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# 济学专业

## 《政治 经济学》

	<b>0BL05514</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0 0</b>
			<b>Political Economy</b>

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- 2.

1	1.1 1.2 1.3 1.4		2
2	2.1 2.2		6

	2.3	
3	3.1	
	3.2	4
	3.3	
	3.4	
4	4.1	
	4.2	4
	4.3	
5	5.1	
	5.2	6
	5.3	
6	6.1	
	6.2	

	2013.3
1.	2011.8
2.	2003.2
3	2004.10

Political Economics is one of the core curriculums in economics major. It lays down the theoretical foundation for other specialized study. Topics include commodity and currency, capital and capital accumulation, the movement of capital and the distribution of profits, economic crisis and monopoly capitalism, basic socialist economic system, the theory of the socialist market economy, economic growth and economic development and the macro-control of the socialist economy. The goals of the course are to enable students to master the basic principles and basic knowledge of Marxist economics comprehensively, to understand the relationship between social and economic development and its pattern, to train and improve students' ability to correctly analyze the various social economic problems in contemporary capitalist economic system and socialist economic system, to be apprehensive of the new changes and features of capitalist social and economic relationships in contemporary time and its international economic relations, and to understand the essence of socialism and the theory and practice of building socialism with Chinese characteristics.

## 《会 学》

	<b>0BH05901</b>		<b>2.5</b>
	<b>40</b>	/	
			<b>Accounting</b>


《 经济学导 》

	<b>0BL05519</b>		<b>0.5</b>
	<b>8</b>	/	<b>0 0</b>
			<b>Introduction to Economics</b>

1	1.1 1.2		2
2	2.1 2.2		2
3	3.1 3.2	10	2
4	4.1 4.2		2

1. . . . . 1  
2016.9
2. . . . . Paul Heyne 13  
2015.9
3. . . . . 2015.2

Introduction to Economics is a course of specialized selection for the major of economics. It is a compulsory course at the basic subject education stage for the students of economics major. This course makes students briefly understand the research objects, contents, methods and tools of economics. It aims to improve students' learning and exploring ability, in-depth understanding of economics. It helps to build a quality foundation for studying subsequent economics course and preparing for future occupation planning.

## 《 经济学 作导 (一) 》

	<b>0BS05527</b>		<b>1</b>
	<b>1</b>	/	<b>0 0</b>
			<b>Economic Works Reading I</b>

1			2
2			8
3			2
4			2
5			2

1. [ ] •

2015.4

2. [ ] ·J. [ ] ·

2014.10

3.[ ]

2010.12

4.[ ]

2005.3

The curriculum is a compulsory practice course at the basic subject education stage for the students of economics and economics (international trade) majors. It guides students to learn how to get access to economic literature and how to read a book and write a reading report after reading basic economic books.

As the practice course of the economic theory, the focus of this course is to guide students to get familiar with the economic way of thinking and the basic economic concepts and also have a general idea of representative economic books before they begin their major subjects learning so as to arouse their learning interests in economics on one hand and make them have an overall understanding of what they will learn in the following study on the other hand. In particular, during the process of their selecting, reading books and writing reading reports, students begin to learn how to obtain information and update knowledge and improve their independent learning ability as a result.

## 《 会 学 》

	<b>0BS05902</b>		<b>1</b>
	<b>1</b>	/	<b>1</b>
			<b>Accounting Course Training</b>

## 《专业 与实 》

	<b>0BS05521</b>		<b>2</b>
	<b>2</b>	/	<b>0          0</b>
			<b>Professional Knowledge and Practice</b>

3000

2

2



The process of professional cognition and practice in the training programs are very important to train the economics professionals. It will enable students to understand the specific contents of the economic management in all walks of life by means of the practical activities, as well as the importance of professional theoretical knowledge in practical work, in order that the students can combine consciously the major theoretical knowledge and practice. The final purposes are to improve the abilities of research and analysis, as well as the skills of problem-solving and professional writing. Students can expand the practice of research on particular economic issues. Besides, they can also contact practicing and investigating bases, know well the overall operating procedures. During their practice and investigation, the students will be able to transform the abstract theories and concepts into concrete operational processes or specific outcomes. Finally, their abilities of connection between theory and practice are improved. Teachers will guide students to determine research topics, as well as write research reports.

Besides, they can give the necessary guidance to the practical problems encountered by the students during the practice. After the practice, it is necessary for the students to complete a research report on a topic. Combining with the practical experience, students can improve professional knowledge and ability, problem analysis ability, synthesizing and innovation ability, information acquisition ability and lifelong learning ability .

### 《 务 》

	<b>0BL05907</b>		<b>2.5</b>
	<b>40</b>	/	
			<b>Financial Management</b>

### 《 微 济 学 》

	<b>0BL05516</b>		<b>4.5</b>
	<b>72</b>	/	<b>0 0</b>
			<b>Microeconomics</b>

1	1.1 1.2 1.3 1.4 1.5 1.6		2
2	2.1 2.2 2.3 2.4 2.5  2.6 2.7 2.8		8
3	3.1 3.2 3.3 3.4 3.5 3.6 3.7 3.8		8
4	4.1 4.2 4.3 4.4 4.5 4.6 4.7		8
5	5.1 5.2 5.3 5.4		6

6.1  
6.2

6



## 《 济 学 史 》

	<b>0BL05505</b>		<b>3</b>
	<b>48</b>	<b>/</b>	<b>0 0</b>
			<b>History of Economic Thought</b>

“ ”

“ ”

1	1.1 1.2 1.3		4
2	2.1 2.2 2.3	17 18	4
3	3.1 3.2 3.3 3.4 3.5		4
4	4.1 4.2 4.3 4.4		8

5	5.1 5.2		4
6	6.1 6.2 6.3		4
7	7.1 7.2 7.3		4
8	8.1 8.2 8.3 8.4		4
9	19 20 9.1 9.2 9.3		4
10	10.1 10.2 13.3		4
11	13.1 13.2 13.3 13.4 13.5		4
			48

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( )30% 70%

2010 8

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History of economic thought is business school undergraduate students a compulsory course of economics. History of economic thought is the study of the formation of the main economic school of thought in every age theory in the process of development. The study make students understand the main ideas of the main economic views, the historical background, contribution to the economic development and historical limitations, so as to grasp the development of economic theory history origin, in order to lay a theoretical basis of further studying other professional courses for professional research.

## 《 济学 作导 (二) 》

	<b>0BS05528</b>		<b>1</b>
	<b>1</b>	<b>/</b>	<b>0 0</b>
			<b>Economic Works Reading II</b>



1			4
2			4
3			4
4			2
5			2

1. 2013
2. 2014
3. 2012
4. 13 2013

The curriculum is a compulsory practice course at the basic subject education stage for the students of economics major. The course enables students to learn the classics of economics to understand the essence of economic thought, theoretical contribution, grasp the theory of economic development context, cultivate economic thinking, and lay the foundation for further professional study. The purpose of this curriculum is to train students' ability to read and understand the economics literature, to expand students' knowledge, and to understand the evolution of economics and updates. The curriculum can cultivate the economics interest of students and the thinking ability in order to lay a professional foundation for their future economics research and practical work. Through this course, students should master the economics literature reading skills and methods, improve the economics literature reading ability, understand and use economic theories to analyze real economic problems.

