



1. To possess basic theory and technology of modern management, and to plan out blueprint for the organization informatization with information technology.
2. To master the knowledge of computer science and technology, and to have good ability of programming which help to engage in the job of program development, system analysis, system design, database design and operational maintenance.
3. To have the ability of developing information system which is conducive to complete the analyzing of information system and propose a scheme of information system designing, also to have the ability of implementing, testing, managing, evaluating, operating and maintain computer network and information systems.
4. To have the ability of information management, can organize, analyze, disseminate and operate information.
5. To has a certain ability of data statistic and analysis, can carry on the simple modeling and calculation, can mining analysis the data of economy and organization.
6. To has a certain practical ability, can make use of professional knowledge to solve practical management problems;
7. To has innovation consciousness, master essential research method and has certain independent scientific abilities.

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Word Excel PowerPoint

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C C# Java

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IT

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SPSS

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2. To have the basic computer skills, master the using ways of Word, Excel, PowerPoint and other tools proficiency.
3. To master the knowledge of computer science and technology. Master C, C#, Java programming language, has strong programming ability; master the knowledge of database, computer network and mobile application development, carry on the management and the maintenance of database and computer network, and carry on the design of database and local area network.
4. To grasp the technology, methods and tools of information system development. master the traditional life cycle method and the process and tools of object-oriented development method, combine with the management related knowledge to complete analysis and design of information system, write the normative and systemic report, put forward the scientific and rational system design program, and develop a small simulation system in graduation design.
5. To master the knowledge of information system development management, familiar with the basic management process, knowledge field and common tools in IT project management; master the system testing method and tool, understand essential knowledge of software quality engineering and project development.
6. To master the basic methods of information organization and management, understand the common tools of information organization and information retrieval, can track and obtain information by the use of modern information technology, be skilled in document retrieval and data query.
7. To master the use of the basic steps, methods and common tools in the data analysis, understand the basic economic data analysis model, have the basic modeling ability, can use common data statistical analysis tools such as SPSS etc.
8. To be familiar with one or two actual ERP systems' operation and maintenance.
9. To master the users' communication skills and training skills; have good oral communication and written expression ability, have good team sense and cooperation spirit; have the ability of lifelong learning.
10. To understand research content, professional jobs, development and leading-edge technology of the professional; and understand the basic methods of scientific research.
11. The students should have the good humanistic literacy such as ideological quality, physical quality, psychological quality, cultural literacy, social morality and responsibility.

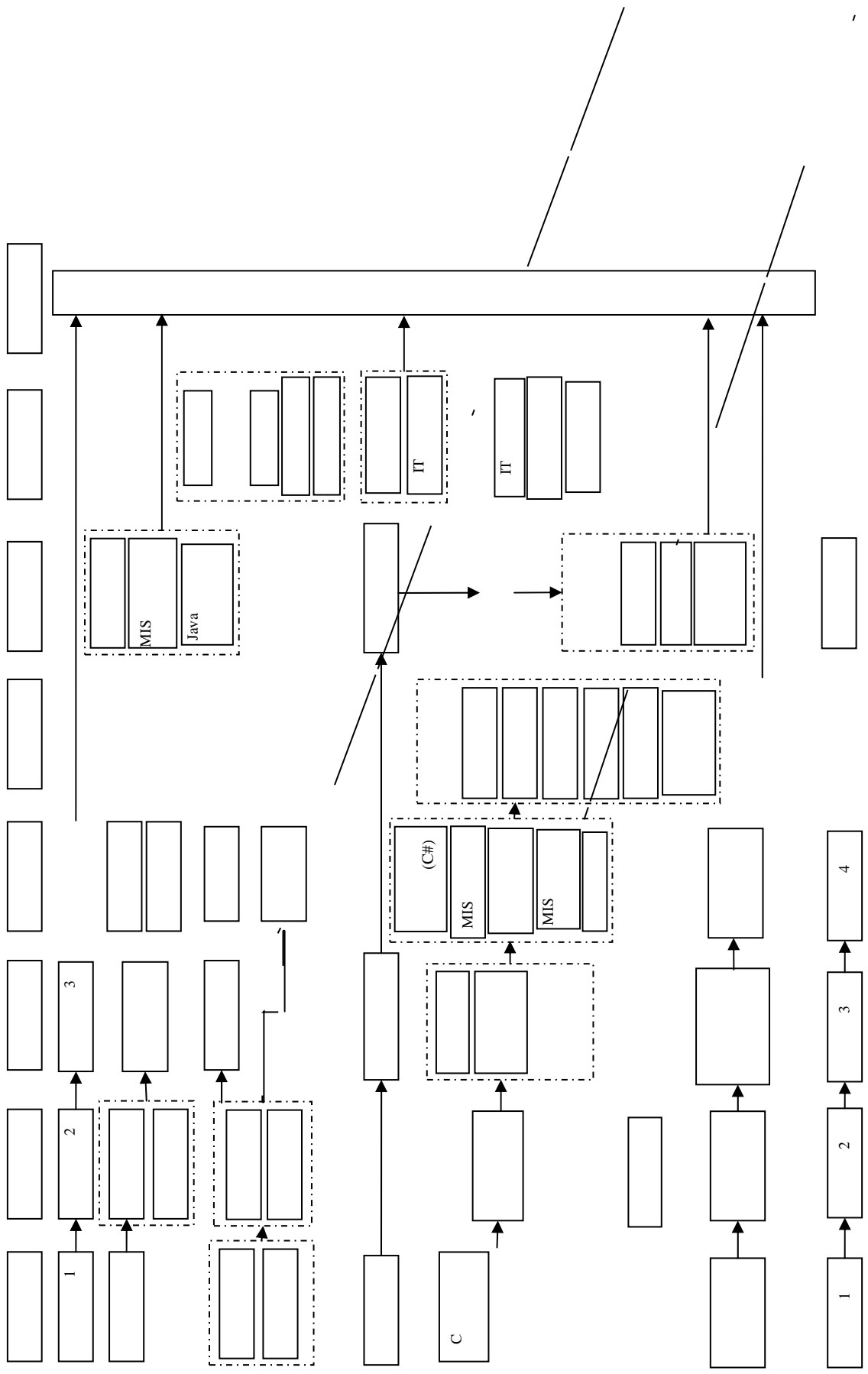
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		Courses	Graduate Conditions											
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		(C#)												
		MS												
		MS												
		Java												
		IT												
		MS												
		Excel												



**Teaching Process Map**



### Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Required Courses									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	
4220005110	Marxism Philosophy	3	48			8		4	
1060003130	Military Theory	1	32				16	2	
4210001170	1 Physical Education	1	26					1	
4210002170	2 Physical Education	1	34					2	
4210003170	3 Physical Education	1	34					3	
4210004170	4 Physical Education	1	34					4	
4030002180	1 College English 1	3	60				12	1	
4030003180	2 College English	2	44				12	2	1
4030004180	3 College English	2	44				12	3	2
4030004180	4 College English IV	2	44				12	4	3
4120335170	C Fundamentals of Computer Program Design(C)	2	32					1	
4120336170	C Comprehensive Experiments of Computer Fundamental and C Language	1	32	32				1	
Subtotal		29	640	32	0	48	64		



Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses			9						
Arts and Social Science Courses			2						
Economy and Management Courses		Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.							
Science and Technology Courses									
Art and Physical Education Courses									

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170171110	A Operating Research	3	48					4	
4170681170	C# C	3.5	56	8				4	

Introduction to C#



Course Number	Course Title	Crs	Tot hrs.	Exp.	Including				
					Ope- ration	Prac- tice	Extra- cur		

### Practice Schedule

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
1060002110		1.5		

# 2017

## Undergraduate Education Plan for Specialty in Marketing (2017)

Major Marketing

Major Disciplines Business Administration

Duration 4 Years

Degree Granted Bachelor of Management  
**1**

Disciplinary Business Administration

Duration 1 year

### Graduation Credit Criteria

Course Classification Course Nature	Public Basic Courses	Specialized Courses	Personalized Course	Practice Courses	Study Credit after Class	Total Credits
Required Courses	29	60	\	27.5	\	170
Elective Courses	9	28.5	6	\	10	

### Educational Objectives & Requirement for Graduation

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### **.Educational Objectives**

The Marketing Specialty is intended to train high-quality marketing research, management and entrepreneurial talents with a global perspective, interdisciplinary cognition and humanistic literacy; with a solid foundation of economic, management, behavioral theories and analytical methods; with abilities to conduct academic research, create programs and direct organizations, functions and activities related to marketing; with entrepreneurship and social responsibility.

Students who graduate in 5 years will be able to:

1. have a scientific world view; be penetrated with patriotic feeling, loyalty and responsibility for the country and the people; comply with the law and socialist moral norms.
2. have the independent spirit and critical attitude of seeking genuine knowledge; the entrepreneurship of being initiative and innovative; the leadership based on positive interpersonal communication, mobilization and teamwork; the physical and mental quality with a determined will.
3. master the scientific marketing research and consulting methods - be able to take advantage of scientific research literature; scientifically design research programs; and finally carry on marketing research, consultation and planning based on literature and data analysis.
4. respond to the business needs of various organizations; develop marketing strategic plans; establish, improve and innovate marketing organizations; and achieve marketing objectives through effective processes, policies and staffing.
5. obtain at least one of the following characteristic abilities related to marketing: abilities to identify customer and business behavior in the digital world formed by internet of people and things, then formulate and carry out business or marketing strategies and program based on managerial vision and skills; abilities to identify the unique characteristics of the international market, inclusive cross-cultural management and integration of global resources in order to conduct global business successfully, based on an effective response to business opportunities emerged in global marketplace, especially "the Belt and Road Initiatives"; abilities to effectively organize and manage sales teams, marketing offerings based on building and maintaining customer & distribution channels partnership; abilities to seize newly emerged business opportunities through social and economic development, based on constructing entrepreneurial business team, integrating entrepreneurial resources, and innovating business models.

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### **. Requirements for Graduation**

The graduates are also required to obtain the knowledge and abilities as follows:

1. Be provided with sufficient knowledge foundation of science and humanities; master management, economics, psychology and other professional fundamental theories to meet the credit and performance requirements for graduation.

2. Be provided with good moral quality, social responsibility, professional quality, physical and psychological quality.
3. Be provided with strong communication, coordination and organization and management capabilities.
4. Be familiar with China's marketing principles, policies and regulations; understand the practices and rules for international marketing.
5. To understand the academic frontiers of the subject as well as its development trends; have strong knowledge acquisition, innovation and lifelong learning ability.
6. To master qualitative and quantitative analysis methods of marketing; have strong scientific research ability, at least to complete an undergraduate thesis.
7. To identify the development state related to marketing in various organizations; to have the ability to analyze and solve practical problems based on appropriate marketing management theory and methods.

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## II Core Courses and Characteristic Courses

### Core Courses for Marketing:

Principles of Marketing, Marketing Research Methods, Consumer Behavior, Marketing Management and Program Creation, Marketing Consulting and Case Study, Internet Marketing, Data-Driven Marketing, Global Marketing Management, Industrial Marketing, Services Marketing and Management, Logistics Management, Sales Management, Entrepreneurial Marketing.

### Characteristic Courses for Marketing:

Marketing Research, Software Foundation for Qualitative Research, Marketing Behavior Observation Experiment, Strategic Marketing, Product & Brand Management, Marketing Channel Management, Consumer Insight, Marketing & Innovation, Pricing Strategy & Policy, Integrated Marketing Communication, Retailing, Customer Relationship Management, Public Relationship, Business Communication & Negotiation, Marketing Application Statistical Model, Digital Marketplace and Business Pattern Innovation, Cross-cultural

