

應用經濟學士學位 Bachelor of Applied Economics

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	BAE08	宏觀經濟學I MACROECONOMICS I	1	英文班	必修 Core	教科書 CB	紙本書 Print book	上學期配有此教材的同學，無須重複訂購 No need to order this textbook if you have in the previous semester	9781266052309	PRINCIPLES OF ECONOMICS	Frank/Bernanke/Antonovics/Heffetz	McGraw-Hill	8	2022
	BAE08	宏觀經濟學I MACROECONOMICS I	1	英文班	必修 Core	教科書 CB	電子書 Ebook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781264363469	PRINCIPLES OF ECONOMICS	Frank/Bernanke/Antonovics/Heffetz	McGraw-Hill	8	2022
2	BAE1901	管理導論 INTRODUCTION TO MANAGEMENT	1	英文班	必修 Core	教科書 CB	紙本書 Print book	上學期配有此教材的同學，無須重複訂購 No need to order this textbook if you have in the previous semester	9781264972432	CONTEMPORARY MANAGEMENT	Gareth R. Jones, Jennifer M. George	McGraw Hill	12	2021
	BAE1901	管理導論 INTRODUCTION TO MANAGEMENT	1	英文班	必修 Core	教科書 CB	電子書 Ebook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781264363827	CONTEMPORARY MANAGEMENT	Gareth R. Jones, Jennifer M. George	McGraw Hill	12	2021
3	BAE1923	線性代數 LINEAR ALGEBRA	1	英文班	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.	9781292351216	Linear Algebra and Its Applications, Global Edition	David C. Lay, Stephen R. Lay, Judi J. McDonald	Pearson	6	2021
	BAE1923	線性代數 LINEAR ALGEBRA	1	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292351223	Linear Algebra and Its Applications, Global Edition	David C. Lay, Stephen R. Lay, Judi J. McDonald	Pearson	6	2021
4	BAE09	宏觀經濟學II MACROECONOMICS II	2	英文班	必修 Core	教科書 CB	紙本書 Print book		9780393417333	Macroeconomics	Charles I. Jones	Norton	5	2020
5	BAE10	計量經濟學I ECONOMETRICS I	2	英文班	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. 2024/1/23更新ISBN	9789000029075	Introductory Econometrics : A Modern Approach	Jeffery Wooldridge	Cengage Learning	7	2020
	BAE10	計量經濟學I ECONOMETRICS I	2	英文班	必修 Core	教科書 CB	電子套裝 Ebundle		9781337675451	Introductory Econometrics : A Modern Approach , Asia edition	Jeffery Wooldridge	Cengage Learning	7	2020
6	BAE1902	商務統計學 BUSINESS STATISTICS	2	英文班	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.	9789813310650	PACK 4 BASIC STATIC 4 BUS N ECON+CONNECT (Print book + code card for connect assignment)	Douglas A. Lind, William G. Marchal, Samuel A. Wathen	McGraw-Hill	10	2022
	BAE1902	商務統計學 BUSINESS STATISTICS	2	英文班	必修 Core	教科書 CB	電子套裝 Ebundle		9781260719314	BASIC STATIC 4 BUS N ECON CONNECT (code card for connect assignment)	Douglas A. Lind, William G. Marchal, Samuel A. Wathen	McGraw-Hill	10	2022
7	BAE1904	金融學原理 PRINCIPLES OF FINANCE	2	英文班	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	Stephen Ross, Bradford Jordan Randolph Westerfield	McGraw-Hill Higher Education	11	2022
	BAE1904	金融學原理 PRINCIPLES OF FINANCE	2	英文班	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
8	BAE05	經濟法 ECONOMIC LAW	3	英文班	必修 Core	教科書 CB	紙本書 Print book		9780198849957	Business Law	James Marson; Katy Ferris	Oxford University Press	6	2020