## 《中国 济史》

	<b>0RL05518</b>		<b>2</b>
	<b>32</b>	/	
			<b>Economic History of China</b>

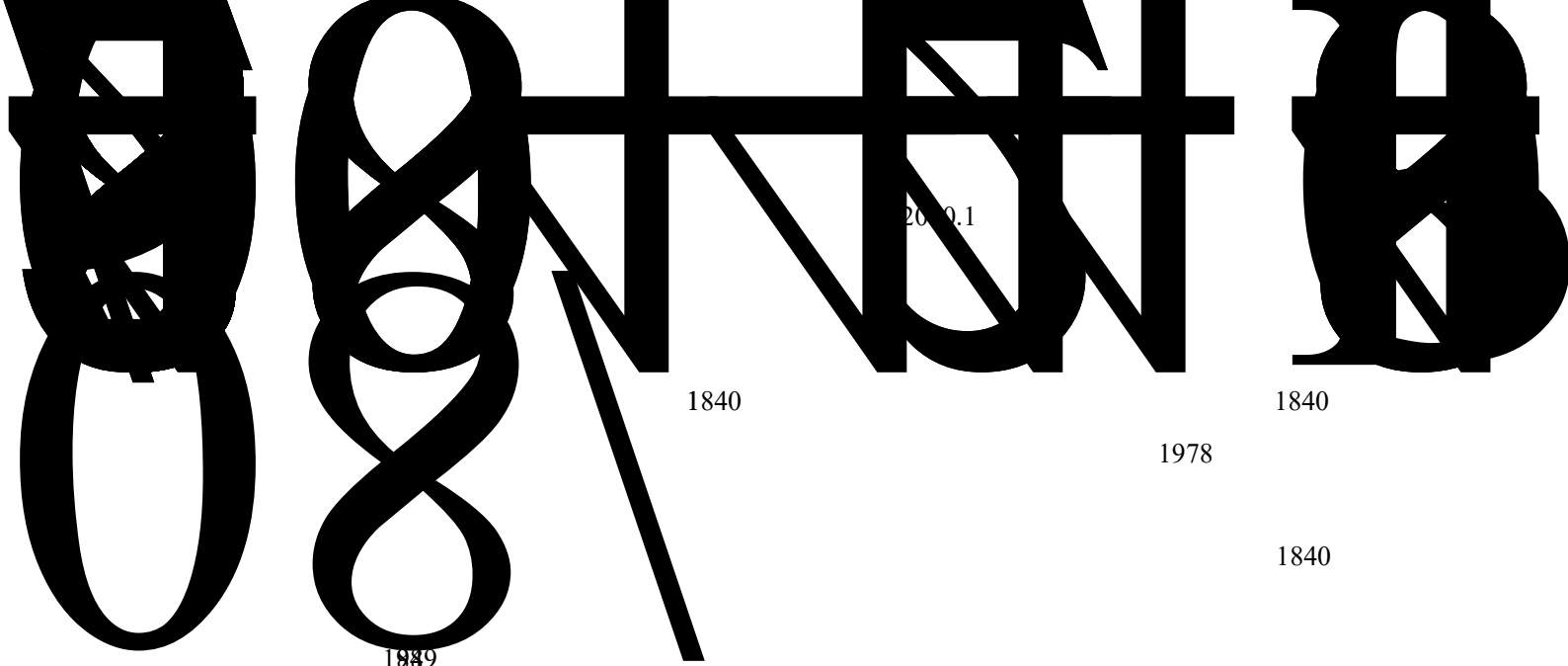
1	1.1 1.2 1.3		2
2	2.1 2.2 2.3		2
3	3.1 3.2 3.3 3.4 3.5		2
4	4.1 4.2 4.3		2
5	5.1 5.2		2
6	6.1 6.2 6.3		2
7	7.1 7.2 7.3		2
8	8.1 8.2 8.3		2
9	9.1 9.2 9.3 9.4 9.5		2
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11	11.1 11.2 11.3		2
12	12.1 12.2 12.3		2
13	13.1 13.2 13.3 13.4		2
14	14.1 14.2 14.3 14.4 14.5		4
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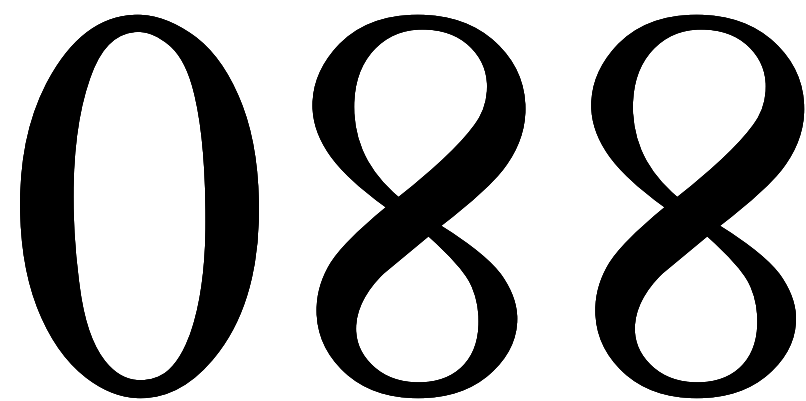
30% ( ) 70% /

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2008. 1



1849




1	1.1 1.2 1.3 1.4 1.5 GDP GDP 1.6		8
2	2.1 2.2 2.3 2.4 2.5 2.6 2.7	-	8
3	3.1 3.2 IS	IS-LM	IS LM IS-LM
			8

	3.3 3.4 LM 3.5 IS-LM 3.6		
4	4.1 4.2 4.3 4.4 4.5	—	8
5	5.1 5.2 5.3 5.4 5.5 5.6 5.7	—	8
6	6.1 6.2 6.3 6.4 6.5 6.6 6.7		8
7	7.1 7.2 — 7.3 —	—	8
8	9.1 9.2 9.3 9.4 9.5 9.6 9.7 9.8 9.9 — 9.10		8
9	10.1 10.2 10.3 10.4 10.5	AD-AS	8

	10.6 10.7	AD- AS	

30%( ) 70%

6 2014.7

1. 6 2011.9

2. 5 2011.12

The subject of Macroeconomic is the whole National Economy. The subject shows the relevant economy decisions, contradictions, impact of the government's economic policies. It explains how to gain full use of social resources. Main parts of the course: National Income Theory, Macroeconomic Policy, Short-term Economic Model of Open Economy, Economic Growth and Business Cycle Theory. Through the studying of this course, students could develop the knowledge framework of Modern Macroeconomics, gain knowledge and abilities such as Macroeconomic Theory, researching methods and tools, have the ability to do analysis on macroeconomic issues, learn about macroeconomic controlling policies, improve the awareness of laws and expand students' international horizons.



# 《 币 学 》

	<b>0BL05517</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0</b>
			<b>Money and Banking</b>

1.           :
  
2.           :
  
- 3.

<b>1</b>			<b>4</b>
<b>2</b>			<b>4</b>

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30% 70%

2016

1. 2009

2. 2009

This course is the basic course in economics and management majors in the colleges and universities. This course explains systematically the fundamental knowledge, the basic theories, the main rules and the basic research methods in finance. Students can fully comprehend and further understand the fundamental knowledge, the main concepts and the basic theories in finance through this course. And they can systematically master the main scopes about money, credit, interest, interest rate, financial agency, financial market and financial macro-control. Then they can learn about the current financial situation in our country and other countries, master the right methods of observing and analyzing financial questions, lay a foundation for the next major courses, for example, Central Banking, Commercial Bank Business and Management, Investment Banking, Security Investment, Insurance, Financial Engineering.