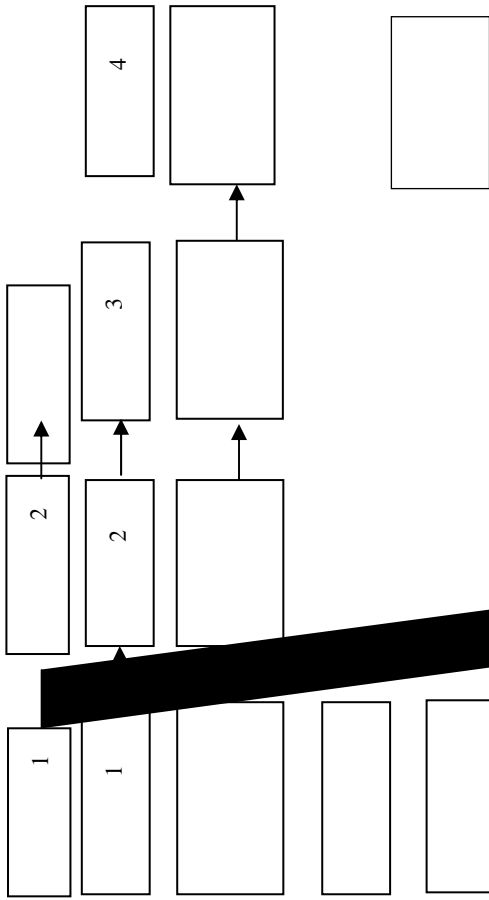


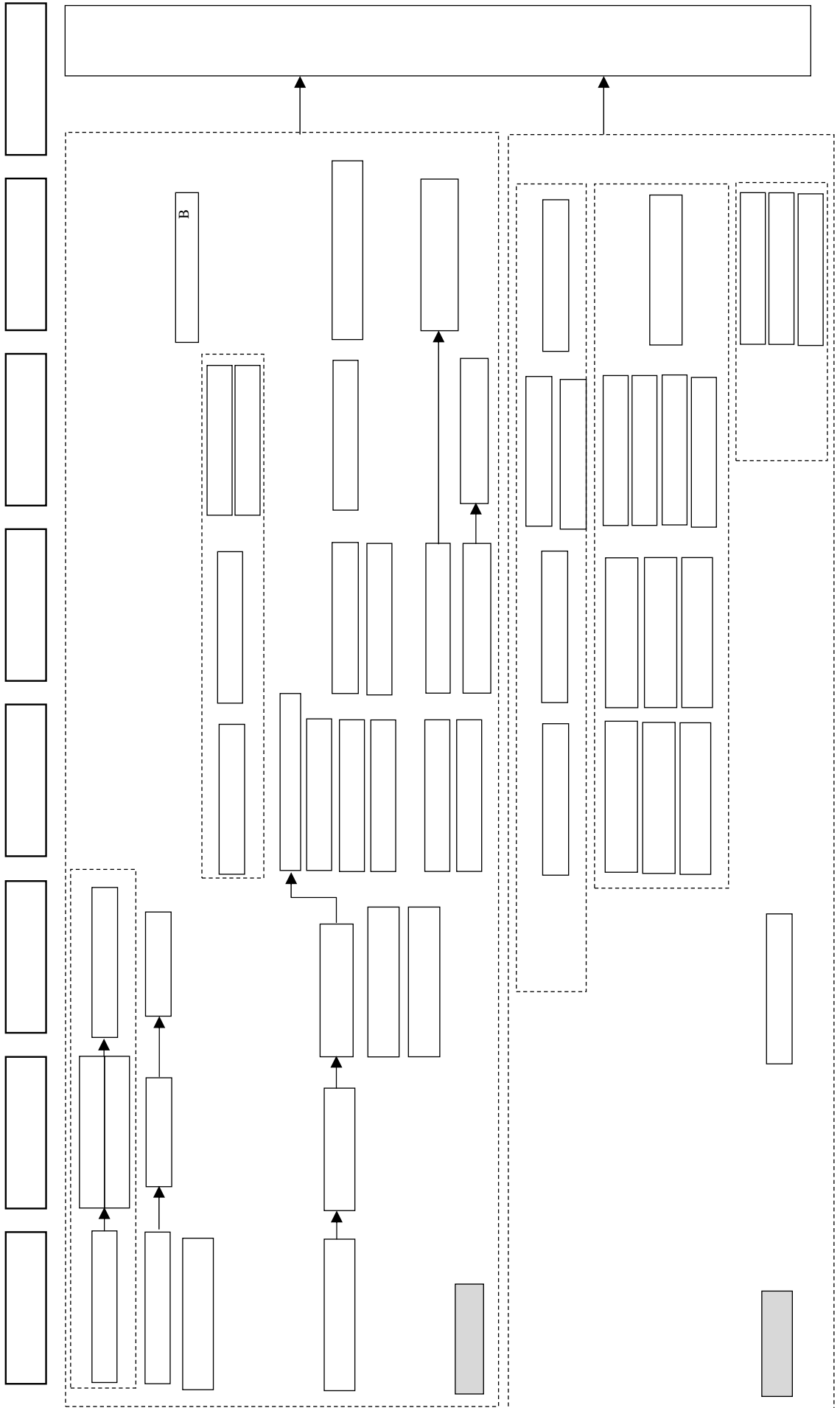




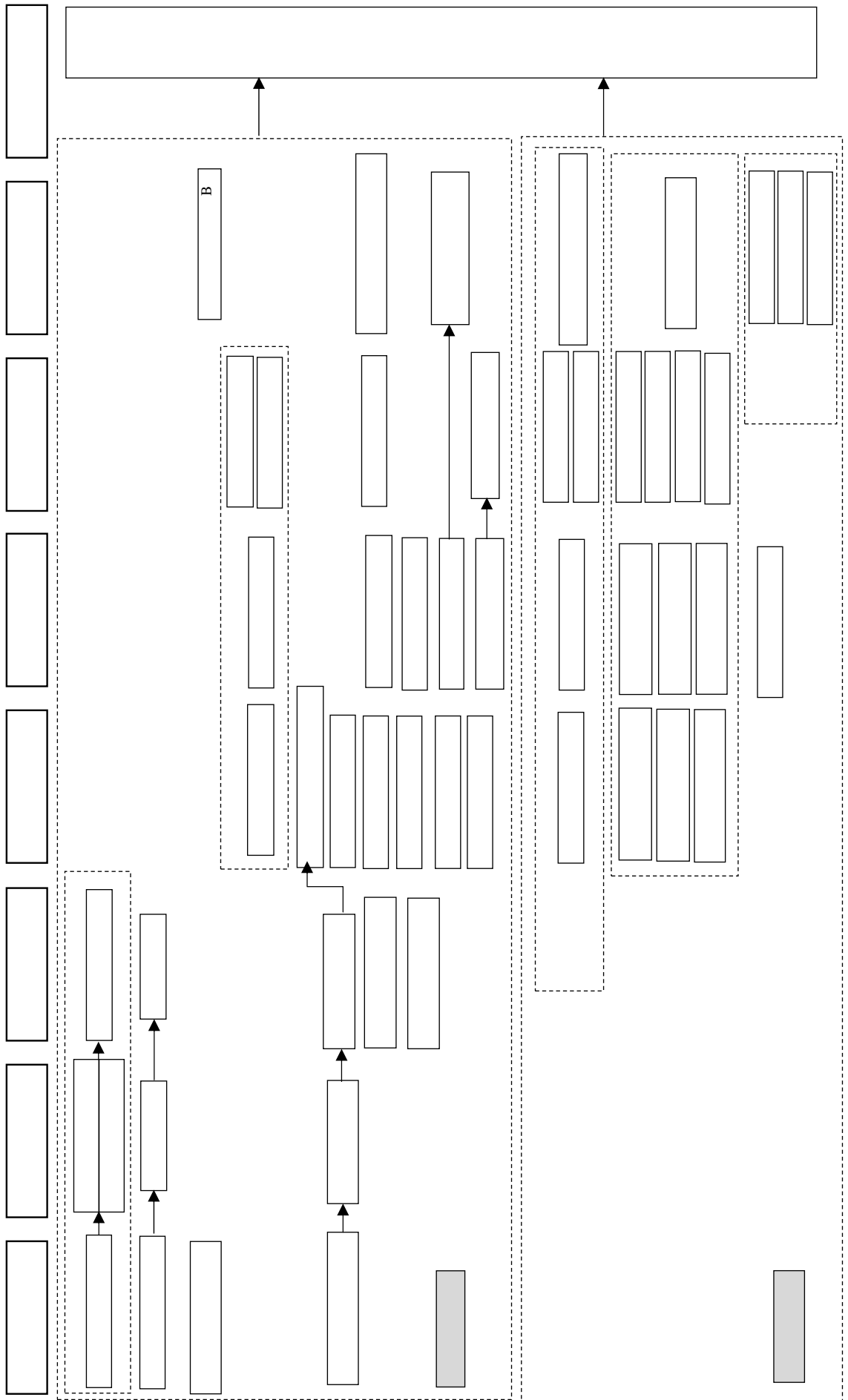


Teaching Process Map





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### Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
<b>Compulsory Curriculums for General Education</b>									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	
4220005110	Marxism Philosophy	3	48			8		4	
1060003130	Military Theory	1	32				16	2	
4210001170	1 Physical Education	1	26					1	
4210002170	2 Physical Education	1	34					2	
4210003170	3 Physical Education	1	34					3	
4210004170	4 Physical Education	1	34					4	
4030002180	1 College English 1	3	60				12	1	
4030003180	2 College English	2	44				12	2	1
4030004180	3 College English	2	44				12	3	2
4030004180	4 College English IV	2	44				12	4	3
4120341170	VBA Basic of VBA Program Design	2	32					2	
4120342170	VBA Computer Basics and VBA Program Design Comprehensive Experiment	1	32	32				2	
Subtotal		29	640	32	0	48	64		

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
Elective Curriculums for General Education									
Innovation and Entrepreneurship Courses			9						
Arts and Social Science Courses			2						
Economy and Management Courses									
Science and Technology Courses									
Art and Physical Education Courses									
Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.									
Fundamental Compulsory Curriculums for Specialty									
4170259110	Introduction to Speciality	1	16					1	
4170057110	A Management Principle	3	48					1	
4010312110	Macro & Microeconomics	3.5	56					1	
4050065110	B Advanced Mathematics	5	80					1	
4050066110	B Advanced Mathematics	5	80					2	
4050229110	Linear Algebra	2.5	40					2	
4170066110	Accounting Principle	3	48					2	
4170134110	Principles of Marketing	3	48					2	
4050058110	B Probability and Mathematics Statistics	3	48					3	
4170013110	A Financial Management	3	48					3	
4170765170	A Marketing Research Methods	2.5	40					3	
4170142110	B Internet Marketing	2	32					3	
4170703170	C Marketing Management and Programme Creation	2.5	40					4	



				Including		
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Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
4170708170	Product & Brand Management	2	32					4	
4170167110	Marketing Channel Management	2	32					4	
4170717170	Software Foundation for Qualitative Research	2	32	8				4	
4170709170	Consumer Insight	2	32					5	
4170710170	Integrated Marketing Communication	2	32					5	
4170711170	Retailing Management	2	32					5	
4170561170	B Management Information System	3	48	8				5	
4170172110	Strategic Marketing	2	32					6	
4170573170	Customer Relationship Management	2	32					6	
4170713170	Marketing Consulting and Case Study	2	32					6	

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Including

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
4080152110	D Machinery Manufacturing Engineering Practice	1	1	4
4170727170	Marketing Planning Competition	2	2	4
4170569170	Field Study: Software Training for Quantitative Research	1	1	4
4170253110	Specialty Internship	2	2	5
4170729170	Field Study: Entrepreneurial Marketing Training	1	1	5
4170208110	Graduation Internship	3	3	6
4170730170	Emotional Intelligence, Teamwork and Leadership Training for Sales Personnel	1	1	7
4170731170	Field Study: Marketing Consulting and Case Studies	2	2	7
4170327120	Graduation Thesis	11	17	8
Subtotal		27.5	35	

### Recommendations on Course Studies

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1. Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.

2. The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.



1. The good physical and spiritual health, the good professional spirit, the sense of social responsibility and financial occupation moral, the attention and understanding of contemporary global and domestic social and economic issues, the consciousness of business ethics, the innovation and entrepreneurship awareness.
2. The broad knowledge of management, economy, law, finance, accounting and other related majors, who will be qualified to work in financial management, accounting, investment and managerial consultancy positions in industrial and commercial enterprises, financial organizations, governments, institutional organizations and intermediary agencies.
3. The ability to use financial and accounting software and to analyze financial information and do the related decision making, and be able to play a role as a financial manager in a work team.
4. The good skills in oral and written expression and communication skills, as well as the fine team consciousness and team spirit.
5. The adaptation to the social development and the change in the industry, through the professional accounting qualification examination, CPA examination, securities qualification examination, fund qualification examination, bank qualification examination, continuing education and other learning channel to update knowledge and achieve professional practice ability.

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- the professional field of financial management.
2. Mastering the basic professional theories of financial management and basic knowledge of accounting, and the ability to analyze and solve practical problems in the field of accounting and financial management.
  3. To be familiar with the management functions of industrial and commercial enterprises, financial enterprises and institutions and their related accounting processes, and grasping the basic techniques of accounting.
  4. Mastering the basic skills of financial analysis, having the ability to read financial statements and to write the report of financial.
  5. Mastering the basic theories and practical skills in the capital management, budget management and the tax planning in enterprises.
  6. Grasping the basic theories, system design and practices of internal control, corporate governance, and strategy and risk management in enterprises.
  7. Acquiring the theoretical knowledge and application techniques in financial markets, financial institutions and financial instruments.
  8. Mastering the basic procedure and method of securities investment analysis and enterprise valuation.
  9. Acquiring the basic theoretical knowledge of financial management of start-up enterprises, mastering the basic process and method of making project investment decision, and having the ability to prepare the business plan and the feasibility report.
  10. With the ability to use the Excel for the preparation of financial statements, financial information processing and financial decisions.
  11. Having the ability to operate the common financial and accounting computerization software, statistical software, and to develop the related financial software for the purpose of application.
  12. Understanding the dynamic development and research frontier of this major, and be familiar with the development direction of accounting standards, capital market and the financial sector.
  13. Having the good thought quality, physical quality, psychological quality, culture, morality and social responsibility and other humanistic literacy.
  14. Acquiring the ability of logical thinking and dialectical thinking, the scientific thinking method of critical consciousness and pragmatic, innovative consciousness, as well as mastering the basic creative ideas in financial and accounting areas.
  15. Grasping the method of using modern information technology to acquire information, and be skilled in conducting literature search and data query.
  16. Having the good skills in oral and written expression and communication, mastering at least a foreign language for technical communication and having a good sense of team spirit and cooperation.
  17. Having the initial professional qualification for financial and accounting industries and encouraging students to obtain during the banking qualification certificate and securities business qualification certificates.
  18. With the desire and ability for lifelong learning, and having the ability to adapt to the continuous development of financial and accounting businesses.

