

學校 School : 管理科學高等學校 School of Business

課程 Programme : 電子商貿高等專科學位課程 (日間/英文) Higher Diploma in E-Commerce (Day/English)

Year	Course Name	Course Code	Section	Lecturer	Text Book	Edition	Publisher	Author
1	Introduction to Business	BUSS100	11221	Yu Lai Peng, Amy	Business in Action	2005	Prentice Hall	Bovee, Thill
	Introduction to Business	BUSS100	11321	Leong Wai Hong, Jeff(P)	Business in Action	2005	Prentice Hall	Bovee, Thill
	Introduction to Internet	COMP100	11121	Yu Wai Tat, Billy	New Perspective on The Internet	5 th , Comprehensive	Course Technology	Garry Schneider & Jessica Evans
	Introduction to Internet	COMP100	11221	Siu Wai Cheong	New Perspective on The Internet	5 th , Comprehensive	Course Technology	Garry Schneider & Jessica Evans
	Introduction to Data Processing	COMP121	11121	Tam Shuk Han, Sally	Microsoft Office 2003: Introductory Concepts and Techniques	2004	Course Technology	Shelly, Cashman & Vermaat
	Introduction to Data Processing	COMP121	11221	Wong San San, Jasmine(P)	Microsoft Office 2003: Introductory Concepts and Techniques	2004	Course Technology	Shelly, Cashman & Vermaat
	Elective: Microeconomics	ECON100	11321	Chao Keng Kuai, Eric	Principles of Microeconomics or Principles of Economics	Latest	South-Western	Mankiw, N. Gregory
	English I	ENGL101	11121	Pang Wai Man, Raymond(P)	Market Leader Course Book (ISBN-0-58250-720-0)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	English I	ENGL101	11221	Wang Xian, Vincent(P)	Market Leader Course Book (ISBN-0-58250-720-0)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	Computing Mathematics	MATH101	11121	Siu Wai Cheong	Discrete Mathematics and Its Applications	5 th	McGraw-Hill	Kenneth H. Rosen
	Computing Mathematics	MATH101	11221	Siu Wai Cheong	Discrete Mathematics and Its Applications	5 th	McGraw-Hill	Kenneth H. Rosen
Elective: Sociology	SOCI100	11121	Xia Guang(OT)	Introduction to Sociology	4 th	W.W.Norton & Company	A.Giddens, M. Duneier & R.P.Appelbaum	

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2	Principles of Accounting I	ACCT100	21221	Ip Un Cheong, Kevin	Accounting Principles	7 th	John Wiley	Weygandt, Kieso and Kimmel
	Windows Environment & Applications	COMP210	21121	Lei Hio Man, William(P)	Swing	2 nd , 2003	Pearson Education	Matthew Robinson
	Data Structure	COMP220	21121	Chan Ka Yin, Victor	The Object of Data Abstraction and Structures using JAVA	2003	Addison Wesley	David D. Riley
	Business English I	ENGL250	21121	Tang Sut Leong, Edith(P)	Market Leader Course Book (ISBN-0-582-83809-6)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	Business English I	ENGL250	21221	McIntyre, Bryce Telfer	Market Leader Course Book (ISBN-0-582-83809-6)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	Business Finance	FINA230	21121	Lei I Sun, Larry	Essentials of Corporate Finance	4 th , 2004	McGraw-Hill	Ross, Westerfield & Jordan
					Fundamentals of Corporate Finance	4 th , 2004	McGraw-Hill	Brealey, Myers and Marcus
	Business Finance	FINA230	21221	Lei I Sun, Larry	Essentials of Corporate Finance	4 th , 2004	McGraw-Hill	Ross, Westerfield & Jordan
					Fundamentals of Corporate Finance	4 th , 2004	McGraw-Hill	Brealey, Myers and Marcus
	Marketing	MRKT220	21121	Tam Pui I, Pauline	Principles of Marketing	11 th	Prentice Hall	Kotler & Armstrong
Business Law	LLAW250		Ho Po Chuen, Horace	An introduction to Hong Kong Business Law	3 rd ed/ 2001	Hong Kong Longman.	Stott, V	
				Principles of Contract Law. Macau (In Chinese)	2004	Macau Polytechnic Institute	Lei L.N.	

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Year	Course Name	Course Code	Section	Lecturer	Text Book	Edition	Publisher	Author
3	Web Page Design	COMP300	31121	Yu Wai Tat, Billy	N/A			
	Internet Technology I (EC)	COMP310	31121	Yu Wai Tat, Billy	Murach's Java Servlets and JSP	1 st	Murach, Mike & Associates, Inc.	Andrea Steelman and Joel Murach
					* Java Servlet Programming	2 nd , 2001	O'Reilly & Associates	Jason Hunter
	Elective: Management Information System (EC)	COMP442	31121	Li Siu Pan, Thomas	Essentials of Management Information System the Digital Firm	Latest	Prentice Hall	K.C. Laudon & J.P. Laudon
	English for Information Technology I	ENGL300	31121	McIntyre, Bryce Telfer	Market Leader Course Book (ISBN-0-58243-464-5)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	Advertising Theories & Practices	MRKT323	31121	Lee Ka Chun, Peter	Advertising: Principles and Practice	7 th	Prentice Hall	Wells, Burnett & Moriarty
	Marketing Research	MRKT360	31121	Lee Ka Chun, Peter	Marketing Research	4 th		Alvin C. Burns, Ronald F. Bush
Sales Management	MRKT390	31121	Chung Kam Ho, Manson	Sales Management Analysis and Decision Making	5 th 2004	South Western, Thomson Learning	Thomas N. Ingram; Raymond W. LaForge; Ramon A. Avila, Charles H. Schwepker, Jr.; Michael R. Williams	

Remarks : * Reference Book