

更新日期: 2026年5月8日  
Last Updated: 2026.5.8

**國際旅遊管理學士學位課程 Bachelor of International Tourism 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	版本 Edition	出版年份 Publish Year
1	FHTM2401	酒店及旅遊概論 INTRODUCTION TO HOSPITALITY AND TOURISM BUSINESS	1	DE1-8	必修 Core	教科書 CB	紙本書 Printbook		978118071779	Tourism: Principles, Practices, Philosophies	Goldner C, Ritchie B and McIntosh R.	Wiley	12	2012
2	FHTM2402	管理導論 INTRODUCTION TO MANAGEMENT	1	DE1-8	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292462691	Management	Stephen P. Robbins & Mary A. Coulter	Pearson	16	2025
	FHTM2402	管理導論 INTRODUCTION TO MANAGEMENT	1	DE1-8	必修 Core	教科書 CB	電子書 Ebook		9781292462677	Management	Stephen P. Robbins & Mary A. Coulter	Pearson	16	2025
3	FHTM2403	微觀經濟學 MICROECONOMICS	2	DE1-7	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789815367560	AE: Principles of Microeconomics	N. Gregory Mankiw; Euston Quah; Peter Wilson	Cengage Learning, Inc	11	2027
	FHTM2403	微觀經濟學 MICROECONOMICS	2	DE1-7	必修 Core	教科書 CB	電子書 Ebook		9798214055299	AE: Principles of Microeconomics	N. Gregory Mankiw; Euston Quah; Peter Wilson	Cengage Learning, Inc	11	2027
4	FHTM2405	會計導論 INTRODUCTION TO ACCOUNTING	2	DE1-7	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292412900	Financial Accounting	Walter T. Harrison / Charles T. Horngren	Prentice Hall	12	2023
	FHTM2405	會計導論 INTRODUCTION TO ACCOUNTING	2	DE1-7	必修 Core	教科書 CB	電子書 Ebook		9781292412870	Financial Accounting	Walter T. Harrison / Charles T. Horngren	Prentice Hall	12	2023
5	FHTM2409	商務統計 BUSINESS STATISTICS	3	DE1-8	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781266798641	Applied Statistics In Business And Economics	Doane / Seward	Mc Graw Hill	8	2024
	FHTM2409	商務統計 BUSINESS STATISTICS	3	DE1-8	必修 Core	教科書 CB	電子書 Ebook		9781264686698	Applied Statistics In Business And Economics	Doane / Seward	Mc Graw Hill	8	2024
6	HMG1903	綜合度假村管理 RESORT MANAGEMENT	3	DE1	選修 Elective	教科書 CB	紙本書 Printbook		978118071823	Resorts Management and Operation	Mil, R.C.	Wiley	3	2012
7	MCE1904	會展活動管理 EVENT MANAGEMENT	3	DE1-3	選修 Elective	教科書 CB	紙本書 Printbook		978119669432	Special Events Creating and Sustaining a New World for Celebration	Goldblatt	Wiley	8	2021
8	BHTM1308	管理導論 INTRODUCTION TO MANAGEMENT	4	DE1	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292462691	Management	Stephen P. Robbins & Mary A. Coulter	Pearson	16	2025
	BHTM1308	管理導論 INTRODUCTION TO MANAGEMENT	4	DE1	必修 Core	教科書 CB	電子書 Ebook		9781292462677	Management	Stephen P. Robbins & Mary A. Coulter	Pearson	16	2025
9	BHTM1310	會計導論 INTRODUCTION TO ACCOUNTING	4	DE1	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292412900	Financial Accounting	Walter T. Harrison / Charles T. Horngren	Prentice Hall	12	2023
	BHTM1310	會計導論 INTRODUCTION TO ACCOUNTING	4	DE1	必修 Core	教科書 CB	電子書 Ebook		9781292412870	Financial Accounting	Walter T. Harrison / Charles T. Horngren	Prentice Hall	12	2023
10	BHTM1311	商務統計 BUSINESS STATISTICS	4	DE1	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781266798641	Applied Statistics In Business And Economics	Doane / Seward	Mc Graw Hill	8	2024
	BHTM1311	商務統計 BUSINESS STATISTICS	4	DE1	必修 Core	教科書 CB	電子書 Ebook		9781264686698	Applied Statistics In Business And Economics	Doane / Seward	Mc Graw Hill	8	2024
11	BHTM1320	旅遊研究方法 RESEARCH METHODS IN TOURISM	4	DE1-8	必修 Core	教科書 CB	電子書 Ebook		9780730300144	Tourism Research (E-Book)	Gayle Jennings	John Wiley & Sons	2	2010
12	BHTM1904	旅遊經濟學 TOURISM ECONOMICS	4	DE1	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789815367560	AE: Principles of Microeconomics	N. Gregory Mankiw; Euston Quah; Peter Wilson	Cengage Learning, Inc	11	2027
	BHTM1904	旅遊經濟學 TOURISM ECONOMICS	4	DE1	必修 Core	教科書 CB	電子書 Ebook		9798214055299	AE: Principles of Microeconomics	N. Gregory Mankiw; Euston Quah; Peter Wilson	Cengage Learning, Inc	11	2027