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**II Core Courses and Characteristic Courses**

Core Courses: Principles of Financial Management, Intermediary Financial Management, Investment, Advanced Financial Management, Internal Control, Financial Analysis

Excel

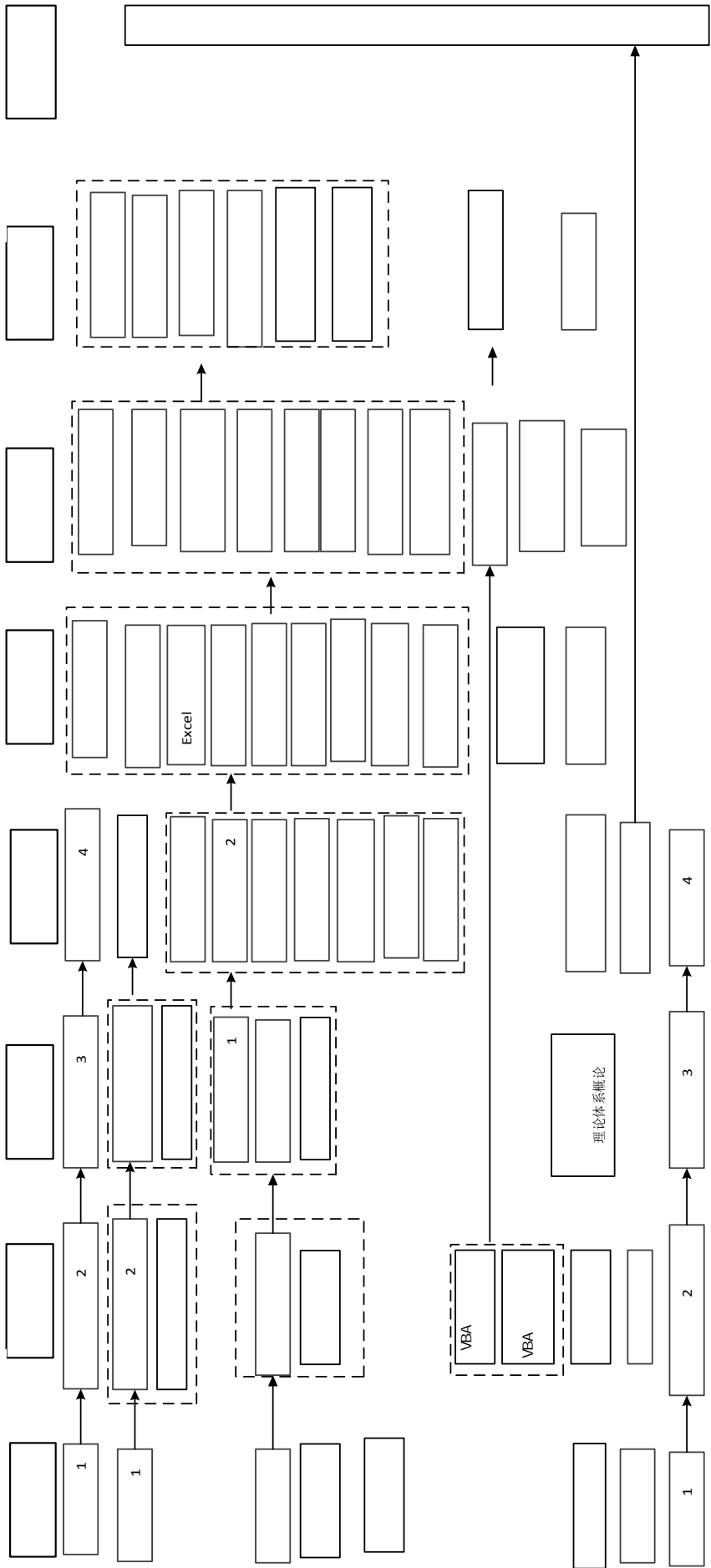
Characteristic Courses: Application of Excel in Financial Management, Fundamentals of Cost Management, Tax Planning, Financial Management Software and Application, Asset Valuation, Financial Strategy

			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
		1																		
		2																		
		3																		









### Theory Course Schedule

Course Number	Course Title	Cr s	I ncl udi ng					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
General Education Required Courses									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	

Course Number	Course Title	Cr's	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses			9						
Arts and Social Science Courses			2						
Economy and Management Courses		Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.							
Science and Technology Courses									
Art and Physical Education Courses									
Basic Disciplinary Required Courses									
4170259110	Introduction to Materials Physics	1	16					1	
4170057110	A Management Principle	3	48					1	
4010312110	Macro & Microeconomics	3.5	56					1	
4050065110	B Advanced Mathematics	5	80					1	
4050066110	B	5	80						

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Incl udi ng

Course Number	Course Title	Cr's	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
70017110	Professional English of Financial Management	3	48					6	
70466140	Financial Market and Financial Institutions	2	32					7	
70513150	C Project Investment and Financing	2	32					7	
70349130	Financial Applied Writing	1.5	24					7	
70348130	Fortune Management	2	32					7	
70375130	C Financial Management of Public Organization	2	32					7	
Subtotal		44.5	712	24	0	0	0		

28

OTE Minimum subtotal credits:28.

Personalized Elective Courses

70019110	A Accounting Regulation	2	32					3	
70446130	B Fundamentals of Financial Engineering	2	32					4	

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
4080152110	D Training on Mechanical Manufacturing Engineering	1	1	4
4170295120	B Major Basic Experiment	2	2	4
4170568170	Virtual Business Comprehensive Training	1	1	4
4170569170	Training for Quantitative Analysis Software	1	1	5
4170570170	Training for Financial Management of Start-up Enterprises	1	1	5
4170267130	Internal Control and Risk Management Training	2	2	5
4170309120	Specialty Practice	2	2	6
4170216110	B Simulation Training for Financial Decision	2	2	6
4170294120	B Major Comprehensive Experiment	2	2	7
4170751170	Practice for Graduation	2.5	2.5	7
4170752170	Graduation Thesis	10	17	8
Subtotal		28	36.5	

### Recommendations on Course Studies

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2 1

1.Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.

2.The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.



## 2017

# Undergraduate Education Plan for Specialty in Human Resource Management (2017)

Major	Human resource management	Major Disciplines	Human resource management
Duration	4 Years	Degree Granted	Bachelor of Management <b>1</b>
Disciplinary	Business Administration	Duration	1 year

### Graduation Credit Criteria

Course Classification Course Nature	Public Basic Courses	Specialized Courses	Personalized Course	Practice Courses	Study Credit after Class	Total Credits
Required Courses	29	59.5	\	26.5	\	170
Elective Courses	9	30	6	\	10	

### Educational Objectives & Requirement

#### .Educational Objectives

The major brings up students to master all kinds of theory of foundations, professional knowledge, basic methods and practical skills of management, economics law and HRM. Being a management talent of business in various companies, nonprofit organizations and governmental units, as well as economic and administrative departments, and also taking up the instructive and scientific research works in colleges, universities and scientific research units.

1. Having the good physical and spiritual health, the good professional spirit, the sense of

social responsibility, the consciousness of business ethics, the environmental awareness and safety awareness. Taking the initiative to bear social responsibility and actively serve the society.

2. Mastering all kinds of basic professional knowledge and theory of management, economics law and HRM. Having systematic professional skills and practical skills. Having competence for professional practice of human resource management, teaching, scientific research works.
3. Analyzing and solving complex human resource management professional problems by multiple means and methods, and playing a role as a professional backbone or manager in the work team.
4. Adapting to social development and change, having the spirit of innovation and

management, economics and human resource management, as well as qualitative and quantitative analysis methods of human resource management, so as to solve the complex and professional problems of human resource management in the field of business administration.

2. Problem analysis: be capable of using with the professional knowledge related management, economy, law and other disciplines, the combination of literature retrieval and information inquiry, the complicated problems of theory and practice of the profession, and be strong ability to solve the investigation, analysis, and induction of the writing ability of language expression.
3. Design/development solution: be capable of designing practical solutions for human resource management, and be able to reflect innovation awareness in design links, considering social, health, safety, law, culture and environment factors.
4. Research: be capable of using professional knowledge based on some related management, economic and legal disciplines, and using the scientific method in the field of human resources management to design experiments, to analyze and interpret data, and get the rational conclusion through comprehensive information.
5. Using modern tools: be capable of developing, selecting and using appropriate theories, technologies, resources and information technology tools for complex problems of human resource management, and be capable of analyzing complex problems including qualitative and quantitative, and understanding their limitations.
6. Major and social: be capable of making reasonable analysis based on relevant background knowledge, evaluating the impact of solutions of professional theory and practice on society, health, safety, law and culture, and understanding the responsibilities that should be undertaken.
7. Environment and sustainable development: t be capable of understanding and evaluating the impact of human resource management practices for complex problems on the sustainable development of the environment and society.
8. Professional norms: be capable of humanities, social sciences and social responsibility. Be capable of understanding and abiding by professional ethics and norms in fulfilling human resources management practices, and fulfilling responsibilities.
9. Individuals and teams: be capable of bearing individuals role, team members role and responsible roles in a multidisciplinary team.
10. Communication: be capable of be effectively communicate with the industry peers and the public on complex professional problems, including writing reports and design manuscripts, presenting statements, be capable of clearly expressing or responding to instructions. Be capable of be a certain international perspective and be capable of communicating in the cross-cultural background.
11. Project management: be capable of understanding and grasping the principles and methods of project management, and be capable of ensuring that the ability and enthusiasm of all project stakeholders are most effectively implemented and utilized from a professional perspective.
12. Lifelong learning: be capable of the consciousness of autonomous learning and lifelong learning, and be capable of keeping learning and adapting to development.

	1	2	3	4
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2			✓	
3			✓	✓
4		✓	✓	✓
5		✓	✓	✓
6	✓		✓	
7	✓		✓	
8	✓			
9		✓	✓	
10		✓	✓	
11		✓	✓	
12		✓		

## II Core Courses and Characteristic Courses

Core Courses: Management Principles, Management Psychology and Behavior, Strategic Human Resources Management, Job Analysis and Position Management, Human Resource Training and Development, Performance Appraisal, Compensation Management, Human Resource Laws, Employee Relationship Management

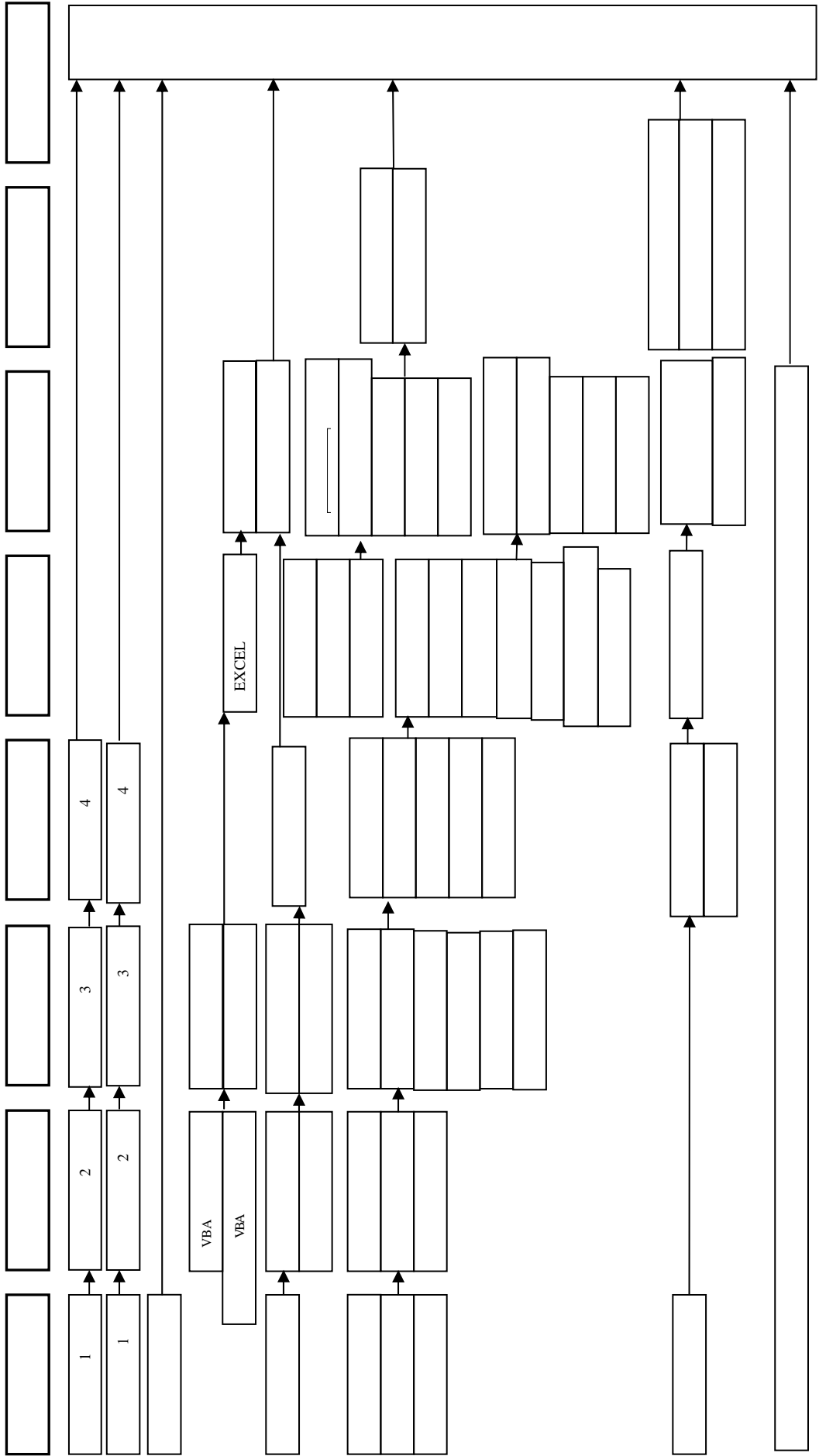
Characteristic Courses Personnel Selection, Recruitment and Evaluation, Career Development and Management, Human Resource Risk Management, Human Factors, Transnational Human Resources Management, Human Resource Diagnosis

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			✓					✓						
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### Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
<b>General Education Required Courses</b>									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	
4220005110	Marxism Philosophy	3	48			8		4	
1060003130	Military Theory	1	32				16	2	
4210001170	1 Physical Education	1	26					1	
4210002170	2 Physical Education	1	34					2	
4210003170	3 Physical Education	1	34					3	
4210004170	4 Physical Education	1	34					4	



Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses			9						
Arts and Social Science Courses				2					
Economy and Management Courses			Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.						
Science and Technology Courses									
Art and Physical Education Courses									

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170664170	B General Psychology	1.5	24					4	
4170665170	B Job Analysis and Position Management	1.5	24			6		4	
4170666170	C Production Operations Management	2	32					4	
4170667170	E Statistics	2	32					4	
4170668170	E Personnel Selection, Recruitment and Evaluation	1.5	24	4	4			5	
4170669170	D Human Resource Law	1.5	24			4		5	

4170574170

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
4170561170	B Management Information System	3	48	8				3	
4170078110	C Technology Economics	2	32					3	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
30									
NOTE Minimum subtotal credits:30.									
Personalized Electice Courses									
4170046110	Managerial Ergonomics	2	32					5	
4170675170	Human Resources Forewarning Risk Management.	2	32					6	
4170081110	Transnational Human Resources Management	2	32					7	
Subtotal		6	96	0	0	0	0		
6									
NOTE: Sudents can select courses from above and the other personalized courses in catalog, and are required to obtain at least 6 credits.									

