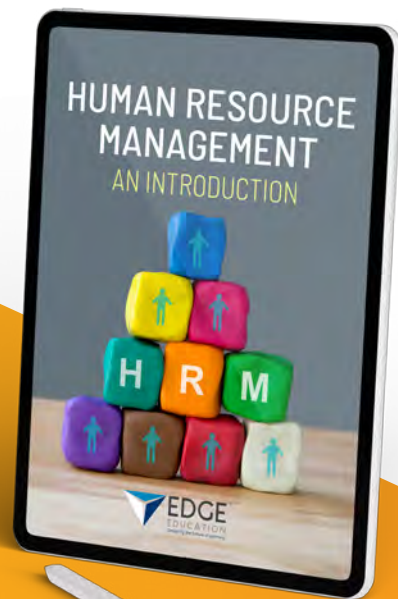
Human Resource Management – An Introduction is a comprehensive guide to the basic concepts, principles and terminologies of human resource management. Specifically, the textbook introduces students to human resource management in the South African context. In so doing, it covers areas such as human resource 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 10** Leadership
- UNIT 11** Employment relations
- UNIT 12** Structures created by the Labour Relations Act (LRA) for collective bargaining and dispute resolution

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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 10** Human resource management in virtual workspaces

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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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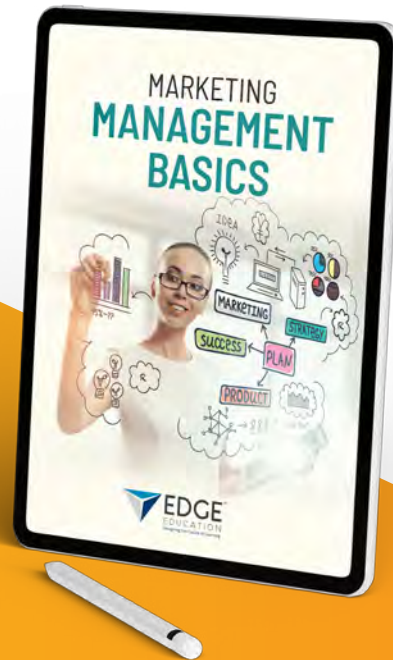


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- UNIT 7** Understanding 'price' in the marketing mix
- UNIT 8** Understanding 'promotion' in the marketing mix
- UNIT 9** The role of public relations and mass communication in business
- UNIT 10** Integration: Formulating a strategic marketing plan
- UNIT 11** What is digital media?
- UNIT 12** Digital marketing within the broader scope of marketing
- UNIT 13** Digital marketing strategy

PROJECT MANAGEMENT: FROM KICK-OFF TO CLOSE-OUT

In our everyday lives, we embark on many different projects, whether small or large. When it comes to the business environment, however, such projects can become highly complex, and therefore require project management.

Project Management: From Kick-off to Close-out is a comprehensive guide to understanding the terminology and tools that are used by project managers. Presented in a simple and easy-to-read format, this textbook contextualises all project management processes within the project management life cycle, and equips readers to run even the most complex projects from kick-off to close-out with confidence and finesse.



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PART 3: Project planning

4. The project schedule
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6. Planning risk, quality and communication

PART 4: Project execution

7. Managing scope, schedules, costs and quality
8. Managing teams and project communication
9. Managing risks, stakeholders, and procurement


PART 5: Project monitoring and control and project closure

10. Project monitoring and control
11. Project closure
12. Project management in practice

STRATEGIC DIRECTION, PLANNING AND MANAGEMENT – AN INTRODUCTION

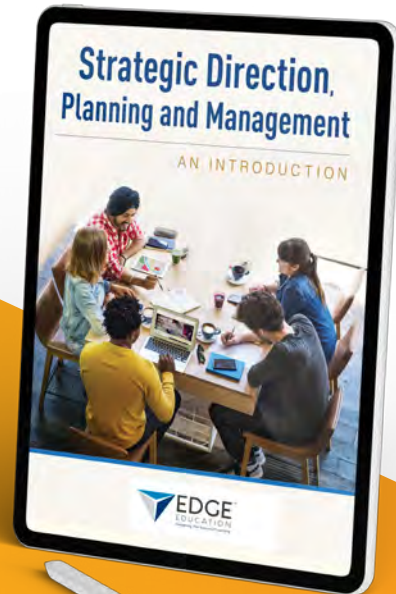
Strategic Direction, Planning and Management – An Introduction is a practical and comprehensive guide to the basic concepts and principles of corporate strategy. This book will be invaluable to those seeking advanced knowledge of the current terminology used and the concepts applied in this subject.