## 《应 学》

	<b>0BL05121</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>

			<b>Applied Statistics</b>

《 济数据分析及 件应 》

	<b>0BS05529</b>		<b>2</b>
	<b>2</b>	<b>/</b>	<b>0 0</b>
			<b>Analysis of Economic Data and Software Applications</b>

EXCEL WORD

<b>1</b>			<b>4</b>
<b>2</b>			<b>6</b>

3	EXCEL	EXCEL	8
4	WORD	WORD	6
5		EXCEL	8
6			8

Excel

2015

EXCEL WORD

EXCEL WORD

EXCEL

WORD

This course is to make students understand the economic data classification and common sources, to be familiar with the general economic data collection methods, to grasp the different ways and means of obtaining economic data, and understand basic quantitative analysis of economic research methods and tools, and be able to apply the basic software(EXCEL and WORD) to analyze economic data and write a research report for the further in-depth study of the relevant statistical and econometric methods lay the foundation. The main contents of this course

include: classification and sources of economic data, economic data collection methods, the economic study of the application of the basic software (EXCEL), economic research in the application of the basic software (WORD), economic data collection, collation and analysis, write economic data research and analysis.

## 《 查与实 》

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5		2	4 PC		

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(1)

80%

(2)

20%



commercial bank environment and transactions so as to educate them to become more professional and skilled, which make a good preparation to work in commercial banks after the graduation.

## 《国 易》

	<b>0BL05518</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>
			<b>International Trade</b>

- 1.
- 2.
- 3.

1	1.1 1.2 1.3		3

2	2.1 2.2 2.3 - 2.4		8
3	3.1 3.2 3.3 3.4 3.5		5
4	4.1 4.2 4.3		2
5	5.1 5.2 5.3		5
6	6.1 6.2 6.3		5
7	7.1 7.2 7.3		4
8	8.1 8.2		4
9	9.1 9.2 9.3		4

30%( ) 70%

2012.4

1. 2007.8

2. 2011.5

Along with the development of globalization, the international trade relationship becomes more and more important. International trade course is the Required Course for economics majors. The main contents in this course include four parts. The first part introduces the basic concepts of international trade; The second part introduces the main content of the international trade theory: classical trade theory, neoclassical trade theory, extensions and applications of neoclassical trade theory, modern trade theories, arguments against free trade. The third part introduces the international trade policy. Including import protection policy-- tariff and non-tariff barriers, export promotion and other economic policies; the fourth part introduces the system and features of today's international trade which mainly focus on development of regional free trade and economic cooperation the international trade agreement and treaty, WTO and so on. By the study, the students can understand and master international trade theory and policy, and improve the ability to analyze trade policies and trade situation.

## 《国 技术 易》

	<b>0RL05511</b>		<b>2</b>
	<b>32</b>	/	<b>0 0</b>
			<b>International Technology Trade</b>

1

2

3.

1	1.1 1.2 1.3		2
2	2.1 2.2 2.3		4

3	3.1 3.2 3.3 3.4 3.5		2
4	4.1 4.2		4
5	5.1 5.2		2
6	6.1 6.2 6.3 6.4		2
7	7.1 7.2 7.3 7.4		2
8	8.1 8.2 8.3		2
9	9.1 9.2		4
10	10.1 10.2 10.3		4
11	11.1 11.2 11.3		4

40%( ) 60% / /

2012.11

2013.10

This course is the elective course for the economics majors. The international technology trade is an important part of international trade. With the rapid growth in the international technology trade, The demand for talent in technology trade is increasing. In order to develop this kind of talent we set this course. The content of this course include:the way of international technology trade; Intellectual Property Issues Technology trade contract signing and performance; setting the price of Technology;the laws about the technology trade; The present situation of the technology trade in China.by the study of this course, students can understand the theory and policy about the technology trade,They can take part in the trade and solve the problems in practice.

## 《 政学 》

	<b>0BL05509</b>		<b>2.5</b>
	<b>40</b>	/	
			<b>Public Finance</b>

1			3
2	1.1 1.2 1.3		3
3	2.1 2.2 2.3		3
4	3.1 3.2 3.3		2

5	4.1 4.2 4.3 4.4		2
6	5.1 5.2 5.3		4
7	6.1 6.2 6.3		2
8	7.1 7.2 7.3 7.4		5
9	8.1 8.2 8.3		2
10	9.1 9.2 9.3 9.4		6
11	10.1 10.2 10.3		2
12	11.1 11.2 11.3 11.4 11.5		2
13	12.1 12.2 12.3 12.4		2
14	14.1 14.2 14.3 14.4		2



30%( ) 70%

2015

1. · · [ ]

2015

2.

2004

,

Public Finance is a branch of economics, which studies the special roles of public finance in the government allocation of resources and its operating rules. As the core of fiscal spending and fiscal revenue, the basic system is: basic theory - fiscal expenditure – fiscal revenue - government debt- national budget - fiscal policy. The first part explains the basic theory of public finance, starting from the relationship between the government and the market, the argumentation of the concepts and functions of public finance. The second part describes the basic theory of fiscal expenditure, analyzes the size and structure of fiscal expenditure. The third part analyzes the size and structure of the fiscal revenue, and then analyzes tax principle, tax system, tax reform and tax administration. The fourth part focuses on the principle of national debt, the debt scale and government bond market. The fifth section explains the relevant issues of the national budget. Part VI describes the fiscal balance, fiscal deficits and fiscal policy. Part VII is about the fiscal issues in an open economy, including international taxation, tariffs, export tax rebates, foreign debt and fiscal and monetary policies in an open economy. Through learning this course, students should be

able to understand the position and role of public finance in national economy, as well as the importance of strengthening the fiscal management; to master the basic theories and basic policies of it, to use these theories and policies to understand and analyze the problems of public finance.

## 《 经济学 》

	<b>0BH05509</b>		<b>3</b>
	<b>48</b>	/	<b>16</b>
			<b>Econometrics</b>

Eviews

1			2

	1.1 1.2 1.3 1.4		
2	2.1 2.2 2.3 2.4 2.5 2.6 2.7 2.8 2.9 2.10		4
3	3.1 3.2 3.3 3.4 OLS 3.5 3.6 3.7 3.8 3.9 3.10 3.11 3.12 3.13		4
4	4.1 4.2 4.3 4.4 4.5 4.6 4.7 4.8 4.9 4.10 4.11		4

	4.12 4.13 4.14		
5	5.1 5.2 5.3 5.4 5.5 5.6 5.7 5.8 5.9		4
6	6.1 6.2  6.3 6.4  6.5 6.6 6.7 6.8	“ ”	4
7	7.1 7.2 7.3 7.4 7.5		2
8	8.1 8.2 8.3 8.4 8.5 8.6 8.7 8.8 8.9	,	4
9	9.1 9.2 9.3 9.4 9.5 White	t	2



9.6

9.7

10.1

10.2

10 10.3

10.4

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10.6

p

70% ( ) 10%+ 20%  
40%+ 60%

2010 . N.  
2006

Eviews

This course is a methodology disciplines for integration economics, mathematics, statistics and computer application. From the application point of view, the econometric approach is to establish an econometric model. Econometric model is a mathematical simulation of the real economic environment. With one or a set of simultaneous equations to reflect the link between economic variables. The main content include model design, estimation, testing, the econometric problems of basic assumptions contrary, model analysis and applies, use of econometrics package description.