### Practice Schedule

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
1060002110	Military Training	1.5	3	1
4080152110	D Metal Techniques Practice	1	1	4
4170676170	Statisicis Practice	1	1	4
4170551150	Specialty Practice	2	2	5
4170677170	HRM Practice about Start- up Enterprise	1	1	6
4170744170	Organization Behavior Comprehensive Experiment	1	1	6
4170233110	EQ and Ability Development Training	2	2	7
4170515150	HRM Specialty Comprehensive Experiment	2	2	7
4170439130	A Practice for Graduation	4	4	7
4170329120	Graduation Thesis	11	17	8
Subtotal			26.5	

### **Recommendations on Course Studies**

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2

2 1

- 1.Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.
- 2.The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.

# 2017

## Undergraduate Education Plan for Specialty in Business Administration Management 2017

Major Business Administration Management	Major Management Disciplines
Duration 4 Years	Degree Granted Bachelor of Management <b>1</b>
Disciplinary Business Administration	Duration 1 year

### Graduation Credit Criteria

Course Classification  Course Nature	Public Basic Courses	Specialized Courses	Personalized Course	Practice Courses	Study Credit after Class	Total Credits
Required Courses	29	59.5	\	28.5	\	170
Elective Courses	9	28	6	\	10	

### Educational Objectives & Requirement

- 1)
- 2)
- 3)
- 4)
- 5)

The major trains the students to grasp comprehensive knowledge of organization management, business planning, production, logistics and supply chain, human resources, financial accounting and business

management, have good adaptive ability, innovation ability, communication and coordination ability, and international vision, and be competent for all kinds of business management positions.

1. The graduates should have critical and creative thinking. In addition, the students should also have good ideological and moral quality, scientific and cultural quality, professional quality, physical and mental quality, apart from innovation, entrepreneurship awareness and practical ability. Finally the graduates should become the all-round talents for the development of society.
2. The graduates should grasp the basic theoretical knowledge of foreign language, mathematics and computer which are required by business enterprise management field of scientific research, business planning and operation management, and the capability of lifelong learning.
3. The students should be good at oral and written expression and have communication ability, EQ management ability, team consciousness, cooperation spirit, coordination ability and leadership ability.
4. The graduates should grasp the professional theoretical knowledge and related frontier dynamics in the field of business and business management, and have strong ability of practical application.
5. The graduates should be familiar with the basic situation and production operation and management characteristics of all kinds of industrial and commercial enterprises, especially the three major industries of building materials, transportation and automobiles. Moreover, the students should be able to make full use of the knowledge to carry out overall planning, operation and control of the business and management activities of the business enterprises with the ability of innovation and Entrepreneurship.

1)

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11)

12)

1. Having a scientific world outlook, the good political quality, ideological quality, moral quality and good faith consciousness, legal consciousness and a sense of community as well as Consciousness of innovation and entrepreneurship and practical ability.
2. Good knowledge of humanities and social science, literature and art accomplishment, modern consciousness, and interpersonal skills.
3. Critical awareness and practical knowledge of scientific thinking methods and natural science, including mathematics, probability and statistics, operations research, etc.
4. Basic capabilities in foreign language, computer and information technology application and literature search, data query, fluency communication capabilities in at least one foreign language, basic capabilities in scientific writing and preliminary scientific research.
5. Strong expression ability of oral and writing and interpersonal, management communication skill. Good sense of team spirit and cooperation. High ability of organization coordination, leading and management.
6. Good physical quality, healthy psychological quality and good Emotional Quotient and ability to endure setbacks and overcome the difficulties.
7. Familiar with relevant guidelines, policies, laws and regulations of Chinese enterprises management environment, And the international enterprise management practices and rules.
8. Mastering the basic theory knowledge and qualitative and quantitative analysis methods of economics, operation management, marketing, human resource management, financial management, innovation and entrepreneurship education required by Business Administration Major. Furthermore, the graduates can use the principle knowledge to discover, analyze and solve the scientific problems related to enterprise management.
9. With all kinds of industrial and commercial enterprises, especially building materials, transportation and three auto industry enterprise's production operation and quality management, logistics and supply chain management, strategic planning, brand management, project management and evaluation, human resource management and marketing management in the field of comprehensive planning and operation ability; have the occupation literacy practice of innovation and entrepreneurship ability.
10. Familiar with the management activities of industrial and commercial enterprises from establishment to operation, and have the capability of overall operation and management of industrial and commercial enterprises. Be able to consult and diagnose the deficiencies and problems in the business management process, and propose solutions, as well as the comprehensive application ability of strong professional knowledge and the ability to solve complex problems.
11. Understanding of the development trends, the cutting-edge theories of business administration and up-to-date research results; continue to acquire and refine business management experience, with strong ability of obtaining knowledge, practical experience and lifelong learning; the ability to adapt to the continuous development of business management; the innovative, smart, innovative, entrepreneurial and entrepreneurial skills.
12. Competenceforthe basic management positions in business enterprise procurement, production, sales, logistics and other positions related to operations, and human resource, financial, administrative related

basic management positions as well as the intelligence foundation and inquiry learning ability for graduate courses.

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**II Core Courses and Characteristic Courses**

Major Courses for Business Administration: Macro & Micro Economics, Management Principles, Accounting Principles, Financial Management, Marketing, Manufacturing and Operations Management, Logistics and Supply Chain Management, Emotional Management and Communication.

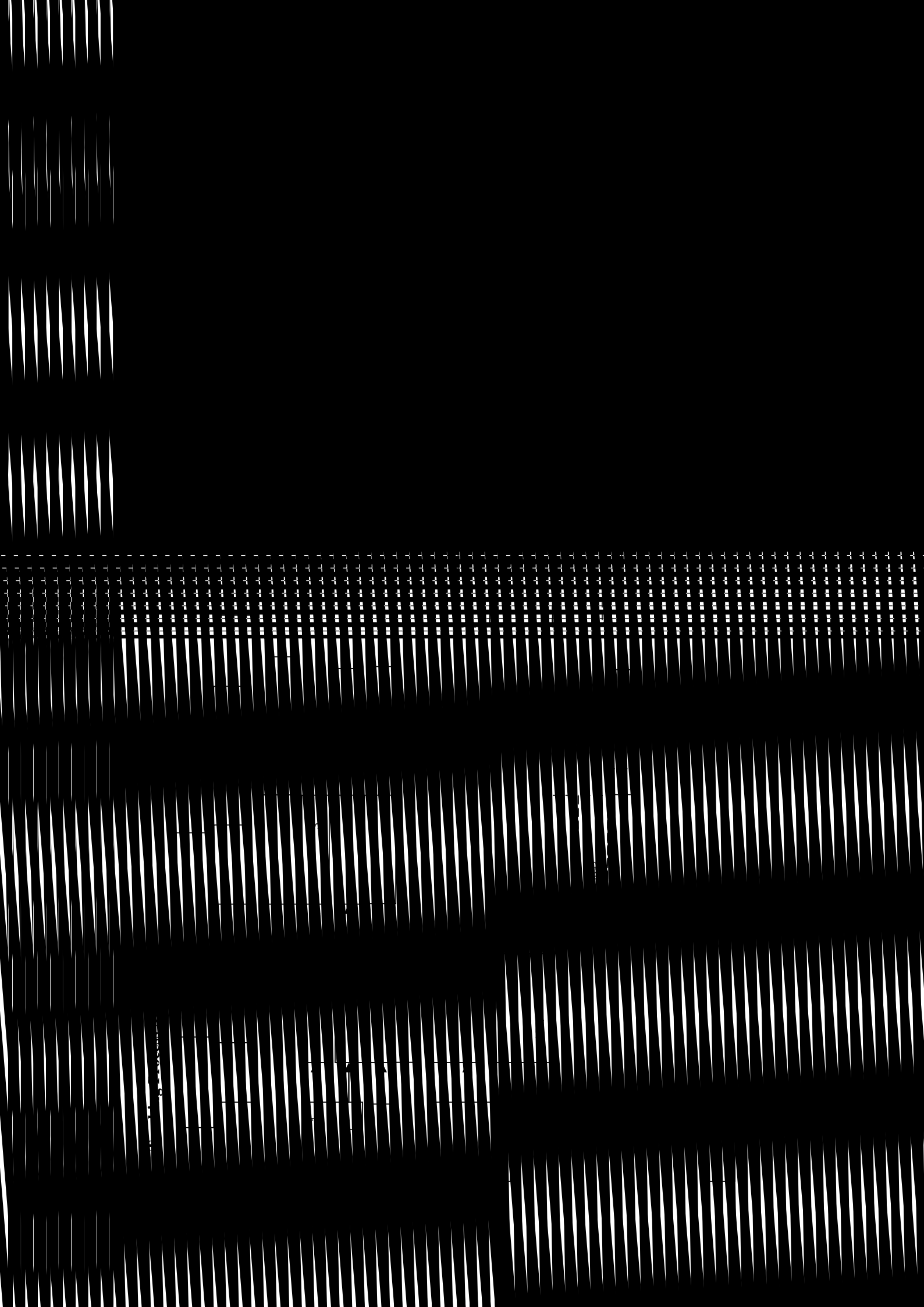
Enterprise Strategy Management, Business Decision-making Simulation, Enterprise Operations Simulation, Start-up Enterprise Management, Management case study.

			1	2	3	4	5	6	7	8	9	10	11	12









### Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Required Courses									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	
4220005110	Marxism Philosophy	3	48			8		4	
1060003130	Military Theory	1	32				16	2	
4210001170	1 Physical Education	1	26					1	
4210002170	2 Physical Education	1	34					2	
4210003170	3 Physical Education	1	34					3	
4210004170	4 Physical Education	1	34					4	
4030002180	1 College English 1	3	60				12	1	
4030003180	2 College English	2	44				12	2	1
4030004180	3 College English	2	44				12	3	2
4030004180	4 College English IV	2	44				12	4	3
4120341170	VBA Fundamentals of Computer Program Design(VBA)	2	32					2	
4120342170	VBA Foundation of Computer and Comprehensive Experiment of Computer Design(VBA)	1	32	32				2	
Subtotal		29	640	32	0	48	64		

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses		9	2	Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.					
Arts and Social Science Courses									
Economy and Management Courses									
Science and Technology Courses									
Art and Physical Education Courses									
Basic Disciplinary Required Courses									
4170259110	Introduction of Specialty	1	16					1	
4170057110	A Management Principle	3	48					1	
4010312110	Macro & Microeconomics	3.5	56					1	
4050065110	B Advanced Mathematics	5	80					1	
4050066110	B Advanced Mathematics	5	80					2	B
4050229110	Linear Algebra	2.5	40					2	
4170066110	Accounting Principle	3	48					2	
4170134110	Marketing	3	48					2	
4050058110	B Probability and Mathematics Statistics	3	48					3	
4170013110	A Financial Management	3	48					3	
4170571170	B Management Psychology and Behavior	2	32					3	
4170049110	A Managerial Economics	2.5	40					3	
4170112110	B Human Resource Management	2	32					4	
4170133110	B Manufacturing and Operation Management	3	48					4	



Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170095110	B Enterprise Business	2	32					4	
4170470140	A Logistics and Supply Chain Management	3	48					4	
4170572170	B Enterprise Manufacture and Operation Simulation	1	32	32				5	
4170390130	A Emotional Management and Communication	3	48					5	
4170103110	B Enterprise Strategy Management	2	32					5	
4170276120	B Enterprise Operation Simulation	1.5	48	48				6	
4170540130	Start-up Enterprises Management	2	32					7	
4170472140	Enterprise Supply Chain Simulation	1.5	48	48				7	
4170045110	Management Case Study	2	32					7	
Subtotal		59.5	1016	128	0	0	0		
Specialized Elective Courses									
4170078110	C Technology Economics	2	32					3	
4020074110	B Economic Law	2	32					3	
4170488140	Excel Business Applications in Excel	2	32					3	
4170564170	D Statistics	2.5	40					4	
4170573170	Customer Relationship Management	2	32					4	
4170171110	A Operating Research	3	48					4	
4170283120	A Market Forecast and Decision-making	2.5	40					4	
4170561170	B Management Information System	3	48	8				5	
4170530130	A Analysis of Financial Report	2	32					5	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170029110	E-commerce Practice	2	32					5	
4170574170	C Performance Appraisal	1.5	24	4	4			5	
4170060110	International Business Management	2	32					5	
4170142110	B Internet Marketing	2	32					5	
4170575170	D Personnel Selection, Recruitment and Evaluation	1.5	24		8			5	
4170277120	A Corporate Imagine Management	3.5	56			16		6	
4170096110	Enterprise Ethics	2	32					7	
4170576170	Career Development and Management	1.5	24			4		7	
4170104110	Enterprise Diagnosis Method	2	32					7	
4170577170	Entrepreneurial Marketing	2	32					7	
4170100110	Enterprise Culture Management	2	32					7	
4170131110	Workshop Management	2	32					6	
4170177110	Quality Management	3	48		8			6	
4170578170	Service Operations Management	2	32					6	
4170579170	B Purchasing Management	2	32					6	
4170149110	A Project Management	2	32					6	
4170580170	Project Evaluation	3	48			16		6	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170581170	Project Planning and Control	2	32					6	
4170582170	Assests Valuation	2	32					6	
Subtotal		61	976	20	20	36	0		
28									
NOTE Minimum subtotal credits:28.									
Personalized Electice Courses									
4170583170	Management Frontier	2	32					5	
4170584170	Entrepreneur and Innovation	2	32					5	
4170585170	Approaches of Creativity	2	32					6	
Subtotal		6	96	0	0	0	0		
6									
NOTE: Sudents can select courses from above and the other personalized courses in catalog, and are required to obtain at least 6 credits.									

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
4170590170	Strategy Management Course Design	1	1	5
4170591170	Start-up Operation Training	1	1	7
4170592170	Start-up Plan Training	1	1	7
4170593170	A Business Practice	6	6	6
4170328120	Graduation Thesis	11	17	8
Subtotal		28.5	36	

### Recommendations on Course Studies

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2 1

1. Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.

2. The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.



professional norms, professional knowledge, practical ability and professional development ability.

