

澳門科技大學  
Macau University of Science and Technology  
酒店與旅遊管理學院 Faculty of Hospitality and Tourism Management  
2022/2023 學年第二學期教科書清單 2022/2023 Semester 2 TextBook List

更新日期：2022年12月16日  
Last Updated：2022.12.16

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

| 序號<br>Seq. | 科目編號<br>Course Code | 科目名稱<br>Course Title                             | 年級<br>Grade | 班級<br>Class  | 必修/選修<br>Core/Elective | 書本類別<br>Book Type<br>(CB/RB) | 書本形式<br>Book Form | 備註<br>Remark                                   | 書號<br>ISBN                      | 書名<br>Title                                                                               | 作者或譯者<br>Author                                 | 出版社<br>Publisher                               | 出版年份<br>Publish<br>Year | 版本<br>Edition |
|------------|---------------------|--------------------------------------------------|-------------|--------------|------------------------|------------------------------|-------------------|------------------------------------------------|---------------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------|------------------------------------------------|-------------------------|---------------|
| 1          | BITM1317            | 會展理論和實務<br>THEORIES AND PRACTICE OF MICE         | 1           | DC1-2,DE1-6  | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781292093765                   | Meetings, Expositions, Events, and Conventions (4rd edition)                              | Fenich, G.G.                                    | Pearson                                        | 2015                    | 4             |
|            | BITM1317            | 會展理論和實務<br>THEORIES AND PRACTICE OF MICE         | 1           | DC1-2,DE1-6  | 必修<br>Core             | 教科書<br>CB                    | 電子書<br>Ebook      |                                                | 9781292093772                   | Meetings, Expositions, Events, and Conventions (4rd edition)                              | Fenich, G.G.                                    | Pearson                                        | 2015                    | 4             |
| 2          | BITM1902            | 旅遊地理與環境<br>TOURISM GEOGRAPHY                     | 1           | DC1-2, DE1-6 | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book |                                                | 9781138785762                   | Environment and Tourism                                                                   | Andrew Holden                                   | Routledge                                      | 2017                    | 3             |
| 3          | BITM1905-01         | 專業英語 I<br>PROFESSIONAL ENGLISH I                 | 1           | D1-9         | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book |                                                | 9780194551007                   | Oxford English for Careers: Tourism 1 Student's Book                                      | Robin Walker and Keith Harding                  | Oxford University Press                        | 2009                    | N/A           |
| 4          | BITM1905-02         | 專業英語 II<br>PROFESSIONAL ENGLISH II               | 1           | D1-3         | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book |                                                | 9780194551007                   | Oxford English for Careers: Tourism 1 Student's Book                                      | Robin Walker and Keith Harding                  | Oxford University Press                        | 2009                    | N/A           |
| 5          | BITM1312            | 旅遊市場推廣<br>TOURISM MARKETING                      | 2           | DC1-2,DE1-5  | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book |                                                | 9781418016555                   | Hospitality and Travel Marketing                                                          | Alastair M. Morrison                            | Delmar Learning                                | 2010                    | 4             |
| 6          | BITM1905-03         | 專業英語 III<br>PROFESSIONAL ENGLISH III             | 2           | D1-9         | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book |                                                | 9780194551007                   | Oxford English for Careers: Tourism 1 Student's Book                                      | Robin Walker and Keith Harding                  | Oxford University Press                        | 2009                    | N/A           |
| 7          | CTM1303             | 旅客管理與導覽<br>VISITOR MANAGEMENT AND INTERPRETATION | 2           | DE1-2        | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9781780647357                   | Visitor Management in Tourism Destinations                                                | Julia N. Albrecht                               | CABI                                           | 2017                    | 1             |
| 8          | HMG1303             | 俱樂部管理<br>CLUB MANAGEMENT                         | 2           | DE1-3        | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9780866124089                   | Contemporary Club Management                                                              | Joe Perdue                                      | Amer Hotel & Motel Assn                        | 2012                    | 3             |
| 9          | MICE1903            | 會展市場營銷<br>MICE MARKETING                         | 2           | DE1-3        | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9781292093765                   | Meetings, expositions, events, and conventions: an introduction to the industry           | Fenich, George G.                               | Upper Saddle River, NJ : Pearson Prentice Hall | 2012                    | 4             |
| 10         | MICE1903            | 會展市場營銷<br>MICE MARKETING                         | 2           | DE1-3        | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9781292093772                   | Meetings, expositions, events, and conventions: an introduction to the industry           | Fenich, George G.                               | Upper Saddle River, NJ : Pearson Prentice Hall | 2012                    | 4             |
| 11         | BITM1903            | 品牌管理<br>BRAND MANAGEMENT                         | 3           | DE1-4        | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781292314969                   | Strategic Brand Management: Building, Measuring and Managing Brand Equity- Global Edition | Keller, K. and Swaminathan, V.                  | Pearson                                        | 2020                    | 5             |
|            | BITM1903            | 品牌管理<br>BRAND MANAGEMENT                         | 3           | DE1-4        | 必修<br>Core             | 教科書<br>CB                    | 電子書<br>Ebook      |                                                | 9781292314990                   | Strategic Brand Management: Building, Measuring and Managing Brand Equity- Global Edition | Keller, K. and Swaminathan, V.                  | Pearson                                        | 2020                    | 5             |