《 实 济学实 》

	<b>0BS05502</b>		<b>2</b>
	<b>2</b>	<b>/</b>	<b>2 0</b>
			<b>Experiment of Experimental Economics</b>

				/	
1		2			
2		4			
3		8			
4		8			
5		12			
6		6			
		40			

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40%+          60%

2010.4

1.          ,          --          :
- 2011.1
- 2          ·H·          ·E·          :
- 2015.4

The Experiment of Experimental Economics is a comprehensive practical teaching course which is set up for the economics major. After learning Microeconomics and Macroeconomics, students conduct more in-depth research on economic phenomenon, form more complete understanding on economic phenomena, analyze on deeper problems of economics. Using a combination of required knowledge of economics, students set up experimental economics models, creatively put forward innovative solutions to solve economic problems through different tests.

Through this practical training, students could build the knowledge framework of Institutional Economics, gain knowledge and abilities such as Institutional Economics Theory, researching methods and tools, have the ability to do analysis on the economic system, improve the awareness of laws and expand students' international horizons to meet the corresponding requirements for graduation.

### 《 济 模型建模实 》

	<b>0BS05503</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>32</b>
			<b>Econometric Modeling Training</b>




Excel EViews

- 1 Eviews
- 2 Eviews
- 3

				/	
1		8			
2		12	1 2 D-W	WLS Durbin	

				/	
			3		
3		12			

Eviews

1 5000

2

3 = 60%+ 40%

: 4 2010 6

[1] 3 2011 3

[2] 2 2009 5

[3] Eviews 2008 10

Eviews

Econometrics is an applied science in the field of economic science, based on the use of mathematical and statistical methods and computer technology to establish the econometric model. Through econometric modeling training and practical activities to develop the ability of students to use quantitative methods to analyze and solve practical problems, students adhere to the qualitative and quantitative analysis of the combination of a good professional attitude and literacy of things. This course is in accordance with the main line of the data "data collection, collation, analysis and interpretation of data" to build practical activities and practical teaching area around three parts to expand. Course content and the purpose of: (1) train students in the form of team work, an actual design data survey program, the implementation of data survey collection, collation and analysis of data overall capacity; (2) train students to master the skills in the use of a data analysis software; (3) train students to analyze of things from the point of view qualitative and quantitative.

《 五 》

	<b>0BL05204</b>		<b>2.5</b>
	<b>40</b>	/	<b>0</b>
			<b>International Finance</b>

1	1 2		1
2	1.1 1.2 1.3  1.4 1.5 1.6	BOP  BOPS BOP BOP	7
3	2.1 2.2 2.3 2.4 2.5 2.6		6
4	3.1 3.2		2
5	4.1 4.2 4.3		4
6	5.1 5.2 5.3 5.4 5.5		2
7	6.1 6.2		8

8	7.1 7.2		4
9	8.1 8.2 8.3 8.4		2
10	9.1 9.2 9.3		2
11	10.1 10.2 10.3 10.4	IMF	2
			40

30%

70%

2016

1.

, 2012

2.

2011

This course a fundamental course in the major of Finance and Economics, is designed to study international money transfer, capital flow and its' basic operating rules . This course

mainly introduces international balance of payment; foreign exchange and exchange rate; foreign exchange control; international reserves; international currency system; international financial market; international capital flow and management and so on. Through the study, the students can master the basic theory of international finance, basic knowledge and basic skills, further understand the various operating mechanism of the modern international financial activities and use what they have learned theory, knowledge and method to analyze and solve problems related to current international finance situation.

## 《制度 经济学》

	<b>0XL05525</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>
			<b>Institutional Economics</b>

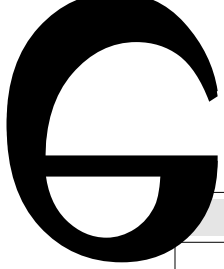
1	1.1 1.2 1.3 1.4 1.5		6
2	2.1 2.2 2.3		6
3	3.1 3.2 3.3 3.4		10
4	4.1 4.2 4.3 4.4		10
5	5.1 5.2  5.3 5.4 5.5		4
6	6.1 6.2 6.3 6.4 6.5		4

( )30% 70%

2016.



1	1.1 1.2		2
2	2.1 2.2		6
3	3.1 3.2 3.3		8
4	4.1 4.2 4.3		4
5	5.1 5.2 5.3		2
6	6.1 6.2 6.3		2
7	7.1 7.2 7.3		8



8	8.1 8.2 8.3		8

30%

70%

Investments, Z.Bodie, A.Kane,

investment strategy, equity investment and equity investment, risk investment, securities investment, securities investment of fundamental analysis, technical analysis of securities investment, securities investment, securities investment of fundamental analysis, technical analysis of securities investment.

## 《 济制度创新实 》

	<b>0BS05530</b>		<b>1</b>
	<b>1</b>	/	<b>0 1</b>
			<b>Innovate Practices on Economic Institution</b>

				/	
<b>1</b>		<b>4</b>	<b>1</b>	<b>PC</b>	

				/	
2		4	PC	2	
3		4	PC	3	
4		4	PC	4	
5		4	5	PC	
		20			

- 1.
- 2

2016.4  
2011.12  
2006.2

The Institutional Economics Innovation Practical Training is a comprehensive practical training that is set for the economics major. The students learn on the basis of Institutional Economics Theory, do the investigation on the economic phenomenon to conduct more complete understanding on economic institutional, analyze institutional problems deep inside. Using a combination of required knowledge of Economics, students are asked to put up creatively solutions to problems of economic system.

Through this practical training, students could build the knowledge framework of Institutional Economics, gain knowledge and abilities such as Institutional Economics Theory, researching methods and tools, have the ability to do analysis on the economic system, improve the awareness of laws and expand students' international horizons to meet the corresponding requirements for graduation.

## 《消 济学》

	<b>0RL05506</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Consumption Economics</b>

1	1.1 1.2 1.3 1.4		2
2	2.1 2.2 2.3 2.4		4
3	3.1 3.2 3.3 3.4		4
4	4.1 4.2 4.3 4.4		4
5	5.1 5.2 5.3 5.4 5.5 5.6		4
6	6.1 6.2 6.3 6.4 6.5		4
7	7.1 7.2 7.3		2

8	8.1 8.2 8.3 8.4		2
9	9.1 9.2 9.2		2
10	10.1 10.2 10.3 10.4		2
11	11.1 11.2 11.3 11.4		2
			32

30%( ) 70%

2007.6

1. ( ) •

2005.1

2. ,

2016.2

Consumption economics is an important branch of economics. It is a field which blends the development of such disciplines as theoretical economics, applied economics, sociology, the theory of consumption behavior, etc. It is a course which studies the consumer relations in social reproduction and reveals the social economic relationship of people in the course of consumption process, the formation of people's consumption need and its realization mechanism and the variation law of the social consumption development. The main contents include: consumption needs and demands, consumption environment, consumption level, consumption structure, consumers' behavior, service consumption, consumption market, consumption hot spots, leisure consumption, information consumption, tourism consumption, Green consumption, cultural and educational consumption, consumption and social security, protection of consumers' rights and interests the regulation, control and guide for the consumption, etc, all of which are the contents in the field of consumption economics.

Consumption economics is a professional selective course for the students of economics. The aims for the establishing of the course lie in the following aspects – making students grasp the basic theory and method of consumption economics; understanding and analyzing the consumption problems in economic society by using the principle and method of economics; expanding the students' professional knowledge; discussing the operation rules of macro economics through the study of this course; realizing benign cycle between the economic development and the all-round development of people; thus, improving students' ability to apply theory to practice and the ability to analyze and solve problems.

