

BACHELOR OF COMMERCE IN FASHION

PRESCRIBED TEXTBOOKS

SCHOOL OF FASHION

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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	Consumer Buying Behaviour 1	CBB01	Consumer Behaviour: South African Psychology and Marketing Applications	Erasmus, A.	Oxford University Press, Cape Town	2nd	9780190412425
1	Financial Accounting and Management 1	FAM01	Fundamental Accounting	Arendse, R.	Juta & Company Ltd	8th	9781485129530
1	Fashion Practice 1	FPR01	Fashion Practice: production practices and coordination (Customised book)	Kunz, G.I.	Pearson	1st	9781787263604



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