| 12         | BITM1913            | 財務學<br>FINANCE                                   | 3           | DE1-4        | 必修<br>Core             | 教科書<br>CB                    | 紙本套裝<br>Pbundle   | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9789813312197                   | PACK ESSENTIALS OF CORPORATE FINANCE + CNCT OLA                                           | Ross/ Westerfield/ Jordan                       | McGraw-Hill                                    | 2022                    | 11            |
|            | BITM1913            | 財務學<br>FINANCE                                   | 3           | DE1-4        | 必修<br>Core             | 教科書<br>CB                    | 電子套裝<br>Ebundle   |                                                | 9781265412470                   | ESSENTIALS OF CORPORATE FINANCE CNCT OLA 10E                                              | Ross/ Westerfield/ Jordan                       | McGraw-Hill                                    | 2020                    | 10            |
| 13         | BITM1913            | 財務學<br>FINANCE                                   | 3           | DE1-4        | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781265103514                   | ESSENTIALS OF CORPORATE FINANCE                                                           | Ross/ Westerfield/ Jordan                       | McGraw-Hill                                    | 2022                    | 11            |
|            | BITM1913            | 財務學<br>FINANCE                                   | 3           | DE1-4        | 必修<br>Core             | 教科書<br>CB                    | 電子套裝<br>Ebundle   |                                                | 9781265412470                   | ESSENTIALS OF CORPORATE FINANCE                                                           | Ross/ Westerfield/ Jordan                       | McGraw-Hill                                    | 2020                    | 10            |
| 14         | BITM1914            | 人力資源管理<br>HUMAN RESOURCE MANAGEMENT              | 3           | DE1-4        | 必修<br>Core             | 教科書<br>CB                    | 電子書<br>Ebook      |                                                | 9781264993482                   | Fundamentals of Human Resource Management                                                 | Noe/Hollenbeck/Gerhart Wright                   | McGraw-Hill International                      | 2022                    | 9             |
| 15         | HMG1903             | 綜合度假村管理<br>RESORT MANAGEMENT                     | 3           | DE1-2        | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9781118071823                   | Resorts Management and Operation                                                          | Mill, R.C.                                      | WILEY                                          | 2012                    | 3             |
| 16         | HMG1904             | 酒店收益管理<br>HOTEL REVENUE MANAGEMENT               | 3           | DE1          | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9781119790778                   | Revenue Management for the Hospitality Industry                                           | David K. Hayes, Joshua D. Hayes, Peggy A. Hayes | Wiley                                          | 2021                    | 2             |
| 17         | BITM1313            | 財務學<br>FINANCE                                   | 4           | DE1          | 必修<br>Core             | 教科書<br>CB                    | 紙本套裝<br>Pbundle   | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9789813315848+<br>9789813312197 | PACK ESSENTIALS OF CORPORATE FINANCE + CNCT OLA                                           | Ross/ Westerfield/ Jordan                       | McGraw-Hill                                    | 2022                    | 11            |
|            | BITM1313            | 財務學<br>FINANCE                                   | 4           | DE1          | 必修<br>Core             | 教科書<br>CB                    | 電子套裝<br>Ebundle   |                                                | 9781265412470                   | ESSENTIALS OF CORPORATE FINANCE CNCT OLA 10E                                              | Ross/ Westerfield/ Jordan                       | McGraw-Hill                                    | 2020                    | 10            |
| 18         | BITM1313            | 財務學<br>FINANCE                                   | 4           | DE1          | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781265103514                   | ESSENTIALS OF CORPORATE FINANCE AGE                                                       | Ross/ Westerfield/ Jordan                       | McGraw-Hill                                    | 2022                    | 11            |
|            | BITM1313            | 財務學<br>FINANCE                                   | 4           | DE1          | 必修<br>Core             | 教科書<br>CB                    | 電子套裝<br>Ebundle   |                                                | 9781265412470                   | ESSENTIALS OF CORPORATE FINANCE AGE                                                       | Ross/ Westerfield/ Jordan                       | McGraw-Hill                                    | 2020                    | 10            |
| 19         | BITM1320            | 旅遊研究方法<br>RESEARCH METHODS IN TOURISM            | 4           | DE1          | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book |                                                | 9781742164601                   | Tourism Research                                                                          | Gayle Jennings                                  | John Wiley & Sons                              | 2010                    | 2             |
| 20         | BITM1310            | 會計導論<br>INTRODUCTION TO ACCOUNTING               | 5-7         | DE5          | 必修<br>Core             | 教科書<br>CB                    | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781292211145                   | Financial Accounting                                                                      | Walter T. Harrison / Charles T. Horngren        | Prentice Hall                                  | 2018                    | 11            |
|            | BITM1310            | 會計導論<br>INTRODUCTION TO ACCOUNTING               | 5-7         | DE5          | 必修<br>Core             | 教科書<br>CB                    | 電子書<br>Ebook      |                                                | 9781292211213                   | Financial Accounting                                                                      | Walter T. Harrison / Charles T. Horngren        | Prentice Hall                                  | 2018                    | 11            |