9	BAE12	數理經濟學 MATHEMATICAL ECONOMICS	3	英文班	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.	9780071238236	Fundamental Methods of Mathematical Economics	Alpha C. Chiang, Kevin Wainwright	McGraw-Hill	4	2005
	BAE12	數理經濟學 MATHEMATICAL ECONOMICS	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781307461916	Fundamental Methods of Mathematical Economics	Alpha C. Chiang, Kevin Wainwright	McGraw-Hill	4	2005
10	BAE14	國際經濟學II INTERNATIONAL ECONOMICS II	3	英文班	必修 Core	教科書 CB	紙本書 Print book		9781319383435	International Economics (International Edition)	Feenstra and Taylor	Worth publishers (Macmillan Learning)	5	2021
11	BAE16	產業經濟學 INDUSTRIAL ECONOMICS	3	英文班	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.	9781292087856	Modern Industrial Organization, Global Edition	Carlton/Perloff	Pearson	4	2005
	BAE16	產業經濟學 INDUSTRIAL ECONOMICS	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292087863	Modern Industrial Organization, Global Edition	Carlton/Perloff	Pearson	4	2005
12	BAEE06	發展經濟學 DEVELOPMENT ECONOMICS	3	英文班	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.	9781292291154	Economic Development	Michael P Todaro; Stephen C. Smith	Pearson	13	2020
	BAEE06	發展經濟學 DEVELOPMENT ECONOMICS	3	英文班	選修 Elective	參考書 RB	電子書 Ebook		9781292291192	Economic Development	Michael P Todaro; Stephen C. Smith	Pearson	13	2020
13	BBAZ16205	金融衍生工具 FINANCIAL DERIVATIVES	3	英文班	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.	9781292422114	Fundamentals of Futures and Options Markets	John C. Hull	Pearson	9	2022
	BBAZ16205	金融衍生工具 FINANCIAL DERIVATIVES	3	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781292422121	Fundamentals of Futures and Options Markets	John C. Hull	Pearson	9	2022
14	BAE18	金融經濟學 FINANCIAL ECONOMICS	4	英文班	必修 Core	參考書 RB	紙本書 Print book		9781107673021	Principles of Financial Economics	Stephen F. LeRoy · Jan Werner	Cambridge University Press	2	2014
15	BAE21	經濟學專題 SPECIAL TOPIC IN ECONOMICS	4	英文班	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.	9781133954774	RESEARCH METHODS: THE ESSENTIAL KNOWLEDGE BASE	William Trochim, Ph.D., James P. Donnelly, Kanika Arora	Cengage Learning	2	2016
	BAE21	經濟學專題 SPECIAL TOPIC IN ECONOMICS	4	英文班	必修 Core	參考書 RB	電子書 Ebook		9788000004419	RESEARCH METHODS: THE ESSENTIAL KNOWLEDGE BASE	William Trochim, Ph.D., James P. Donnelly, Kanika Arora	Cengage Learning	2	2016
16	BAEE05	公共經濟學 PUBLIC ECONOMICS	4	英文班	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.	9780357442159	Public Finance: A Contemporary Application of Theory to Policy	David N. Hyman	Cengage Learning	12	2021
	BAEE05	公共經濟學 PUBLIC ECONOMICS	4	英文班	選修 Elective	教科書 CB	電子書 Ebook		9788000031620	Public Finance: A Contemporary Application of Theory to Policy	David N. Hyman	Cengage Learning	12	2021
17	BBAE16205	金融風險管理 FINANCIAL RISK MANAGEMENT	4	英文班	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.	9781265561437	Financial Market and Institutions	Anthony Saunders & Marcia Millon Cornett	McGraw-Hill	8	2021
	BBAE16205	金融風險管理 FINANCIAL RISK MANAGEMENT	4	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781264364497	Financial Market and Institutions	Anthony Saunders & Marcia Millon Cornett	McGraw-Hill	8	2021

18	BBAZ16004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	英文班	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.	9780538497770	Ethics in the Workplace	Dean Bredeson; Keith Gore.	Cengage Learning	3	2012
	BBAZ16004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	英文班	選修 Elective	教科書 CB	電子書 Ebook		9788000039527	Ethics in the Workplace	Dean Bredeson; Keith Gore.	Cengage Learning	3	2012
19	BBAZ16209	公司理財 CORPORATE FINANCE	4	英文班	選修 Elective	參考書 RB	紙本套裝 Pbundle	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789813312135	PACK CORPORATE FINANCE + CONNECT CODE(Connect code for 360 days)	Ross, Westerfield, Jaffe	Mcgraw-hill	13	2022
	BBAZ16209	公司理財 CORPORATE FINANCE	4	英文班	選修 Elective	參考書 RB	電子套裝 Ebundle		9781264112159	CORPORATE FINANCE CONNECT CODE (Connect code for 360 days)	Ross, Westerfield, Jaffe	Mcgraw-hill	13	2022

