

## 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 : 商貿高等專科學位課程 (日間/中文) Higher Diploma in Commerce (Day/Chinese)

Year	Course Name	Course Code	Section	Lecturer	Text Book	Edition	Publisher	Author
1	Principles of Accounting I	ACCT100	11111	Chao Keng Kuai, Eric	Accounting Principles	7 <sup>th</sup>	John Wiley	Weygandt, Kieso and Kimmel
	Principles of Accounting I	ACCT100	11411	Chao Keng Kuai, Eric	Accounting Principles	7 <sup>th</sup>	John Wiley	Weygandt, Kieso and Kimmel
	Introduction to Business	BUSS100	11111	Chan Chi Biu, David	Business in Action	2005	Prentice Hall	Bovee, Thill
	Business Software Applications I	COMP122	11111	Wong San San, Jasmine(P)	Concepts and Techniques Microsoft Office 2003: Introductory	2004	Course Technology	Shelly, Cashman & Vermaat
	Business Software Applications I	COMP122	11511	Wong San San, Jasmine(P)	Concepts and Techniques Microsoft Office 2003: Introductory	2004	Course Technology	Shelly, Cashman & Vermaat
	Microeconomics	ECON100	11511	Lao Hoi Hou, Adrian	Principles of Microeconomics or Principles of Economics	Latest	South-Western	Mankiw, N. Gregory
	English I	ENGL101	11711	Sayers, Stephen Donald(P)	Market Leader Course Book (ISBN-0-58250-720-0)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	English I	ENGL101	11811	Pang Wai Man, Raymond(P)	Market Leader Course Book (ISBN-0-58250-720-0)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	Foreign Language I (join BMDI-1)	FORL100	11111	Mario Yu	Ver, Ouvir e Falar Português	Edições técnicas, Ida	Lidel	Marflia Margareth Cuscalho
	Mandarin I	MAND100	11311	黃穎昌(P)	《語音課本》	2000	北京語言大學出版社	劉廣輝
					《口語課本》	2000	北京語言大學出版社	張輝
Mathematics	MATH100	11111	Pang Weng Sun, Natalie	Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences	11 <sup>th</sup>	Prentice Hall	Ernest F. Haeussler, Richard S. Paul, R.J. Wood	
Mathematics	MATH100	11411	Pang Weng Sun, Natalie	Introductory Mathematical Analysis for Business, Economics and the Life and Social Sciences	11 <sup>th</sup>	Prentice Hall	Ernest F. Haeussler, Richard S. Paul, R.J. Wood	

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2	Cost Accounting	ACCT210	21211	Ieong Pek Ha, Betty	Cost Accounting: A Managerial Emphasis	12 <sup>th</sup>	Prentice Hall	Horngren, Foster, and Datar
	Cost Accounting	ACCT210	21311	Ieong Pek Ha, Betty	Cost Accounting: A Managerial Emphasis	12 <sup>th</sup>	Prentice Hall	Horngren, Foster, and Datar
	Internet Technology I	COMP200	21311	Lai Tsz Ming, Terence	New Perspective on the Internet	5 <sup>th</sup> , Comprehensive	Course Technology	Gary Schneider & Jessica Evans
	Business English I	ENGL250	21511	Bell Trainer	Market Leader Course Book (ISBN-0-582-83809-6)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	Business English I	ENGL250	21611	Bell Trainer	Market Leader Course Book (ISBN-0-582-83809-6)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	Business Finance	FINA230	21511	Ho Po Chuen, Horace	Essentials of Corporate Finance	4 <sup>th</sup> , 2004	McGraw-Hill	Ross, Westerfield & Jordan
					Fundamentals of Corporate Finance	4 <sup>th</sup> , 2004	McGraw-Hill	Brealey, Myers and Marcus
	Business Finance	FINA230	21611	Ho Po Chuen, Horace	Essentials of Corporate Finance	4 <sup>th</sup> , 2004	McGraw-Hill	Ross, Westerfield & Jordan
					Fundamentals of Corporate Finance	4 <sup>th</sup> , 2004	McGraw-Hill	Brealey, Myers and Marcus
	Marketing	MRKT220	21411	Tam Pui I, Pauline	Principles of Marketing	11 <sup>th</sup>	Prentice Hall	Kotler & Armstrong
Principles of Purchasing	MRKT290	21211	Lao Ioi Heng, Winson(P)	Purchasing and Supply Management	12 <sup>th</sup>	McGraw Hill	Michiel Leenders; Harold E. Fearon,	
Elective: Psychology	PSYC100	21211	Leong Chong Ha(P)	Psychology-Themes and Variations	6 <sup>th</sup>	Wadsworth	Wayne Weiten	

