

**國際旅遊管理學士學位課程 Bachelor of International Tourism Management**

序號 Seq.	科目編號 Course Code	科目名稱 Course Title	年級 Grade	班級 Class	必修/選修 Core/Elective	書本類別 Book Type (CB/RB)	書本形式 Book Form	備註 Remark	書號 ISBN	書名 Title	作者或譯者 Author	出版社 Publisher	版本 Edition	出版年份 Publish Year
1	BITM1902	旅遊地理與環境 TOURISM GEOGRAPHY	1	DC1,DE1-6	必修 Core	教科書 CB	紙本書 Print book		9781138785762	Environment and Tourism	Andrew Holden	Routledge	3	2017
2	BITM1905-01	專業英語 I PROFESSIONAL ENGLISH I	1	D1-8	必修 Core	教科書 CB	紙本書 Print book		9780194551007	Oxford English for Careers: Tourism 1 Student's Book	Robin Walker and Keith Harding	Oxford University Press	N/A	2009
3	BITM1905-02	專業英語 II PROFESSIONAL ENGLISH II	1	D1-3	必修 Core	教科書 CB	紙本書 Print book		9780194551007	Oxford English for Careers: Tourism 1 Student's Book	Robin Walker and Keith Harding	Oxford University Press	N/A	2009
4	BITM1905-03	專業英語 III PROFESSIONAL ENGLISH III	2	D1-9	必修 Core	教科書 CB	紙本書 Print book		9780194551007	Oxford English for Careers: Tourism 1 Student's Book	Robin Walker and Keith Harding	Oxford University Press	N/A	2009
5	CTM1303	旅客管理與導覽 VISITOR MANAGEMENT AND INTERPRETATION	2	DE1-3	選修 Elective	參考書 RB	紙本書 Print book		9781780647357	Visitor Management in Tourism Destinations	Julia N. Albrecht	CABI	1	2017
6	HMG1303	俱樂部管理 CLUB MANAGEMENT	2	DE1-3	選修 Elective	參考書 RB	紙本書 Print book		9780866124089	Contemporary Club Management	Joe Perdue	Amer Hotel & Motel Assn	3	2012
7	MICE1903	會展市場營銷 MICE MARKETING	2	DE1-3	選修 Elective	參考書 RB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292093765	Meetings, expositions, events, and conventions: an introduction to the industry	Fenich, George G.	Upper Saddle River, NJ : Pearson Prentice Hall	4	2015
	MICE1903	會展市場營銷 MICE MARKETING	2	DE1-3	選修 Elective	參考書 RB	電子書 Ebook		9781292093772	Meetings, expositions, events, and conventions: an introduction to the industry	Fenich, George G.	Upper Saddle River, NJ : Pearson Prentice Hall	4	2015
8	BITM1903	品牌管理 BRAND MANAGEMENT	3	DE1-6	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292314969	Strategic Brand Management: Building, Measuring and Managing Brand Equity	Keller, K. and Swaminathan, V.	Pearson	5	2020
	BITM1903	品牌管理 BRAND MANAGEMENT	3	DE1-6	必修 Core	教科書 CB	電子書 Ebook		9781292314990	Strategic Brand Management: Building, Measuring and Managing Brand Equity	Keller, K. and Swaminathan, V.	Pearson	5	2020
9	BITM1913	財務學 FINANCE	3	DE1-6	必修 Core	教科書 CB	紙本套裝 Pbundle	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789813312197	PACK ESSENTIALS OF CORPORATE FINANCE + CONNECT CODE	Ross/ Westerfield/ Jordan	McGraw-Hill	11	2022
	BITM1913	財務學 FINANCE	3	DE1-6	必修 Core	教科書 CB	電子套裝 Ebundle		9781265412470	ESSENTIALS OF CORPORATE FINANCE CONNECT CODE	Ross/ Westerfield/ Jordan	McGraw-Hill	11	2022
10	BITM1914	人力資源管理 HUMAN RESOURCE MANAGEMENT	3	DE1-6	必修 Core	教科書 CB	電子書 Ebook		9781264993482	Fundamentals of Human Resource Management	Noe/Hollenbeck/Gerhart/Wright	McGraw-Hill	9	2022
11	HMG1903	綜合度假村管理 RESORT MANAGEMENT	3	DE1	選修 Elective	參考書 RB	紙本書 Print book		9781118071823	Resorts Management and Operation	Mill, R.C.	WILEY	3	2012
12	HMG1904	酒店收益管理 HOTEL REVENUE MANAGEMENT	3	DE1	選修 Elective	參考書 RB	紙本書 Print book		9781119790778	Revenue Management for the Hospitality Industry	David K. Hayes, Joshua D. Hayes,	Wiley	2	2021