## 《国 服 务 易》

	<b>0RL05510</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>



## **International Trade in Services**

4	3.1 3.2		6
5	4.1 4.2 4.3 4.4		4
6	5.1 WTO 5.2 5.3	WTO	6
7	6.1 6.2 6.3		6

40%( ) 60% / /

2014.10

2016.

This course is an economics major' selective courses, it combines theory with practice. This course analysis international service trade theory,policy and problems. The main contents in this

course include the basic concepts and theories of international service trade; International service trade statistics the present situation of International service trade;the policies of International service trade; International service trade agreement china's service trade. by the study , the students can understand the international service trade theory, policy and get the analysis ability.

## 《国 易实务》

	<b>0RL05512</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Practice of International Trade</b>

<b>1</b>			<b>3</b>

	1.1 1.2 1.3 1.4		
2	2.1 2.2 2.3		4
3	3.1 3.2 3.3		3
4	4.1 4.2 4.3		3
5	5.1 5.2 5.3 5.4 5.5		4
6	6.1 6.2 6.3 6.4 6.5		5
7	7.1 7.2 7.3 7.4		3
8	8.1 8.2 8.3		2

9	9.1 9.2		2
10	10.1 10.2		3

+ 30%+ 70%

2015.02

2016.02

"International Trade Practice" course is an optional for the major of economics. As the scale of China's foreign trade is increasing, especially the strategy and tactics of the country being adjusted, more and more enterprises participate in competition in the international market. Through simulated operation of the main components of the import and export, International Trade Practice course teaches students international trade practices on the basis of the computer network platform, and improves students' grasp and the ability to engage in actual foreign trade

business.

"International Trade Practice" is a specialized disciplines of studying international commodity exchange process, is a very practical integrated applied science, which is related to the basic principles and basic knowledge of international trade laws and practices, international finance, transportation, and insurance. This course from both of economic and legal aspects analyses international commodity exchange practices. Combining with the practical experience, students can learn a variety of business practices in the import and export business activities.

## 《 WTO 概 》

	<b>ORL05509</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
	<b>WTO</b>		<b>An Introduction to World Trade Organization</b>

1 WTO

2

WTO

WTO

1	1.1 1.2 1.3			2
		WTO		
2	2.1WTO 2.2WTO 2.3WTO 2.4WTO		WTO	WTO
				6
		WTO		
3	3.1 3.2 3.3		WTO “ ” “ ”	4
		“ ”		
4	4.1 4.2			4
5	5.11994 5.2 5.3		1994	4
6	6.1 GATS> 6.2			2
7	7.1 TRIPS> 7.2			4
		WTO		
8	8.1WTO			

( ) 4% 0%

2012.6

1.8

2.7

03.2

1994

WTO



## 《国 济学》

	<b>0BL05520</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0 0</b>
			<b>International Economics</b>

1	1.1 1.2 1.3 1.4		4
2	2.1 2.2		4

	2.3 2.4			
3	3.1 3.2 3.3 3.4			4
4	4.1 4.2 4.3 4.4			4
5	5.1 — — 5.2 5.3 — 5.4 5.5 —		—	4
6	6.1 6.2 6.3 6.4			4
7	7.1 7.2 7.3 7.4			4
8	8.1 8.2 8.3 8.4			4
9	9.1 9.2 9.3 9.4			4
10	10.1 — — 10.2 10.3		— —	4
			IS-LM-BP	

	10.4	IS-LM-BP	
11	11.1 11.2 11.3  11.4  11.5		4
12	12.1 12.2 12.3 12.4		4
			48

1

2

3

4

30%( ) 70%

[ ] Dominick Salvatore (10) 2010.1

1 . 2006.12

International economics, as a rising discipline, takes the international economic activities and international economic relationship on as the object of the research. From the perspective of content, it can be divided into two parts, i.e. micro and macro international economics. Micro international economics is made up of two parts – international trade theory and international trade policy. The former analyzes the base and gains of trade and the latter analyzes the causes and effects of trade restriction. Macro international economics includes two parts, i.e. theory of international balance of payments and policy of international balance-of-payment adjustments. The former part, international balance of payments, measures the gross income and outcome out of the trade between a country and its outer world. The latter one, policy of international balance-of-payment adjustments, studies the adjusting mechanism of the international balance of payments when there is economic imbalance in external economy. International economics, as an extension of the basic principles of economics, applies the principles of general economics to the international economic problems. It is an important branch of economics.

International economics is a professional required course for the students of economics, through which, students can do a series of things: systematically grasp the theoretical knowledge and research methods of international economics; grasp the laws of international trade and international finance. understanding of the country's macroeconomic policies, guide the students to pay attention to international economic development trend and the impact on China's economy, so as to expand the research field of economics students.

## 《 态 济 学 》

	<b>0BL05521</b>		<b>2.5</b>
	<b>40</b>	/	
			<b>Ecologiccal Economics</b>

1	1.1 1.2 1.3		4
2	1.1 1.2 1.3		4
3	3.1 3.2 3.3 3.4 3.5		4
4	4.1 4.2    GDP	GDP	4



4.3

This course is a compulsory course for students majoring in economics, through the studying of this course, make students understand the basic concepts of ecological economics, grasp the basic rules of the ecological economy, mastering the basic methods of evaluation and management of ecological economic system, ecological service value, familiar with the basic conditions of agricultural eco industrial ecology.

### 《产业 经济学》

	<b>0XL05521</b>		<b>2.5</b>
	<b>40</b>	/	
			<b>Industrial Economics</b>

1	1.1 1.2 1.3 1.4 1.5		2
2	2.1 2.2		4
3	3.1 3.2 3.3		8
4	4.1 4.2		4
5	5.1 5.2 5.3		6
6	6.1 6.2		6
7	7.1 7.2 7.3		6
8	8.1 8.2		4

30% ( ) 70%



		2012.4
1.	-	2006.7
2.		2016.7

The Industrial Economics is an extension and applications of microeconomics and macroeconomics, in particular, microeconomics. from industry level, it reveals the characteristics and laws of development of the economy. It is a undergraduate courses for Economy major, but also is graduate professional courses for economics and industrial economics major. The main task of this course is the systematic introduction of Industrial Economics, combined with the running of the practice of domestic and international economic and with the integration of multi-disciplinary knowledge, has a strong theoretical significance practice and practical significance, at the same time, the emphasis on improving the ability of students to use modern economic theory to analyze practical problems.

Of this course should enable students to grasp the basic concept of the industry and industry economic analysis methods to understand the evolution of organizational characteristics and the structure of the industrial economic operation and development, to correctly understand the connotation of the national industrial policy, correctly observed and judged the development of any industry-specific.

## 《博弈 与信息 经济学》

	<b>0XL05505</b>		<b>3</b>
	<b>48</b>	/	<b>0 0</b>
			<b>Game Theory and Information Economics</b>


—

1	1.1 1.2		4
2	2.1 2.2 2.3 2.4 2.5	—	6
3	3.1 3.2 3.3 3.4 3.5		8
4	4.1 4.2 4.3		6
5	5.1		6

	5.2 5.3 5.4		
6	6.1 -- I 6.2 -- 6.3 6.4 6.5 --	-	6
7	7.1 -- II 7.2 7.3 — 7.4 7.5 7.6	-	6
8	8.1 8.2 8.3 8.4		6
			48

( )40% 60%

2010.  
2004.  
2014.  
2002.

