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

These textbooks cover the following subject areas, among others:

- Business
- Finance and accounting
- Human and social sciences
- Law
- Management
- Media

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

1

ABOUT US

Our History

Vision, Values and Identity

2

KNOWLEDGE AND SKILLS

Knowledge, Skills and Best Practice

3

E-LEARNING

Instructional Design, Course Design, and eLearning

4

PUBLISHING

Bespoke Academic Publishing

Managed Publishing

5

OUR TEXTBOOKS

Our Textbooks

Example of Full Textbook Outline

Textbook Subject Areas

• Business titles
• Finance and accounting titles
• Human and social sciences titles
• Law titles
• Management titles
• Media titles
EDGE was originally founded as EDGE Publishing in 2006, with the desire to improve the student learning experience. We first published within the professional and occupational sector, later moving into the higher education space in 2009. In the same year, we recognised the proliferation of digitised content in publishing and education, and changed our name to EDGE Learning Media.

Over the next five years, we honed our skills in publishing, instructional design and eLearning. In 2014, we began to integrate print and multimedia. The EDGE Learning Ecosystem (ELE) was launched in 2016, with the purpose of delivering a multimedia-enriched digital learning experience.

Today, we create and deliver both print and digital learning experiences, which are able to meet the diverse needs of our clients and their students.


VISION, VALUES AND IDENTITY

Our Vision. We want to enable the delivery of enriched, versatile, innovative and accessible learning experiences, for the betterment of people, society and the world.

Values and identity
- We are socially engaged
- Academic publishing is our genesis
- We are experts in education
- We understand the academic and training landscapes
- We are innovators of learning
- Digital is in our DNA
- We form partnerships
- We empower our clients and their students

THE START OF OUR JOURNEY

- 2014: Partners for Possibility Wittebome High School
- 2015: Published for national programmes
- 2016: Integration of print and digital media
- 2017: Launch of managed publishing
- 2018: Launch of ELE
- 2019: Launch of ELEx
KNOWLEDGE AND SKILLS

KNOWLEDGE, SKILLS AND BEST PRACTICE

EDGE is a learning experience design company. As such, we create and deliver enriching learning experiences. To achieve this, we consistently apply ourselves in all areas of education and training. We empower our employees as educators, and we position ourselves as thought leaders at the forefront of academic research, skills and best practice. It is our aim to continuously innovate, and to implement these best practices in our products and services.

We have a thorough understanding of:

- Learning theories, outcomes and objectives
- Quality assurance processes and accreditation
- Curriculuation and learning experience design
- Programme and course design
- Textbook publishing
- Instructional design, course design and eLearning interaction design
- Learning management systems (LMSs)
- Educational video production
- Assessment
- Student support
Since positioning ourselves as a learning experience design company, we have kept instructional design at the centre of our offerings.

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

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

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

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

THE EDGE INSTRUCTIONAL DESIGN PROCESS

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

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

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

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

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

06 EVALUATE
We work with you to evaluate the effectiveness of your product, and use the data obtained to continually improve all aspects of the learning experience.
Can't find a catalogue textbook that speaks to your unique course offering?

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

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

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

Our managed publishing services deliver your content, your way.

Managed publishing includes a full analysis, which ensures that the required learning objectives for a course are covered by the learning media. Your materials are then captured, enhanced, digitally augmented, published and delivered, according to your requirements.

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

REVIEW
We advise and engage on all aspects of your content. Applying our knowledge and expertise, we give your material an added advantage.

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

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

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

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

PUBLISH
Finally we publish and securely distribute the content to your requested audience, with efficiency and ease.
How you learn is just as important as what you learn"
Our Textbooks

What Makes Our Textbooks Different?

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

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

Exercise Solutions

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

Full Textbook Outline

This symbol indicates that there is a full outline available for a textbook. Are you building a curriculum? By making the full outlines of our titles available, we have simplified the process of screening content for suitability and inclusion as a prescribed text. These outlines include the learning objectives, assessment criteria, topics and subtopics contained in each learning unit.
CONTENTS
UNIT 1 An introduction to event management
UNIT 2 Management skills for event professionals
UNIT 3 Getting started: Research and planning
UNIT 4 Event planning: Theming and catering
UNIT 5 Event sponsorship
UNIT 6 Budgeting for events
UNIT 7 Introduction to event marketing
UNIT 8 Applied risk management for events
UNIT 9 Event feedback and evaluation

UNIT 10: Sustainable event management

After studying this unit, you should be able to:
• define sustainability in the event industry;
• discuss aspects of sustainable event management, with reference to:
  - environmental consciousness;
  - economic aspects; and
  - social awareness;
• define corporate social investment (CSI) and explain how event professionals can contribute toward sustainable event management; and
• describe the relationship between corporate social investment and public relations (PR) in event management.