工商管理學士學位 Bachelor of Business Administration

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	BBAZ16001	管理導論 INTRODUCTION TO MANAGEMENT	1	英文班	必修 Core	教科書 CB	紙本書 Print book	上學期配有此教材的同學，無須重覆訂購 No need to order this textbook if you have in the previous semester	9781264972432	CONTEMPORARY MANAGEMENT	Gareth R. Jones, Jennifer M. George	McGraw Hill	12	2021
	BBAZ16001	管理導論 INTRODUCTION TO MANAGEMENT	1	英文班	必修 Core	教科書 CB	電子書 Ebook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781264363827	CONTEMPORARY MANAGEMENT	Gareth R. Jones, Jennifer M. George	McGraw Hill	12	2021
2	BBAZ16002	微觀經濟學 MICROECONOMICS	1	英文班	必修 Core	教科書 CB	紙本書 Print book	上學期配有此教材的同學，無須重覆訂購 No need to order this textbook if you have in the previous semester	9781266052309	PRINCIPLES OF ECONOMICS	Frank/ Bernanke	McGraw-Hill	8	2022
	BBAZ16002	微觀經濟學 MICROECONOMICS	1	英文班	必修 Core	教科書 CB	電子書 Ebook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781264363469	PRINCIPLES OF ECONOMICS	Frank/ Bernanke	McGraw-Hill	8	2022
3	BBAZ16005	財務會計導論 INTRODUCTION TO FINANCIAL ACCOUNTING	1	英文班	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.	9789813310636	PACK FUNDAMENTAL ACCOUNTING PRINCIPLES + CONNECT CODE (Access for 360 days)	John Wild	Mcgraw-hill	3	2022
	BBAZ16005	財務會計導論 INTRODUCTION TO FINANCIAL ACCOUNTING	1	英文班	必修 Core	教科書 CB	電子套裝 Ebundle		9789814923392	FUNDAMENTAL ACCOUNTING PRINCIPLES CONNECT CODE (Access for 360 days)	John Wild	Mcgraw-hill	3	2022

4	BBAZ16011	商務統計 BUSINESS STATISTICS	1	英文班	必修 Core	教科書 CB	紙本套裝 Pbundle	Students have to buy the access code for Connect exercise and mid-term test 二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789813310650	PACK 4 BASIC STATIC 4 BUS N ECON+CONNECT (Print book + code card for connect assignment)	Douglas A. Lind, William G. Marchal, Samuel A. Wathen	McGraw-Hill	10	2022
	BBAZ16011	商務統計 BUSINESS STATISTICS	1	英文班	必修 Core	教科書 CB	電子套裝 Ebundle		9781260719314	BASIC STATIC 4 BUS N ECON CONNECT (code card for connect assignment)	Douglas A. Lind, William G. Marchal, Samuel A. Wathen	McGraw-Hill	10	2022
5	BBAZ16003	宏觀經濟學 MACROECONOMICS	2	英文班	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.	9781266052309	PRINCIPLES OF ECONOMICS	Frank/ Bernanke	McGraw-Hill	8	2022
	BBAZ16003	宏觀經濟學 MACROECONOMICS	2	英文班	必修 Core	教科書 CB	電子書 Ebook		9781264363469	PRINCIPLES OF ECONOMICS	Frank/ Bernanke	McGraw-Hill	8	2022
6	BBAZ16006	管理會計導論 INTRODUCTION TO MANAGERIAL ACCOUNTING	2	英文班	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.	9789813312234	PACK FUNDAMENTAL ACCOUNTING PRINCIPLES + CONNECT CODE (Access for 180 days)	John Wild	McGraw-Hill	3	2022
	BBAZ16006	管理會計導論 INTRODUCTION TO MANAGERIAL ACCOUNTING	2	英文班	必修 Core	教科書 CB	電子套裝 Ebundle		9789814923392A	FUNDAMENTAL ACCOUNTING PRINCIPLES CONNECT CODE (Access for 180 days)	John Wild	McGraw-Hill	3	2022
7	BBAZ16007	財務學原理 FUNDAMENTALS OF FINANCE	2	英文班	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
	BBAZ16007	財務學原理 FUNDAMENTALS OF FINANCE	2	英文班	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
8	BBAZ16008	組織行為學 ORGANIZATIONAL BEHAVIOR	2	英文班	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.	9781292450025	Organizational Behavior	Stephen P. Robbins	Pearson	19	2021
	BBAZ16008	組織行為學 ORGANIZATIONAL BEHAVIOR	2	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292449968	Organizational Behavior	Stephen P. Robbins	Pearson	19	2021
9	BBAZ16010	企業法律環境 LEGAL ENVIRONMENT OF BUSINESS	2	英文班	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.	9781292060156	Legal Environment of Business: A Critical Thinking Approach, Global Edition	Kubasek, Brennan&Browne	Prentice Hall	7	2015
	BBAZ16010	企業法律環境 LEGAL ENVIRONMENT OF BUSINESS	2	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292071527	Legal Environment of Business: A Critical Thinking Approach, Global Edition	Kubasek, Brennan&Browne	Prentice Hall	7	2015

