

**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	版本 Edition	出版年份 Publish Year
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 + CONNECT CODE (Access for 180 days)	John J. Wild, Winston Kwok, Sundar Venkatesh, Ken W. Shaw, Barbara Chiappetta	McGraw-Hill	3	2022
	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		9789814923392A	FUNDAMENTAL ACCOUNTING PRINCIPLES CONNECT CODE (Access for 180 days)	John J. Wild, Winston Kwok, Sundar Venkatesh, Ken W. Shaw, Barbara Chiappetta	McGraw-Hill	3	2022
2	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	8	2022	
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.	9781260597752	Professional Selling	Shane Hunt, George Deitz, John Hansen	McGraw-Hill	1	2022
	BCOM112	銷售管理 SALES MANAGEMENT	2	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781264363803	Professional Selling	Shane Hunt, George Deitz, John Hansen	McGraw-Hill	1	2022
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	Gary Schneider	Cengage Learning	12	2017
	BCOM105	電子商務 ELECTRONIC COMMERCE	2	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9788000008639	Electronic Commerce	Gary Schneider	Cengage Learning	12	2017
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.	9781266083259	Business Driven Technology	Paige Baltzan	McGraw-Hill	10	2023
	BCOM012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	2	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781266490323	Business Driven Technology	Paige Baltzan	McGraw-Hill	10	2023
6	BCOM109	企業資源規劃 Enterprise Resource Planning	2	D1-D4	必修 Core	教科書 CB	電子書 Ebook	9781265760304	Operations and Supply Chain Management: The Core	F. Robert Jacobs and Richard Chase	McGraw-Hill	6	2023	
7	BCOM102	供應鏈管理 SUPPLY CHAIN 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.	9781292257891	Supply Chain Management: Strategy, Planning, and Operations	Sunil Chopra	Pearson	7	2021
	BCOM102	供應鏈管理 SUPPLY CHAIN MANAGEMENT	2	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781292294834	Supply Chain Management: Strategy, Planning, and Operations	Sunil Chopra	Pearson	7	2021
8	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 eText (eBook) Student Access Code	Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan	Pearson Global Edition	17	2020
	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	MyLab Accounting with eText Student Access Code	Charles T. Horngren, Srikant M. Datar, Madhav V. Rajan	Pearson Global Edition	17	2020

9	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 (Printbook without Connect Code)	Lind, D.A., Marchal, W.G., and Wathen, S.A.	N/A	10	2021
	BCOM011	商務統計 BUSINESS STATISTICS	3	D1, D2	必修 Core	教科書 CB	電子套裝 Ebundle		9781260719314	Basic Statistics for Business and Economics	Lind, D.A., Marchal, W.G., and Wathen, S.A.	N/A	10	2021
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.	9780538497770	Ethics in the Workplace	Dean Bredeson; Keith Gore.	Cengage Learning	3	2012
	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 Learning	3	2012
11	BCOM015	戰略管理 STRATEGIC MANAGEMENT	3	D1, D2	必修 Core	教科書 CB	電子書 Ebook	9781264364732	Crafting & Executing Strategy: Concepts and Cases	Arthur Thompso, Margaret Peteraf, John Gamble, A. Strickland	McGraw-Hill	23	2022	
12	BCOM015	戰略管理 STRATEGIC MANAGEMENT	3	D1-D4	必修 Core	教科書 CB	紙本書 Print book	2023/12/11更新 二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292441405	Strategic Management: A Competitive Advantage Approach, Concepts and Cases - Global Edition	Fred R. David; Forest R. David	Pearson	17	2022
	BCOM015	戰略管理 STRATEGIC MANAGEMENT	3	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781292441351	Strategic Management: A Competitive Advantage Approach, Concepts and Cases - Global Edition	Fred R. David; Forest R. David	Pearson	17	2022

款待服務管理學士課程 Bachelor of Hospitality Management

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1	BOHM006	客戶關係管理 Customer Relationship Management	2	D1, D2	必修 Core	教科書 CB	電子書 Ebook	2023/12/11更新	9781265575656	Customer Service :Skills for Success	Robert Lucas	Mc Graw Hill	8	2023
2	BOHM006	客戶關係管理 Customer Relationship Management	3	D1, D3	必修 Core	參考書 RB	紙本書 Print book	2023/12/11更新	9781138919525	Customer Relationship Management	Roger J Baran, Robert Galka, Daniel P Strunk	Routledge	2	2017
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	2	2020
4	BOHM109	博物館、展覽與收藏管理 Museum, Exhibition and Collection Management	2	D1, D2	必修 Core	教科書 CB	紙本書 Print book		9781138292475	Museum Basics The International Handbook	Timothy Ambrose, Crispin Paine	Routledge	4	2018
5	BOHM110	零售業的策劃和管理 RETAIL MANAGEMENT	2	D1, D2	必修 Core	教科書 CB	紙本書 Print book	2023/12/11更新 二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292214672	RETAIL MANAGEMENT:A STRATEGIC APPROACH	Barry Berman,Joel R.Evans	Pearson	13	2017
	BOHM110	零售業的策劃和管理 RETAIL MANAGEMENT	2	D1, D2	必修 Core	教科書 CB	電子書 Ebook		9781292214689	RETAIL MANAGEMENT:A STRATEGIC APPROACH	Barry Berman,Joel R.Evans	Pearson	13	2017
6	BOHM114	提供優質服務的溝通技巧 Communication Skills for Quality Service Provision	2	D1, D2	必修 Core	教科書 CB	電子書 Ebook		9781265575656	Customer Service Skills for Success	Robert Lucas	McGraw Hill	8	2023

7	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 (Printbook without Connect Code)	Lind, D.A., Marchal, W.G., and Wathen, S.A.	N/A	10	2021
	BOHM003	商務統計 BUSINESS STATISTICS	3	D1	必修 Core	教科書 CB	電子套裝 Ebundle		9781260719314	Basic Statistics for Business and Economics	Lind, D.A., Marchal, W.G., and Wathen, S.A.	N/A	10	2021
8	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.	9781292450025	Organizational Behavior	Robbins, R.	Prentice Hall	19	2021
	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		9781292449968	Organizational Behavior	Robbins, R.	Prentice Hall	19	2021