EXAMPLE OF A FULL TEXTBOOK OUTLINE

Below is an extract from the full textbook outline – Event Management: A South African Perspective. The extract illustrates the level of detail of the information which is included.

To receive a full textbook outline please email sales@edgelearningmedia.com or scan the QR code.

10.1 Introduction
10.2 Defining sustainability in the event industry
10.3 Aspects of sustainable event management
  10.3.1 Environmental consciousness
    10.3.1.1 Eco-procurement
    10.3.1.2 Protecting biodiversity
    10.3.1.3 Waste management
    10.3.1.4 ‘Green’ electricity: Local and international perspectives
    10.3.1.5 Water conservation
    10.3.1.6 ‘Green’ venues
  10.3.2 Economic aspects
    110.3.2.1 Local investment
    10.3.2.2 Job creation
    10.3.2.3 Small business development
    10.3.2.4 Other economic aspects
  10.3.3 Social awareness
    10.3.3.1 Health
    10.3.3.2 Housing
    10.3.3.3 Education
    10.3.3.4 Welfare
    10.3.3.5 Community development
    10.3.3.6 Other social issues
10.4 Corporate social investment (CSI) in the event industry
10.5 The relationship between CSI and public relations (PR) in event management

EVENTS IN ACTION: The impact of special events on the community – ‘Greening’ a South African event
BUSINESS

- A Guide to Entrepreneurship
- Business Mathematics
- Fundamentals of Integrated Marketing Communication
- Introduction to Advertising
- Leadership
A Guide to Entrepreneurship is a practical and comprehensive guide to the basic principles applicable to starting a business. This textbook will be invaluable to those seeking foundational knowledge of the current concepts and terminologies of this subject field. The purpose of the textbook is to introduce students to the world of entrepreneurship, and to equip them with the basic skills for starting their own business. A Guide to Entrepreneurship discusses the competencies and characteristics of a successful entrepreneur, and provides an overview of the different environments in which an entrepreneurial venture operates. As such, students will learn how to test the viability of new business ideas, to compile a business plan for an entrepreneurial venture, and to consider the legal aspects of setting up a business in South Africa. Finally, the textbook highlights the critical importance of goal-setting, networking and conflict management in the entrepreneurial context.

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  Setting up a business: The legal aspects
UNIT 5  The business plan
UNIT 6  Becoming an entrepreneur
UNIT 7  The entrepreneurial mentality
UNIT 8  Goal-setting and networking
UNIT 9  Innovation, creativity and problem-solving
UNIT 10 Time management and conflict management

Exercise Solutions: in the back of this book
BUSINESS MATHEMATICS

Business Mathematics is a practical and comprehensive guide to some of the basic and more advanced concepts and principles relating to mathematics. This book will be invaluable to those seeking knowledge of current terminology and concepts which this subject field has to offer. The aim of this book is to provide students with an overview of the mathematical skills required when pursuing any career in commerce.

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

EXERCISE SOLUTIONS: in the back of this book
Fundamentals of Integrated Marketing Communication is an introductory guide to the field of IMC. The purpose of this textbook is to introduce the reader 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 reader 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 readers 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.

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

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com

EXERCISE SOLUTIONS: in the back of this book
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.

CONTENTS

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

EXERCISE SOLUTIONS: in the back of this book
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.