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	BBAZ16014	營運管理 OPERATIONS MANAGEMENT	2	英文班	必修 Core	教科書 CB	電子書 Ebook		9781260590654	OPERATIONS MANAGEMENT	William J. Stevenson	McGraw-Hill	14	2021
11	BBAZ16015	市場營銷 MARKETING	2	英文班	必修 Core	教科書 CB	電子書 Ebook	9781265769574	MARKETING	Roger Kerin and Steven Hartley	McGraw-Hill	16	2022	
12	BBAZ16016	戰略管理 STRATEGIC MANAGEMENT	2	英文班	必修 Core	教科書 CB	電子書 Ebook	9781264364732	Crafting & Executing Strategy: Concepts and Cases	THOMPSON	McGraw-Hill	23	2022	
13	BBAE16101	公司治理 CORPORATE GOVERNANCE	3	英文班	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.	9781473759176	Corporate Governance (A Global Perspective)	Marc Goergen	Cengage Learning EMEA	1	2018
	BBAE16101	公司治理 CORPORATE GOVERNANCE	3	英文班	選修 Elective	參考書 RB	電子書 Ebook		9788000042329	Corporate Governance (A Global Perspective)	Marc Goergen	Cengage Learning EMEA	1	2018
14	BBAE16106	國際稅法 INTERNATIONAL TAXATION	3	英文班	選修 Elective	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.	9789000030132	South-Western Federal Taxation 2023: Corporations, Partnerships, Estates and Trusts	William A. Raabe, James C. Young,	Cengage Learning	46	2021
	BBAE16106	國際稅法 INTERNATIONAL TAXATION	3	英文班	選修 Elective	教科書 CB	電子套裝 Ebundle		9780357904114	South-Western Federal Taxation 2023: Corporations, Partnerships, Estates and Trusts	William A. Raabe, James C. Young,	Cengage Learning	46	2021
15	BBAE16109-03	會計學專題之「財務報表分析」 SPECIAL TOPICS IN ACCOUNTING-"FINANCIAL STATEMENT ANALYSIS"	3	英文班	選修 Elective	教科書 CB	電子書 Ebook	9788000049625	Financial Statement Analysis	Gibson	Cengage Learning	13	2014	
16	BBAE16201	行為金融學 BEHAVIORAL FINANCE	3	英文班	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.	9780324661170	Behavioral Finance : Psychology, Decision-Making, and Markets(International ed edition)	Lucy Ackert and Richard Deaves	Cengage Learning	1	2009
	BBAE16201	行為金融學 BEHAVIORAL FINANCE	3	英文班	選修 Elective	參考書 RB	電子書 Ebook		9788000007281	Behavioral Finance : Psychology, Decision-Making, and Markets(International ed edition)	Lucy Ackert and Richard Deaves	Cengage Learning	1	2009
17	BBAE16204	銀行管理 BANK MANAGEMENT	3	英文班	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.	9780071326421	Bank Management & Financial Services	Peter S. Rose and Sylvia C. Hudgins	McGraw-Hill Education	9	2013
	BBAE16204	銀行管理 BANK MANAGEMENT	3	英文班	選修 Elective	教科書 CB	電子書 Ebook		9780077769543	Bank Management & Financial Services	Peter S. Rose and Sylvia C. Hudgins	McGraw-Hill Education	9	2013
18	BBAE16209-05	金融學專題之「金融科技」 SPECIAL TOPICS IN FINANCE -"FINTECH"	3	英文班	選修 Elective	參考書 RB	紙本書 Print book	9781492024330	Python for Finance: Mastering Data- Driven Finance	Yves Hilpisch	O'Reilly Media	2	2019	

