

BACHELOR OF ARTS IN FASHION

PRESCRIBED TEXTBOOKS

SCHOOL OF FASHION

A list of prescribed textbooks for your programme has been provided to assist you for budgeting purposes. Tuition fees do not include the cost of prescribed textbooks, which will be for your own account unless otherwise indicated.

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DESIGN SPECIALISATION YEAR 1

YEAR	MODULE	CODE	PRESCRIBED TEXTBOOK/S	AUTHOR/S	PUBLISHER	EDITION	ISBN
1	Creative Design 1	BCRD151	No Prescribed Study Material	N/A	N/A	N/A	N/A
1	Pattern Design 1	BPTD151	Patternmaking for Fashion Design	Helen Joseph-Armstrong	Pearson	5th	9781292024813
1	Textiles 1	BTAF152	The Fashion Designer's Textile Directory 2nd ed	Baugh, G.	Thames Hudson	2nd	9780500294147
1	Trend Analysis 1	BTAN151	Fashion Forecasting	Lorynn Divita	Bloomsbury	5th	9781501338984
1	Technical Drawing	TDR152	No Prescribed Study Material	N/A	N/A	N/A	N/A
1	Entrepreneurship and Innovation 1	BENT151	Fashion Entrepreneur	S, Burke	Blue Weaver	2nd	9780987668318
1	Garment Construction 1	BGRC151	No Prescribed Study Material	N/A	N/A	N/A	N/A

MEDIA SPECIALISATION YEAR 1

YEAR	MODULE	CODE	PRESCRIBED TEXTBOOK/S	AUTHOR/S	PUBLISHER	EDITION	ISBN
1	Corrective Make Up Application	BCMA152	No Prescribed Study Material	N/A	N/A	N/A	N/A
1	Fashion Media 1	BFMD151	No Prescribed Study Material	N/A	N/A	N/A	N/A
1	Marketing 1	BMRT151	Fashion Marketing	Easey, M.	John Wiley & Sons	3rd	9781405139533
1	Trend Analysis 1	BTAN151	Fashion Forecasting	Lorynn Divita	Bloomsbury	5th	9781501338984
1	Beauty Make Up Application	BBMA152	No Prescribed Study Material	N/A	N/A	N/A	N/A
1	Fashion Writing and Analysis 1	BFWA151	Academic Literacy	L, Beekeman	Juta & Company Ltd	3rd	9781485130055
1	Visual Merchandising 1	BVMR151	Silent Selling	Judith Bell (ed)	Bloomsbury	6th	9781501315565

BUYING SPECIALISATION

YEAR 1

YEAR	MODULE	CODE	PRESCRIBED TEXTBOOK/S	AUTHOR/S	PUBLISHER	EDITION	ISBN
1	Marketing 1	BMRT151	Fashion Marketing	Easey, M.	John Wiley & Sons	3rd	9781405139533
1	Textiles 1	BTAF152	The Fashion Designer's Textile Directory 2nd ed	Baugh, G.	Thames Hudson	2nd	9780500294147
1	Trend Analysis 1	BTAN151	Fashion Forecasting	Lorynn Divita	Bloomsbury	5th	9781501338984
1	Business Studies & Management 1	BST01	Introduction to Business Management	Du Toit, G.S	Oxford University Press, Cape Town	11th	9780190745769
1	Fashion Practice 1	FPR01	Fashion Practice: production practices and coordination (Customised book)	Kunz, G.I.	Pearson	1st	9781787263604
1	Buying & Merchandising 1	BAM01	Retail Buying from Basics to Fashion	Clodfelter, R.	Fairchild Books	6th	9781501331978



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