|    |          |                                      |     |     |            |           |              |  |               |                                           |                               |                           |      |   |
|----|----------|--------------------------------------|-----|-----|------------|-----------|--------------|--|---------------|-------------------------------------------|-------------------------------|---------------------------|------|---|
| 21 | BITM1314 | 人力資源管理<br>HUMAN RESOURCES MANAGEMENT | 5-7 | DE1 | 必修<br>Core | 教科書<br>CB | 電子書<br>Ebook |  | 9781264993482 | Fundamentals of Human Resource Management | Noe/Hollenbeck/Gerhart Wright | McGraw-Hill International | 2022 | 9 |
|----|----------|--------------------------------------|-----|-----|------------|-----------|--------------|--|---------------|-------------------------------------------|-------------------------------|---------------------------|------|---|

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

| 序號<br>Seq. | 科目編號<br>Course Code | 科目名稱<br>Course Title                                       | 年級<br>Grade | 班級<br>Class | 必修/選修<br>Core/Elective | 書本類別<br>Book Type (CB/RB) | 書本形式<br>Book Form | 備註<br>Remark                                   | 書號<br>ISBN    | 書名<br>Title                                          | 作者或譯者<br>Author                                                            | 出版社<br>Publisher               | 出版年份<br>Publish Year | 版次<br>Edition |
|------------|---------------------|------------------------------------------------------------|-------------|-------------|------------------------|---------------------------|-------------------|------------------------------------------------|---------------|------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------|----------------------|---------------|
| 1          | BHMI254-01          | 菜單設計<br>MENU DESIGN                                        | 3           | DE1         | 選修<br>Elective         | 參考書<br>RB                 | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9780470072677 | Fundamentals of Menu Planning                        | Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware                   | Wiley & Sons Ltd               | 2009                 | 3             |
|            | BHMI254-01          | 菜單設計<br>MENU DESIGN                                        | 3           | DE1         | 選修<br>Elective         | 參考書<br>RB                 | 電子書<br>Ebook      |                                                | 9781118854747 | Fundamentals of Menu Planning                        | Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware                   | Wiley & Sons Ltd               | 2009                 | 3             |
| 2          | BITM1303            | 微觀經濟學<br>MICROECONOMICS                                    | 3           | DE4         | 必修<br>Core             | 教科書<br>CB                 | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9789814915359 | AE Principles of Microeconomics                      | N. Gregory Mankiw; Euston Quah; Peter Wilson                               | Cengage Learning, Inc          | 2021                 | 9             |
|            | BITM1303            | 微觀經濟學<br>MICROECONOMICS                                    | 3           | DE4         | 必修<br>Core             | 教科書<br>CB                 | 電子書<br>Ebook      |                                                | 9780357562840 | AE Principles of Microeconomics                      | N. Gregory Mankiw; Euston Quah; Peter Wilson                               | Cengage Learning, Inc          | 2021                 | 9             |
| 3          | BITM1310            | 會計導論<br>INTRODUCTION TO ACCOUNTING                         | 3           | DE5         | 必修<br>Core             | 教科書<br>CB                 | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781292211145 | Financial Accounting                                 | Walter T. Harrison / Charles T. Horngren                                   | Prentice Hall                  | 2018                 | 11            |