19	BBAE16302	社會學 SOCIOLOGY	3	英文班	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.	9781292161471	Sociology	John J. Macionis	Pearson	16	2017
	BBAE16302	社會學 SOCIOLOGY	3	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781292161501	Sociology	John J. Macionis	Pearson	16	2017
20	BBAE16405	非營利營銷 NON-PROFIT MARKETING	3	英文班	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.	9781292042749	Strategic Marketing for Non-Profit Organizations (PNIE)	Alan R. Andreasen	Prentice Hall	7	2008
	BBAE16405	非營利營銷 NON-PROFIT MARKETING	3	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781292056272	Strategic Marketing for Non-Profit Organizations (PNIE)	Alan R. Andreasen	Prentice Hall	7	2008
21	BBAE16406	數字營銷學 DIGITAL MARKETING	3	英文班	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.	9781292400969	Digital Marketing	Dave Chaffey & Fiona Ellis-Chadwick	Pearson	8	2022
	BBAE16406	數字營銷學 DIGITAL MARKETING	3	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781292401003	Digital Marketing	Dave Chaffey & Fiona Ellis-Chadwick	Pearson	8	2022
22	BBAE16602	系統分析與設計 SYSTEMS ANALYSIS AND DESIGN	3	英文班	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.	9789814878302	Systems Analysis and Design	Scott Tilley	Cengage Learning	12	2019
	BBAE16602	系統分析與設計 SYSTEMS ANALYSIS AND DESIGN	3	英文班	選修 Elective	教科書 CB	電子書 Ebook		9780357392362	Systems Analysis and Design	Scott Tilley	Cengage Learning	12	2019
23	BBAE16706	計量經濟學 ECONOMETRICS	3	英文班	選修 Elective	參考書 RB	紙本套裝 Pbundle	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789000029075	Introductory Econometrics : A Modern Approach	Jeffery Wooldridge	Cengage Learning	7	2020
	BBAE16706	計量經濟學 ECONOMETRICS	3	英文班	選修 Elective	參考書 RB	電子套裝 Ebundle		9781337675451	Introductory Econometrics : A Modern Approach	Jeffery Wooldridge	Cengage Learning	7	2020
24	BBAZ16102	中級會計II INTERMEDIATE ACCOUNTING II	3	英文班	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.	9789813312906	PACK INTERMEDIATE ACCTG + CONNECT(360 days)	Spiceland	McGraw-Hill	3	N/A
	BBAZ16102	中級會計II INTERMEDIATE ACCOUNTING II	3	英文班	必修 Core	教科書 CB	電子套裝 Ebundle		9789813319196	INTERMEDIATE ACCTG CONNECT(360 days)	Spiceland	McGraw-Hill	3	N/A
25	BBAZ16104	審計學 AUDITING	3	英文班	必修 Core	教科書 CB	電子書 Ebook	9781264363223	Principles of Auditing & Other Assurance Services	Ray Whittington and Kurt Pany	McGraw-Hill International Edition	22	2021	
26	BBAZ16105	稅制 TAXATION	3	英文班	必修 Core	教科書 CB	電子套裝 Ebundle	9781265351502	McGraw Hills Essentials of Federal Taxation 2024	Brian Spilker	McGraw-Hill	15	2024	