**酒店管理學士學位課程 Bachelor degree of Hotel 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	版本 Edition	出版年份 Publish Year
1	FHTM2401	酒店及旅遊概論 INTRODUCTION TO HOSPITALITY AND TOURISM BUSINESS	1	DE9-11	必修 Core	教科書 CB	紙本書 Printbook		978118071779	Tourism: Principles, Practices, Philosophies	Goldner C, Ritchie B and McIntosh R.	Wiley	12	2012
2	BHM1903	酒店收益管理 HOTEL REVENUE MANAGEMENT	3	DE1-3	必修/選修 Core/Elective	參考書 RB	紙本書 Printbook		978119790778	Revenue Management for the Hospitality Industry	David K. Hayes, Joshua D. Hayes, Peggy A. Hayes	Wiley	2	2021
3	BHM1903	酒店收益管理 HOTEL REVENUE MANAGEMENT	3	DE1-3	必修/選修 Core/Elective	參考書 RB	紙本書 Printbook		9781637421918	Hotel Revenue Management: The Post-Pandemic Evolution to Revenue Strategy	Dave Roberts	Business Expert Press	1	2022
4	BHM1906	酒店業創新及可持續發展 INNOVATION AND SUSTAINABILITY IN HOSPITALITY	3	DE1-2	選修 Elective	參考書 RB	紙本書 Printbook		978021173155	The Age of Sustainable Development	Jeffrey D. Sachs	Columbia University Press	N/A	2015
5	FHTM2408	人力資源管理 HUMAN RESOURCES MANAGEMENT	3	DE1-2	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781266813351	Fundamentals of Human Resource Management	Noe/Hollenbeck/Gerhart/Wright	McGraw-Hill	10	2024
	FHTM2408	人力資源管理 HUMAN RESOURCES MANAGEMENT	3	DE1-2	必修 Core	教科書 CB	電子書 Ebook		9781264541850	Fundamentals of Human Resource Management	Noe/Hollenbeck/Gerhart/Wright	McGraw-Hill	10	2024
6	FHTM2409	商務統計 BUSINESS STATISTICS	3	DE9-11	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781266798641	Applied Statistics In Business And Economics	Doane / Seward	Mc Graw Hill	8	2024
	FHTM2409	商務統計 BUSINESS STATISTICS	3	DE9-11	必修 Core	教科書 CB	電子書 Ebook		9781264686698	Applied Statistics In Business And Economics	Doane / Seward	Mc Graw Hill	8	2024
7	BHM1241	客戶關係管理 CUSTOMER RELATIONSHIP MANAGEMENT	4	DE1-3	必修 Core	參考書 RB	紙本書 Printbook		9781000965834	Customer Relationship Management: Concepts, Applications and Technologies 5th	Daniel D. Pinar Francis Buttle Stan Maklan	Routledge	5	2024
8	BHM1241	客戶關係管理 CUSTOMER RELATIONSHIP MANAGEMENT	4	DE1-3	必修 Core	參考書 RB	紙本書 Printbook		9781032854380	Customer Relationship Management in the Digital Age	G. Shainosh, Inglish N. Sheth, Varsha Jain	Routledge	1	2025
9	BHM1943	領導及組織行為學 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	4	DE1	選修 Elective	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292450025	Organizational Behavior	Stephen P. Robbins & Timothy A. Judge	Pearson	19	2023
	BHM1943	領導及組織行為學 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR	4	DE1	選修 Elective	教科書 CB	電子書 Ebook		9781292449968	Organizational Behavior	Stephen P. Robbins & Timothy A. Judge	Pearson	19	2023
10	BHTM1314	人力資源管理 HUMAN RESOURCES MANAGEMENT	4	DE1	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781266813351	Fundamentals of Human Resource Management	Noe/Hollenbeck/Gerhart/Wright	McGraw-Hill	10	2024
	BHTM1314	人力資源管理 HUMAN RESOURCES MANAGEMENT	4	DE1	必修 Core	教科書 CB	電子書 Ebook		9781264541850	Fundamentals of Human Resource Management	Noe/Hollenbeck/Gerhart/Wright	McGraw-Hill	10	2024
11	BHTM1320-01	旅遊研究方法 RESEARCH METHODS IN TOURISM	4	DE1-3	必修 Core	教科書 CB	電子書 Ebook		9780730300144	Tourism Research (E-Book)	Gayle Jennings	John Wiley & Sons	2	2010

跨學院選修課 Cross College Elective Courses

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	BITM1301	旅遊及酒店管理概論 INTRODUCTION TO TOURISM AND HOSPITALITY BUSINESS	2	D1-2	選修 Elective	教科書 CB	紙本書 Printbook		9781118071779	Tourism: Principles, Practices, Philosophies	Goldner C, Ritchie B and McIntosh R.	Wiley	12	2012
2	MICE1904	會展節事管理 EVENT MANAGEMENT	2	D1	選修 Elective	教科書 CB	紙本書 Printbook		9781119669432	Special Events Creating and Sustaining a New World for Celebration	Goldblatt	Wiley	8	2021

\*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.