

應用經濟學士學位 Bachelor of Applied Economics

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	BAE06	微觀經濟學I MICROECONOMICS I	1	D1	必修 Core	教科書 CB	紙本書 Printbook		9781266898822	Principles of Economics	Frank, Bernanke, Antonovics, Hefetz	McGraw-Hill	9	2024
2	BAE07	微觀經濟學II MICROECONOMICS II	2	D1 - D4	必修 Core	教科書 CB	紙本書 Printbook	與上學期BAE06 微觀經濟學I用書相同，學生不需要購買新教材	9781266898822	Principles of Economics	Frank, Bernanke, Antonovics, Hefetz	McGraw-Hill	9	2024
3	BAE1902	商務統計學 BUSINESS STATISTICS	2	D1 - D4	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.	9781266914768	Basic Statistics in Business and Economics	Douglas A. Lind, William G. Marchal, Samuel A. Wathen	McGraw-Hill	11	2024
	BAE1902	商務統計學 BUSINESS STATISTICS	2	D1 - D4	必修 Core	教科書 CB	電子書 Ebook		9781260719314A	Basic Statistics in Business and Economics	Douglas A. Lind, William G. Marchal, Samuel A. Wathen	McGraw-Hill	11	2024
4	BAE1903	會計學原理 PRINCIPLES OF ACCOUNTING	2	D1 - D4	必修 Core	教科書 CB	電子套裝 Ebundle		9789814923392	Fundamental Accounting Principle AGE 3RD (Access For 360 days)	John Wild	McGraw-Hill	3	N/A
5	BAE11	計量經濟學II ECONOMETRICS II	3	D1 - D4	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.	9788214050317	Introductory Econometrics: A Modern Approach	Jeffery Wooldridge	Cengage Learning	8	2025
	BAE11	計量經濟學II ECONOMETRICS II	3	D1 - D4	必修 Core	教科書 CB	電子書 Ebook		9780357983966	Introductory Econometrics: A Modern Approach	Jeffery Wooldridge	Cengage Learning	8	2025
6	BAE13	國際經濟學I INTERNATIONAL ECONOMICS I	3	D1 - D3	必修 Core	教科書 CB	紙本書 Printbook		9781319383435	International Economics	Fenstra and Taylor	Worth publishers (Macmillan Learning)	5	2021
7	BAE19	貨幣經濟學 MONETARY ECONOMICS	3	D1 - D3	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.	9780136893646	Money, Banking, and the Financial System	Glenn Hubbard, Anthony Patrick O'Brien	Pearson	4	2021
	BAE19	貨幣經濟學 MONETARY ECONOMICS	3	D1 - D3	必修 Core	教科書 CB	電子書 Ebook		9780136893554	Money, Banking, and the Financial System	Glenn Hubbard, Anthony Patrick O'Brien	Pearson	4	2021
8	BAEE03	環境經濟學 ENVIRONMENTAL ECONOMICS	3	E1 - E3	選修 Elective	參考書 RB	紙本書 Printbook		9780367634858	Environmental and Natural Resource Economics (Paperback)	Jonathan M. Harris & Brian Roach	Routledge	5	2022
9	BBAZ16209	公司金融 CORPORATE FINANCE	3	E1 - E3	選修 Elective	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.	9789813314016	Corporate Finance + Connect Code (360 days)	Bradford D. Jordan Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe	McGraw-Hill	N/A	2025
	BBAZ16209	公司金融 CORPORATE FINANCE	3	E1 - E3	選修 Elective	教科書 CB	電子套裝 Ebundle		9781264112159	Corporate Finance Connect Code (360 days)	Bradford D. Jordan Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe	McGraw-Hill	N/A	2025
10	BAE15	博弈論 GAME THEORY	4	D1 - D3	必修 Core	參考書 RB	紙本書 Printbook		9781394169115	Game Theory: An Introduction	E. N. Barron	Wiley	3	2025
11	BAE17	區域經濟學 REGIONAL ECONOMICS	4	D1 - D3	必修 Core	參考書 RB	紙本書 Printbook		9781138855885	Regional Economics	Roberta Capello	Routledge	2	2015