|            | BITM1310            | 會計導論<br>INTRODUCTION TO ACCOUNTING                         | 3           | DE5         | 必修<br>Core             | 教科書<br>CB                 | 電子書<br>Ebook      |                                                | 9781292211213 | Financial Accounting                                 | Walter T. Harrison / Charles T. Horngren                                   | Prentice Hall                  | 2018                 | 11            |
| 4          | BITM1314            | 人力資源管理<br>HUMAN RESOURCES MANAGEMENT                       | 3           | DE1         | 必修<br>Core             | 教科書<br>CB                 | 電子書<br>Ebook      |                                                | 9781264993482 | Fundamentals of Human Resource Management            | Noe/Hollenbeck/Gerhart Wright                                              | McGraw-Hill International      | 2022                 | 9             |
| 5          | CA1301              | 食物製備及實踐 (一)<br>FOOD PRODUCTION & PRACTICE (1)              | 3           | D1          | 必修<br>Core             | 教科書<br>CB                 | 紙本書<br>Print book |                                                | 9780470421352 | The Professional Chef                                | The Culinary Institute of America (CIA)                                    | John Wiley & Sons              | 2011                 | 9             |
| 6          | CA1302              | 食物製備及實踐 (二)<br>FOOD PRODUCTION & PRACTICE (2)              | 3           | D1          | 必修<br>Core             | 教科書<br>CB                 | 紙本書<br>Print book |                                                | 9780470421352 | The Professional Chef                                | The Culinary Institute of America (CIA)                                    | John Wiley & Sons              | 2011                 | 9             |
| 7          | CA1305              | 自助餐與宴會烹調及實踐<br>BUFFET AND BANQUET & PRACTICE               | 3           | D1          | 必修/選修<br>Core/Elective | 教科書<br>CB                 | 紙本書<br>Print book |                                                | 9780470421352 | The Professional Chef                                | The Culinary Institute of America (CIA)                                    | John Wiley & Sons              | 2011                 | 9             |
| 8          | CA1906              | 南北美洲美饌烹調及實踐<br>NORTH AND SOUTH AMERICAN CUISINE & PRACTICE | 3           | D1          | 必修/選修<br>Core/Elective | 教科書<br>CB                 | 紙本書<br>Print book |                                                | 9780470410769 | International cuisine                                | The International Culinary Schools at The Art Institutes, Michael F. Nenes | John Wiley & Son               | 2009                 | 1             |
| 9          | RM1907              | 服務監督導實務<br>HOSPITALITY SUPERVISION                         | 3           | DE1         | 必修/選修<br>Core/Elective | 參考書<br>RB                 | 紙本書<br>Print book |                                                | 9781119749202 | Supervision in the hospitality industry, 8th Edition | John Walker, Jack Miller                                                   | Wiley                          | 2021                 | 9             |
| 10         | BHMI258             | 消費者行為學<br>CONSUMER BEHAVIOR                                | 4           | DE3         | 必修/選修<br>Core/Elective | 教科書<br>CB                 | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9789814834230 | Consumer Behavior (Asian Edition)                    | Hoyer, W. D., MacInnis, D. J., & Pieters, R.                               | South-Western Cengage Learning | 2018                 | 7             |
|            | BHMI258             | 消費者行為學<br>CONSUMER BEHAVIOR                                | 4           | DE3         | 必修/選修<br>Core/Elective | 教科書<br>CB                 | 電子書<br>Ebook      |                                                | 9781337362542 | Consumer Behavior (Asian Edition)                    | Hoyer, W. D., MacInnis, D. J., & Pieters, R.                               | South-Western Cengage Learning | 2018                 | 7             |