The major brings up students to be with:

1. The good physical and spiritual health, the good professional spirit, the sense of social responsibility and accounting occupation moral;
2. Mastering the basic theory of management, economics and knowledge; mastering the theory of accounting professional, understanding the history of accounting, To be familiar with current situation and development trend of accounting discipline; understanding the theoretical forefront and development of this subject;
3. Acquiring a strong language and writing expression, interpersonal communication, the information acquisition ability and the basic ability to analyze and solve the accounting, auditing and financial management of practical problems, and be able to play a role as a financial manager in a work team;
4. Mastering document retrieval, data query, the basic method, having certain scientific research ability;
5. Adapting to the social development and the change in the industry, through the professional accounting qualification examination and CPA examination, continuing education and other learning channel update knowledge, and the achievement of professional practice ability.

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- d.
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### **. Educational Requirement**

1. Having knowledge of humanities and social sciences, including knowledge of literature, history, philosophy, ideology and morality, art, law, sociology, psychology and other aspects;
2. Having knowledge of natural and social scientific knowledge, including knowledge of mathematics, management, economics, law, etc.; emphasis grasp of mathematics, statistics and other scientific knowledge in the management of financial accounting work required;
3. Having knowledge of professional tools, including proficiency in foreign languages, computers and related IT applications, document retrieval capabilities. Specifically stated as:
  - Proficiency in English;
  - Mastering document retrieval, basic method, with strong research, analyze problems, problem-solving skills, language and writing skills, as well as preliminary research capacity;
  - Mastering the basics theory of computer hardware and software;
4. Having expertise in accounting, focusing on core curriculum to master professional knowledge, practical skills and methods, to understand new ideas, new theories, new methods of accounting, auditing, financial management and other related disciplines and trends. Specifically stated as:
  - Engaged in financial accounting expertise required core knowledge: Key grasp of accounting principles, financial management, Intermediate Financial Accounting, advanced financial accounting, cost accounting, management accounting, auditing and accounting and other relevant expertise;
  - Engaged in financial accounting expertise needed to expand knowledge; Include:
    - a) Be familiar with technical standards in the field of accounting and auditing; understand the relevant policies, laws and regulations; master key accounting standards and other relevant laws and regulations;
    - b) Be familiar with qualitative and quantitative analysis method of accounting, the focus grasp accounting, accounting analysis, check the relevant accounting methods;
    - c) Be proficient in computer accounting and other management-related software applications for accounting and auditing; grasp common types of accounting software, performance, and improved methods of existing software can require a reasonable choice for management improvement methods.
    - d) Be familiar with the industry accounting business processes, methods and characteristics; understanding new methods, using them;
    - e) Having history, current situation and development trend of understanding of accounting disciplines. Having the good skills in appropriate theoretical and practical methods to solve practical application of accounting and auditing capabilities, get systematic training in financial accounting, cost

accounting, management accounting, financial management and auditing to solve practical problems.

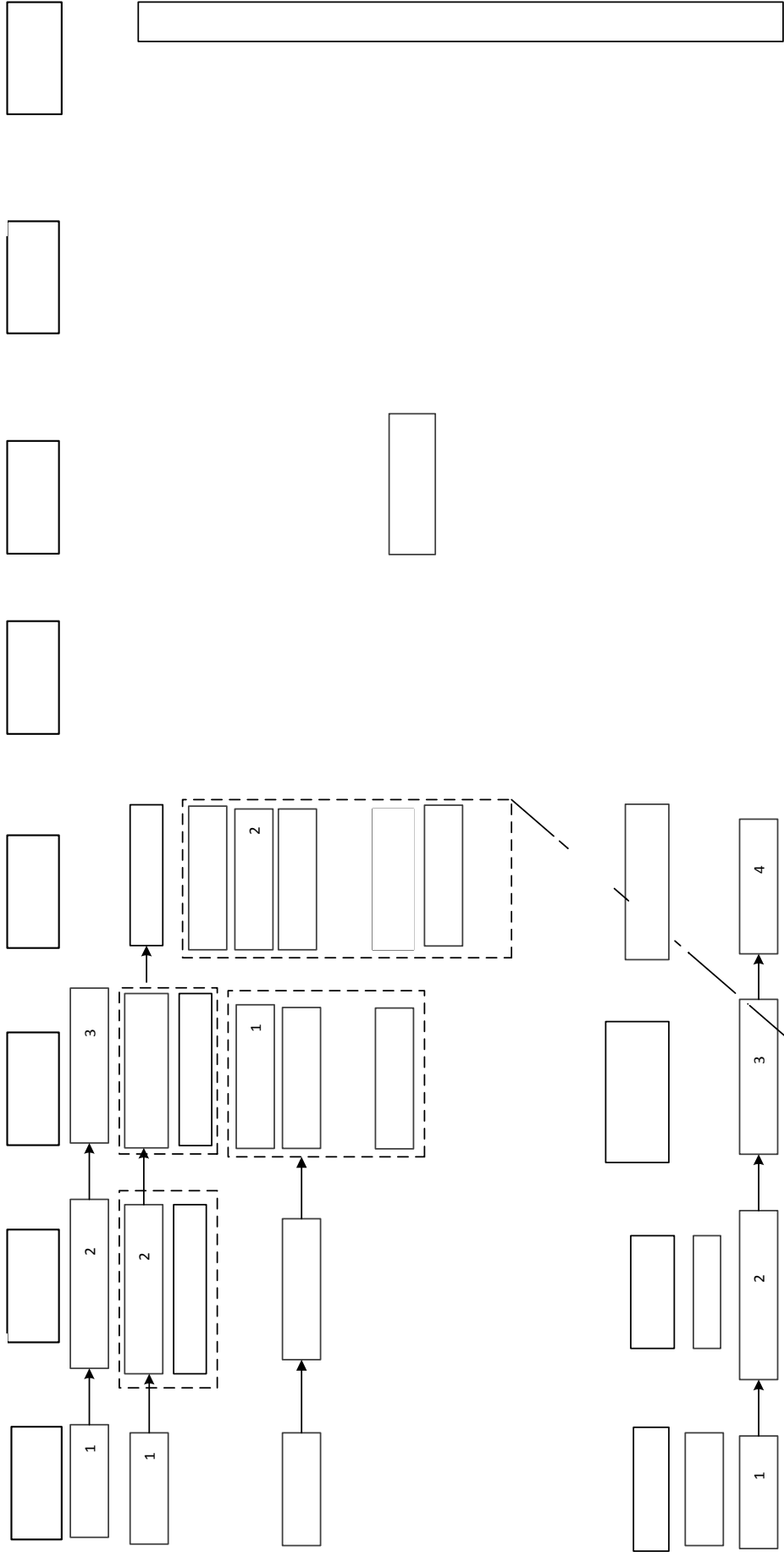
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1	✓		✓		
2		✓	✓		
3			✓	✓	✓
4			✓		







# Teaching Process Map



### Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
<b>General Education Required Courses</b>									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	
4220005110	Marxism Philosophy	3	48			8		4	
1060003130	Military Theory	1	32				16	2	
4210001170	1 Physical Education	1	26					1	
4210002170	2 Physical Education	1	34					2	
4210003170	3 Physical Education	1	34					3	
4210004170	4 Physical Education	1	34					4	
4030002180	1 College English 1	3	60				12	1	
4030003180	2 College English	2	44				12	2	1
4030004180	3 College English	2	44				12	3	2
4030004180	4 College English IV	2	44				12	4	3

College English IV

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses		9	2	Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.					
Arts and Social Science Courses									
Economy and Management Courses									
Science and Technology Courses									
Art and Physical Education Courses									
Basic Disciplinary Required Courses									
4170259110	Introduction to Materials Physics	1	16					1	
4170057110	A Management Principle	3	48					1	
4010312110	Macro & Microeconomics	3.5	56					1	
4050065110	B Advanced Mathematics	5	80					1	
4050066110	B Advanced Mathematics	5	80					2	
4050229110	Linear Algebra	2.5	40					2	
4170066110	Accounting Principle	3	48					2	
4170134110	Principles of Marketing	3	48					2	
4050058110	B Probability and Mathematics Statistics	3	48					3	
4170013110	A Principles of Financial Management	3	48					3	
4170171110	A Operating Research	3	48					3	
4170562170	B1 Financial Accounting	3	48					3	
4170563170	B2 Financial Accounting	2.5	40					4	1
4170635170	E	2.5							

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170636170	C Computer Accounting	2.5	40					5	2
4170637170	D1 Managerial Accounting	2.5	40					5	
4170561170	B Management Information System	3	48	8				6	
4170639170	Taxation and Innovative Enterprise Tax Practice	2.5	40					6	1
4170640170	D Auditing	2.5	40					7	2
Subtotal		56	896	8	0	0	0		
Specialized Elective Courses									
4170641170	B International Accounting	1.5	24					4	
4170175110	Non-profit Organization Accounting	2	32					4	2
4170564170	D Statistics	2.5	40					4	
4170272120	Accounting Professional English	2	32					4	
4170642170	B Advanced Financial Accounting	3	48					5	2
4170643170	B Industry Accounting	3	48	16				5	1
4170068110	Accounting System Design	2	32					5	2
4170644170	Accounting Regulation	2	32					5	
4170191110	A Financial Enterprises Accounting	2	32					5	2

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170638170	D2 Managerial Accounting	2.5	40					6	1
4170530130	A Analysis of Financial Report	2	32					6	2
4170645170	D Intermediary Financial Management	2.5	40	8				6	2
4170646170	Accounting Auditing Case	2	32					6	
4010055110	B Money and Banking	2.5	40					6	
4010034110	B International Finance	2	32					6	
4170647170	B Computer Auditing	2	32	16				7	2
4170386130	Performance Auditing	2	32					7	
4170513150	C Project Investment and Financing	2	32					7	
4170034110	B Advanced Financial Management	2	32					7	
4170648170	Internal Control and Internal Audit	2	32					7	
Subtotal		35.5	568	40	0	0	0		
28									
NOTE Minimum subtotal credits:28.									
Personalized Elective Courses									
4170067110	Accounting Classics Reading	1.5	24					3	
4170063110	A Accounting History	2	32					4	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170649170	Tax Planing	2	32					6	
4170020110	Financial Strategy	2	32					7	
4020074110	B Economic Law	2	32					7	
Subtotal		8	128	0	0	0	0		
6									
NOTE: Sudents can select courses from above and the other personalized courses in catalog, and are required to obtain at least 6 credits.									

### Practice Schedule

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
1060002110	Military Training	1.5	3	1
4170650170	Accounting Imitation Operation	1.5	1.5	3
4080152110	D Training on Mechanical Manufacturing Engineering	1	1	4
4170651170	B Accounting Simulation Training by hand	2	2	4
4170655170	Cost Accounting Training	1.5	1.5	4
4170296120	Simulation Training for Computer Accounting	2	2	5
4170570170	Training for Financial Management of Start-up Enterprises	1	1	5
4170541130	EQ and Communication Skill Training	1	1	5
4170568170	Virtual Business Comprenhensive Training	1	1	6
4170654170		2	2	6



Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
	Entreprise Tax and Decision Making Training			
4170569170	Training for Quantitative Analysis Software	1	1	6
4170307120	Simulation Training for Auditing	2	2	7
4170656170	Practice for Graduation	2.5	2.5	7
4170657170	Practice for Graduation	2	2	8
4170748170	Graduation Thesis	10	15	8
Subtotal		32	38.5	

### Recommendations on Course Studies

1  
2

2 1

1.Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.

2.The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.

**2017**

with an open mind and capacity in decision analysis and practice coordination, on the basis of grasping the theory, skills and methods of modern public management.

3. Theories and methods of public safety and emergency management, and related technical knowledge of natural sciences and engineering. Being able to engage themselves into the works of operation safety management in the organizations and government departments, such as transportation, electricity, water, gas, et.al.
4. Encyclopedic knowledge of humanities and social sciences, good language expression and writing ability, familiar with the relevant laws and regulations, policies and system. Being able to engage themselves into the works of administration management in the public institutions (e.g. education, science, culture, sports, and health department), communities and the non-profit organizations.
5. Necessary computer application skills, basic knowledge and skills to conduct the social investigation, data collection and processing, apply the quantitative research method in the statics analysis.
6. Basic methods of literature review and data query, good senses of team spirit and cooperation, to be the high-level inter-disciplinary professional experts with the abilities to conduct scientific research and long-life education.

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1. Being the experts with the scientific literacy, social responsibility and ethics, the students are required to have the strong abilities to meet the requirements of future social risk management, and engage in the professional technical and management works
2. Skilled in the methods of mathematical logic analysis and enriched in natural science knowledge, the students are able to use the qualitative and quantitative analysis methods to conduct the risk assessments and crisis early warning process by analyzing the data from social surveys and making the decisions.
3. Endowed with the economic mind, management thinking and public administration capacity, the students need to have a deep understanding of the development trends of modern public utilities, and be competent for the administrative work in the government departments, institutions, corporations, communities and non-profit organizations.

4. Skilled in social organization and interpersonal communication, the students need to develop their integrated practical abilities in planning, organizing, implementing, coordinating and assessing, develop the strong team spirits, and grasp some necessary administrative communication skills.
5. Owned the ability to analyze and solve the practical problems in public administration, the students are required to lay a solid theoretical foundation of public administration, familiarize the current demand and development status of the public safety and emergency management, be able to engage themselves in the preparations of emergency plans, decision-making of the emergency response and administration work of the disaster prevention and mitigation in urban or rural.
6. Endowed with the professional basis on safety management and development capacity in career, the students need to develop the abilities on identifying the hazard sources, assessing and early warning the disasters, and emergency responding to various types of safety incidents as well as sudden disasters.
7. Skilled in literature searching, information acquiring and computer utilizing, the students are required to proficiently use the software of office automation and e-government, develop the computer application skills in the management information systems, geographic information systems and modern network systems.
8. Endowed with the ability on international communication, completion and cooperation, the students need to develop their skills to communicate with the foreign corporations and international organizations.