12	BAE20	行為經濟學 BEHAVIORAL ECONOMICS	4	D1 - D3	必修 Core	參考書 RB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9780324661170	Behavioral Finance: Psychology, Decision-Making, and Markets	Lucy Ackert and Richard Deaves	Cengage Learning	N/A	2009
	BAE20	行為經濟學 BEHAVIORAL ECONOMICS	4	D1 - D3	必修 Core	參考書 RB	電子書 Ebook		9788000007281	Behavioral Finance: Psychology, Decision-Making, and Markets	Lucy Ackert and Richard Deaves	Cengage Learning	N/A	2009
13	BBAZ16004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	E1 - E3	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.	9780538497770	Ethics in the Workplace	Dean Bredeson, Keith Goree	Cengage	3	2012
	BBAZ16004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	E1 - E3	選修 Elective	教科書 CB	電子書 Ebook		9788000039527	Ethics in the Workplace	Dean Bredeson, Keith Goree	Cengage	3	2012
14	BBAZ16202	財務報表分析 FINANCIAL STATEMENT ANALYSIS	4	E1 - E3	選修 Elective	教科書 CB	電子書 Ebook		9788000039855	Financial Reporting, Financial Statement Analysis and Valuation	James M. Wahlen, Stephen P. Baginski, Mark Bradshaw	Cengage Learning	10	2023

工商管理學士學位 Bachelor of Business Administration

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
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1	BBAZ16001	管理導論 INTRODUCTION TO MANAGEMENT	1	D1 - D2	必修 Core	教科書 CB	紙本套裝 Pbundle		TBA	Management: Leading & Collaborating in a Competitive World Print Bundle (Print + Connect)	Thomas S. Bateman, Robert Konopaske	McGraw Hill	N/A	2025
2	BBAZ16002	微觀經濟學 MICROECONOMICS	1	D1 - D2	必修 Core	教科書 CB	紙本書 Printbook		9781266898822	Principles of Economics	Frank et al.	McGraw-Hill	9	2024
3	BBAZ16003	宏觀經濟學 MACROECONOMICS	2	D1 - D8	必修 Core	教科書 CB	紙本書 Printbook		9781266898822	Principles of Economics	Robert Frank, Ben Bernanke, Kate Antonovics, Ori Heffetz	McGraw-Hill	9	2024
4	BBAZ16005	財務會計導論 INTRODUCTION TO FINANCIAL ACCOUNTING	2	D1 - D8	必修 Core	教科書 CB	電子套裝 Ebundle		9789814923392	Fundamental Accounting Principle AGE 3RD (Access For 360 days)	John Wild	McGraw-Hill	3	2022
5	BBAZ16006	管理會計導論 INTRODUCTION TO MANAGERIAL ACCOUNTING	2	D1 - D8	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	McGraw-Hill	3	2022
6	BBAZ16007	財務學原理 FUNDAMENTALS OF FINANCE	2	D1 - D8	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.	9789813314009	Essentials of Corporate Finance (Print book + code card for connect assignment)	Stephen Ross, Randolph Westerfield and Bradford Jordan	McGraw-Hill	12	2025
	BBAZ16007	財務學原理 FUNDAMENTALS OF FINANCE	2	D1 - D8	必修 Core	教科書 CB	電子套裝 Ebundle		9781265412470	Essentials of Corporate Finance code card for connect assignment	Stephen Ross, Randolph Westerfield and Bradford Jordan	McGraw-Hill	12	2025
7	BBAZ16008	組織行為學 ORGANIZATIONAL BEHAVIOR	2	D1 - D7	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.	9781292450025	Organizational Behavior	Stephen P. Robbins & Timothy A. Judge	Pearson	19	2023
