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商學士學位課程 Bachelor of Commerce

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	BCOM001	管理導論 Introduction to Management	1	D1-D5	必修 Core	教科書 CB	紙本書 Printbook		9781266802942	Contemporary Management	Jones, G. R. & George, J. M.	McGraw Hill	13	2024
2	BCOM005	財務會計導論 INTRODUCTION TO FINANCIAL ACCOUNTING	1	D1-D5	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, Barbara Chiappetta	McGraw-Hill	3	2022
3	BCOM002	微觀經濟學 MICROECONOMICS	2	D1-D5	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.	9789815367546	Principles of Economics	Mankiw, N. G.	Cengage Learning	11	2027
	BCOM002	微觀經濟學 MICROECONOMICS	2	D1-D5	必修 Core	參考書 RB	電子書 Ebook		9798214055077	Principles of Economics	Mankiw, N. G.	Cengage Learning	11	2027
4	BCOM009	商業傳意 BUSINESS COMMUNICATION	2	D1-D5	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.	9781292450117	Excellence in Business Communication	Courtland Bovee, John Thill	Pearson	14	2023
	BCOM009	商業傳意 BUSINESS COMMUNICATION	2	D1-D5	必修 Core	教科書 CB	電子書 Ebook		9781292450124	Excellence in Business Communication	Courtland Bovee, John Thill	Pearson	14	2023
5	BCOM009	商業傳意 BUSINESS COMMUNICATION	2	D1-D5	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.	9781292330099	Business Communication Essentials	Courtland Bovee and John Thill	Pearson	8	2020
	BCOM009	商業傳意 BUSINESS COMMUNICATION	2	D1-D5	必修 Core	參考書 RB	電子書 Ebook		9781292330167	Business Communication Essentials	Courtland Bovee and John Thill	Pearson	8	2020
6	BCOM010	企業法律環境 LEGAL ENVIRONMENT OF BUSINESS	2	D1-D5	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 K. Kubasek and Bartley Brennan	Pearson	7	2015
	BCOM010	企業法律環境 LEGAL ENVIRONMENT OF BUSINESS	2	D1-D5	必修 Core	教科書 CB	電子書 Ebook		9781292071527	The Legal Environment of Business	Nancy K. Kubasek and Bartley Brennan	Pearson	7	2015
7	BCOM108	管理心理學 MANAGERIAL PSYCHOLOGY	2	D1-D4	必修 Core	教科書 CB	紙本書 Printbook		9781867312895	Managerial Psychology A Complete Guide	Gerardus Blokdyk	SSTARCOoks	1	2021
8	BCOM108	管理心理學 MANAGERIAL PSYCHOLOGY	2	D1-D4	必修 Core	教科書 CB	紙本書 Printbook		9798472771672	MANAGERIAL PSYCHOLOGY: Organizational behaviors: that can make you more successful at work	Fiona Stephens	Independently published	1	2021
9	BCOM002	微觀經濟學 MICROECONOMICS	2	D1-D5	必修 Core	教科書 CB	紙本書 Printbook		9781266898822	Principles of Economics	Robert H. Frank and Ben S. Bernanke	McGraw Hill	9	2024
10	BCOM006	管理會計導論 INTRODUCTION TO MANAGERIAL ACCOUNTING	2	D1-D5	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 KEN W. SHAW	McGraw-Hill	3	2022
11	BCOM007	財務學原理 FUNDAMENTALS OF FINANCE	2	D1-D5	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.	9781265218577	Essentials of Corporate Finance	Stephen Ross, Bradford Jordan Randolph Westerfield	McGraw Hill	12	2025
	BCOM007	財務學原理 FUNDAMENTALS OF FINANCE	2	D1-D5	必修 Core	教科書 CB	電子書 Ebook		9781265412470A	Essentials of Corporate Finance	Stephen Ross, Bradford Jordan Randolph Westerfield	McGraw Hill	12	2025
12	BCOM008	組織行為學 ORGANIZATIONAL BEHAVIOR	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.	9781292450025	Organizational Behavior	Stephen P. Robbins & Timothy A. Judge	Pearson	19	2023
	BCOM008	組織行為學 ORGANIZATIONAL BEHAVIOR	3	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781292449968	Organizational Behavior	Stephen P. Robbins & Timothy A. Judge	Pearson	19	2023
13	BCOM106	消費者行為 CONSUMER BEHAVIOR	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.	9781292452340	Consumer Behavior: Buying, Having, and Being	Michael R. Solomon	Pearson	14	2023
	BCOM106	消費者行為 CONSUMER BEHAVIOR	3	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781292720654	Consumer Behavior: Buying, Having, and Being	Michael R. Solomon	Pearson	14	2023