## **II Core Courses and Characteristic Courses**

SPSS

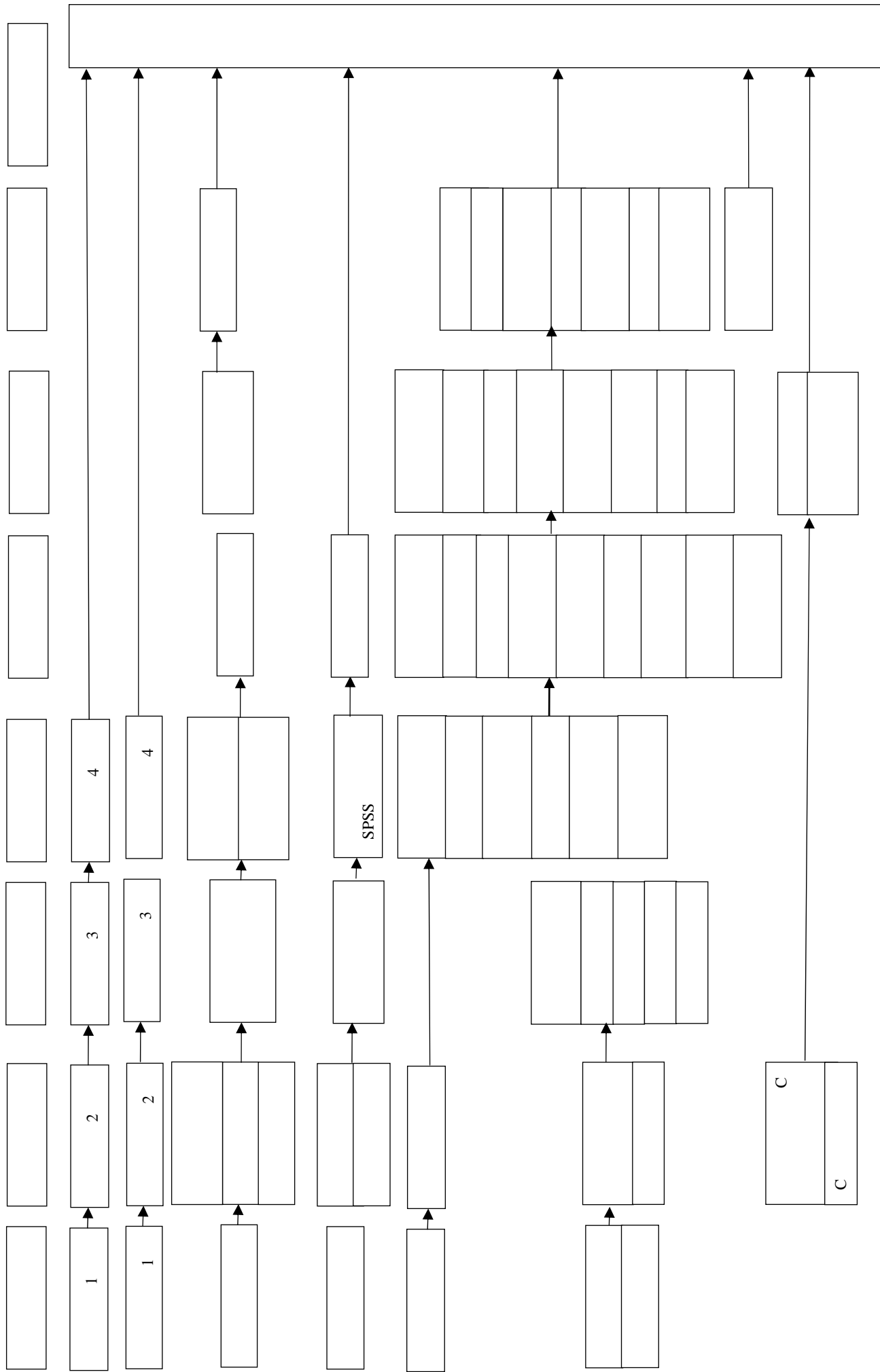
Principle of Management, Microeconomics, Public Safety Management Introduction, Public

Urban safety Geographic Information System, Disaster Sociology, Theory of Disaster, Theory and Technique of Emergency Management, Safety Production Management Theory, Traffic Safety early-warning management, Enterprise Crisis Management, Occupational Health Assessment and Testing, Safety Production and Certified Safety Engineer, Disaster Economics, Urban Crisis Management, Community safety and administration, Public Buildings on Fire Control Safety Assessment.

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**Teaching Process Map**



### Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Required Courses									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	
4220005110	Marxism Philosophy	3	48			8		4	
1060003130	Military Theory	1	32				16	2	
4210001170	1 Physical Education	1	26					1	
4210002170	2 Physical Education	1	34					2	
4210003170	3 Physical Education	1	34					3	
4210004170	4 Physical Education	1	34					4	
4030002180	1 College English 1	3	60				12	1	
4030003180	2 College English	2	44				12	2	1
4030004180	3 College English	2	44				12	3	2
4030004180	4 College English IV	2	44				12	4	3
4120335170	C Fundamentals of Computer Program Design(C)	2	32					2	
4120336170	C Fundamentals of Computer and Test of C Program	1	32		32			2	
Subtotal		29	640	0	32	48	64		



Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses			9						
Arts and Social Science Courses				2					
Economy and Management Courses			Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.						
Science and Technology Courses									
Art and Physical Education Courses									
Basic Disciplinary Required Courses									
4170320130	Introduction to Specialty	1	16					1	
4170057110	A Principle of Management	3	48					1	
4010548130	C Microeconomics	2.5	40					1	
4050065110	B Advanced Mathematics	5	80					1	
4050066110	B Advanced Mathematics	5	80					2	
4170612170	B Public Safety Management Introduction	2.5	40			8		2	
4050229110	Linear Algebra	2.5	40					2	
4170764130	B Public Economics	2.5	40					2	
4170372130	A Public Management	2.5	40					3	
4050058110	B Probability and Mathematics Statistics	3	48					3	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170127110	B Social Security	2	32					4	
4170375130	C Financial Management in Public Organizations	2	32					4	
4170616170	B Safety Production Management Theory	2	32					5	
4170042110	B Public Policy Analysis	2	32					5	
4170128110	B Social Research Methods	2	32					5	
4170617170	D E-government System	2	32					5	
4170479140	A China Government and Administration	2	32					6	
4170618170	A Urban safety Geographic Information System	2.5	40		8			6	
4170366130	Frontier topics on Public safety and Emergency Management	1	16					6	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170623170	Urban Plan and Management	2	32					3	
4170428130	Disaster Sociology	2	32					3	
4170417130	Administrative Law and Administrative	2	32					3	
4170482140	A Theory of Disaster	2	32					4	
4170535130	Public Relations	2	32					4	
4170624170	C Theory and Technique of Emergency Management	2	32					4	
4170552140	Theory and Methodology of Decision-making in the Public Sector	2	32					5	
4170379130	Secretarial and Administration	2	32			8		5	
4170347130	C Theory of Insurance	2	32					5	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170486140	Public Buildings on Fire Control Safety Assessment	2	32					7	
Subtotal		43	688	0	8	8	0		
28									
NOTE Minimum subtotal credits:28.									
Personalized Elective Courses									
4170626170	Integrated Disaster Risk Management	2	32					5	
4170627170	Practice of International Disaster Prevention and Reduction	2	32					6	
4170628170	B Introduction to Marketing	2	32					7	
Subtotal		6	96	0	0	0	0		
6									
NOTE: Students can select courses from above and the other personalized courses in catalog, and are required to obtain at least 6 credits.									

### Practice Schedule

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
1060002110	Military Training	1.5	3	1
4170487140	Social Survey	1	1	2
4080152110	D Metal Techniques Practice	1	1	4
4170629170	1 Practice of Engineering Cognition I	1	1	5
4170631170	B Enterprise Safety Management Training	1	1	5
4170362130	E-government System Training	1	1	6
4170632170	Practice for Graduation	3	3	6
4170633170	B Simulation Training on Public Security and Emergency Management	1	1	7

Course  
Number

Practice Courses Name

Crs

Weeks

ACCA

2017

**Undergraduate Education Plan for Specialty in  
Accounting (ACCA) (2017)**

	ACCA		
<b>Major</b>	Accounting	<b>Major Disciplines</b>	Business Administration
<b>Duration</b>	4 Years	<b>Degree Granted</b>	Bachelor of Management 1
<b>Disciplinary</b>	Business Administration	<b>Duration</b>	1 year

**Graduation Credit Criteria**

Course Classification Course Nature	Public Basic Courses	Specialized Courses	Personalized Course	Practice Courses	Study Credit after Class	Total Credits
Required Courses	29	56	\	32	\	170
Elective Courses	9	34	\	\	10	

**Educational Objectives & Requirement**

- 1
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ACCA

CPA

**.Educational Objectives**

The major brings up students to be high-quality financial professionals to meet the needs of social and economic development through professional education and comprehensive training of humanities literacy, professional norms, professional knowledge, practical ability and professional development ability. This program trains students to achieve the following goals:

- (1) Having the good physical and spiritual health, the good professional spirit, the sense of

social responsibility and accounting occupation moral;

(2) Grasping broad knowledge of principle of international financial reporting and international auditing as well as excellent technique of professional English, who will be able to engage in practice and management of accounting auditing financial management in all kinds of accounting firms, multinational companies, large state-owned enterprises, listed companies, overseas companies and government offices

(3) Acquiring a strong language and writing expression, interpersonal communication, the information acquisition ability and the basic ability to analyze and solve the accounting, auditing and financial management of practical problems, and be able to play a role as an accounting supervisor in a work team;

(4) Mastering document retrieval, data query, the basic method, having certain scientific research ability;

5 Adapting to the social development and the change in the industry, through the ACCA, professional accounting qualification examination and CPA examination, continuing education and other learning channel update knowledge, and the achievement of professional practice ability.

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ACCA

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. Educational Requirement

- (1) Having knowledge of humanities and social sciences, including knowledge of literature, history, philosophy, ideology and morality, art, law, sociology, psychology and other aspects;
- (2) Having knowledge of natural scientific knowledge, including knowledge of mathematics, management, economics, law, etc.; emphasis grasp of mathematics, statistics and other scientific knowledge in the management of financial accounting work required;
- (3) Having knowledge of professional tools, including proficiency in foreign languages, computers and related IT applications, document retrieval capabilities. Specifically stated as:

Proficiency in English;

Mastering document retrieval, basic method, with strong research, analyze problems, problem-solving skills, language and writing skills, as well as preliminary research capacity;

Mastering the basics theory of computer hardware and software;

- (4) Having expertise in accounting, focusing on core curriculum to master professional knowledge, practical skills and methods, to understand new ideas, new theories, new methods of accounting, auditing, financial management and other related disciplines and trends. Specifically stated as:

Engaged in financial accounting expertise required core knowledge: Key grasp of financial reporting, intermediary financial management, audit and assurance, Governance, Risk & Ethics, corporate reporting, advanced financial management;

Engaged in financial accounting expertise needed to expand knowledge; Include:

- a Be familiar with technical standards in the field of international accounting and auditing, understand the relevant policies, laws and regulations; master key accounting standards and other relevant laws and regulations;
- b Be familiar with qualitative and quantitative analysis method of accounting, the focus grasp accounting, accounting analysis, check the relevant accounting methods;
- c Be proficient in computer accounting and other management-related software applications for accounting and auditing; grasp common types of accounting software, performance, and improved methods of existing software can require a reasonable choice for management improvement methods;
- d. Be familiar with the industry accounting business processes, methods and characteristics, to understand new ideas, new methods have use of.
- e. Having history, current situation and development trend of understanding of accounting disciplines.

Having the good skills in appropriate theoretical and practical methods to solve practical application of accounting and auditing capabilities, get systematic training in financial accounting, cost accounting, management accounting, financial management and auditing to solve practical problems.



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2		✓	✓		
3			✓	✓	✓
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## II Core Courses and Characteristic Courses

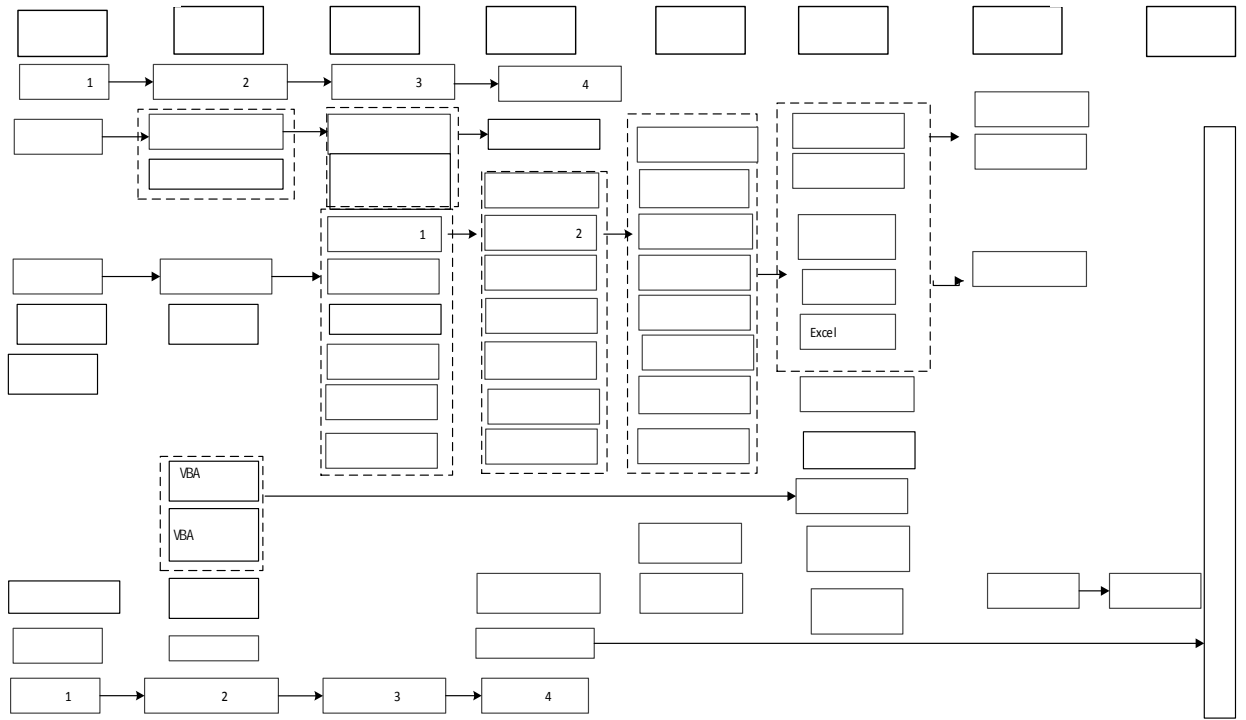
Core Courses: Financial Accounting, Managerial Accounting, Intermediary Financial Management, Advanced Audit and Assurance, Corporate Reporting, Cost Accounting, Taxation