	BBAZ16008	組織行為學 ORGANIZATIONAL BEHAVIOR	2	D1 - D7	必修 Core	教科書 CB	電子書 Ebook		9781292449968	Organizational Behavior	Stephen P. Robbins & Timothy A. Judge	Pearson	19	2023
8	BBAZ16010	企業法律環境 LEGAL ENVIRONMENT OF BUSINESS	2	D1 - D2	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.	9781292060156	The Legal Environment of Business	Nancy Kubasek	Pearson	7	2015
	BBAZ16010	企業法律環境 LEGAL ENVIRONMENT OF BUSINESS	2	D1 - D2	必修 Core	教科書 CB	電子書 Ebook		9781292071527	The Legal Environment of Business	Nancy Kubasek	Pearson	7	2015
9	BBAZ16011	商務統計 BUSINESS STATISTICS	2	D1 - D7	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.	9789813313514	Pack Basic Statistics in Business and Economics + Connect (Print book + code card for connect assignment)	Douglas A. Lind, William G. Marchal, Samuel A. Wathen	McGraw-Hill	N/A	N/A
	BBAZ16011	商務統計 BUSINESS STATISTICS	2	D1 - D7	必修 Core	教科書 CB	電子套裝 Ebundle		9781260719314	Basic Statistics in Business and Economics Connect code card for connect assignment	Douglas A. Lind, William G. Marchal, Samuel A. Wathen	McGraw-Hill	N/A	N/A
10	BBAZ16014	營運管理 OPERATIONS MANAGEMENT	2	D1 - D2	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.	9781266844621	Operations and Supply Chain Management	William J. Stevenson & Thomas J. Kull	McGraw-Hill	15	2024
	BBAZ16014	營運管理 OPERATIONS MANAGEMENT	2	D1 - D2	必修 Core	教科書 CB	電子書 Ebook		9781264585762	Operations and Supply Chain Management	William J. Stevenson & Thomas J. Kull	McGraw-Hill	15	2024
11	BBAZ16015	市場營銷 MARKETING	2	D1 - D7	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.	9781265110024	Marketing	Roger A. Kerin and Steven W. Hartley	McGraw-Hill	N/A	2025
	BBAZ16015	市場營銷 MARKETING	2	D1 - D7	必修 Core	教科書 CB	電子書 Ebook		9781266186271	Marketing	Roger A. Kerin and Steven W. Hartley	McGraw-Hill	N/A	2025
12	BBAZ16016	戰略管理 STRATEGIC MANAGEMENT	2	D1 - D7	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.	9781266849466	Crafting and Executing Strategy The Quest for Competitive Advantage Concepts and Cases	A. Thompson, Margaret Peteraf, John E. Gamble, A. J. Strickland	McGraw-Hill	N/A	2024
	BBAZ16016	戰略管理 STRATEGIC MANAGEMENT	2	D1 - D7	必修 Core	教科書 CB	電子書 Ebook		9781264805600	Crafting and Executing Strategy The Quest for Competitive Advantage Concepts and Cases	A. Thompson, Margaret Peteraf, John E. Gamble, A. J. Strickland	McGraw-Hill	N/A	2024
13	BBAE16101	公司治理 CORPORATE GOVERNANCE	3	E1 - E4	選修 Elective	教科書 CB	紙本書 Printbook	二選一，不須同時購買。	9781473759176	Corporate Governance A Global Perspective	Marc Goergen	Cengage Learning EMEA	1	2018

14	BBAE16101	公司治理 CORPORATE GOVERNANCE	3	E1 - E4	選修 Elective	教科書 CB	電子書 Ebook	Choose ONE, NO NEED to buy ALL.	9788000042329	Corporate Governance A Global Perspective	Marc Goergen	Cengage Learning EMEA	1	2018
14	BBAE16201	行為金融學 BEHAVIORAL FINANCE	3	E1 - E3	選修 Elective	參考書 RB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9780324661170	Behavioral Finance: Psychology, Decision-Making, and Markets	Lucy Ackert and Richard Deaves	Cengage Learning	N/A	2009