As a follow-up course for Intermediate Microeconomics, Game theory and information economics studies the behavior of multiple decision-making body influence each other's decision-making, and this decision balancing problem. This course introduces the basic theory of game theory and information economics and researches methods for a more comprehensive discussion and analysis of the system, and describes in Economics in a number of applications. The role of the course is to equip students with the basic concepts of game theory, model, and guide students to use this course introduces the theoretical analysis of the reality of the economic phenomenon. The course content for: Game Theory and the new development of mainstream economics, the brief history of the development of game theory, game theory and economics of the relationship, complete information static game , complete information dynamic game, static game of incomplete information, incomplete information dynamic game, the principal - agent theory, adverse selection, moral hazard, signal transduction and information screening.

## 《区域 经济学》

	<b>0BL05524</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0</b>
			<b>Regional Economics</b>

1	1.1 1.2 1.3		2
2	2.1 2.2		2
3	3.1 3.2 3.3		4
4	4.1 4.2 4.3 4.4		4
5	5.1 5.2 5.3 5.4 5.5		4
6	6.1 6.2 6.3		4
7	7.1 7.2 7.3 7.4		4



of this course is to deepen students' knowledge system, and broaden professional vision, so that students master the basic knowledge and theory of regional economics, get familiar with the basic concepts, principles, methods and skills, understand the trend of regional development, as well as relevant regional policies, and integrate theory, data and case to analyze the trend of regional economic development, and solve the relevant problems involved.

## 《 济专 》

	<b>0BL05525</b>		<b>2</b>
	<b>32</b>	/	<b>0 0</b>
			<b>Topics on Network Economy</b>

1			6—12
2			9—12
3			9—16
			32

3

4 8

30% ( ) 70%

1

2

3

3

4 8

Under the network economy, the networking trend of the traditional economic behavior has become increasingly apparent, and the network has become the main media and the implement site of the every link of enterprise value chain. Through the learning of Topics on Network Economy, make students understand the new economic form, and master how to apply all kinds of professional knowledge in economics to analyze economic reality problem.

The main content includes the three parts. The first, the analysis of current network economic situation. Understands the main characteristics of current network economic situation and analyzes the possible development trend The second, the analysis of hot issues in current network economic. Chooses several hot issues in current network economic and in-depth analyzes. The third, a certain number of topics in current network economic. Selects several network economic issues and in-depth analyzes. This course practices the teachers' group collective teaching way. There are 3 hours in one time, teaching by a teacher. 4 to 8 teachers take turns on. The teachers and teaching content are adjusted accordingly with the hot focus of network economy and practice.



# 《产业分析实 》

0BS05531

# Principles

50%+

50%

+

1. 2012.4
2. - 2006.7
3. 2016.7

This course is a practical training course in the course of the theory of industrial economics. However, it is in the application of theoretical analysis of the actual industrial problems in the training process, a large number of practical operation method that has not been integrated into the theory, so from the curriculum content of this course also play a complementary role to the theory course. The purpose of this course is to strengthen the students' understanding of the theory of industrial economics and the ability of applying the theory to analyze the development and the future trend of the industry. From theory to practice, to train students to observe and analyze the industrial economy.

Through this course, should make students



					/
5	5	6	1 2 1 40 internet 2                      3 EXCEL                    4		
6	6	6	1 2 1 40 internet 2                      3 EXCEL                    4		
7	7	8	1 2 1 40 internet 2                      3 EXCEL                    4		

50%

2017

2010

Economic analysis of investment is the core content of modern economics, course design focus on training students to the investment activities of the economics analysis. Through the course of the experiment teaching, enable the students to grasp the investment analysis of common tools and basic skills, to apply the theoretical knowledge, carries on the preliminary analysis of investment. Main contents of this course include the understanding of China's investment analysis of the common sources of information, understanding of common investment tools market overview. Judgement of macroscopically economic situation, analysis of the macroeconomic impact on investment in specific industries, carries on the analysis, the specific company for investment analysis. Adjustment of the data, make a comparative analysis of the selected specific company, given the macroeconomic data of premise, investment project analysis. Adjusting data, comparative analysis. Comprehensive use of various information resources and analysis means, investment analysis. Compose investment analysis report..

## 《专业文 实 》

	<b>0BS05534</b>		<b>1</b>
	<b>1</b>	/	<b>0 0</b>
			<b>Professional Literature Study Training</b>

1	1		
2	2		
3	3	Ebrary Proquest	2
4	4 working paper	pdf doc ppt txt <a href="http://www.ssrn.com/">http://www.ssrn.com/</a> <a href="http://www.nber.org/">http://www.nber.org/</a>	2
5	5		8

# Introduction

This course is a compulsory course for the students of the economics major. After the professional basic courses, this course is to carry out the economics literature retrieval and study training in order to promote students' skills of independently acquiring new knowledge of economics. This course requires students to master literature retrieval method, to find economics libraries, to carry out the literature research, and to write a literature review paper. As the practice course of the economic theory, the focus of this course is to strengthen students' theoretical thinking ability, urge students to read specific literature and discussion of objects. With literature search and synthesis method, students are required to break disciplinary boundaries owing to the polyclinic knowledge intake in the early. The course prompts students to comprehend, master and create knowledge in the process.

,

5000

6

3



Professional internships will enable students to combine the major theoretical knowledge with social practice. Their abilities of applying theory to reality can be improved. During the practice, the students will not only gain the practical operating abilities by the integrated use of theoretical knowledge, but also know well the practical operation of a specific industry or enterprise. The final purposes are to improve the students' comprehensive abilities of analysis and problem-solving, as well as to train the skills of professional writing. It is important for the students to contact an internship by themselves. More critically, the students must be familiar with the overall operation procedure of economic management. They can choose a specific sector of the internship for their participation of the day-to-day business operations according to the actual situation, it is necessary that the students comply with labor discipline of the internship, as well as complete the assigned tasks on time. Students should write internship diary. Besides, they must write practice report at the end of the internship. It is required for the student to submit the identification issued by the internship unit. The teachers should guide and inspect students' practice work during their internships. Combining with the practical experience, students can improve professional knowledge and ability, problem analysis ability, synthesizing and innovation ability, information acquisition ability and lifelong learning ability .

## 《 学 》

	<b>ORL05002</b>		<b>2</b>
	<b>32</b>	/	<b>0 0</b>
			<b>Principle of Management</b>

1

2

3

4

5

6

7

1	1.1 1.2 1.3 1.4		4
2	2.1 2.2 2.3 2.4 2.5		4
3	3.1 3.2 3.3 3.4 3.5 3.6		6
4	4.1		6

	4.2 4.3 4.4 4.5 4.6		
5	5.1 5.2 5.3 5.4 5.5		4
6	6.1 6.2 6.3		4
7	7.1 7.2 7.3		2
8	8.1 8.2 8.3 8.4 8.5		2
			32

70% 30%

2012.7  
 1 2007.9  
 2 [ ] ·P· 2008.4  
 3 ————— 2010.6

The course of Principle of Management as professional and basic course is offered for undergraduates. As a Elective course for all the economics undergraduates, it plays an important role in guiding the students, training them to cultivate management thinking mode and equipping them with basic management skill. The content of the course includes management overview, management theory development, planning, organizing, leading, controlling, communicating and comparing management.

The teaching purpose of the course is through the teaching and learning to make students correctly understand the concept of management, master the universal law of the management and important ideas, management of the basic process, basic principles and general method, so they can use them to analyze problems comprehensively, gain the preliminary ability to solve general management question and build solid foundation for learning other economics and management courses in the future.