Characteristic Courses: Governance, Risk & Ethics, Financial Accounting, Professional English Reading and Writing, Auditing and Assurance, Performance Management, International Accounting, Financial Reporting, Accounting Classics Reading, Accountant in Business, Corporate Law, Accounting System Design, Strategic Business Leader, Frontiers of Accounting, Taxation and Tax Planning, Computer Auditing, Advanced Financial Management

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### Theory Course Schedule

Course Number	Course Title	Crs	Tot hrs.	Exp.	Including		
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Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses			9						
Arts and Social Science Courses				2					
Economy and Management Courses									
Science and Technology Courses									
Art and Physical Education Courses									
Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.									
Basic Disciplinary Required Courses									
4170259110	Introduction to Materials Physics	1	16					1	
4170057110	A Management Principle	3	48					1	
4010312110	Macro & Microeconomics	3.5	56					1	
4050065110	B Advanced Mathematics	5	80					1	
4050066110	B Advanced Mathematics	5	80					2	
4050229110	Linear Algebra	2.5	40					2	
4170066110	Accounting Principle	3	48					2	
4170134110		3	48					2	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
4170048110 F2	A Managerial Accounting	3.5	56					4	
4170659170 P2	B Corporate Reporting	3	48					5	1
4170171110	A Operating Research	3	48					6	
4170745170	Advanced Audit and Assurance	3	48					7	
Subtotal		56	896	0	0	0	0		
Specialized Elective Courses									
4170460130 F1	Accountant in Business	2	32					3	
4170461130	Professional English Reading and Writing	2	32					3	
4170463130 F3	Financial Accounting	3	48					3	
4170564170	D Statistics	2.5	40					4	
4170563170	B2 Financial Accounting	2.5	40					4	1
4170641170	B International Accounting	1.5	24					4	
4170771120 F7	B Corporate Reporting	3	48					4	
4170068110	Accounting System Design	2	32					5	2
4170642170	B Advanced Financial Accounting	3	48					5	2
4170636170	C Computer Accounting	2.5	40					5	2
4170140110	B Investment	2	32					5	
4170338120 F5	Performance Management	3	48					5	1

Course Number	Course Title		Including		
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Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
4170296120	Simulation Training for Computer Accounting	2	2	5
4170570170	Training for Financial Management of Start-up Enterprises	1	1	5
4170541130	EQ and Communication Skill Training	1	1	5
4170568170	Virtual Business Comprehensive Training	1	1	6
4170569170	Training for Quantitative Analysis Software	1	1	6
4170654170	Entreprise Tax and Decision Making Training	2	2	6
4170307120	Simulation Training for Auditing	2	2	7
4170656170	Practice for Graduation	2.5	2.5	7
4170657170	Practice for Graduation	2	2	8
4170748170	Graduation Thesis	10	15	8
Subtotal		32	38.5	

### Recommendations on Course Studies

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1.Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.

2.The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.

## 2017

# Undergraduate Education Plan for Specialty in Business Administration Management(InternationalClass)(2017)

Major Business Administration  
Management (International)

Major Management  
Disciplines

Duration 4 Years

Degree Granted Bachelor of Management

### Graduation Credit Criteria

Course Classification  Course Nature	Public Basic Courses	Specialized Courses	Personalized Course	Practice Courses	Study Credit after Class	Total Credits
Required Courses	29	63	\	25	\	170
Elective Courses	9	28	6	\	10	

### Educational Objectives & Requirement

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The major trains the students to grasp comprehensive knowledge of international enterprise operation and management: organization management, business planning, production, logistics and supply chain, human resources, financial accounting and business management, have good adaptive ability, innovation ability, communication and coordination ability, and international vision, and be competent for all kinds of business management positions.

1. The graduates will be in physical and mental health and be able to meet the needs of modern international market competition under the economic globalization, with good cultural quality, science literacy, professional dedication, managerial ethics and sense of social responsibility and professional ethics.
2. The graduates will grasp the basic theoretical knowledge of mathematics and computer which are required by business enterprise international management field of scientific research, business planning and operation management, and the capability of lifelong learning to keep up with the times.
- 3.

3. Critical awareness and practical knowledge of scientific thinking methods and natural science, including mathematics, probability and statistics, operations research, etc.
4. Basic capabilities in computer and information technology application and literature search, data query, fluency communication capabilities in at least one foreign language, basic capabilities in scientific writing and preliminary scientific research.
5. Strong expression ability of oral and writing and interpersonal, management communication skill. Good sense of team spirit and cooperation. High ability of organization coordination, leading and management.
6. Good physical quality, healthy psychological quality and good Emotional Quotient and ability to endure setbacks and overcome the difficulties.
7. Familiar with relevant guidelines, policies, laws and regulations of Chinese enterprises management environment, and the international enterprise management practices and rules.
8. Mastering the basic theory and professional knowledge of business administration with qualitative and quantitative analysis methods, ability to use the principal knowledge to discover, analyze and solve problems related to enterprise management science.
9. Good English and/or other foreign language listening, reading, speaking and writing skills.
10. Familiar with enterprises management activities from start-up to daily operation, ability to business overall operation management, ability to consult and diagnosis and propose solutions aiming at the shortcomings of the enterprise management process and problems, some innovative entrepreneurial ability.
11. Understanding of the cutting edge of business administration and up-to-date practical experience, strong ability of knowledge acquisition and the lifelong study. And the continuous development ability to adapt to changing enterprise management requirements.
12. Familiar with the common management activities and corresponding measures, systems and processes of international business, mastering cross-culture communication techniques, capable of running international and transnational business.

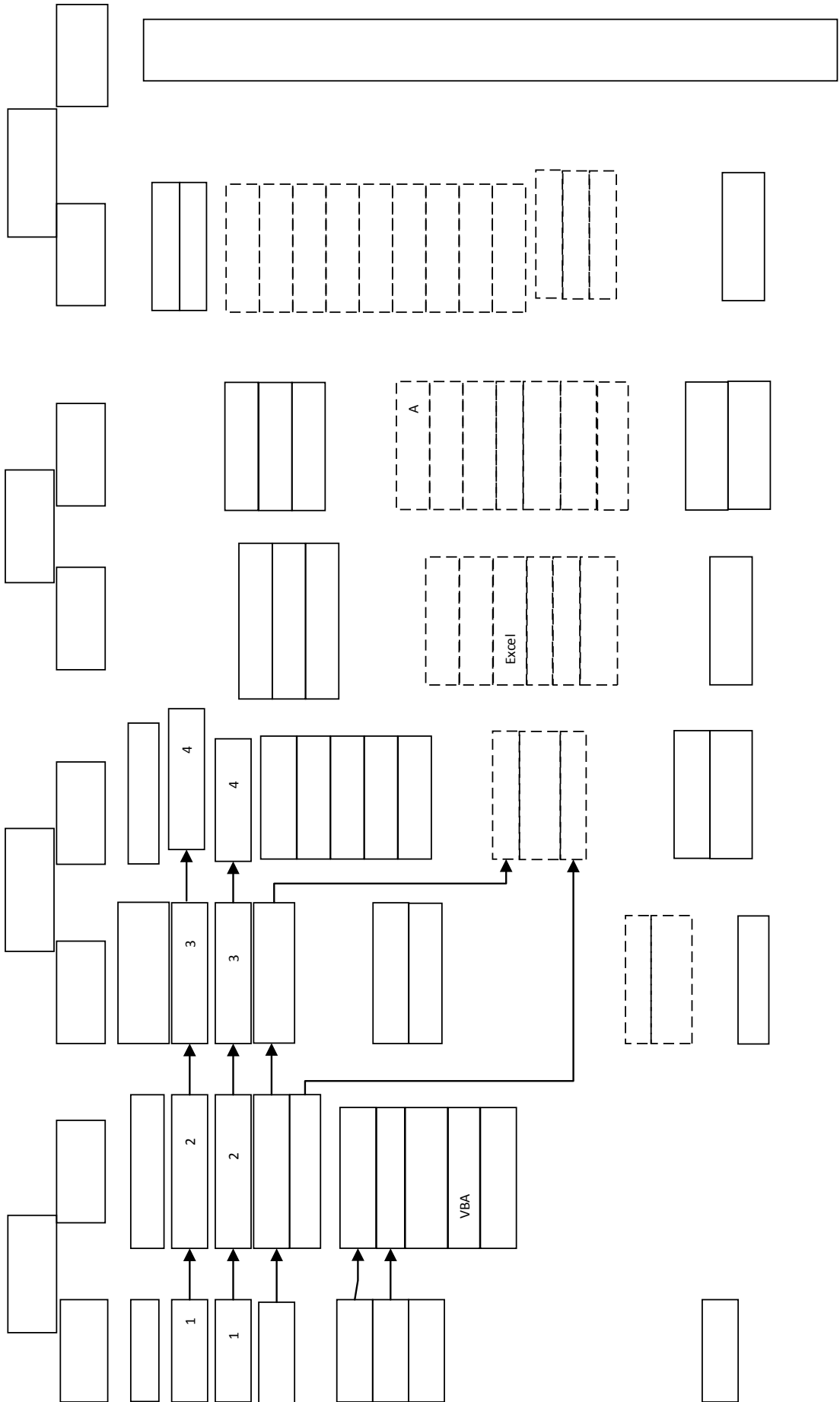
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**Teaching Process Map**



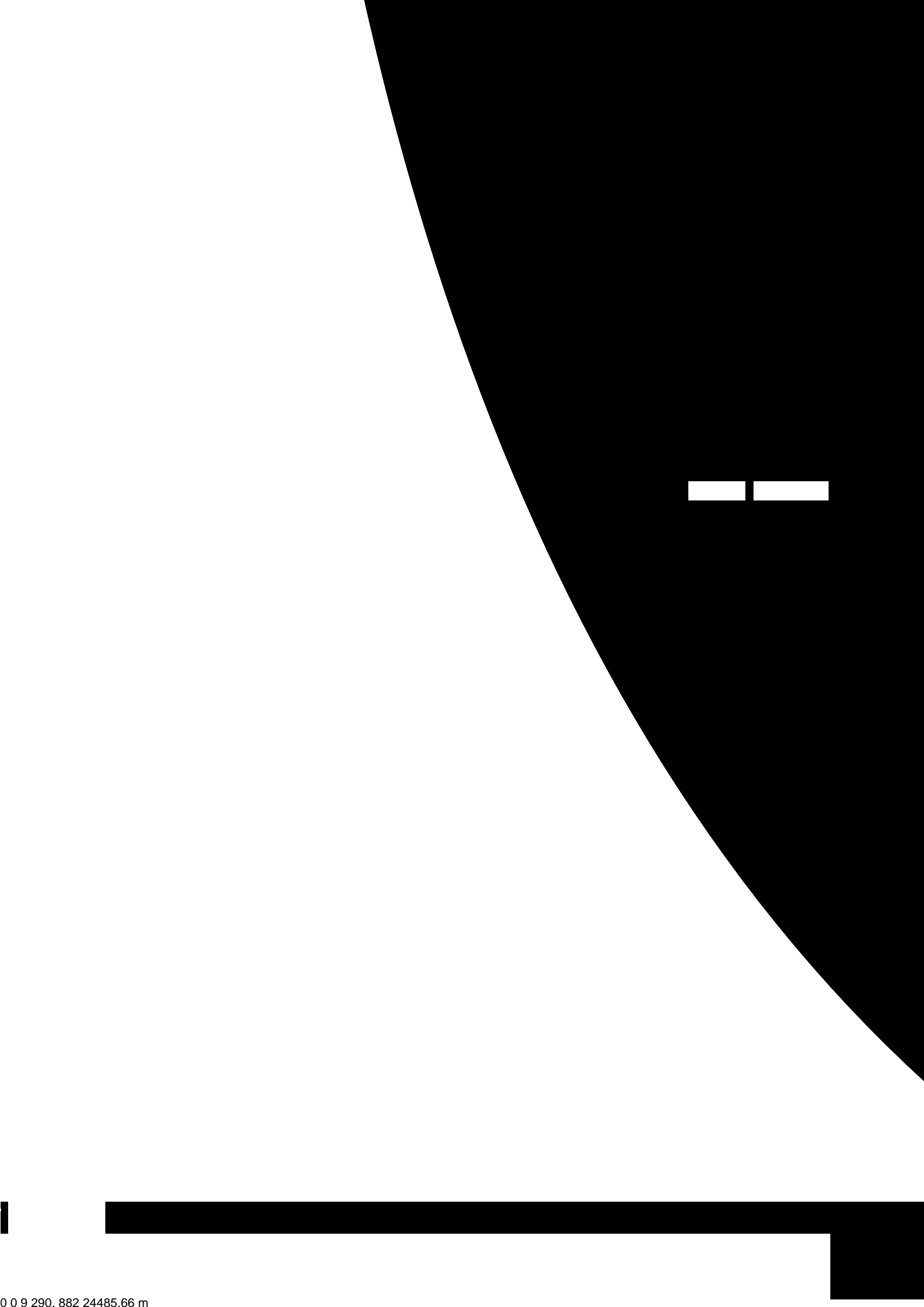


### Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
<b>General Education Required Courses</b>									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32					1	
4220003110	Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		3	
4220005110	Marxism Philosophy	3	48			8		4	
1060003130	Military Theory	1	32				16	2	
4210001170	1 Physical Education	1	26					1	
4210002170	2 Physical Education	1	34					2	
4210003170	3 Physical Education	1	34					3	
4210004170	4 Physical Education	1	34					4	
4030002180	1 College English 1	3	60				12	1	
4030003180	2 College English	2	44				12	2	1
4030004180	3 College English	2	44				12	3	2
4030004180	4 College English IV	2	44				12	4	3
4120341170	VBA Fundamentals of Computer Program Design(VBA)	2	32					2	
4120342170	VBA Foundation of Computer and Comprehensive Experiment of Computer Design(VBA)	1	32	32				2	
Subtotal		29	640	32	0	48	64		