	BBAE16201	行為金融學 BEHAVIORAL FINANCE	3	E1 - E3	選修 Elective	參考書 RB	電子書 Ebook		9788000007281	Behavioral Finance: Psychology, Decision-Making, and Markets	Lucy Ackert and Richard Deaves	Cengage Learning	N/A	2009
15	BBAE16606	大數據 BIG DATA	3	E1 - E2	選修 Elective	參考書 RB	紙本書 Printbook		9781071614204	An Introduction to Statistical Learning with Applications in R (Paperback)	Gareth James, Daniela Witten, Trevor Hastie and Robert Tibshirani	Springer	2	2021
16	BBAE16607-01	商業分析學專題 (一) 之「區塊鏈及其應用」 SPECIAL TOPICS IN BUSINESS ANALYTICS I - "BLOCK CHAIN AND ITS APPLICATIONS"	3	E1 - E2	選修 Elective	參考書 RB	紙本書 Printbook		9781394275892	Blockchain, Crypto and DeFi: Bridging Finance and Technology	Marco Di Maggio	Wiley	1	2024
17	BBAE16707	國際貿易學專題 SPECIAL TOPICS IN INTERNATIONAL TRADE	3	E1	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.	9781266131752	International Economics	Thomas A. Pugel	McGraw-Hill	18	2024
	BBAE16707	國際貿易學專題 SPECIAL TOPICS IN INTERNATIONAL TRADE	3	E1	選修 Elective	教科書 CB	電子書 Ebook		9781266491139	International Economics	Thomas A. Pugel	McGraw-Hill	18	2024
18	BBAZ16012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	3	D1 - D11	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.	9781264936182	Business Driven Technology	Paige Baltzan	McGraw-Hill	11	2025
	BBAZ16012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	3	D1 - D11	必修 Core	教科書 CB	電子書 Ebook		9781266012112	Business Driven Technology	Paige Baltzan	McGraw-Hill	11	2025
19	BBAZ16013	會計資訊系統 ACCOUNTING INFORMATION SYSTEMS	3	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.	9789813313507	Accounting Information Systems(Printed book of AIS + Connect code card of AIS)	Richardson, Chang, Smith	McGraw-Hill	4	2024
	BBAZ16013	會計資訊系統 ACCOUNTING INFORMATION SYSTEMS	3	D1 - D4	必修 Core	教科書 CB	電子套裝 Ebundle		9781266368998	Accounting Information Systems(Printed book of AIS + Connect code card of AIS)	Richardson, Chang, Smith	McGraw-Hill	4	2024
20	BBAZ16101	中級會計 INTERMEDIATE ACCOUNTING I	3	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.	9789813312906	Pack Intermediate Accounting + Connect Code (360 days)	Spiceland	McGraw-Hill	3	N/A
	BBAZ16101	中級會計 INTERMEDIATE ACCOUNTING I	3	D1 - D4	必修 Core	教科書 CB	電子套裝 Ebundle		9789813319196	Intermediate Accounting Connect Code (360 days)	Spiceland	McGraw-Hill	3	N/A
21	BBAZ16103	成本與管理會計 COST AND MANAGEMENT ACCOUNTING	3	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.	9781292463056	Horngrén's Cost Accounting + MyLab Accounting with Pearson eText	Charles T. Horngrén, Srikant M. Datar, Madhav V. Rajan	Pearson	18	2026
	BBAZ16103	成本與管理會計 COST AND MANAGEMENT ACCOUNTING	3	D1 - D4	必修 Core	教科書 CB	電子套裝 Ebundle		9781292463131	Horngrén's Cost Accounting MyLab Accounting with Pearson eText	Charles T. Horngrén, Srikant M. Datar, Madhav V. Rajan	Pearson	18	2026