14	BCOM013	營運管理 OPERATIONS MANAGEMENT	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.	9781266844621	Operations and Supply Chain Management	William J. Stevenson & Thomas J. Kull	McGraw Hill	15	2024
	BCOM013	營運管理 OPERATIONS MANAGEMENT	3	D1-D4	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
15	BCOM014	市場營銷 MARKETING	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.	9781265110024	Marketing	Roger Kerin & Steven Hartley	McGraw Hill	N/A	2025
	BCOM014	市場營銷 MARKETING	3	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781266186271	Marketing	Roger Kerin & Steven Hartley	McGraw Hill	N/A	2025
16	BCOM101	品牌管理 BRAND 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.	9781292314969	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kevin Lane Keller	Pearson	5	2019
	BCOM101	品牌管理 BRAND MANAGEMENT	4	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781292314990	Strategic Brand Management: Building, Measuring, and Managing Brand Equity	Kevin Lane Keller	Pearson	5	2019
17	BCOM103	財務管理 FINANCIAL 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.	9781265218577	Essentials of Corporate Finance	Stephen Ross, Bradford Jordan Randolph Westerfield	McGraw Hill	12	2025
	BCOM103	財務管理 FINANCIAL MANAGEMENT	4	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781265412470A	Essentials of Corporate Finance	Stephen Ross, Bradford Jordan Randolph Westerfield	McGraw Hill	12	2025
18	BCOM107	人力資源管理 HUMAN RESOURCE 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.	9781265194512	Human Resource Management: Gaining Competitive Advantage	Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M.	McGraw Hill	N/A	2025
	BCOM107	人力資源管理 HUMAN RESOURCE MANAGEMENT	4	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781264495351	Human Resource Management: Gaining Competitive Advantage	Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M.	McGraw Hill	N/A	2025
19	BCOM110	項目管理 Project 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.	9781266912481	Project Management	Larson, E. W. & Clifford, F. G.	McGraw-Hill	9	2024
	BCOM110	項目管理 Project Management	4	D1-D4	必修 Core	教科書 CB	電子書 Ebook		9781264470686	Project Management	Larson, E. W. & Clifford, F. G.	McGraw-Hill	9	2024

款待服務管理學士課程 Bachelor of Hospitality 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	BOHM111	智慧旅遊紀元的營銷方法 MARKETING IN THE ERA OF SMART-TOURISM	4	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.	9781292738086	Digital Marketing: Strategy, Implementation and Practice	Chaffey, D., & Ellis-Chadwick, F.	Pearson	9	2025
	BOHM111	智慧旅遊紀元的營銷方法 MARKETING IN THE ERA OF SMART-TOURISM	4	D1	必修 Core	教科書 CB	電子書 Ebook		9781292470054	Digital Marketing: Strategy, Implementation and Practice	Chaffey, D., & Ellis-Chadwick, F.	Pearson	9	2025
2	BOHM115	服務質素和零售管理專題研究 Special Topic Study on Service Quality and Retail Management	4	D1	必修 Core	教科書 CB	紙本書 Printbook		9781071876275	Managing Hospitality Organizations: Achieving Excellence in the Guest Experience	Robert C. Ford	SAGE Publications	3	2024
3	BOHM005	人力資源管理 HUMAN RESOURCES MANAGEMENT	4	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.	9781265194512	Human Resource Management: Gaining Competitive Advantage	Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M.	McGraw Hill	N/A	2025
	BOHM005	人力資源管理 HUMAN RESOURCES MANAGEMENT	4	D1	必修 Core	教科書 CB	電子書 Ebook		9781264495351	Human Resource Management: Gaining Competitive Advantage	Noe, R.A., Hollenbeck, J.R., Gerhart, B. and Wright, P.M.	McGraw Hill	N/A	2025
4	BOHM112	當代服務業專題講座 Contemporary Issues in Service Industry	4	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.	9781266287152	Services marketing: Integrating customer focus across the firm	Zeithaml, V. A., Bitner, M. J., & Gremler, D. D.	McGraw Hill	8	2023
	BOHM112	當代服務業專題講座 Contemporary Issues in Service Industry	4	D1	必修 Core	教科書 CB	電子書 Ebook		9781266378911	Services marketing: Integrating customer focus across the firm	Zeithaml, V. A., Bitner, M. J., & Gremler, D. D.	McGraw Hill	8	2023

