

2026/2027學年第一學期書單

Book List for 1st Semester of Academic Year 2026/2027

學院 Faculty：管理科學學院 Faculty of Business

課程 Programme：電子商務學士學位課程(日間/英文) Bachelor of E-Commerce (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 (E-Commerce)	COMP1100	Excel VBA: A Step-By-Step Guide To Learn And Master Excel VBA Programming	2018	CreateSpace Independent Publishing Platform	Hein Smith
			Excel 2023 Essentials: A Step-by-Step Guide with Pictures for Absolute Beginners to Master the Basics and Start Using Excel with Confidence	2023	Smashwords	Nigel Tillery
	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	Introduction to Programming	COMP2120	Python Crash Course	3e / 2023	no starch press	Eric Matthes
	English III	ENGL2101	New Interactions 2 Reading and Writing (Asia Edition)	2020	McGraw Hill	Elaine Kirn / Pamela Hartmann
			New Interactions 2 Listening and Speaking (Asia Edition)	2020	McGraw Hill	Judith Tanka / Paul Most
	Business Finance	FINA2120	Essentials of Corporate Finance (E-book + Connect access code)	11e / 2023	McGraw Hill	Stephen Ross, Randolph Westerfield and Bradford Jordan
	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
	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。

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3	Business Ethics	BUSS1120	Business Ethics Ethical Decision Making & Cases	14e / 2026	Cengage	O C Ferrell, John Fraedrich, Linda Ferrell
	System Analysis and Design	COMP3120	Systems Analysis and Design	8e / 2022	Wiley	A. Dennis, B. H. Wixom, R. M. Roth
			* Object-Oriented and Classical Software Engineering	8e / 2011	McGraw Hill	Stephen R. Schach
	Database Management	COMP3140	Database Systems: Design, Implementation, & Management	14e / 2022	Cengage	Carlos Coronel & Steven Morris
	E-Business Applications	ECOM3120	Integrated Business Processes with ERP Systems WileyPLUS Blackboard Student Package	2020	Wiley	Simha R. Magal & Jeffrey Word
			Embedding Artificial Intelligence into ERP Software	2024	Springer	Siar Sarferaz
	Research Methodology in E-Commerce	ECOM3160	Research Methods for Business. A Skill-Building Approach	2025	Wiley	Bougie, R., & Sekaran, U.
			Management research: applying the principles of business research methods	2024	Routledge	Rose, S., Spinks, N., & Canhoto, A. I.
			Business Research Methods (E-Book)	5e / 2024	McGraw Hill	Boris Blumberg, Claire MacRae
	English V	ENGL3101	New Interactions 3 Reading and Writing (Asia Edition) [hard copy/ e-book bundle]	2020	McGraw Hill	Elaine Kirn / Pamela Hartmann
			New Interactions 3 Listening and Speaking (Asia Edition) [hard copy/ e-book bundle]	2020	McGraw Hill	Judith Tanka / Paul Most
4	Internet Marketing	ECOM4120	Digital Marketing	9e / 2026	Pearson	Chaffey, D., Ellis-Chadwick, F., and Abed-Rabbo, M.
	Selected Topics in E-Commerce	ECOM4140	* Hands-On Large Language Models: Language Understanding and Generation	2024	O'Reilly Media, Inc.	Jay Alammarr, Maarten Grootendorst
			* Building LLM Powered Applications: Create intelligent apps and agents with large language models	2024	Packt Publishing	Valentina Alto
			* Hands-On Machine Learning with Scikit-Learn and TensorFlow	2023	O'Reilly	Aurélien Géron
	E-Commerce Regulatory Environment	ECOM4160	From Government to E-Governance Public Administration in the Digital Age (Ebook: https://www.igi-global.com/book/government-governance-public-administration-digital/63891)	2013	Information Science Reference	Muhammad Muinul Islam, Mohammad Ehsan
	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	Research Methods for Business. A Skill-Building Approach	2025	Wiley	Bougie, R., & Sekaran, U.
			Management research: applying the principles of business research methods	2024	Routledge	Rose, S., Spinks, N., & Canhoto, A. I.

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