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3	Elective: Business Ethics	BUSS301	31211	So Wing Kwan, William	Business Ethics-Ethical Decision Making & Cases * 商亦有道	6th 1999 初版	Houghton Mifflin 中華書局	Ferrell OC, Fraedrich John & Ferrell Linda 葉保強及陳志輝博士
	English for Information Technology I	ENGL300	31511	Lao Iok Heng, Jenny(P)	Market Leader Course Book (ISBN-0-58243-464-5)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	English for Information Technology I	ENGL300	31611	Sayers, Stephen Donald(P)	Market Leader Course Book (ISBN-0-58243-464-5)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	English for Information Technology I	ENGL300	31711	Lei Lou Meng, Jojo(P)	Market Leader Course Book (ISBN-0-58243-464-5)	Latest	Longman	David Cotton, David Falvey & Simon Kent
	Elective: Environmental and Regional Studies	GEOG110	31211	Kwong Hang Chuen(P)	環境科學基礎教程	2003	中國環境科學出版社	郭懷成等
	Advertising Theroies & Practices	MRKT323	31511	Lei I Sun, Larry	Advertising: Principles and Practice	7 <sup>th</sup>	Prentice Hall	Wells, Burnett & Moriarty
	Retail Management	MRKT324	31211	Li Sai Keung	Retail Management: A Strategic Approach(with free Great Ideas in Retailing)	9 <sup>th</sup>	Prentice Hall	Barry Barman & Joel Evans
	Sales Management	MRKT390	31411	Chung Kam Ho, Manson	Sales Management Analysis and Decision Making	5 <sup>th</sup> 2004	South Western, Thomson Learning	Thomas N. Ingram; Raymond W. LaForge; Ramon A. Avila, Charles H. Schwepker, Jr.; Michael R. Williams
	Elective: Logic	PHIL120	31211	Lao Si Pan, Jacky(P)	邏輯新論	1998	心理出版社	克蘭克著,劉福增編譯
Elective: Tourism Management and Policy	TOUR301	31311	Lau Kin Hou(P)	國際飯店管理	2002	中國旅遊出版社發行	Chuck Y. Gee 著, 谷慧敏譯	

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					* 商亦有道	1999 初版	中華書局	葉保強及陳志輝博士
	Elective: Environmental and Regional Studies	GEOG110	31311	Kwong Hang Chuen(P)	環境科學基礎教程	2003	中國環境科學出版社	郭懷成等
	Advertising Theroies & Practices	MRKT 323	31611	Lei I Sun, Larry	Advertising: Principles and Practice	7 <sup>th</sup>	Prentice Hall	Wells, Burnett & Moriarty
	Retail Management	MRKT324	31311	Li Sia Keung	Retail Management: A Strategic Approach(with free Great Ideas in Retailing)	9 <sup>th</sup>	Prentice Hall	Barry Barman & Joel Evans
	Sales Management	MRKT390	31511	Chung Kam Ho, Manson	Sales Management Analysis and Decision Making	5 <sup>th</sup> 2004	South Western, Thomson Learning	Thomas N. Ingram; Raymond W. LaForge; Ramon A. Avila, Charles H. Schwepker, Jr.; Michael R. Williams
Elective: Tourism Management and Policy	TOUR301	31411	Lau Kin Hou(P)	國際飯店管理	2002	中國旅遊出版社發行	Chuck Y. Gee 著, 谷慧敏譯	

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