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

| 序號<br>Seq. | 科目編號<br>Course Code | 科目名稱<br>Course Title                 | 年級<br>Grade | 班級<br>Class | 必修/選修<br>Core/Elective | 書本類別<br>Book Type (CB/RB) | 書本形式<br>Book Form | 備註<br>Remark                                   | 書號<br>ISBN    | 書名<br>Title                                  | 作者或譯者<br>Author                                          | 出版社<br>Publisher                                 | 出版年份<br>Publish Year | 版次<br>Edition |
|------------|---------------------|--------------------------------------|-------------|-------------|------------------------|---------------------------|-------------------|------------------------------------------------|---------------|----------------------------------------------|----------------------------------------------------------|--------------------------------------------------|----------------------|---------------|
| 1          | BHMI222             | 餐飲運作<br>FOOD AND BEVERAGE OPERATIONS | 1           | DE1-4       | 必修<br>Core             | 參考書<br>RB                 | 紙本書<br>Print book |                                                | 9780866124775 | Management of Food and Beverage Operations   | Jack D. Ninemeier                                        | America Hotel and Lodging Educational Foundation | 2016                 | 6             |
| 2          | BITM1303            | 微觀經濟學<br>MICROECONOMICS              | 1           | DE1-4       | 必修<br>Core             | 教科書<br>CB                 | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9789814915359 | AE Principles of Microeconomics              | N. Gregory Mankiw; Euston Quah; Peter Wilson             | Cengage Learning, Inc                            | 2021                 | 9             |
|            | BITM1303            | 微觀經濟學<br>MICROECONOMICS              | 1           | DE1-4       | 必修<br>Core             | 教科書<br>CB                 | 電子書<br>Ebook      |                                                | 9780357562840 | AE Principles of Microeconomics              | N. Gregory Mankiw; Euston Quah; Peter Wilson             | Cengage Learning, Inc                            | 2021                 | 9             |
| 3          | BITM1310            | 會計導論<br>INTRODUCTION TO ACCOUNTING   | 1           | DE1-4       | 必修<br>Core             | 教科書<br>CB                 | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781292211145 | Financial Accounting                         | Walter T. Harrison / Charles T. Horngren                 | Prentice Hall                                    | 2018                 | 11            |
|            | BITM1310            | 會計導論<br>INTRODUCTION TO ACCOUNTING   | 1           | DE1-4       | 必修<br>Core             | 教科書<br>CB                 | 電子書<br>Ebook      |                                                | 9781292211213 | Financial Accounting                         | Walter T. Harrison / Charles T. Horngren                 | Prentice Hall                                    | 2018                 | 11            |
| 4          | BHMI254-01          | 菜單設計<br>MENU DESIGN                  | 2           | DE1         | 選修<br>Elective         | 參考書<br>RB                 | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9780470072677 | Fundamentals of Menu Planning                | Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware | Wiley & Sons Ltd                                 | 2009                 | 3             |
|            | BHMI254-01          | 菜單設計<br>MENU DESIGN                  | 2           | DE1         | 選修<br>Elective         | 參考書<br>RB                 | 電子書<br>Ebook      |                                                | 9781118854747 | Fundamentals of Menu Planning                | Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware | Wiley & Sons Ltd                                 | 2009                 | 3             |
| 5          | BHMI233             | 酒店客房管理與實務<br>ROOMS MANAGEMENT        | 2           | DE1-4       | 必修<br>Core             | 參考書<br>RB                 | 紙本書<br>Print book |                                                | 9780866125505 | Managing Front Office Operations             | Michael L. Kasavana                                      | AHLEI                                            | 2017                 | 10            |
| 6          | BHMI233             | 酒店客房管理與實務<br>ROOMS MANAGEMENT        | 2           | DE1-4       | 必修<br>Core             | 參考書<br>RB                 | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9780134303505 | Check-In Check-Out Managing Hotel Operations | Gary K. Vallen Jerome J. Vallen                          | Pearson                                          | 2018                 | 10            |