Exercise solutions: in the back of this book

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

Exercise Solutions: in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com
Contents

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

EXERCISE SOLUTIONS:
in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com

Contents

1. What is entrepreneurship?
2. Getting out the starting Blocks
3. Forming a business
4. Developing products and services
5. Spreading the word
6. Selling
7. Cash is king
8. It is in the numbers
9. Building a team
10. Making it run smoothly
11. Boring but important stuff
12. Growing the business
13. Online start-ups
14. Case studies – myths, leaders and inspiration

EXERCISE SOLUTIONS:
in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com

Contents

1. Introducing tourism
2. There and back again – tourism in context
3. Geography for tourism (Part 1)
4. Geography for tourism (Part 2)
5. Mapping it out
6. The travel drive
7. The main attraction
8. Home away from home
9. Trains, planes and automobiles
10. Global and local tourism footprints

EXERCISE SOLUTIONS:
in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com
FINANCE & ACCOUNTING

- Preparation of Financial Statements
- Presentation of Financial Statements
- Accounting Made Easy
- Finance in Media
- Fundamentals of Bookkeeping and Financial Accounting
- Introduction to Management Accounting
PREPARATION OF FINANCIAL STATEMENTS

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

CONTENTS

**UNIT 1** Depreciable assets

**UNIT 2** Financial statements of a sole proprietorship

**UNIT 3** Year-end adjustments

**UNIT 4** Recording salaries and wages

**UNIT 5** Accounting for a manufacturing enterprise

**UNIT 6** Incomplete records

**UNIT 7** Professional ethics and internal control

*Exercise Solutions:* in the back of this book
Presentation of Financial Statements provides advanced knowledge of the accounting field, and the current concepts and terminology contained therein. As such, students will learn how to record business transactions that are unique to non-profit organisations (NPOs), and to prepare financial records for various types of entities, including partnerships, companies and close corporations (CCs). Other important concepts covered include the accounting framework and the double entry system. Based on this, students will gain the necessary skills and expertise to fulfil the most common statutory requirements within the business environment.

CONTENTS

UNIT 1 Non-profit organisations
UNIT 2 Partnerships
UNIT 3 Close corporations
UNIT 4 Company financial statements
UNIT 5 Analysis and interpretation of financial statements
UNIT 6 Introduction to IFRS for SMEs

Exercise Solutions: in the back of this book
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 valued added tax (VAT) calculations, as well as VAT returns.

CONTENTS

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

EXERCISE SOLUTIONS: in the back of this book
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.

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

EXERCISE SOLUTIONS: in the back of this book
Fundamentals of Bookkeeping and Financial Accounting provides a foundation for understanding what the bookkeeping cycle is, and how the process works. The textbook begins by introducing students to the history of bookkeeping and accounting. It then revisits the origin of recording transactions, using the accounting equation and double-entry system. Various forms of businesses are also discussed, in order to differentiate between them. The textbook then delves into the bookkeeping cycle, by guiding students through each process of the cycle, and ultimately, allowing them to develop their accounting skills. The overall focus throughout the textbook is on recording transactions – from understanding how to record financial transactions using various source documents, to drafting journals, posting to the general ledger, and drafting the trial balance. The bank reconciliation and creditors’ reconciliation are also discussed. These provide the link between accounting records and the documents issued to the entity. Finally, the accounting cycle is illustrated by outlining the drafting of financial statements.

CONTENTS

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

EXERCISE SOLUTIONS: in the back of this book
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 manager's 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.

CONTENTS

UNIT 1 Introduction to cost and management accounting
UNIT 2 Material and inventory control
UNIT 3 Labour and learning curve theory
UNIT 4 Overhead allocation
UNIT 5 Accounting for a manufacturing enterprise
UNIT 6 Job costing
UNIT 7 Process costing
UNIT 8 Contract costing
UNIT 9 Marginal and absorption costing
UNIT 10 Budgeting and standard costing

EXERCISE SOLUTIONS: in the back of this book
Topics Include:
1. An introduction to auditing
2. Preliminary and planning phase
3. Internal control evaluation
4. Revenue and receipts cycle
5. Acquisition and payment cycle
6. Payroll cycle
7. The inventory and production cycle
8. The finance cycle
9. The investment cycle
10. Audit adjustments and forming an opinion

Topics Include:
1. Overview of the South African tax system
2. Principles of residence-based taxation
3. SARS and other stakeholders
4. Tax administration process
5. Constitutional rights of taxpayers
6. Legal principles of taxation
7. Tax avoidance and tax evasion

**Principles of Auditing**
COMING SOON
31 OCT 2019

**Principles of Tax Administration**
COMING SOON
31 JULY 2019
HUMAN & SOCIAL SCIENCES

- Applied Psychology Basics
- Fundamentals of Counselling
- Introducing Industrial Psychology
- Research in Practice
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. Fundamentals of Applied Psychology will therefore prove invaluable to those seeking knowledge of the current terminology and concepts within this subject field.