22	BBAZ16106	公司法 COMPANY LAW	3	D1 - D4	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.	9781292246062	Smith & Keenan's Company Law	Charles Wild and Stuart Weinstein	Pearson	18	2019
	BBAZ16106	公司法 COMPANY LAW	3	D1 - D4	必修 Core	教科書 CB	電子書 Ebook		9781292246093	Smith & Keenan's Company Law	Charles Wild and Stuart Weinstein	Pearson	18	2019
23	BBAZ16108	財務管理 FINANCIAL MANAGEMENT	3	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.	9789813314016	Corporate Finance (bundle with connect card) (360 days)	Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe, Bradford D. Jordan, Kelly Shue	McGraw Hill	N/A	2025
	BBAZ16108	財務管理 FINANCIAL MANAGEMENT	3	D1 - D4	必修 Core	教科書 CB	電子套裝 Ebundle		9781264112159	Corporate Finance connect code (360 days)	Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe, Bradford D. Jordan, Kelly Shue	McGraw Hill	N/A	2025
24	BBAZ16201	金融市場與機構 FINANCIAL MARKETS AND INSTITUTIONS	3	D1 - D3	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。	9781292409481	The Economics of Money, Banking, and Financial Markets	Frederic S. Mishkin	Pearson	13	2021

	BBAZ16201	金融市場與機構 FINANCIAL MARKETS AND INSTITUTIONS	3	D1 - D3	必修 Core	教科書 CB	電子書 Ebook	Choose ONE, NO NEED to buy ALL.	9781292409566	The Economics of Money, Banking, and Financial Markets	Frederic S. Mishkin	Pearson	13	2021
25	BBAZ16202	財務報表分析 FINANCIAL STATEMENT ANALYSIS	3	D1 - D3	必修 Core	教科書 CB	電子書 Ebook		9788000039855	Financial Reporting, Financial Statement Analysis and Valuation	James M. Wahlen, Stephen P. Baginski, Mark Bradshaw	Cengage Learning	10	2023
26	BBAZ16203	股票與投資分析 EQUITIES AND INVESTMENT ANALYSIS	3	D1 - D3	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.	9789813313521	Pack Essentials of Investments + Connect code	Zvi Bodie, Alex Kane, Alan Marcus	McGraw-Hill	13	2024
	BBAZ16203	股票與投資分析 EQUITIES AND INVESTMENT ANALYSIS	3	D1 - D3	必修 Core	教科書 CB	電子套裝 Ebundle		9781264140244	Essentials of Investments +Connect code	Zvi Bodie, Alex Kane, Alan Marcus	McGraw-Hill	13	2024
27	BBAZ16301	人力資源管理 HUMAN RESOURCE MANAGEMENT	3	D1 - D2	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	Noc, R.A., Hollenbeck, J.R., Gerhart, B., Wright, P.M.	McGraw-Hill	10	2024
	BBAZ16301	人力資源管理 HUMAN RESOURCE MANAGEMENT	3	D1 - D2	必修 Core	教科書 CB	電子書 Ebook		9781264541850	Fundamentals of Human Resource Management	Noc, R.A., Hollenbeck, J.R., Gerhart, B., Wright, P.M.	McGraw-Hill	10	2024
28	BBAZ16302	組織理論設計與變革 ORGANIZATIONAL THEORY, DESIGN, AND CHANGE	3	D1 - D2	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.	9780273765608	Organizational Theory, Design, and Change	Gareth R. Jones	Pearson	7	2012
	BBAZ16302	組織理論設計與變革 ORGANIZATIONAL THEORY, DESIGN, AND CHANGE	3	D1 - D2	必修 Core	教科書 CB	電子書 Ebook		9780273765615	Organizational Theory, Design, and Change	Gareth R. Jones	Pearson	7	2012
29	BBAZ16305	領導學 LEADERSHIP	3	D1 - D2	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.	9789815077193	The Leadership Experience	Richard L. Daft	Cengage Learning	8	2023