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses		9	2	Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.					
Arts and Social Science Courses									
Economy and Management Courses									
Science and Technology Courses									
Art and Physical Education Courses									
Basic Disciplinary Required Courses									
4170259110	Introduction of Specialty	1	16					1	
4170057110	A Management Fundamentals	3	48					1	
4010312110	Macro & Microeconomics	3.5	56					1	
4050065110	B Advanced Mathematics	5	80					1	
4050066110	B Advanced Mathematics	5	80					2	
4050229110	Linear Algebra	2.5	40					2	
4170066110	Accounting Principle	3	48					2	
4170134110	Marketing	3	48					2	
4050058110	B Probability and Mathematics Statistics B	3	48					3	
4170571170	B Management Psychology and Behavior	2	32					3	
4170594170	Leadership Theory and Practice	2	32					3	
4170013110	A Financial Management	3	48					4	
4170595170	B Theory and Application of International Trade	2	32					4	
4170095110	B Business and Marketing Planning	2	32					4	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170050110	B Managerial Economics	2	32					4	
4170060110	International Business Management	2	32					4	
4170540130	Start-up Enterprises Management	2	32					5	
4170112110	B Human Resource Management	2	32					5	
4170390130	A Emotional Management and Communication	3	48					5	
4170103110	B Enterprise Strategy Management	2	32					6	
4170045110	Management Case Study	2	32					6	
4170596170	C Analysis of Financial Report	3	48	10				6	
4170133110	B Manufacturing and Operations Management	3	48					7	
4170743170	B Logistics and Supply Chain Management	2	32					7	
Subtotal		63	1008	10	0	0	0		
Specialized Elective Courses									
4170598170	Virtual Business Comprehensive Experiment	1.5	48	48				3	
4170561170	B	3	48					3	



Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170152110	Sales Management	2	32					7	
Subtotal		53.5	880	116	16	36	0		
28									
NOTE: Minimum subtotal credits:28.									
Personalized Elective Courses									
4170583170	Management Frontier	2	32					7	
4170585170	Approaches of Creativity	2	32					7	
4170584170	Entrepreneur and Innovation	2	32					7	
Subtotal		6	96	0	0	0	0		
6									
NOTE: Students can select courses from above and the other personalized courses in catalog, and are required to obtain at least 6 credits.									

### Practice Schedule

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
1060002110	Military Training	1.5	3	1
4170605170	Leadership training	1	1	3
4170589170	Business and Marketing Plan Course Design	1	1	4
4080152110	D Metal Techniques Practice	1	1	4
4170471140	B EQ and Management Skill Training	2	2	5
4170590170	Strategy Management Course Design	1	1	6
4170592170	Start-up Plan Training	1	1	6
4170593170	A Business Practice	6	6	7
4170606170	Graduation Thesis	10.5	17	8
Subtotal		25	33	

### **Recommendations on Course Studies**

1

2 1

2

1.Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.

2.The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.

## 2017

# Undergraduate Education Plan for Specialty in Business Administration Management 2017 Sports Management

Major Business Administration  
Management (Sports  
Management)

Major Management  
Disciplines

Duration 4 Years

Degree Granted Bachelor of Management

### Graduation Credit Criteria

Course Classification  Course Nature	Public Basic Courses	Specialized Courses	Personalized Course	Practice Courses	Study Credit after Class	Total Credits
Required Courses	29	59.5	\	28.5	\	170
Elective Courses	9	28	6	\	10	

### Educational Objectives & Requirement

- 1
- 2
- 3
- 4
- 5

The major trains the students to grasp comprehensive knowledge of organization management, business planning, production, logistics and supply chain, human resources, financial accounting, business management and management of sports, have good adaptive ability, innovation ability, communication and coordination ability, and international vision, and be competent for all kinds of business management positions.

1. The graduates should have critical and creative thinking. In addition, the students should also have good ideological and moral quality, scientific and cultural quality, professional quality, physical and mental quality, apart from innovation, entrepreneurship awareness and practical ability. Finally, the graduates should become the all-round talents for the development of society.
2. The graduates should grasp the basic theoretical knowledge of foreign language, mathematics and



1. Having a scientific world outlook, the good political quality, ideological quality, moral quality and good faith consciousness, legal consciousness and a sense of community as well as Consciousness of innovation and entrepreneurship and practical ability.
2. Good knowledge of humanities and social science, literature and art accomplishment, modern consciousness, and interpersonal skills.
3. Critical awareness and practical knowledge of scientific thinking methods and natural science, including mathematics, probability and statistics, operations research, etc.
4. Basic capabilities in foreign language, computer and information technology application and literature search, data query, fluency communication capabilities in at least one foreign language, basic capabilities in scientific writing and preliminary scientific research.
5. Strong expression ability of oral and writing and interpersonal, management communication skill. Good sense of team spirit and cooperation. High ability of organization coordination, leading and management.
6. Good physical quality, healthy psychological quality and good Emotional Quotient and ability to endure setbacks and overcome the difficulties.
7. Familiar with relevant guidelines, policies, laws and regulations of Chinese enterprises management environment, And the international enterprise management practices and rules.
8. Mastering the basic theory knowledge and qualitative and quantitative analysis methods of economics, operation management, marketing, human resource management, financial management, innovation and entrepreneurship education required by Business Administration Major. Furthermore, the graduates can use the principle knowledge to discover, analyze and solve the scientific problems related to enterprise management.
9. Capable of comprehensive planning and operating of all kinds of enterprises, especially sports enterprises and sports games with the ability of innovation.
10. Familiar with the management activities of industrial and commercial enterprises from establishment to operation, and have the capability of overall operation and management of industrial and commercial enterprises. Be able to consult and diagnose the deficiencies and problems in the business management process, and propose solutions, as well as the comprehensive application ability of strong professional knowledge and the ability to solve complex problems.
11. Understanding of the development trends, the cutting-edge theories of business administration and up-to-date research results; continue to acquire and refine business management experience, with strong ability of obtaining knowledge, practical experience and lifelong learning; the ability to adapt to the continuous development of business management; the innovative, smart, innovative, entrepreneurial and entrepreneurial skills.
12. Competenceforthe basic management positions in business enterprise procurement, production, sales, logistics and other positions related to operations, and human resource, financial, administrative related basic management positions as well as the intelligence foundation and inquiry learning ability for graduate courses.

	1	2	3	4	5
1					
2					
3					
4					

	1	2	3	4	5
5					
6					
7					
8					
9					
10					
11					
12					

## II Core Courses and Characteristic Courses

Major Courses for Business Administration: Macro & Micro Economics, Management Principles, Accounting Principles, Financial Management, Marketing, Manufacturing and Operations Management, Logistics and Supply Chain Management, Emotional Management and Communication, etc.

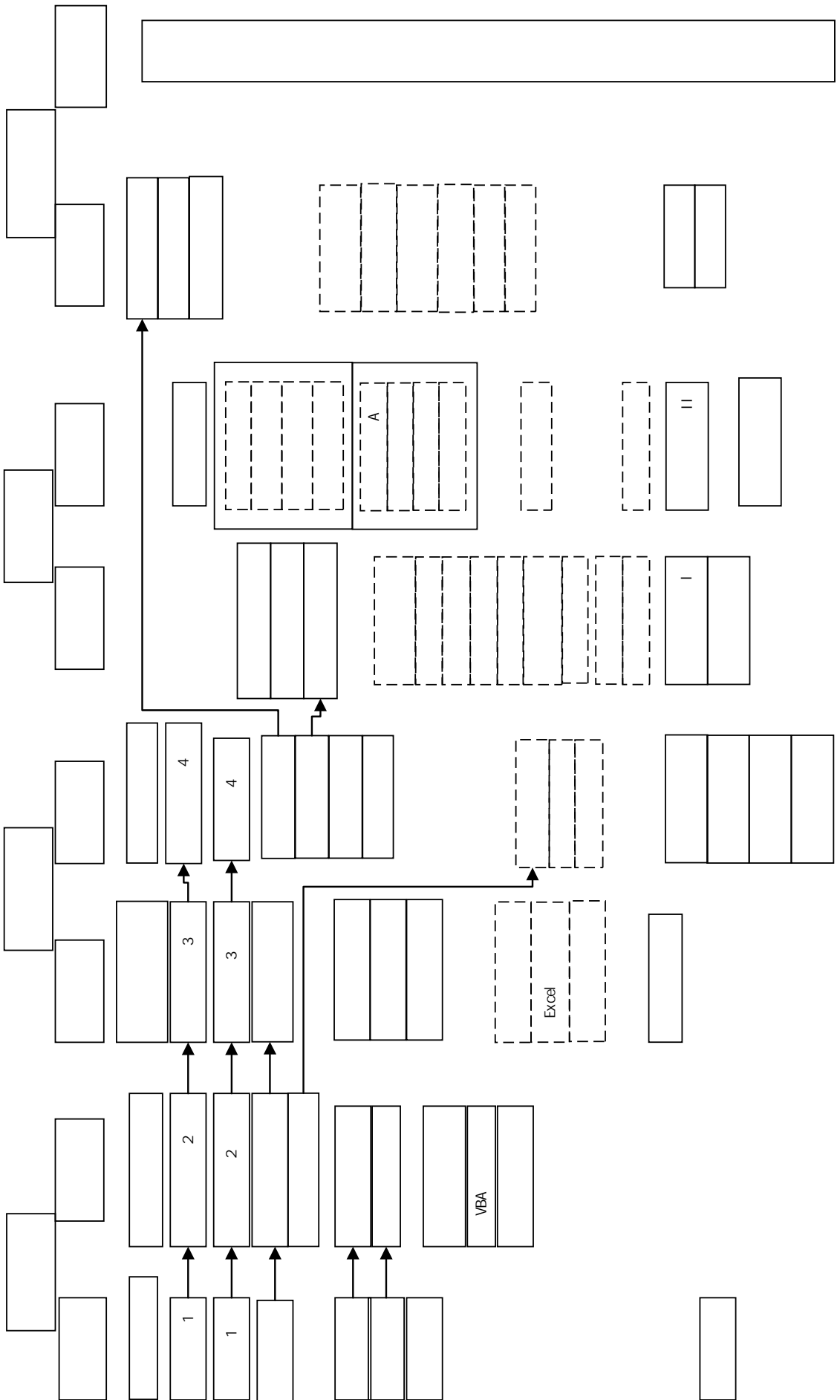
Sports Management, Sports Games Management, Business Decision-making Simulation, Enterprise Operations simulation, Start-up Enterprise Management, Enterprise supply chain simulation, Virtual Business Comprehensive Training

			1	2	3	4	5	6	7	8	9	10	11	12
		VBA												





**Teaching Process Map**





Course Number	Course Title	Cr's	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses		9	2	Students are required to obtain at least 9 credits which must contain art courses, at least one course from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.					
Arts and Social Science Courses									
Economy and Management Courses									
Science and Technology Courses									
Art and Physical Education Courses									
Basic Disciplinary Required Courses									
4170259970	Introduction of Specialty	1	16					1	
4170057970	A	3	48					1	

Course Number	Course Title	Cr's	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170133970	B Manufacturing and Operation Management	3	48					4	
4170095970	B Enterprise Business	2	32					4	



Course Number	Course Title	Cr s	I ncl udi ng					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
4170171110	A Operating Research	3	48					4	
4170283120	A Market Forecast and Decision-making	2.5	40					4	
4170561170	B Management Information System	3	48	8				5	
4170530130	A Analysis of Financial Report	2	32					5	
4170029110	E-commerce Practice	2	32					5	
4170574170	C Performance Appraisal	1.5	24	4	4			5	
4170060110	International Business Management	2	32					5	
4170142110	B Internet Marketing	2	32					5	
4170575170	D Personnel Selection, Recruitment and Evaluation	1.5	24		8			5	
4170277120	A Corporate Imagine Management	3.5	56			16		6	
4170131110	Workshop Management	2	32					6	
4170177110	Quality Management	3	48		8			6	
4170578170	Service Operations Management	2	32					6	
4170579170	B Purchasing Management	2	32					6	
4170149110	A Project Management	2	32					6	
4170580170	Project Evaluation	3	48			16		6	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170581170	Project Planning and Control	2	32					6	
4170582170	Assests Valuation	2	32					6	
4170096110	Enterprise Ethics	2	32					7	
4170576170	Career Development and Management	1.5	24			4		7	
4170104110	Enterprise Diagnosis Method	2	32					7	
4170577170	Entrepreneurial Marketing	2	32					7	
4170100110	Enterprise Culture Management	2	32					7	
4170608170	Sports Games Management	2	32					7	
Subtotal		63	1008	12	20	36	0		
28									
NOTE Minimum subtotal credits:28.									
Personalized Electice Courses									
4170583170	Management Frontier	2	32					5	
4170584170	Entrepreneur and Innovation	2	32					5	
4170585170	Approaches of Creativity	2	32					6	
Subtotal		6	96	0	0	0	0		
6									
NOTE: Sudents can select courses from above and the other personalized courses in catalog, and are required to obtain at least 6 credits.									

### Practice Schedule

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
1060002110	Military Training	1.5	3	1

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
4170568170	Virtual Business Comprehensive Training	1	1	3
4080152110	D Metal Techniques Practice D	1	1	4
4170587170	Manufacturing and Operation Management Course Design	1	1	4
4170588170	Logistics and Supply Chain Management Course Design	1	1	4
4170589170	Business and Marketing Planning Course Design	1	1	4
4170471140	B EQ and Management Skill Training	2	2	5
4170610170	1 Sports Training I	1	1	5
4170611170	2 Sports Training	1	1	6
4170609170	B Business Practice	6	6	6
4170591170	Start-up Operation Training	1	1	7
4170592170	Start-up Plan Training	1	1	7
4170747170	Graduation Thesis	10	17	8
Subtotal		28.5	37	

### Recommendations on Course Studies

1  
2

2 1

- 1.Situation & Policy (2 credits) and Mental Health Education (1 credit) are the required extracurricular courses.
- 2.The selected General Education Elective Courses and Personalized Elective Courses from the courses program by university must be different from the major undergraduate education plan in content.