CONTENTS

UNIT 1 The biological basis of human behaviour
UNIT 2 The human nervous system
UNIT 3 An introduction to the different states of consciousness
UNIT 4 Introduction to the concepts of sensation and perception – Part 1
UNIT 5 Introduction to sensation and perception – Part 2
UNIT 6 Thinking, reasoning and problem-solving
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

EXERCISE SOLUTIONS:
in the back of this book
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. Introduction to Counselling will therefore prove invaluable to those seeking foundational knowledge of the current terminology and concepts within this subject field.

CONTENTS

UNIT 1  Introduction to counselling
UNIT 2  Establishing the counselling relationship
UNIT 3  Responding skills
UNIT 4  Probing skills
UNIT 5  Working towards change in counselling
UNIT 6  Confronting versus challenging
UNIT 7  Focusing on the here and now
UNIT 8  Goal-setting in the counselling environment
UNIT 9  Closures and endings
UNIT 10 Practical, professional and ethical issues in counselling

EXERCISE SOLUTIONS: in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com
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.

Scan OR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com

CONTENTS

**UNIT 1** Introduction to industrial psychology

**UNIT 2** The history of and developments in industrial psychology

**UNIT 3** Introduction to organisational behaviour

**UNIT 4** Career in the workplace

**UNIT 5** Intellectual ability, personality, interest, values and emotional intelligence

**UNIT 6** Employee performance and performance assessment

**UNIT 7** Psychological processes in the workplace: Part 1

**UNIT 8** Psychological processes in the workplace: Part 2

**UNIT 9** Work health and ergonomics

**UNIT 10** Labour conflict and negotiations

EXERCISE SOLUTIONS: in the back of this book
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.

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
UNIT 10 Ethical considerations in research
UNIT 11 Who cares? Writing up and disseminating your findings
UNIT 12 Translating research into practice: The core of applied research
Contents

1. Understanding the healthcare system in South Africa
2. Caregiving and home/community-based care for people living with HIV/AIDS
3. Ethical considerations and basic guidelines for HIV/AIDS care, support and living
4. Managing infection control for people living with HIV/AIDS
5. HIV/AIDS and antiretroviral (ARV) therapy in South Africa
6. Management of nutrition for adults with HIV/AIDS
7. Management of nutrition for babies, children and mothers with HIV/AIDS
8. Care of children living with HIV/AIDS, orphans and vulnerable children
9. Stress and care techniques for caregivers
10. Palliative care for people living with HIV/AIDS

Exercise solutions: in the back of this book

Scan QR code to request the full textbook outline or email sales@edgelearningmedia.com

COMING SOON 30 JUNE 2019

BECOMING AN HIV CAREGIVER
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.

CONTENTS

UNIT 1 Introduction to the South African law
UNIT 2 Sources of the South African law
UNIT 3 Law of obligations
UNIT 4 Introduction to law of contract
UNIT 5 Consensus
UNIT 6 Contractual capacity
UNIT 7 Possibility of performance
UNIT 8 Legal possibility
UNIT 9 Formalities
UNIT 10 Content of a contract
UNIT 11 Breach of contract
UNIT 12 Termination
UNIT 13 Business enterprise structures

EXERCISE SOLUTIONS: in the back of this book
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.

CONTENTS

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

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

CONTENTS

UNIT 1 An introduction South African business enterprise law
UNIT 2 Complex constitutional provisions
UNIT 3 Criminal law and the media
UNIT 4 The laws relating to explicit sexual content
UNIT 5 Journalists and the law
UNIT 6 Academic plagiarism and the media
UNIT 7 The protection of state information bill
UNIT 8 International media law
UNIT 9 Media law and ethics

EXERCISE SOLUTIONS: in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com
MANAGEMENT

- Business Management and Administration
- Event Management in Action
- Event Planning and Coordination
- General Management Principles and Practices
- Getting Started with Brand Management
- Human Resource Management - An Introduction
- Marketing Management Basics
- Practical Event Management
- Project Management and Administration
- Strategic Direction Planning and Management - An Introduction
Business Management & Administration is an introductory guide to the principles applicable to managing a business. This textbook will be invaluable to those seeking knowledge of the current concepts and terminologies of this subject field. Its purpose is to introduce students to the business environment, to explain the basics of starting a business, and to explore the relevant business functions. The business functions that are unpacked in this textbook include: general management, purchasing, operations, human resources, marketing, public relations, finance and information management. In addition, this textbook equips students with applied competencies in the area of business administration, and discusses their application to each of the functions outlined. Finally, it explains how businesses can drive corporate, social and environmental sustainability – all of which are vital in the 21st-century context.