27	BBAZI6205	金融衍生工具 FINANCIAL DERIVATIVES	3	英文班	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.	9781292422114	Fundamentals of Futures and Options Markets	John C. Hull	Pearson	9	2022
	BBAZI6205	金融衍生工具 FINANCIAL DERIVATIVES	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292422121	Fundamentals of Futures and Options Markets	John C. Hull	Pearson	9	2022
28	BBAZI6207	金融計量經濟學 FINANCIAL ECONOMETRICS	3	英文班	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.	9789000029075	Introductory Econometrics : A Modern Approach	Jeffery Wooldridge	Thomson South Western	7	2020
	BBAZI6207	金融計量經濟學 FINANCIAL ECONOMETRICS	3	英文班	必修 Core	教科書 CB	電子套裝 Ebundle		9781337675451	Introductory Econometrics : A Modern Approach	Jeffery Wooldridge	Thomson South Western	7	2020
29	BBAZI6306	國際人力資源管理 INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3	英文班	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.	9781473773790	International Human Resource Management	Peter Dowling Marion Festing PhD Allen D. Engle, Sr. D.B.A	Cengage Learning	8	2023
	BBAZI6306	國際人力資源管理 INTERNATIONAL HUMAN RESOURCE MANAGEMENT	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9788000047096	International Human Resource Management	Peter Dowling Marion Festing PhD Allen D. Engle, Sr. D.B.A	Cengage Learning	8	2023
30	BBAZI6307	人力資源管理研究方法 RESEARCH METHODS IN HUMAN RESOURCE MANAGEMENT	3	英文班	必修 Core	教科書 CB	紙本書 Print book	9780805847277	Research Methods for Organizational Studies	Schwab D. P.	LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS Mahwah, New Jersey	2	2005	
31	BBAZI6404	廣告與促銷管理 ADVERTISING AND PROMOTION MANAGEMENT	3	英文班	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.	9781266090608	Advertising and Promotion: An Integrated Marketing Communication	Belch, G. E., & Belch, M. A.	McGraw Hill	13	2023
	BBAZI6404	廣告與促銷管理 ADVERTISING AND PROMOTION MANAGEMENT	3	英文班	必修 Core	參考書 RB	電子書 Ebook		9781266503665	Advertising and Promotion: An Integrated Marketing Communication	Belch, G. E., & Belch, M. A.	McGraw Hill	13	2023
32	BBAZI6405	營銷調研 MARKETING RESEARCH	3	英文班	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.	9781266261503	Essentials of Marketing Research	Hair, Wolfinbarger, Ortinau and Bush	McGraw-Hill	6	2023
	BBAZI6405	營銷調研 MARKETING RESEARCH	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781266389108	Essentials of Marketing Research	Hair, Wolfinbarger, Ortinau and Bush	McGraw-Hill	6	2023
33	BBAZI6406	營銷渠道管理 MARKETING CHANNEL MANAGEMENT	3	英文班	必修 Core	教科書 CB	紙本書 Print book	9780367821234	Marketing Channel Strategy An Omni-Channel Approach	Robert W. Palmatier, Eugene Sivadas, Louis W. Stern, Adel I. El-Ansary	Routledge	9	2019	

34	BBAZ16505	商務預測 BUSINESS FORECASTING	3	英文班	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.	9781292023007	Business Forecasting	John E. Hanke,Dean W. Wichern	Pearson	9	2013
	BBAZ16505	商務預測 BUSINESS FORECASTING	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292036182	Business Forecasting	John E. Hanke,Dean W. Wichern	Pearson	9	2013
35	BBAZ16507	電子商務 ELECTRONIC COMMERCE	3	英文班	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.	9781292449722	E-Commerce 2023-2024: Business, Technology, and Society (Global Edition)	Kenneth C. Laudon, Carol Guercio Traver	Pearson	18	2023
	BBAZ16507	電子商務 ELECTRONIC COMMERCE	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292449661	E-Commerce 2023-2024: Business, Technology, and Society (Global Edition)	Kenneth C. Laudon, Carol Guercio Traver	Pearson	17	2023
36	BBAZ16603	數據挖掘 DATA MINING	3	英文班	必修 Core	參考書 RB	紙本書 Print book	9781071614204	An Introduction to Statistical Learning with Applications in R	James, G., Witten, D., Hastie, T., Tibshirani, R.	Springer	2	2021	
37	BBAZ16605	商務預測 BUSINESS FORECASTING	3	英文班	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.	9781292023007	Business Forecasting	John E. Hanke,Dean W. Wichern	Pearson	9	2013
	BBAZ16605	商務預測 BUSINESS FORECASTING	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292036182	Business Forecasting	John E. Hanke,Dean W. Wichern	Pearson	9	2013
38	BBAZ16607	電子商務 ELECTRONIC COMMERCE	3	英文班	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.	9781292449722	E-Commerce 2023-2024: Business, Technology, and Society (Global Edition)	Kenneth C. Laudon	Pearson	18	2023
	BBAZ16607	電子商務 ELECTRONIC COMMERCE	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292449661	E-Commerce 2023-2024: Business, Technology, and Society (Global Edition)	Kenneth C. Laudon	Pearson	18	2023
39	BBAZ16705	外匯與國際金融市場 FOREIGN EXCHANGE AND INTERNATIONAL FINANCIAL MARKET	3	英文班	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.	9789814915007	International Financial Management (asia edition)	Jeff Madura	Cengage Learning	14	2020
	BBAZ16705	外匯與國際金融市場 FOREIGN EXCHANGE AND INTERNATIONAL FINANCIAL MARKET	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9780357493502	International Financial Management (asia edition)	Jeff Madura	Cengage Learning	14	2020
40	BBAZ16706	國際貿易與電子商務應用 INTERNATIONAL BUSINESS AND ELECTRONIC COMMERCE	3	英文班	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.	9781292449722	E-Commerce 2023-2024: Business, Technology, and Society (Global Edition)	Kenneth C. Laudon, Carol Guercio Traver	Pearson	18	2023
	BBAZ16706	國際貿易與電子商務應用 INTERNATIONAL BUSINESS AND ELECTRONIC COMMERCE	3	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292449661	E-Commerce 2023-2024: Business, Technology, and Society (Global Edition)	Kenneth C. Laudon, Carol Guercio Traver	Pearson	18	2023

