

## 2005/2006學年第一學期書單

Books List of 1<sup>st</sup> Semester for Academic Year 2005/2006

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 (夜間/英文) Higher Diploma in E-Commerce (Night/English)

| Year             | Course Name                                  | Course Code | Section              | Lecturer                                      | Text Book  | Edition                                  | Publisher  | Author                                  |
|------------------|--|-------------|----------------------|---|--|--|--|---|
| 3                | Web Page Design                              | COMP300     | 31222                | Fong Ka Chong,<br>Juliana(P)                  | N/A  |  |  |   |
|                  | Internet Technology I (EC)                   | COMP310     | 31222                | Yu Wai Tat, Billy                             | Murach's Java Servlets and JSP                               | 1 <sup>st</sup>                          | Murach, Mike<br>& Associates,<br>Inc.  | Andrea Steelman and Joel Murach         |
|                  |  |             |                      |   | *Java Servlet Programming                                    | 2 <sup>nd</sup> , 2001                   | O'Reilly &<br>Associates   | Jason Hunter                            |
|                  | Elective: Management Information System (EC) | COMP442     | 31222                | 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     | 31222                | Cheater, Angela<br>Penelope                   | Market Leader Course Book (ISBN-0-58243-464-5)               | Latest                                   | Longman  | David Cotton, David Falvey & Simon Kent |
|                  | Advertising Theories & Practices             | MRKT323     | 31222                | Cheng I Man,<br>Elizabeth(P)                  | Advertising: Principles and Practice                         | 7 <sup>th</sup>                          | Prentice Hall  | Wells, Burnett & Moriarty               |
|                  | Marketing Research                           | MRKT360     | 31222                | Lee Ka Chun, Peter                            | Marketing Research   | 4 <sup>th</sup>                          |  | Alvin C. Burns, Ronald F. Bush          |
| Sales Management | MRKT390                                      | 31222       | Chung Kam Ho, Manson | Sales Management Analysis and Decision Making | 5 <sup>th</sup> 2004   | South<br>Western,<br>Thomson<br>Learning | Thomas N. Ingram; Raymond W. LaForge; Ramon A. Avila, Charles H. Schwepker, Jr.; Michael R. Williams |   |

Remarks : \* Reference Book