CONTENTS

UNIT 1 Introduction to business management
UNIT 2 Starting a business
UNIT 3 Business functions: General Management
UNIT 4 Business functions: Purchasing
UNIT 5 Business functions: Operations
UNIT 6 Business functions: Human resources
UNIT 7 Business functions: Marketing
UNIT 8 Business functions: Public relations
UNIT 9 Business functions: Finance
UNIT 10 Business functions: Information management
UNIT 11 Sustainable business practices

Exercise solutions: in the back of this book

Order enquiries: sales@edgelearningmedia.com
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.

Contents

Unit 1  An introduction to event marketing
Unit 2  Segmentation and targeting in focus
Unit 3  Integrated marketing communications in focus
Unit 4  Practical event advertising: Above the line (traditional media)
Unit 5  Practical event advertising
Unit 6  Event sponsorship
Unit 7  Practical event administration
Unit 8  Applied risk management for events

Exercise solutions: in the back of this book
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.

CONTENTS

UNIT 1 Evolution of the event industry: Locally and abroad
UNIT 2 Researching the event
UNIT 3 Designing the event
UNIT 4 Planning the event: Production schedules and timelines
UNIT 5 Event planning: Theming and catering
UNIT 6 Event administration and coordination: Meetings, conferences, webinars and webcasts
UNIT 7 Event evaluation

EXERCISE SOLUTIONS: in the back of this book
General Management Principles and 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.

CONTENTS

UNIT 1 What is management?
UNIT 2 Management and the environment
UNIT 3 Planning
UNIT 4 Decision-making
UNIT 5 Information management
UNIT 6 Organisational development
UNIT 7 Communication
UNIT 8 Organising
UNIT 9 Leadership
UNIT 10 Motivation
UNIT 11 Control
UNIT 12 Contemporary business management issues

EXERCISE SOLUTIONS:
in the back of this book
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.

CONTENTS

UNIT 1  Introduction to brand management
UNIT 2  The history and evolution of branding
UNIT 3  Brand essence, positioning and implementation
UNIT 4  The brand manager
UNIT 5  Brand equity
UNIT 6  Brand architecture, managing brand and product relationship
UNIT 7  Managing and sustaining brands
UNIT 8  Brand audits
UNIT 9  Corporate and political branding
UNIT 10 Branding in South Africa

EXERCISE SOLUTIONS: in the back of this book

Order enquiries: sales@edgelearningmedia.com
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.

Exercise solutions: in the back of this book

Contents

UNIT 1 An introduction to human resource management
UNIT 2 Strategising, structuring and planning
UNIT 3 Recruiting potential employees
UNIT 4 Selection and appointment of an employee
UNIT 5 Onboarding and retention
UNIT 6 Managing performance of employees
UNIT 7 Compensation management
UNIT 8 Health and safety in an organisation
UNIT 9 Career management
UNIT 10 Leadership
UNIT 11 Employment relations
UNIT 12 Structures created by the Labour Relations Act (LRA) for collective bargaining and dispute resolution
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.

CONTENTS

UNIT 1 Basic concepts in marketing management
UNIT 2 The internal marketing environment
UNIT 3 The external marketing environment
UNIT 4 Formulating a marketing strategy
UNIT 5 Understanding ‘product’ in the marketing mix
UNIT 6 Understanding ‘place’ in the marketing mix
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

Order enquiries: sales@edgelearningmedia.com
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.