13	BITM1320	旅遊研究方法 RESEARCH METHOD	4	DE1	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781742164601	Tourism Research	Gayle Jennings	John Wiley & Sons	2	2010
	BITM1320	旅遊研究方法 RESEARCH METHOD	4	DE1	必修 Core	教科書 CB	電子書 Ebook		9780730300144	Tourism Research	Gayle Jennings	John Wiley & Sons	2	2010

餐飲管理學士學位課程 Bachelor degree of Food and Beverage Management

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1	CA1310	飲食營養學 CULINARY NUTRITION	4	DE1	必修/選修 Core/Elective	教科書 CB	紙本書 Print book		9781119777199	Nutrition for foodservice and culinary professionals	Karen Eich Drummond, Lisa M. Brefere	John Wiley & Sons	10	2021

酒店管理學士學位課程 Bachelor degree of Hotel Management

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1	BITM1303	微觀經濟學 MICROECONOMICS	1	DE1-4	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789000029648	AE Principles of Microeconomics	N. Gregory Mankiw; Euston Quah; Peter Wilson	Cengage Learning, Inc	10	2023
	BITM1303	微觀經濟學 MICROECONOMICS	1	DE1-4	必修 Core	教科書 CB	電子書 Ebook		9780357990469	AE Principles of Microeconomics	N. Gregory Mankiw; Euston Quah; Peter Wilson	Cengage Learning, Inc	10	2023
2	BITM1310	會計導論 INTRODUCTION TO ACCOUNTING	1	DE1-4	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292211145	Financial Accounting	Walter T. Harrison / Charles T. Horngren	Prentice Hall	11	2018
	BITM1310	會計導論 INTRODUCTION TO ACCOUNTING	1	DE1-4	必修 Core	教科書 CB	電子書 Ebook		9781292211213	Financial Accounting	Walter T. Harrison / Charles T. Horngren	Prentice Hall	11	2018
3	BITM1908	管理導論 INTRODUCTION TO MANAGEMENT	1	DE1-4	必修 Core	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781264972432	CONTEMPORARY MANAGEMENT	Gareth R. Jones, Jennifer M. George	McGraw Hill	12	2021
	BITM1908	管理導論 INTRODUCTION TO MANAGEMENT	1	DE1-4	必修 Core	教科書 CB	電子書 Ebook		9781264363827	CONTEMPORARY MANAGEMENT	Gareth R. Jones, Jennifer M. George	McGraw Hill	12	2021
4	BITM1908	管理導論 INTRODUCTION TO MANAGEMENT	1	DE1-4	必修 Core	參考書 RB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292340883	Management	Stephen P. Robbins & Mary A. Coulter	Pearson	15	2020
	BITM1908	管理導論 INTRODUCTION TO MANAGEMENT	1	DE1-4	必修 Core	參考書 RB	電子書 Ebook		9781292340975	Management	Stephen P. Robbins & Mary A. Coulter	Pearson	15	2020

