

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	全新用書 Newly Adopted
1	Principles of Accounting I	ACCT1100	Fundamental Accounting Principles (Ebook with Connect Access)	25e / 2025	McGraw Hill	John J. Wild, Ken W. Shaw	Y
	Introduction to Business	BUSS1100	Understanding Business	2024	McGraw Hill	William Nickels, Jim McHugh and Susan McHugh	N
	Business Software Applications	COMP1100	New Perspectives Microsoft Office 365 & Excel 2019 Comprehensive (Ebook: https://www.cengage.com/c/new-perspectives-microsoft-office-365-excel-2019-comprehensive-1e-carey/9780357025765/)	2020	Cengage Learning	Patrick Carey	N
	Microeconomics	ECON1100	Principles of Economics (Hardcopy)	10e / 2022	Cengage	N. Gregory Mankiw	N
	English I	ENGL1101	New Interactions 1: Reading and Writing	2020	McGraw Hill	Pamela Hartmann & James Mentel	Y
			New Interactions 1: Listening and Speaking	2020	McGraw Hill	Emily Austin Thrush, Robert Baldwin & Laurie Blass	Y
	Constitution and Basic Law	LLAW1110	No textbook needed				
			* 中華人民共和國憲法				N
			* 中華人民共和國澳門特別行政區基本法				N

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。

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2	English III	ENGL2101	New Interactions 2 Reading and Writing (Asia Edition) [hard copy/ e-book bundle]	2020	McGraw-Hill	Elaine Kirn / Pamela Hartmann	Y
			New Interactions 2 Listening and Speaking (Asia Edition) [hard copy/ e-book bundle]	2020	McGraw-Hill	Judith Tanka / Paul Most	Y
	Business Law	LLAW2120	New Edition - BPP ACCA (LW) Corporate and Business Law (Global) Practice & Revision Kit 2025-2026	2025	BPP	BPP	Y
	Business Mathematics	MATH2100	College Mathematics for Business, Economics, Life Sciences, and Social Sciences	14e / 2019	Pearson Education	Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen, and Christopher J. Stocker	N
	Organizational Behavior	MGMT2120	Organizational Behavior (with Connect Code Card)	2024	McGraw Hill	McShane, S. & Von Glinow, M.	N
	Principles of Marketing	MRKT2100	Principles of Marketing, Global Edition (with MyLab access code)	19e / 2023	Pearson	Kotler and Armstrong	N
	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	N
			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	N
	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	N
	Portuguese II 註(1)	PORT1102	Teaching materials provided by the instructor				

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3	Business Ethics	BUSS1120	Business Ethics Ethical Decision Making & Cases (Ebook: https://www.cengage.com/c/business-ethics-ethical-decision-making-and-cases-13e-ferrell-fraedrich-ferrell/9780357513361/)	13e / 2021	Cengage Learning	O C Ferrell, John Fraedrich, Linda Ferrell	N
	Business Communication	COMM3120	Essentials of Business Communication: An Asia Edition	2016	Cengage Learning	Guffey, M. E. Du-Babcock, B. and Loewy, D.	N
			* Business Communication Today	2018	Pearson Education	Bovée, C.L. and Thill, J.V.	N
	English V	ENGL3101	Intelligent Business Coursebook with CD-ROM: Upper Intermediate Business English	2015 (or latest impression)	Pearson	Tonya Trappe	N
	Advertising and Promotion	MRKT3140	Advertising and Integrated Brand Promotion + MindTap Access Code	9e / 2022	Cengage Learning	Angeline Close Scheinbaum Thomas O'Guinn Richard J. Semenik	N
	Marketing Research	MRKT3160	Basic Marketing Research-Customer Insights and Managerial Action	10e / 2023	Cengage	Tom J. Brown, Tracy A. Suter, Gilbert A. Churchill.	N
	Elective: Management Information Systems	MMIS0140	Essentials of Management Information Systems	15e / 2023	Pearson Education Ltd	Kenneth Laudon, Jane Laudon, Carol Traver	Y
			*Management Information Systems, Harnessing Technologies for Business & Society	2023	Sage Publications	Tomayess Issa et al.	Y
			*Management Information Systems, Managing the Digital Firm	18e / 2026	Pearson Education Ltd	Kenneth Laudon, Jane Laudon	Y

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4	English VII	ENGL4101	Intelligent Business: Advanced Business English Coursebook w/CD Pack	2016(or latest impression)	Pearson Longman	Tonya Trappe et al	N
	Graduation Report I	MGPO4100	No textbook needed				
	Relationship Marketing	MRKT4120	Relationship Marketing in the Digital Age.	2019	Routledge	Palmatier R. W., Steinhoff L.	N
			* Transforming Relationship Marketing Strategies and Business Models in the Digital Age	2021	Routledge	Thaichon P., Ratten V.	N
	Global Marketing Strategies	MRKT4140	Global Marketing: Strategy, Practice, and Cases	3e / 2020	Routledge	Ilan Alon Eugene Jaffe Christiane Prange Donata Vianelli	N
	Elective: Product Innovation and Management 註(1)	MRKT0143	New products management	12e / 2021	McGraw-Hill	C. Merle Crawford and C. Anthony Di Benedetto	Y

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