休閒管理學士學位 Bachelor of Leisure 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	BOHM011	多元文化溝通 Intercultural Communication	1	D1-D3	必修 Core	教科書 CB	紙本書 Printbook		9780190297442	Understanding Intercultural Communication	Stella Ting-Toomey, Leeva C. Chung	Oxford University Press	3	2021
2	BOHM001	管理學 Introduction to Management	1	D1-D3	必修 Core	教科書 CB	紙本書 Printbook		9781266802942	Contemporary Management	Gareth R. Jones, Jennifer M. George	McGraw Hill	13	2024
3	BOHM011	多元文化溝通 Intercultural Communication	1	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.	9780071664189	Cultures and Organisations: Software of the Mind	Geert Hofstede	McGraw Hill	3	2010
	BOHM011	多元文化溝通 Intercultural Communication	1	D1-D3	必修 Core	參考書 RB	電子書 Ebook		9780071770156	Cultures and Organisations: Software of the Mind	Geert Hofstede	McGraw Hill	3	2010
4	BOLM103	休閒心理學 LEISURE PSYCHOLOGY	1	D1, D2	必修 Core	教科書 CB	電子書 Ebook		9781264953042	Social Psychology	Myers, D. G. & Twenge, J. M	McGraw-Hill	14	2022
5	BOLM012	戶外遊憩實務 OUTDOOR RECREATIONAL PRACTICES	2	D1, D2	必修 Core	教科書 CB	紙本書 Printbook		9780415783644	Strategic Recreation Management	Jay Shivers and Joseph Halper	Routledge	1	2011
6	BOLM012	戶外遊憩實務 OUTDOOR RECREATIONAL PRACTICES	2	D1, D2	必修 Core	教科書 CB	紙本書 Printbook		9781952815539	Introduction to Commercial Recreation and Tourism	John C. Crossley, A. Scott Rood, Kate Price-Howard, Andrew Holdnak, Patty Click Jones	Sagamore venture	8	2023
7	BOLM104	世界飲食文化 FOOD AND BEVERAGE CULTURE	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.	9780357729588	Food and Culture	Kittler, P. G., Sucher, K., & Nahikian-Nelms, M.	Cengage Learning	8	2023
	BOLM104	世界飲食文化 FOOD AND BEVERAGE CULTURE	2	D1, D2	必修 Core	教科書 CB	電子書 Ebook		9788000045726	Food and Culture	Kittler, P. G., Sucher, K., & Nahikian-Nelms, M.	Cengage Learning	8	2023
8	BOLM013	休閒活動規劃與設計 PLANNING AND DESIGN OF LEISURE EVENTS	2	D1, D2	必修 Core	教科書 CB	紙本書 Printbook		9781571679468	Recreation Programming: Designing, Staging and Managing the Delivery of Leisure Experiences	J. Robert Rossman, Barbara Elwood Schlatter	Sagamore venture	8	2019
9	BOLM107	休閒產業之推廣與發展 PROMOTION AND DEVELOPMENT OF LEISURE INDUSTRY	2	D1, D2	必修 Core	教科書 CB	紙本書 Printbook		9780750655507	Leisure Marketing: A Global Perspective and Leisure and Recreation Management (Paperback)	Susan Horner, John Swarbrooke	Taylor & Francis Group	1	2012
10	BOLM106	節慶與會展活動規劃 PLANNING FOR FESTIVAL AND EXHIBITION EVENTS	2	D1, D2	必修 Core	教科書 CB	紙本書 Printbook		9780750658720	Festival and Events Management	Ian Yeoman, Martin Robertson, Jane Ali-Knight, Siobhan Drummond, Una McMahon-Beattie	Routledge	1	2003
11	BOLM014	會計學原理 PRINCIPLES OF ACCOUNTING	2	D1, D2	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, Ken W. Shaw, Barbara Chiappetta	McGraw-Hill	3	2022
12	BOHM008	消費者行為學 CONSUMER BEHAVIOR	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.	9781292452340	Consumer Behavior: Buying, Having, and Being	Michael R. Solomon	Pearson	14	2023
	BOHM008	消費者行為學 CONSUMER BEHAVIOR	3	D1-D3	必修 Core	教科書 CB	電子書 Ebook		9781292720654	Consumer Behavior: Buying, Having, and Being	Michael R. Solomon	Pearson	14	2023
13	BOHM002	營運管理 OPERATIONS 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.	9781266844621	Operations and Supply Chain Management	William J. Stevenson & Thomas J. Kull	McGraw Hill	15	2024
	BOHM002	營運管理 OPERATIONS MANAGEMENT	3	D1-D3	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
14	BOHM010	市場營銷 MARKETING	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.	9781265110024	Marketing	Roger Kerin & Steven Hartley	McGraw Hill	N/A	2025
	BOHM010	市場營銷 MARKETING	3	D1-D3	必修 Core	教科書 CB	電子書 Ebook		9781266186271	Marketing	Roger Kerin & Steven Hartley	McGraw Hill	N/A	2025