5	BHM1233	酒店客房管理與實務 ROOMS MANAGEMENT	2	DE1-4	必修 Core	參考書 RB	紙本書 Print book		9780866127646	Managing Front Office Operations	Michael L. Kasavana	AHLEI	11	2023
6	BHM1233	酒店客房管理與實務 ROOMS MANAGEMENT	2	DE1-4	必修 Core	參考書 RB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9780134303505	Check-In Check-Out Managing Hotel Operations	Gary K. Vallen Jerome J. Vallen	Pearson	10	2018
	BHM1233	酒店客房管理與實務 ROOMS MANAGEMENT	2	DE1-4	必修 Core	參考書 RB	電子書 Ebook		9780134437071	Check-In Check-Out Managing Hotel Operations	Gary K. Vallen Jerome J. Vallen	Pearson	10	2018
7	BHM1258	消費者行為學 CONSUMER BEHAVIOR	2	DE1-3	選修 Elective	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789815160611	Consumer Behavior	Hoyer, W. D., MacInnis, D. J., & Pieters, R.	South-Western Cengage Learning	8	2024
	BHM1258	消費者行為學 CONSUMER BEHAVIOR	2	DE1-3	選修 Elective	教科書 CB	電子書 Ebook		9780357990346	Consumer Behavior	Hoyer, W. D., MacInnis, D. J., & Pieters, R.	South-Western Cengage Learning	8	2024
8	BHM1901	綜合渡假村管理 INTEGRATED RESORT MANAGEMENT	2	DE1-4	必修 Core	教科書 CB	紙本書 Print book		9780750666619	The business of resort management	Peter E. Murphy.	Butterworth-Heinemann	1	2008
9	BHM1954	菜單設計 MENU DESIGN	2	DE1-2	選修 Elective	參考書 RB	紙本書 Print book		9780470072677	Fundamentals of Menu Planning	Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware	Wiley & Sons Ltd	3	2009
10	BHM1960	多元文化溝通 INTERCULTURAL COMMUNICATION	2	DE1-3	選修 Elective	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292039664	Intercultural Business Communication	Lillian Chaney	Prentice Hall	6	2013
	BHM1960	多元文化溝通 INTERCULTURAL COMMUNICATION	2	DE1-3	選修 Elective	教科書 CB	電子書 Ebook		9781292052311	Intercultural Business Communication	Lillian Chaney	Prentice Hall	6	2013
11	BHM1231	酒店財務學 HOSPITALITY FINANCE MANAGEMENT	3	DE1-4	必修 Core	教科書 CB	電子書 Ebook		9788000009025	Practical Financial Management	Lasher	South-Western Cengage Learning	8	2017
12	BHM1932	酒店督導實務 HOTEL SUPERVISION	3	DE1-4	必修 Core	參考書 RB	紙本書 Print book		9781119749202	Supervision in the hospitality industry	John Walker, Jack Miller	Wiley	9	2021

跨學院選修課 Cross College Elective Courses

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1	BHM1222	餐飲運作 FOOD AND BEVERAGE OPERATIONS	2	D1-2	選修 Elective	參考書 RB	紙本書 Print book		9780866127103	Management of Food and Beverage Operations	Jack D. Ninemeier	America Hotel and Lodging Educational Foundation	7	2022

2	BHM1258	消費者行為學 CONSUMER BEHAVIOR	2	D1	選修 Elective	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789815160611	Consumer Behavior	Hoyer, W. D., MacInnis, D. J., & Pieters, R.	South-Western Cengage Learning	8	2024
	BHM1258	消費者行為學 CONSUMER BEHAVIOR	2	D1	選修 Elective	教科書 CB	電子書 Ebook		9780357990346	Consumer Behavior	Hoyer, W. D., MacInnis, D. J., & Pieters, R.	South-Western Cengage Learning	8	2024
3	BITM1909	旅遊及酒店服務管理 SERVICES MANAGEMENT IN HOTEL AND TOURISM INDUSTRY	2	D1-2	選修 Elective	教科書 CB	紙本書 Print book	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781265075538	Service Management: Operations, Strategy, Information Technology	Sanjeev Bordoloi, James Fitzsimmons and Mona Fitzsimmons	McGraw Hill	10	2023
	BITM1909	旅遊及酒店服務管理 SERVICES MANAGEMENT IN HOTEL AND TOURISM INDUSTRY	2	D1-2	選修 Elective	教科書 CB	電子書 Ebook		9781265624767	Service Management: Operations, Strategy, Information Technology	Sanjeev Bordoloi, James Fitzsimmons and Mona Fitzsimmons	McGraw Hill	10	2023

\*以上資料或有修改，按最新版本為準。

\*The above textbook list may subject to change, please refer to the latest update.