41	BBAE16108	內部控制及風險管理 INTERNAL CONTROL AND RISK MANAGEMENT	4	英文班	選修 Elective	教科書 CB	紙本書 Print book		9780470912881	COSO Enterprise Risk Management: Establishing Effective Governance, Risk, and Compliance Processes(2nd Edition)	Robert R. Moeller	Wiley	2	2011
42	BBAE16208	公司治理 CORPORATE GOVERNANCE	4	英文班	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.	9781473759176	Corporate Governance(A Global Perspective)	Marc Goergen	Cengage Learning EMEA	1	2018
	BBAE16208	公司治理 CORPORATE GOVERNANCE	4	英文班	選修 Elective	參考書 RB	電子書 Ebook		9788000042329	Corporate Governance(A Global Perspective)	Marc Goergen	Cengage Learning EMEA	1	2018
43	BBAE16209-08	金融學專題之「資產定價」 SPECIAL TOPICS IN FINANCE -"ASSET PRICING"	4	英文班	選修 Elective	教科書 CB	紙本書 Print book	2023/12/15更新 二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781265533199	Corporate Finance	Ross, Westerfield, Jaffee	McGraw-Hill Education	13	2021
	BBAE16209-08	金融學專題之「資產定價」 SPECIAL TOPICS IN FINANCE -"ASSET PRICING"	4	英文班	選修 Elective	教科書 CB	電子書 Ebundle		9781264112159	Corporate Finance	Ross, Westerfield, Jaffee	McGraw-Hill Education	13	2021
44	BBAE16307	人力資源管理倫理 ETHICAL ISSUES IN HUMAN RESOURCE MANAGEMENT	4	英文班	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.	9781266256141	Business Ethics: Decision making for personal integrity & social responsibility	Hartman, DesJardins, and MacDonald	McGraw Hill	6	2023
	BBAE16307	人力資源管理倫理 ETHICAL ISSUES IN HUMAN RESOURCE MANAGEMENT	4	英文班	選修 Elective	參考書 RB	電子書 Ebook		9781266389733	Business Ethics: Decision making for personal integrity & social responsibility	Hartman, DesJardins, and MacDonald	McGraw Hill	6	2023
45	BBAE16404	戰略營銷 STRATEGIC MARKETING	4	英文班	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.	9781259010903	Marketing Strategy: A Decision-Focused Approach	Orville Walker and John Mullins	McGraw-Hill	8	2014
	BBAE16404	戰略營銷 STRATEGIC MARKETING	4	英文班	選修 Elective	教科書 CB	電子書 Ebook		9780077499471	Marketing Strategy: A Decision-Focused Approach	Orville Walker and John Mullins	McGraw-Hill	8	2014
46	BBAE16505	服務管理與創新 SERVICE MANAGEMENT AND INNOVATION	4	英文班	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.	9781265073350	Strategic Management of Technological Innovation	Melissa Schilling	McGraw-Hill Education	7	2022
	BBAE16505	服務管理與創新 SERVICE MANAGEMENT AND INNOVATION	4	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781265657659	Strategic Management of Technological Innovation	Melissa Schilling	McGraw-Hill Education	7	2022
47	BBAE16607-01	商業分析學專題 (一) 之「區塊鏈及其應用」 SPECIAL TOPICS IN BUSINESS ANALYTICS I - "BLOCK CHAIN AND ITS APPLICATIONS"	4	英文班	選修 Elective	參考書 RB	紙本書 Print book		9781492065420	Mastering Blockchain: Unlocking the Power of Cryptocurrencies, Smart Contracts, and Decentralized Applications	Lorne Lantz, Daniel Cawrey	O'Reilly Media	1	2020
48	BBAZI6004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	英文班	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.	9780538497770	Ethics in the Workplace	Dean Bredeson; Keith Gore.	Cengage Learning	3	2012
	BBAZI6004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	英文班	必修 Core	教科書 CB	電子書 Ebook		9788000039527	Ethics in the Workplace	Dean Bredeson; Keith Gore.	Cengage Learning	3	2012