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- UNIT 5** An introduction to generic and grand strategies
- UNIT 6** Linking strategy, ethics and social responsibility

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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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- UNIT 7** Strategy implementation
- UNIT 8** Continuous improvement through strategic control and evaluation
- UNIT 9** Organisational development
- UNIT 10** International organisational culture and structures

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THE FUNDAMENTALS OF LOGISTICS MANAGEMENT

The Fundamentals of Logistics Management provides the groundwork for understanding logistics management. As such, students will be introduced to the concept of logistics and supply chain management, with the goal of developing an understanding of logistics, its role, and the various activities that it comprises. Additionally, the textbook discusses the functions of packaging and warehousing, as well as the roles that information technologies and transport play within logistics. Finally, it explores international logistics, with particular emphasis on the elements of the control cycle and the concept of quality.

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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

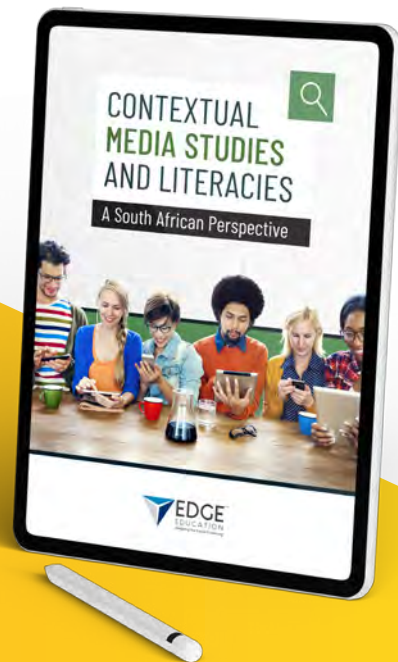
Contextual Media Studies and Literacies

- 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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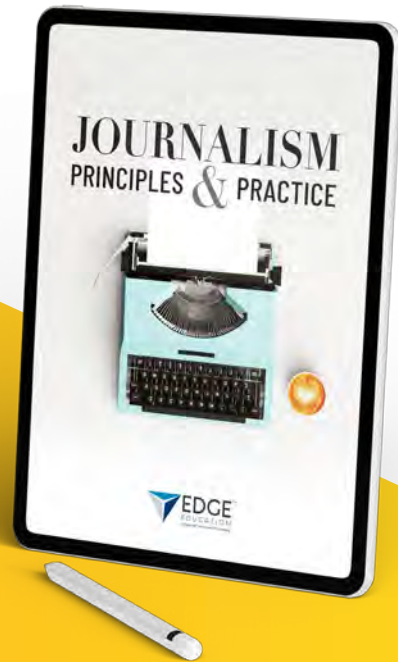
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From this foundation, students are shown how to apply various writing approaches, in order to achieve impact and interest in their narratives. Additionally, they will learn about writing style and its complexity, as well as how to format, design and 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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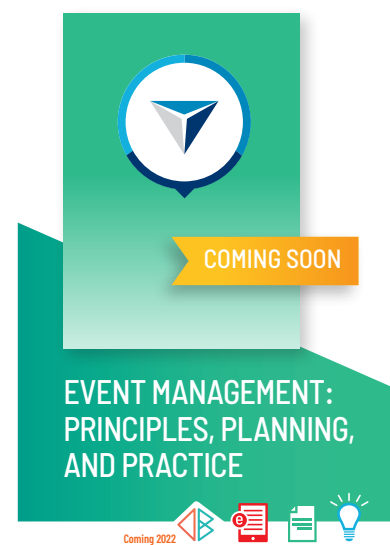
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but the training of the mind to think.”**

Albert Einstein

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