## 《市场学》

	<b>ORL05501</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Marketing</b>


1	1.1 1.2 1.3		2
2	2.1 2.2 2.3 2.4		4
3	3.1 3.2		3

	4.1 4.2		
4	5.1 5.2		2
5	6.1 6.2 6.3		3
6	7.1 7.2 7.3 7.4		3
7	8.1 8.2 8.3 8.4		3
8	9.1 9.2 9.3		3
9	10.1 10.2		3
10	11.1 11.2		3
11	12.1 12.2 12.3		1
12	13.1 13.2 13.3		2
			32

( + + )50% 50%

2014.12

1.[ ] .  
2006.1

2. 2006

Marketing is the intersect-disciplinary and an applied science which is built on the basis of economics, behavioral science, modern management, sociology and econometrics, and the

marketing activities of the enterprise as research object. According to the Economics professional: for professional students, through the course of learning, so that students master the basic principles and methods of marketing necessary, the focus is to make students understand the process of marketing management and learn the formulation of the marketing plan, and then practice for students the implementation of the marketing cost control, marketing, financing, marketing, cost management, and how to provide the ideas, methods and techniques from the point of view of financial management and optimizing marketing strategies. This course mainly study the basic theoretical knowledge that the market and marketing ,analysis of the marketing environment, ultimately the consumer goods market, industry market, marketing strategies, market information, research and forecasting, market segmentation, target market, marketing mix decisions, product strategy, pricing strategy, place strategy, promotion strategy, international marketing and services marketing.

## 《 人 力 源 》

	<b>0RL05013 0RL05906</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Human Resource Management</b>

3 4

3. :

4. : ,



1	1.1 1.2		2
2	2.1 2.2 2.3		4
3	3.1 3.2 3.3		4
4	4.1 4.2 4.3	- -	4
5	5.1 5.2		2
6	6.1 6.2 6.3		2
7	7.1 7.2		2
8	8.1 8.2 8.3		4
9	9.1 9.2 9.3		4

10	10.1 10.2 10.3		4
			32

4:6

2015.8

1

2015.9

2

—

2014.1

3

2007.7

Basic content Human Resource Management as an public elective course, which mainly focus on learning the knowledge and developing the skill of human resource management. This course includes the foundations of human resource management, the Law of human resource management, job analysis, human resource planning and recruiting, employee testing and selection, interviewing candidates, training and development, performance management, compensation and employee security. This course provides students with an understanding and appreciation of the basic functions of human resource management and current practice and issues.

This course will help students to understand the theoretical concv 1 1

2	2.1 2.2 2.3 2.4	—	4
3	3.1 3.2 3.3 3.4		2
4	4.1 4.2	—	2
5	5.1 5.2 5.3 5.4 5.5	—	4
6	6.1 6.2 6.3 6.4 6.5	—	4
7	7.1 7.2		4
8	8.1 8.2 8.3		2
9	9.1 9.2		4
10	10.1 10.2		4

+ 30%+ 70%

2012.11

2000.12

“ ”  
“ ”  
“ ”

" International settlement " is one of the international settlement and the basic theory and practice of professional core curriculum, all international trade is finally through the international settlement and the realization of. International settlement is the international trade and economic activities in an important part, is the import and export business for the creditor debt settlement ways. The development of international trade scale and speed directly affects the international settlement international settlement change, in turn, change and further promote the development of international trade.

This course is an introduction to the international settlement and the development of frontier problems. " International settlement bill " Introduction to international trade settlement in the draft, promissory notes and check three notes; " the traditional way of international settlement, remittance and collection, " the three most commonly used in the credit settlement; " in international settlement documents ", the international settlement in the various documents of international settlement; " the financing guarantee ", the bank guarantee, standby, forfaiting, international factoring as new international settlement business.

Through the studying of this course, make the economic professional students to integrate theory with practice, study international settlement activity, for the future in international economy and trade theory and practice in the work to lay a solid foundation.

## 《数 济学》

	<b>0RL05521</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Mathematical Economics</b>

“ ”

1	1.1 1.2		2
2	2.1 2.2 2.3 2.4		3
3	3.1 3.2 3.3 3.4		8

4	4.1 4.2		4
5	5.1 5.2 Kuhn-Tucker 5.3 Kuhn-Tucker	Kuhn-Tucker      Kuhn-Tucker	2
6	6.1 6.2 6.3		3
7	7.1 7.2 7.3 7.4		6
8	8.1 8.2 8.3 8.4		6
9	9.1 9.2 9.3		2
			32

30%+

70%

1.

1999

# Mathematical Economics

2002

ic

Mathematical economics is a fusion of Calculus, Linear Algebra and Economics concepts, including mathematical methods in economics, especially in economic theory. It emphasizes the application of mathematical methods, mainly



1	1.1 1.2 1.3		6
2	2.1 2.2 2.3		6
3	3.1 3.2 3.3		6
4	4.1 4.2 4.3	“ ”	4
5	5.1 5.2 5.3	“ ”	4

6	6.1 6.2 6.3 6.4 6.5		6

(                      )30%                      70%

2012.1

,                      2012.10

The Subject of Circular Economy is an optional course which is the extension of the Economics and International Trade. It explains how to gain full use of social resources. Main parts of the course: Ecology and circular economy theory and methods, industry economics, the practice of circular economy in China and the world. Through this course, students could understand the development of circular economy at home and abroad, understand the basic research subject of circular economy development, key concepts and theory, economic policy, gain study methods and tools of circular economy to cultivate students' ability of analyze circular economy's actual

phenomena and problems.

Through the studying of this course, students could build the knowledge framework of Circular Economy, gain knowledge and abilities such as Circular Economy Theory, researching methods and tools, have the ability to do analysis on the economic system, improve the awareness of laws and expand students' international horizons to meet the corresponding requirements for graduation.

## 《 国 易 流 实 》

	<b>0RS05504</b>		<b>2</b>
	<b>2</b>	<b>/</b>	<b>32      2</b>
			<b>International Trade Process Training</b>

				<b>/</b>	
<b>1</b>		<b>2</b>			
<b>2</b>		<b>2</b>			
<b>3</b>		<b>2</b>			

4		2			
5		2			
6		2			
7		2			
8		2			
9		2			
10		2			
11		2			
12		2			
13		2			
14		2			
15		4			

TMT

- 1
- (1)
- (2)
- (3)

2

- 1.
- 2.

2011

2014

2015

“International trade process training” is a specialized course of selection for economics, a course of combining the theory with practice. Its main purpose is to enable students to grasp the main aspects of the work of the import and export business, international trade specific business processes and especially the work of negotiating the transactions, signing the contract, making the documents and operating the business.

According to the simulate information of practices, students are required to integrate the International trade, International trade practices, English business correspondence knowledge, the establishment of the international trade business, the transaction negotiation, modifications of the letter of credit, transportation, insurance coverage, customs clearance, commodity inspection, payment, settlement, and dispute resolution. Students must conduct a comprehensive analysis for the actual business issues, understand and master the whole business process of the foreign trade by simulating quotation, negotiation, contracting, transporting, and insurance, payment and settlement. Through simulating the operation of the aspects of business in the international trade environment, the students can combine the theory with practice and improve their own practical abilities.