49	BBAZ16009	商業傳意 BUSINESS COMMUNICATION	4	英文班	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.	9781292330099	Business Communication Essentials: Fundamental Skills for the Mobile- Digital-Social Workplace, Global Edition, 8/e	Coutland Bovee and John Thill	Pearson	8	2019
	BBAZ16009	商業傳意 BUSINESS COMMUNICATION	4	英文班	必修 Core	教科書 CB	電子書 Ebook		9781292330167	Business Communication Essentials: Fundamental Skills for the Mobile- Digital-Social Workplace, Global Edition, 8/e	Coutland Bovee and John Thill	Pearson	8	2019

跨學院選修課 Cross College Elective Courses

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	BBAE16109-06	財務會計導論 INTRODUCTION TO FINANCIAL ACCOUNTING	2	英文班	選修 Elective	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.	9789813310636	PACK FUNDAMENTAL ACCOUNTING PRINCIPLES + CONNECT CODE (Access for 360 days)	John Wild	McGraw-hill	3	2022
	BBAE16109-06	財務會計導論 INTRODUCTION TO FINANCIAL ACCOUNTING	2	英文班	選修 Elective	教科書 CB	電子套裝 Ebundle		9789814923392	FUNDAMENTAL ACCOUNTING PRINCIPLES CONNECT CODE (Access for 360 days)	John Wild	McGraw-hill	3	2022
2	BBAE16607-01	商業分析專題(一)之「區塊鏈及其應用」 SPECIAL TOPICS IN BUSINESS ANALYTICS 1 - "BLOCK CHAIN AND ITS APPLICATIONS"	2	英文班	選修 Elective	參考書 RB	紙本書 Print book		9781492054702	Mastering Blockchain: Unlocking the Power of Cryptocurrencies, Smart Contracts, and Decentralized Applications	Lorne Lantz, Daniel Cawrey	O'Reilly Media	1	2020
3	BBAZ16007	財務學原理 FUNDAMENTALS OF FINANCE	2	英文班	選修 Elective	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
	BBAZ16007	財務學原理 FUNDAMENTALS OF FINANCE	2	英文班	選修 Elective	教科書 CB	電子套裝 Ebundle		9781265412470	ESSENTIALS OF CORPORATE FINANCE CONNECT CODE	Ross/ Westerfield/ Jordan	McGraw-Hill	11	2022
4	BBAZ16008	組織行為學 ORGANIZATIONAL BEHAVIOR	2	英文班	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.	9781292450025	Organizational Behavior	Stephen P. Robbins	Pearson	19	2021
	BBAZ16008	組織行為學 ORGANIZATIONAL BEHAVIOR	2	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781292449968	Organizational Behavior	Stephen P. Robbins	Pearson	19	2021
5	BBAZ16012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	2	英文班	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.	9781266083259	Business Driven Technology	Paige Baltzan	McGraw-Hill	10	2023
	BBAZ16012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	2	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781266490323	Business Driven Technology	Paige Baltzan	McGraw-Hill	10	2023

6	BBAZ16015	市場營銷 MARKETING	2	英文班	選修 Elective	教科書 CB	電子書 Ebook		9781265769574	MARKETING	Roger Kerin and Steven Hartley	McGraw-Hill	16	2022
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*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.