

UNIVERSITY OF MACAU  
FACULTY OF SOCIAL SCIENCES  
FIRST SEMESTER, 2023/2024  
TEXTBOOK & REFERENCE BOOK INFORMATION

Department of Communication									
Course Code 科目編碼	Course Name 科目名稱	Textbook Title 書名	Author(s) 作者	Publisher 出版社	Year 年份	ISBN	Edition 版本	**Available Bookstore 發售書店**	Textbook/ Reference Text 課程用書/參 考書
COMM4010	Integrated Communication Campaigns	Advertising and Promotion: An Integrated Marketing Communications Perspective	George Belch and Michael Belch	McGraw Hill		9781266149061	13th Edition		Textbook
COMM4010	Integrated Communication Campaigns	Social Media for Strategic Communication	Karen Freberg	Sage		9781071826904	2nd Edition		Reference
Department of Economics									
Course Code 科目編碼	Course Name 科目名稱	Textbook Title 書名	Author(s) 作者	Publisher 出版社	Year 年份	ISBN	Edition 版本	**Available Bookstore 發售書店**	Textbook/ Reference Text 課程用書/參 考書
GESB1006	Economics of Everyday Life	Principles of Microeconomics	N. G. Mankiw	Cengage	2021	9780357133842	9th Edition		Textbook
ECON1000	Basic Microeconomics	Principles of Economics	Mankiw, N. Gregory	Cengage	2021	9780357038314	9th Edition		Textbook
ECON1002	Mathematics I	Fundamental Methods of Mathematical Economics	Alpha C. Chiang and Kevin Wainwright	McGraw-Hill			4th Edition		Textbook
ECON1002	Mathematics I	Mathematics for Economists	Carl P. Simon and Lawrence E. Blume	W. W. Norton & Company			N.A.		Reference
ECON2000	Statistics I	Statistics For Management And Economics	Gerald Keller	Cengage learning	2018	9781337093453	11th Edition		Textbook
ECON2002	Intermediate Microeconomics I	Microeconomics: Theory and Applications with Calculus	Perloff	Pearson	2019	9780135183779	5th Edition		Textbook



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ECON2002	Intermediate Microeconomics I	Schaum'S Easy Outline Of Introduction To Mathematical Economics	Edward T. Dowling	McGraw Hill	2006	9780071455343	1st Edition		Textbook
ECON2004	Intermediate Macroeconomics I	Macroeconomics	Mankiw, N. Gregory	Worth Publisher	2022	9781319466886	11th Edition		Textbook
ECON3002	Econometrics I	Introduction to Econometrics	James H. Stock and Mark W. Watson	Pearson	2019		4th Edition, Global Edition		Textbook
ECON4001	Game Theory	Game Theory: An Introduction	Steven Tadelis	Princeton University Press			1st Edition		Reference
ECON4004	Advanced Macroeconomics	Advanced Macroeconomics-An Introduction for Undergraduates	Angus C Chu	World Scientific	2020	9781786349125			Textbook
ECON4006	Labour Economics	Labor Economics	Borjas, George	McGraw Hill	2020	9781260913866	8th Edition		Textbook
ECON4008	Law and Economics	Law and Economics	Robert Cooter and Thomas Ulen	Pearson Education, Inc.			6th Edition		Reference
ECON4008	Law and Economics	Law's Order: What Economics Has to Do with Law and Why It Matters	David D. Friedman	Princeton University Press			1st Edition		Reference

**Department of Psychology**

Course Code 科目編碼	Course Name 科目名稱	Textbook Title 書名	Author(s) 作者	Publisher 出版社	Year 年份	ISBN	Edition 版本	** Available Bookstore 發售書店**	Textbook/ Reference Text 課程用書/參考書
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N/A

**Department of Sociology**



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<b>Department of Government and Public Administration</b>									
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