Contents

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

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

CONTENTS

UNIT 1 Introduction to project management structures
UNIT 2 Project management within organisations
UNIT 3 Project management life cycle
UNIT 4 Project feasibility, selection and initiation
UNIT 5 Project stakeholders
UNIT 6 Project initiation documentation, methods and tools
UNIT 7 Project planning
UNIT 8 Project estimation and work breakdown structures
UNIT 9 Critical path and Gantt charts
UNIT 10 Managing project teams
UNIT 11 Supplier and contract management
UNIT 12 Risk management
UNIT 13 Project communication
UNIT 14 Working with Microsoft Project 2016

EXERCISE SOLUTIONS: in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com

Order enquiries: sales@edgelearningmedia.com
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.

CONTENTS

UNIT 1 Introduction to strategic management direction
UNIT 2 Formulating a strategic direction
UNIT 3 The context of strategic selection
UNIT 4 The managerial process of strategy development
UNIT 5 An introduction to generic and grand strategies
UNIT 6 Linking strategy, ethics and social responsibility

Exercise Solutions: in the back of this book
AN INTRODUCTION TO HOSPITALITY MANAGEMENT

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

EXERCISE SOLUTIONS: in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com

TITLES COMING SOON

FUNDAMENTALS OF PROCUREMENT AND SUPPLY CHAIN MANAGEMENT

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

EXERCISE SOLUTIONS: in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com

COMING SOON 31 APRIL 2019

SUPERVISION AND LEADERSHIP IN HOSPITALITY

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

EXERCISE SOLUTIONS: in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE or email sales@edgelearningmedia.com

COMING SOON 31 APRIL 2019
MEDIA
• The Essential Guide to Social Media
• Journalism Principles and Practise
Journalism Principles and Practice adopts a broad view of the modern world of mass media and social interaction. As such, it explores the media industry across various platforms, in order for students to grasp the diversity of content that is produced, and how each platform contributes to global narratives. Important skills for writing hard news and feature articles are covered in detail – from the very first steps of sourcing and reporting, to the finer details of representation. Students will also learn how to evaluate news for credibility, and how the spread of fake news has influenced journalistic practice in contemporary reporting. Lastly, this textbook considers future trends and groundbreaking advances in the industry, to provide a framework for further learning.

CONTENTS

UNIT 1  The rise of mass media in South Africa
UNIT 2  Representing the social world
UNIT 3  The journalism industry
UNIT 4  Zooming in on news and information
UNIT 5  News sourcing and reporting
UNIT 6  Writing hard news for print
UNIT 7  Writing hard news for broadcast and online platforms
UNIT 8  Making it feature
UNIT 9  Faking it
UNIT 10  Fast forward

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

CONTENTS

UNIT 1  The rise of social media
UNIT 2  Facebook
UNIT 3  Twitter
UNIT 4  Instagram
UNIT 5  Snapchat
UNIT 6  YouTube
UNIT 7  Pinterest
UNIT 8  LinkedIn
UNIT 9  Search engine optimisation (SEO)
UNIT 10 Integration and management

EXERCISE SOLUTIONS:
in the back of this book
Contents

1. Globalisation and media studies in the digital age
2. Contemporary media theory (part 1)
3. Contemporary media theory (part 2 – semiotics)
4. Media and culture – a South African perspective
5. Representation in the media – a South African perspective
6. Critical reading of media messages
7. Web 2.0 for media
8. Tools for media research
9. Poetry
10. Drama
11. Narrative part 1 – Fiction
12. Narrative 2 – Creative nonfiction

EXERCISE SOLUTIONS:
in the back of this book

Scan QR code to request the FULL TEXTBOOK OUTLINE
or email sales@edgelearningmedia.com
Please feel free to contact us with any queries regarding our catalogue titles, or any other products and services we provide. Our dedicated staff will gladly assist you and provide any information that you require.

Full course outlines, textbook pricing and details on how to order from our catalogue are all available upon request.

CAPE TOWN OFFICE

(+27) 21 702 0686
info@edgelearningmedia.com
sales@edgelearningmedia.com
www.edgelearningmedia.com

Physical address:
Ground Floor, Bell House 2,
Bell Crescent,
Westlake Business Park,
Cape Town
7945

Postal address:
P0 Box 98
Muizenberg,
7950

DURBAN OFFICE

(+27) 31 764 2542
info@edgelearningmedia.com
sales@edgelearningmedia.com
www.edgelearningmedia.com

Physical address:
Unit 5
Tasica House,
12 Charles Way,
Kloof,
3610

Postal address:
P0 Box 98
Muizenberg,
7950