	BBAZ16305	領導學 LEADERSHIP	3	D1 - D2	必修 Core	教科書 CB	電子書 Ebook		9788000040042	The Leadership Experience	Richard L. Daft	Cengage Learning	8	2023
30	BBAZ16401	消費者行為 CONSUMER BEHAVIOR	3	D1 - D2	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.	9789815160611	Consumer Behavior	Wayne D. Hoyer; Deborah J. MacInnis; Rik Pieters	Cengage Learning	8	2024
	BBAZ16401	消費者行為 CONSUMER BEHAVIOR	3	D1 - D2	必修 Core	教科書 CB	電子書 Ebook		9788000045689	Consumer Behavior	Wayne D. Hoyer; Deborah J. MacInnis; Rik Pieters	Cengage Learning	8	2024
31	BBAZ16402	品牌管理 BRAND MANAGEMENT	3	D1 - D2	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.	9781292314969	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kelvin Lane Keller	Pearson	5	2019
	BBAZ16402	品牌管理 BRAND MANAGEMENT	3	D1 - D2	必修 Core	教科書 CB	電子書 Ebook		9781292314990	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kelvin Lane Keller	Pearson	5	2019
32	BBAZ16403	服務營銷學 SERVICES MARKETING	3	D1 - D2	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.	9781292425191	Essentials of Services Marketing	Jochen Wirtz	Pearson	4	2022
	BBAZ16403	服務營銷學 SERVICES MARKETING	3	D1 - D2	必修 Core	教科書 CB	電子書 Ebook		9781292425160	Essentials of Services Marketing	Jochen Wirtz	Pearson	4	2022
33	BBAZ16501	供應鏈管理 SUPPLY CHAIN MANAGEMENT	3	D1 - D3	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.	9781292465340	Logistics Management and Strategy : Competing through the Supply Chain	Alan Harrison	Pearson	7	2026
	BBAZ16501	供應鏈管理 SUPPLY CHAIN MANAGEMENT	3	D1 - D3	必修 Core	教科書 CB	電子書 Ebook		9781292733463	Logistics Management and Strategy: Competing through the Supply Chain	Alan Harrison	Pearson	7	2026
34	BBAZ16601	商業數據分析導論 INTRODUCTION TO BUSINESS ANALYTICS	3	D1 - D2	必修 Core	教科書 CB	紙本書 Printbook	二選一，不須同時購買。	9798214050294	Business Analytics	Jeffrey D. Camm; James J. Cochran; Michael J. Fry; Jeffrey W. Ohlmann; David R. Anderson; Dennis J. Sweeney; Thomas A. Williams	Cengage	5	2024

	BBAZ16601	商業數據分析導論 INTRODUCTION TO BUSINESS ANALYTICS	3	D1 - D2	必修 Core	教科書 CB	電子書 Ebook	Choose ONE, NO NEED to buy ALL.	9788000072463	Business Analytics	Jeffrey D. Camm; James J. Cochran; Michael J. Fry; Jeffrey W. Ohlmann; David R. Anderson; Dennis J. Sweeney; Thomas A. Williams	Cengage	5	2024
35	BBAZ16701	國際貿易理論 INTERNATIONAL TRADE THEORY	3	D1	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.	9781266932595	Global Business Today	Charles W. L. Hill and G. Tomas M. Hult	McGraw-Hill	13	2024
	BBAZ16701	國際貿易理論 INTERNATIONAL TRADE THEORY	3	D1	必修 Core	教科書 CB	電子書 Ebook		9781264754762	Global Business Today	Charles W. L. Hill and G. Tomas M. Hult	McGraw-Hill	13	2024
36	BBAZ16703	營銷調研 MARKETING RESEARCH	3	D1	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.	9781265766610	Essentials of Marketing Research	Hair, Wolfinbarger, Ortinau and Bush	McGraw-Hill	N/A	2026
	BBAZ16703	營銷調研 MARKETING RESEARCH	3	D1	必修 Core	教科書 CB	電子書 Ebook		9781265619275	Essentials of Marketing Research	Hair, Wolfinbarger, Ortinau and Bush	McGraw-Hill	N/A	2026
