

BACHELOR OF COMMERCE IN FASHION

PRESCRIBED TEXTBOOKS

CONTACT LEARNING

2024

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.

Note: If a module does not appear on the list, it means that there are no prescribed textbooks for the module and all material will be provided to you on the LMS.

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As a registered student you will qualify for discounted prices as well as one STADIO sponsored delivery within South Africa! One order inclusive of your Textbooks, STADIO student card, Readers and/or Study guides delivered directly to your door!

Note: Once your registration and enrolment are complete and the STADIO Books portal open, you will receive an email and SMS with a unique link allowing you to access the portal the moment it opens! For queries related to prescribed study material, please log a ticket for SS-CourseMaterial on <https://qdesk.stadio.ac.za>.

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	12th	9780190739614
1	Consumer Buying Behaviour 1	CBB01	Consumer Behaviour: South African Psychology and Marketing Applications	Erasmus, A.	Oxford University Press, Cape Town	2nd	9780190412425
1	Fashion Practice 1	FPR01	Fashion Practice: production practices and coordination (Customised book)	Kunz, G.I.	Pearson	1st	9781787263604
1	Accounting 1	ACC152	Accounting 1 Study Guide	Internal	STADIO	2nd	2023012346506



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