|    |            |                                            |   |       |                |           |                   |                                                |               |                                                      |                                                          |                                |      |    |
|----|------------|--------------------------------------------|---|-------|----------------|-----------|-------------------|------------------------------------------------|---------------|------------------------------------------------------|----------------------------------------------------------|--------------------------------|------|----|
| 6  | BHM1233    | 酒店客房管理與實務<br>ROOMS MANAGEMENT              | 2 | DE1-4 | 必修<br>Core     | 參考書<br>RB | 電子書<br>Ebook      | Choose ONE, NO NEED to buy ALL.                | 9780134437071 | Check-In Check-Out Managing Hotel Operations         | Gary K. Vallen<br>Jerome J. Vallen                       | Pearson                        | 2018 | 10 |
| 7  | BHM1258    | 消費者行為學<br>CONSUMER BEHAVIOR                | 2 | DE1-3 | 選修<br>Elective | 教科書<br>CB | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9789814834230 | Consumer Behavior (Asian Edition)                    | Hoyer, W. D., MacInnis, D. J., & Pieters, R.             | South-Western Cengage Learning | 2018 | 7  |
|    | BHM1258    | 消費者行為學<br>CONSUMER BEHAVIOR                | 2 | DE1-3 | 選修<br>Elective | 教科書<br>CB | 電子書<br>Ebook      |                                                | 9781337362542 | Consumer Behavior (Asian Edition)                    | Hoyer, W. D., MacInnis, D. J., & Pieters, R.             | South-Western Cengage Learning | 2018 | 7  |
| 8  | BHM1954    | 菜單設計<br>MENU DESIGN                        | 2 | DE1-2 | 選修<br>Elective | 參考書<br>RB | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9780470072677 | Fundamentals of Menu Planning                        | Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware | Wiley & Sons Ltd               | 2009 | 3  |
|    | BHM1954    | 菜單設計<br>MENU DESIGN                        | 2 | DE1-2 | 選修<br>Elective | 參考書<br>RB | 電子書<br>Ebook      |                                                | 9781118854747 | Fundamentals of Menu Planning                        | Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware | Wiley & Sons Ltd               | 2009 | 3  |
| 9  | BHM1960    | 多元文化溝通<br>INTERCULTURAL COMMUNICATION      | 2 | DE1-3 | 選修<br>Elective | 教科書<br>CB | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781292039664 | Intercultural Business Communication                 | Lillian Chaney                                           | Prentice Hall                  | 2013 | 6  |
|    | BHM1960    | 多元文化溝通<br>INTERCULTURAL COMMUNICATION      | 2 | DE1-3 | 選修<br>Elective | 教科書<br>CB | 電子書<br>Ebook      |                                                | 9781292052311 | Intercultural Business Communication                 | Lillian Chaney                                           | Prentice Hall                  | 2013 | 6  |
| 10 | HMG1906-01 | 宴會設計與管理<br>BANQUET PLANNING AND MANAGEMENT | 2 | DE1-2 | 選修<br>Elective | 參考書<br>RB | 紙本書<br>Print book |                                                | 9781418053697 | Dining Room and Banquet Management                   | Anthony J Stianese and Pamela P. Strianese               | Delmar Learning                | 2008 | 4  |
| 11 | BHM1231    | 酒店財務學<br>HOSPITALITY FINANCE MANAGEMENT    | 3 | DE1-3 | 必修<br>Core     | 教科書<br>CB | 電子書<br>Ebook      |                                                | 9788000009025 | Practical Financial Management                       | Lasher                                                   | South-Western Cengage Learning | 2017 | 8  |
| 12 | BHM1932    | 酒店督導實務<br>HOTEL SUPERVISION                | 3 | DE1-3 | 必修<br>Core     | 參考書<br>RB | 紙本書<br>Print book |                                                | 9781119749202 | Supervision in the hospitality industry, 8th Edition | John Walker, Jack Miller                                 | Wiley                          | 2021 | 9  |