37	BBAE16205	金融風險管理 FINANCIAL RISK MANAGEMENT	4	E1 - E3	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.	9781266825811	Financial Markets and Institutions	Anthony Saunders & Marcia Milion Cornett	McGraw-Hill	9	2024
	BBAE16205	金融風險管理 FINANCIAL RISK MANAGEMENT	4	E1 - E3	選修 Elective	教科書 CB	電子書 Ebook		9781264577569	Financial Markets and Institutions	Anthony Saunders & Marcia Milion Cornett	McGraw-Hill	9	2024
38	BBAE16303	職業生涯開發 CAREER DEVELOPMENT	4	E1 - E2	選修 Elective	參考書 RB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9789815059717	Human Resource Development: Talent Development	Jon M. Werner	Cengage	8	2022
	BBAE16303	職業生涯開發 CAREER DEVELOPMENT	4	E1 - E2	選修 Elective	參考書 RB	電子書 Ebook		9788000033358	Human Resource Development: Talent Development	Jon M. Werner	Cengage	8	2022
39	BBAE16402	銷售管理 SALES MANAGEMENT	4	E1 - E2	選修 Elective	參考書 RB	紙本書 Printbook	二選一，不須同時購買。 Choose ONE, NO NEED to buy ALL.	9781292731407	Selling and Sales Management	David Jobber, Geoff Lancaster, Kenneth Le Meunier-FitzHugh	Pearson	12	2025
	BBAE16402	銷售管理 SALES MANAGEMENT	4	E1 - E2	選修 Elective	參考書 RB	電子書 Ebook		9781292463261	Selling and Sales Management	David Jobber, Geoff Lancaster, Kenneth Le Meunier-FitzHugh	Pearson	12	2025
40	BBAE16701	WTO與國際貿易法規 WTO AND INTERNATIONAL TRADE REGULATION	4	E1	選修 Elective	教科書 CB	紙本書 Printbook		9781108747103	The Law and Policy of the World Trade Organization: Text, Cases and Materials	Van den Bossche, P., & Zdouc, W	Cambridge: Cambridge University Press.	5	2022
41	BBAE16702	跨國公司管理 MULTINATIONAL CORPORATION MANAGEMENT	4	E1	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.	9781265069605	International Business: Competing in the Global Marketplace	Charles W. L. Hill	McGraw-Hill	N/A	2025
	BBAE16702	跨國公司管理 MULTINATIONAL CORPORATION MANAGEMENT	4	E1	選修 Elective	教科書 CB	電子書 Ebook		9781266200434	International Business: Competing in the Global Marketplace	Charles W. L. Hill	McGraw-Hill	N/A	2025
42	BBAZ16004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	D1 - D7	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.	9780538497770	Ethics in the Workplace	Dean Bredeson, Keith Goree	Cengage	3	2012
	BBAZ16004	商業倫理與企業社會責任 BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	D1 - D7	必修 Core	教科書 CB	電子書 Ebook		9788000039527	Ethics in the Workplace	Dean Bredeson, Keith Goree	Cengage	3	2012
43	BBAZ16009	商業傳意 BUSINESS COMMUNICATION	4	D1 - D7	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.	9781292330099	Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace	Coutland Bovee and John Thill	Pearson	8	2019
	BBAZ16009	商業傳意 BUSINESS COMMUNICATION	4	D1 - D7	必修 Core	教科書 CB	電子書 Ebook		9781292330167	Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace	Coutland Bovee and John Thill	Pearson	8	2019
44	BBAZ16107	高級財務會計 ADVANCED FINANCIAL ACCOUNTING	4	D1 - D4	必修 Core	教科書 CB	電子套裝 Ebundle		9781264071814	Advanced Financial Accounting connect	Christensen	McGraw-Hill	13	2022