環球營運管理學士學位課程 Bachelor of Global Operations 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	BGOM001	管理學 Introduction to Management	1	D1-D4	必修 Core	教科書 CB	紙本書 Printbook		9781266802942	Contemporary Management	Gareth R. Jones, Jennifer M. George	McGraw Hill	13	2024
2	BGOM005	財務會計學 INTRODUCTION TO FINANCIAL ACCOUNTING	1	D1-D5	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, Barbara Chiappetta	McGraw Hill	3	2022
3	BCOM006	管理會計學 INTRODUCTION TO MANAGERIAL ACCOUNTING	2	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.	9781265111427	Managerial Accounting	Ray H. Garrison, Eric Noreen, Peter C. Brewer	McGraw-Hill	N/A	2026
	BCOM006	管理會計學 INTRODUCTION TO MANAGERIAL ACCOUNTING	2	D1-D3	必修 Core	教科書 CB	電子書 Ebook		9781266278525	Managerial Accounting	Ray H. Garrison, Eric Noreen, Peter C. Brewer	McGraw-Hill	N/A	2026

4	BGOM002	微觀經濟學 MICROECONOMICS	2	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.	9789815367546	Principles of Economics	Mankiw, N. G.	Cengage Learning	11	2027
	BGOM002	微觀經濟學 MICROECONOMICS	2	D1-D3	必修 Core	參考書 RB	電子書 Ebook		9798214055077	Principles of Economics	Mankiw, N. G.	Cengage Learning	11	2027
5	BGOM002	微觀經濟學 MICROECONOMICS	2	D1-D3	必修 Core	教科書 CB	紙本書 Printbook		9781266898822	Principles of Economics	Robert H. Frank and Ben S. Bernanke	McGraw Hill	9	2024
6	BGOM006	管理會計學 INTRODUCTION TO MANAGERIAL ACCOUNTING	2	D1-D3	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 KEN W. SHAW	McGraw-Hill	3	2022
7	BGOM012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	2	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.	9781264936182	Business Driven Technology	Paige Baltzan	McGraw Hill	11	2025
	BGOM012	管理資訊系統 MANAGEMENT INFORMATION SYSTEMS	2	D1-D3	必修 Core	教科書 CB	電子書 Ebook		9781266012112	Business Driven Technology	Paige Baltzan	McGraw Hill	11	2025
8	BGOM105	電子商務 ELECTRONIC COMMERCE	2	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.	9781292725833	Digital Business and E-Commerce Management	Chaffey, Arturi, Edmundson-Bird	Pearson	8	2024
	BGOM105	電子商務 ELECTRONIC COMMERCE	2	D1-D3	必修 Core	參考書 RB	電子書 Ebook		9781292457536	Digital Business and E-Commerce Management	Chaffey, Arturi, Edmundson-Bird	Pearson	8	2024
9	BGOM105	電子商務 ELECTRONIC COMMERCE	2	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.	9781266849466	Crafting and executing strategy: The quest for competitiveadvantage: Concepts and cases	Thompson, A., Peteraf, M., Sutton, C., Gamble, J., & Strickland, A. (McGraw hill	N/A	2024
	BGOM105	電子商務 ELECTRONIC COMMERCE	2	D1-D3	必修 Core	教科書 CB	電子書 Ebook		9781264805600	Crafting and executing strategy: The quest for competitiveadvantage: Concepts and cases	Thompson, A., Peteraf, M., Sutton, C., Gamble, J., & Strickland, A. (McGraw hill	N/A	2024
10	BGOM108	管理心理學 MANAGERIAL PSYCHOLOGY	2	D1-D3	必修 Core	教科書 CB	紙本書 Printbook		9781867312895	Managerial Psychology A Complete Guide	Gerardus Blokdyk	SSTARCOoks	1	2021
11	BGOM108	管理心理學 MANAGERIAL PSYCHOLOGY	2	D1-D3	必修 Core	教科書 CB	紙本書 Printbook		9798472771672	MANAGERIAL PSYCHOLOGY: Organizational behaviors: that can make you more successful at work	Fiona Stephens	Independently published	1	2021
12	BGOM109	企業資源規劃 Enterprise Resource Planning	2	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.	9781264900299	Operations and Supply Chain Management: The Core	F. Robert Jacobs and Richard Chase	McGraw Hill	N/A	2025
	BGOM109	企業資源規劃 Enterprise Resource Planning	2	D1-D3	必修 Core	教科書 CB	電子書 Ebook		9781266791239	Operations and Supply Chain Management: The Core	F. Robert Jacobs and Richard Chase	McGraw Hill	N/A	2025

*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.