

澳門科技大學  
Macau University of Science and Technology  
博雅學院 School of Liberal Arts  
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

**商學士學位課程 Bachelor of Commerce**

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	出版年份 Publish Year	版本 Edition
1	BCOM005	財務會計導論 INTRODUCTION TO FINANCIAL ACCOUNTING	1	D1-D4	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 + CNCT OLA 3E (Access for 180 days)	John J. Wild, Winston Kwok, Sundar Venkatesh, Ken W. Shaw, Barbara Chiappetta	McGraw-Hill	2022	3
	BCOM005	財務會計導論 INTRODUCTION TO FINANCIAL ACCOUNTING	1	D1-D4	必修 Core	教科書 CB	電子套裝 Ebundle		9789814923392	FUNDAMENTAL ACCOUNTING PRINCIPLES CNCT OLA 3E (Access for 180 days)	John J. Wild, Winston Kwok, Sundar Venkatesh, Ken W. Shaw, Barbara Chiappetta	McGraw-Hill	2022	3
2	BCOM003	宏觀經濟學 MACROECONOMICS	2	D1-D4	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. 12月16日更新教材資料	9781264364756	Principles of Macroeconomics	Frank, Bernanke	McGraw-Hill	2022	8
	BCOM003	宏觀經濟學 MACROECONOMICS	2	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781264363483	Principles of Macroeconomics	Frank, Bernanke	McGraw-Hill	2022	8
3	BCOM112	銷售管理 SALES MANAGEMENT	2	D1-D4	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. 12月5日更新教材資料	9781260597752	Professional Selling	Shane Hunt, George Deitz, John Hansen	McGraw-Hill	2022	1
	BCOM112	銷售管理 SALES MANAGEMENT	2	D1-D4	必修 Core	教科書 CB	紙本書 Print book		9781264363803	Professional Selling	Shane Hunt, George Deitz, John Hansen	McGraw-Hill	2022	1
4	BCOM105	電子商務 ELECTRONIC COMMERCE	2	D1-D4	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.	9781305867819	Electronic Commerce 12th Edition	Gary Schneider	Cengage Learning	2017	12
	BCOM105	電子商務 ELECTRONIC COMMERCE	2	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9788000008639	Electronic Commerce 12th Edition	Gary Schneider	Cengage Learning	2017	12
5	BCOM012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	2	D1-D4	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.	9781265361686	Business Driven Technology	Paige Baltzan	McGraw-Hill	2021	9
	BCOM012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	2	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781264363438	Business Driven Technology	Paige Baltzan	McGraw-Hill	2021	9
6	BCOM008	組織行為學 ORGANIZATIONAL BEHAVIOR	3	D1, D2	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.	9781292403069	Organizational Behavior, Updated 18e, Global Edition	Stephen P. Robbins	Prentice Hall	2021	18
	BCOM008	組織行為學 ORGANIZATIONAL BEHAVIOR	3	D1, D2	必修 Core	教科書 CB	電子書 Ebook		9781292402994	Organizational Behavior, Updated 18e, Global Edition	Stephen P. Robbins	Prentice Hall	2021	18
7	BCOM104	成本與管理會計 COST AND MANAGEMENT ACCOUNTING	3	D1, D2	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.	9781292363240	HORNGRENS COST ACCOUNTING 17E Print Book + MYLAB ACCOUNTING with cText (eBook) Student Access Code	Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan	Pearson Global Edition	2020	17
	BCOM104	成本與管理會計 COST AND MANAGEMENT ACCOUNTING	3	D1, D2	必修 Core	教科書 CB	電子套裝 Ebundle		9781292363233	HORNGRENS COST ACCOUNTING MYLAB ACCOUNTING	Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan	Pearson Global Edition	2020	17
8	BCOM011	商務統計 BUSINESS STATISTICS	3	D1, D2	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.	9781260597578	Basic Statistics for Business and Economics	Lind, D.A., Marchal, W.G., and Wathen, S.A.	N/A	2021	10
	BCOM011	商務統計 BUSINESS STATISTICS	3	D1, D2	必修 Core	教科書 CB	電子書 Ebook		9781264363971	Basic Statistics for Business and Economics	Lind, D.A., Marchal, W.G., and Wathen, S.A.	N/A	2021	10
9	BCOM106	消費者行為學 CONSUMER BEHAVIOR	3	D1, D2	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.	9781292318103	Consumer Behavior: Buying, Having, and Being	Michael R. Solomon	Pearson Education	2019	13
	BCOM106	消費者行為學 CONSUMER BEHAVIOR	3	D1, D2	必修 Core	教科書 CB	電子書 Ebook		9781292318202	Consumer Behavior: Buying, Having, and Being	Michael R. Solomon	Pearson Education	2019	13
10	BCOM004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	3	D1, D2	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.	9789000028191	Ethics in the Workplace	Dean Bredeson; Keith Gore.	Cengage	2012	3
	BCOM004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	3	D1, D2	必修 Core	教科書 CB	電子書 Ebook		9788000039527	Ethics in the Workplace	Dean Bredeson; Keith Gore.	Cengage	2012	3

**款待服務管理學士課程 Bachelor of Hospitality 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	出版年份 Publish Year	版本 Edition
3	BOHM108	文化遺產管理 CULTURAL HERITAGE MANAGEMENT	2	D1, D2	必修 Core	教科書 CB	紙本書 Print book		9781845417703	Cultural Heritage and Tourism: An Introduction	Dallen J. Timothy	Channel View Publications	2020	2
4	BOHM106	會議運營與策劃 MICE OPERATION AND PLANNING	2	D1, D2	必修 Core	教科書 CB	紙本書 Print book		9781032288802	Conferences and conventions	Rogers, T.	Routledge	2022	4
5	BOHM010	市場營銷 MARKETING	3	D1	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.	9781265111946	Marketing	Roger Kerin & Steven Hartley	McGraw-Hill	2022	16
	BOHM010	市場營銷 MARKETING	3	D1	必修 Core	教科書 CB	電子書 Ebook		9781265769574	Marketing	Roger Kerin & Steven Hartley	McGraw-Hill	2022	16
6	BOHM003	商務統計 BUSINESS STATISTICS	3	D1	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.	9781260597578	Basic Statistics for Business and Economics	Lind, D.A., Marchal, W.G., and Wathen, S.A.	N/A	2021	10
	BOHM003	商務統計 BUSINESS STATISTICS	3	D1	必修 Core	教科書 CB	電子書 Ebook		9781264363971	Basic Statistics for Business and Economics	Lind, D.A., Marchal, W.G., and Wathen, S.A.	N/A	2021	10
7	BOHM007	領導及組織行為學 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3	D1	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.	9781292403069	Organizational Behavior	Robbins, R.	Prentice Hall	2021	18
	BOHM007	領導及組織行為學 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	3	D1	必修 Core	教科書 CB	電子書 Ebook		9781292402994	Organizational Behavior	Robbins, R.	Prentice Hall	2021	18
8	BOHM009	品牌管理 BRAND MANAGEMENT	3	D1	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	Kevin Lane Keller	Prentice Hall	2019	5
	BOHM009	品牌管理 BRAND MANAGEMENT	3	D1	必修 Core	教科書 CB	電子書 Ebook		9781292314990	Strategic Brand Management	Kevin Lane Keller	Prentice Hall	2019	5

\*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.