44	BBAZ16209	公司金融 CORPORATE FINANCE	4	D1 - D3	必修 Core	教科書 CB	紙本套裝 Pbundle	二選一，不須同時購買。	9789813314016	Corporate Finance + Connect Code (360 days)	Bradford D. Jordan Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe	McGraw-Hill	N/A	2025

	BBAZ16209	公司金融 CORPORATE FINANCE	4	D1 - D3	必修 Core	教科書 CB	電子套裝 Ebundle	Choose ONE, NO NEED to buy ALL.	9781264112159	Corporate Finance Connect Code (360 days)	Bradford D. Jordan Stephen A. Ross, Randolph W. Westerfield, Jeffrey Jaffe	McGraw-Hill	N/A	2025
46	BBAZ16407	定價策略 PRICING STRATEGY	4	D1 - D2	必修 Core	教科書 CB	紙本書 Printbook		9781032540726	The Strategy and Tactics of Pricing: A Guide to Growing More Profitably	Thomas T. Nagle, John Hogan	Routledge	7	2024
47	BBAZ16503	質量管理 QUALITY MANAGEMENT	4	D1 - D4	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.	9789815291940	Managing for Quality and Performance Excellence	James Evans, William Lindsay	Cengage	12	2025
	BBAZ16503	質量管理 QUALITY MANAGEMENT	4	D1 - D4	必修 Core	教科書 CB	電子書 Ebook		9788000070629	Managing for Quality and Performance Excellence	James Evans, William Lindsay	Cengage	12	2025
48	BBAZ16606	商業博弈論 GAME THEORY IN BUSINESS	4	D1 - D2	必修 Core	教科書 CB	紙本書 Printbook		9780745011592	A Primer in Game Theory	Robert Gibbons	Pearson	1	1992
49	BBAZ16707	國際商法 INTERNATIONAL BUSINESS LAW	4	D1	必修 Core	教科書 CB	紙本書 Printbook		9780273768616	International Business Law	Ray A. August, Don Mayer, Michael Bixby	Pearson	6	2012

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	BBAZ16008	組織行為學 ORGANIZATIONAL BEHAVIOR	跨學院 選修	E1	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
	BBAZ16008	組織行為學 ORGANIZATIONAL BEHAVIOR	跨學院 選修	E1	選修 Elective	教科書 CB	電子書 Ebook		9781292449968	Organizational Behavior	Stephen P. Robbins & Timothy A. Judge	Pearson	19	2023
2	BBAZ16002	微觀經濟學 MICROECONOMICS	跨學院 選修	E1	選修 Elective	教科書 CB	紙本書 Printbook		9781266898822	Principles of Economics	Frank et al.	McGraw-Hill	9	2024
3	BBAZ16007	財務學原理 FUNDAMENTALS OF FINANCE	跨學院 選修	E1	選修 Elective	教科書 CB	電子套裝 Ebundle		9781265412470	Essentials of Corporate Finance code card for connect assignment	Stephen Ross, Randolph Westerfield and Bradford Jordan	McGraw-Hill	12	2025
4	BBAZ16012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	跨學院 選修	E1	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.	9781264936182	Business Driven Technology	Paige Baltzan	McGraw-Hill	11	2025
	BBAZ16012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	跨學院 選修	E1	選修 Elective	教科書 CB	電子書 Ebook		9781266012112	Business Driven Technology	Paige Baltzan	McGraw-Hill	11	2025
5	BBAZ16015	市場營銷 MARKETING	跨學院 選修	E1	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.	9781265110024	Marketing	Roger A. Kerin and Steven W. Hartley	McGraw-Hill	N/A	2025
	BBAZ16015	市場營銷 MARKETING	跨學院 選修	E1	選修 Elective	教科書 CB	電子書 Ebook		9781266186271	Marketing	Roger A. Kerin and Steven W. Hartley	McGraw-Hill	N/A	2025

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