**跨專業選修課 Interdisciplinary Electives Courses**

| 序號<br>Seq. | 科目編號<br>Course Code | 科目名稱<br>Course Title                       | 年級<br>Grade | 班級<br>Class | 必修/選修<br>Core/Elective | 書本類別<br>Book Type<br>(CB/RB) | 書本形式<br>Book Form | 備註<br>Remark                                   | 書號<br>ISBN    | 書名<br>Title                                                  | 作者或譯者<br>Author                              | 出版社<br>Publisher               | 出版年份<br>Publish Year | 版本<br>Edition |
|------------|---------------------|--------------------------------------------|-------------|-------------|------------------------|------------------------------|-------------------|------------------------------------------------|---------------|--------------------------------------------------------------|----------------------------------------------|--------------------------------|----------------------|---------------|
| 1          | BHM1258             | 消費者行為學<br>CONSUMER BEHAVIOR                | 2           | D1          | 選修<br>Elective         | 教科書<br>CB                    | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9789814834230 | Consumer Behavior (Asian Edition)                            | Hoyer, W. D., MacInnis, D. J., & Pieters, R. | South-Western Cengage Learning | 2018                 | 7             |
|            | BHM1258             | 消費者行為學<br>CONSUMER BEHAVIOR                | 2           | D1          | 選修<br>Elective         | 教科書<br>CB                    | 電子書<br>Ebook      |                                                | 9781337362542 | Consumer Behavior (Asian Edition)                            | Hoyer, W. D., MacInnis, D. J., & Pieters, R. | South-Western Cengage Learning | 2018                 | 7             |
| 2          | BITM1317            | 會展理論和實務<br>THEORIES AND PRACTICE OF MICE   | 2           | D1-2        | 選修<br>Elective         | 教科書<br>CB                    | 紙本書<br>Print book | 二選一，不須同時購買。<br>Choose ONE, NO NEED to buy ALL. | 9781292093765 | Meetings, Expositions, Events, and Conventions (4rd edition) | Fenich, G.G.                                 | Pearson                        | 2015                 | 4             |
|            | BITM1317            | 會展理論和實務<br>THEORIES AND PRACTICE OF MICE   | 2           | D1-2        | 選修<br>Elective         | 教科書<br>CB                    | 電子書<br>Ebook      |                                                | 9781292093772 | Meetings, Expositions, Events, and Conventions (4rd edition) | Fenich, G.G.                                 | Pearson                        | 2015                 | 4             |
| 3          | HMG1903             | 綜合度假村管理<br>RESORT MANAGEMENT               | 2           | D1          | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9781118071823 | Resorts Management and Operation                             | Mill, R.C.                                   | WILEY                          | 2012                 | 3             |
|            | HMG1904             | 酒店收益管理<br>HOTEL REVENUE MANAGEMENT         | 2           | D1          | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9781119790778 | Revenue Management for the Hospitality Industry              | David K. Hayes, Joshua D. Hayes.             | Wiley                          | 2021                 | 2             |
| 4          | HMG1906-01          | 宴會設計與管理<br>BANQUET PLANNING AND MANAGEMENT | 2           | D1          | 選修<br>Elective         | 參考書<br>RB                    | 紙本書<br>Print book |                                                | 9781418053697 | Dining Room and Banquet Management                           | Anthony J Stianese and Pamela P. Strianese   | Delmar Learning                | 2008                 | 4             |

\*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.