

學院 Faculty：管理科學學院 Faculty of Business

課程 Programme：工商管理學士學位課程-市場學專業 (日間/英文) Bachelor of Business Administration in Marketing (Day/English)

年級 Year	學科單元 Learning Module	班別編號 Class Code	書 名 (* = 參考書) Book Title (* = Reference Book)	版本 / 年份 Edition / Year	出版社 Publisher	作者 Author
1	Principles of Accounting I	ACCT1100	Fundamental Accounting Principles (E-book within Connect)	25e / 2025	McGraw Hill	John J. Wild, Ken W. Shaw
	Introduction to Business	BUSS1100	Understanding Business (with Connect)	Updated Release	McGraw Hill	William Nickels, Jim McHugh and Susan McHugh
	Business Software Applications	COMP1100	New Perspectives Microsoft Office 365 & Excel 2019 Comprehensive	2020	Cengage	Patrick Carey
	Microeconomics	ECON1100	Principles of Economics	11e / 2027	Cengage	N. Gregory Mankiw
	English I	ENGL1101	New Interactions 1: Reading and Writing	2020	McGraw Hill	Pamela Hartmann & James Mentel
			New Interactions 1: Listening and Speaking	2020	McGraw Hill	Emily Austin Thrush, Robert Baldwin & Laurie Blass
	Constitution and Basic Law	LLAW1110	No textbook needed			
* 中華人民共和國憲法						
* 中華人民共和國澳門特別行政區基本法						
2	English III	ENGL2101	New Interactions 2 Reading and Writing (Asia Edition)	2020	McGraw Hill	Elaine Kim / Pamela Hartmann
			New Interactions 2 Listening and Speaking (Asia Edition)	2020	McGraw Hill	Judith Tanka / Paul Most
	Business Law	LLAW2120	* BPP ACCA (LW) Corporate and Business Law (Global) Practice & Revision Kit 2025-2027	2026	BPP	BPP
	Business Mathematics	MATH2100	College Mathematics for Business, Economics, Life Sciences, and Social Sciences	14e / 2024	Pearson	R.A. Barnett, M.R.Ziegler, K.E. Byleen, C.J. Stocker
	Organizational Behavior	MGMT2120	Organizational Behavior (with Connect Code Card)	2024	McGraw Hill	McShane, S. & Von Glinow, M.
	Principles of Marketing	MRKT2100	Principles of Marketing, Global Edition (with MyLab access code)	19e / 2023	Pearson	Kotler and Armstrong
	French II 註(1)	FREN1102	Teaching materials provided by the instructor			
	Japanese II 註(1)	JAPN1102	大家的日本語 初級I 改訂版	2e / 2020	大新書局	株式会社 スリーエーネットワーク
			大家的日本語 初級II 改訂版	2e / 2020	大新書局	株式会社 スリーエーネットワーク
	Putonghua II 註(1)	MAND1102	普通話 第二冊	3e / 2014	香港普通話研習社出版	香港普通話研習社
Portuguese II 註(1)	PORT1102	Teaching materials provided by the instructor				

註: 各位同學, 請於購書時留意價格, 並向多間書店詢價作一比較。

註(1): 學生必須於選科後, 才決定購買所選科目的正版教科書。

學院 Faculty：管理科學學院 Faculty of Business

課程 Programme：工商管理學士學位課程-市場學專業 (日間/英文) Bachelor of Business Administration in Marketing (Day/English)

年級 Year	學科單元 Learning Module	班別編號 Class Code	書 名 (* = 參考書) Book Title (* = Reference Book)	版本 / 年份 Edition / Year	出版社 Publisher	作者 Author
3	Business Ethics	BUSS1120	Business Ethics Ethical Decision Making & Cases	14e / 2026	Cengage	O C Ferrell, John Fraedrich, Linda Ferrell
	Business Communication	COMM3120	Essentials of Business Communication	13e / 2027	Cengage	Mary Ellen Guffey and Dana Loewy
	English V	ENGL3101	New Interactions 3 Reading and Writing (Asia Edition) [hard copy/ e-book bundle]	2020	McGraw Hill	Elaine Kim / Pamela Hartmann
			New Interactions 3 Listening and Speaking (Asia Edition) [hard copy/ e-book bundle]	2020	McGraw Hill	Judith Tanka / Paul Most
	Advertising and Promotion	MRKT3140	Advertising and Integrated Brand Promotion + MindTap Access Code	9e / 2022	Cengage	Angeline Close Scheinbaum Thomas O'Guinn Richard J. Semenik
	Marketing Research	MRKT3160	Basic Marketing Research-Customer Insights and Managerial Action	10e / 2023	Cengage	Tom J. Brown, Tracy A. Suter, Gilbert A. Churchill.
	Elective: Market Forecasting 註(1)	MRKT0131	* Business Forecasting	9e / 2014	Pearson	John E. Hanke, Dean Wichern
	Elective: Integrated Marketing Communications 註(1)	MRKT0142	Integrated Marketing Communications	6e / 2021	Cengage Learning AUS	Edwina Luck; Nigel Barker; Ann-Marie Sassenberg
4	English VII	ENGL4101	Intelligent Business: Advanced Business English Coursebook w/CD Pack	2016(or latest impression)	Pearson	Tonya Trappe et al
	Graduation Report I	MGPO4100	No textbook needed			
	Relationship Marketing	MRKT4120	Relationship Marketing in the Digital Age.	1e / 2019	Routledge	Palmatier R. W., Steinhoff L.
			* Transforming Relationship Marketing Strategies and Business Models in the Digital Age	1e / 2021	Routledge	Thaichon P., Ratten V.
	Global Marketing Strategies	MRKT4140	Global Marketing: Strategy, Practice, and Cases	3e / 2020	Routledge	Ilan Alon Eugene Jaffe Christiane Prange Donata Vianelli
	Elective: Product Innovation and Management 註(1)	MRKT0143	New products management (printed textbook + Connect access code)	2025 (new release)	McGraw Hill	C. Merle Crawford and C. Anthony Di Benedetto

註: 各位同學, 請於購書時留意價格, 並向多間書店詢價作一比較。

註(1): 學生必須於選科後, 才決定購買所選科目的正版教科書。