## 《 创新与实 》

	<b>0RS05903</b>		<b>2</b>
	<b>2</b>	/	<b>32</b>
			<b>Management Innovation and Practice</b>

# 《发展 经济学》

0BL05511

	2.3 2.4		
3	3.1 3.2 3.3 3.4 3.5 3.6 3.7		4
4	4.1 4.2 4.3 4.4 4.5 4.6		2
5	5.1 5.2 5.3 5.4 5.5		2
6	6.1 6.2 6.3 6.4 6.5 6.6 6.7	-	4
7	7.1 7.2 7.3 7.4 7.5 7.6		4
8	8.1 8.2 8.3 8.4 8.5		4
9	9.1 9.2		2

	9.3 9.4 9.5 9.6		
10	10.1 10.2 10.3 10.4 10.5 10.6 10.7		2
			32

70%

30% + +



patterns of economic development by comparing various theories and strategies of development. The course covers population and economic development, agriculture and economic development, structural transformation and urbanization, surplus labor and dual economy, capital accumulation, increasing returns to scale and economic development, technology progress, export-oriented development model, inequality and economic development. The goal is twofold: on one hand, it acquaints students with the theories of economic growth, development modes and strategy choices; on the other hand, it helps students verify the hypothesis or prediction of economic development theory based on the empirical facts in the development process from various countries and regions. The course enables students to apply western economic theories to the reality of developing countries and eventually give them a deeper and more intuitive awareness and understanding of China's path of economic reform and development

### 《当代 方 济学流派》

	<b>0BL05523</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>The Main Schools of Modern Western Economics</b>

1	1.1 1.2 1.3		2
2	2.1 2.2“ ” 2.3“ ” 2.4 2.5“ ” 2.6 2.7		3
3	3.1 3.2“ ” 3.3		3
4	4.1 4.2 4.3 4.4 4.5 “ ” 4.6	“ ”	3
5	5.1 5.2 5.3 5.4 5.5		4
6	6.1 6.2 6.3 6.4 6.5		3
7	7.1 7.2“ ” 7.3“ ” 7.4	“ ” “ ”	3

8	8.1 8.2 8.3 8.4 8.5		4
9	9.1 9.2 9.3 9.4 9.5 9.6	—	3
10	10 10.1 10.2 10.3 10.4 10.5 10.6 10.7	“ ”	2
11	11 11.1 11.2 11.3 11.4 11.5 11.6	“ ” “ ”	2

( )40% 60%

2010

- 1 1998
- 2 2014
- 3 2014

This course introduces the western economics major schools of the oretical perspective and policy advocates since the 1930s to senior undergraduate students of the economics profession. The purpose of this course is to enable students to further expand their understanding of contemporary the western economics, accurately understand and grasp the contemporary the western economics theory of the market economy, the views and policies of the different views on the current basis, a better understanding of contemporary the development of the major economic trends in the West and the forefront of change. The course includes the following three aspects: (1) Western mainstream economics links between the major schools of economics theory, policy advocacy, and research methods, and different schools in the state intervention is mconcepts and development; (2) Western main stream economic liberalism economics major schools of economics theory, policy advocates, the links between research methods and different schools and Development; (3) relatively independent or mainstream economic theory, policy proposition.

### 《 代, 流学 》

	<b>ORL05520</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Modern Logistics</b>

# 《 济 实 》

	<b>0BS05533</b>		<b>2</b>
	<b>40</b>	/	<b>0 0</b>
			<b>Curriculum Design of Topics on Network Economy</b>

3000

1			4
2			2
3			8
4			6
5			4
6			8
7			8

3000

+

1

2

3

4

5

Based on the learning of the course “Topics on Network Economy”, this course is to make students to conduct in-depth research and analysis on issues related to network economy by their own hands, to achieve the following three goals: the first is to deepen the theoretical understanding and grasp; the second is to get the complete system understanding on network economic situation;the third is to train students to apply the theory to analyze the ability to solve practical problems.

The course includes five parts. The first is to determine the suitable research topics, and establish reasonable research programs. The second is to investigate and discuss how to solute the problem during investigation. The third is to organize all kinds of information and data to get the preliminary of investigation report and to analysis the key problem in investigation. The fourth is to carry out further investigation aiming at the problems front encounteredto extended research results. The fifth is to complete research report in accordance with the relevant requirements.

# 《 国 务 口 实 》

	<b>0RS05501</b>		<b>1</b>
	<b>1</b>	<b>/</b>	<b>0 0</b>
			<b>International Business English Spoken Training</b>

1	Unit1 Communication( ) Unit2 Communication ( )		3
2	Unit3 Self-introductionandpreliminarytalk( ) Unit4 Self-introductionandpreliminarytalk( )		3
3	Unit7 Marketing( ) Unit8 Marketing( )		3
4	Unit 9 Negotiation( ) Unit10 Negotiation( )		3

5	Unit12 Transportation Unit13 Insurance		4

50%

50%

2008.9

1. - 2009.9

2. 2008.3

3. , , ,2010.1

“ ”

The course focused on the business activities mainly includes the contents such as establishment of a business relationship, product development, market research, after-sales service, marketing, packaging, negotiation, ordering, transportation, insurance, payment terms, claims, settlement of claims, arbitration. It also includes the activities such as communication, introduction to each other, at the airport, at the customs, at the hotel, entertainment, visits, etc. The training emphasizes on the basic skills—speaking in the practical scene.

The course is designed to guide students to have English conversation practice in a variety of



business situations in order to improve their English spoken skills. We look very important on authenticity, vividness and practicality. The purpose of this course is to enable the students to master the basic expression of the oral business English and to know about the different cultures, especially the performance of these different cultures in business activities in order to provide them cutting-edge information and effective help for their future in the business industry through a series of trainings in the different business practical scenes filled with knowledge and fun.

### 《 专业 合实 》

	<b>0RS05902</b>		<b>4</b>
	<b>4</b>	<b>/</b>	<b>80</b>
			<b>Comprehensive Multi-disciplinary Practical Training</b>

### 《 业拓展 》

	<b>0RS05402</b>		<b>1</b>
	<b>16</b>	<b>/</b>	
			<b>Professional Development Training</b>

## 《毕业实习》

	<b>0BS05535</b>		<b>2</b>
	<b>4</b>	<b>/</b>	<b>0 0</b>
			<b>Graduation Practice</b>

5000

1 4

Graduation practice can train students to observe problems, analyze problems and solve problems, it will lay a foundation for the thesis writing and successful adaptation of the students to the requirements of the work. It makes the students to combine the professional theoretical knowledge with practical problems. The students will get the practical ability by means of the integrated use of theoretical knowledge in practice. The final purpose is to train students realistic work style, serious and pragmatic attitude, as well as to set a good professional ethics and the idea of discipline. The students can know the practical operation of the industries and enterprises in order that they work or study successfully in the future. The practice will improve their

comprehensive capabilities to analyze problems, to solve the problem and to compose materials. Meanwhile, the students can investigate or prepare the background of related research for the dissertation. Students should contact an internship at an enterprise, and practice seriously; know well the operational processes in order to lay the foundation for future work. The students should abide by the discipline of the internship unit, and complete the assigned tasks on time. Besides, the students must combine the thesis topics to conduct in-depth research on the internship; complete the internship diary and internship report. Combining with the practical experience, students can improve professional knowledge and ability, problem analysis ability, synthesizing and innovation ability, information acquisition ability and lifelong learning ability .

## 《毕业 文》

	<b>0BS05536</b>		<b>6.5</b>
	<b>13</b>	<b>/</b>	<b>0 0</b>
			<b>Graduation Thesis</b>

5 17

30%

40%

30%

The thesis is very important practice-teaching process in university education, and it is the purpose to train student to analyze independently and resolve issues related to the economics by integrated applying the basic theory and professional knowledge. Meanwhile, the basis of theoretical knowledge of students are consolidated, expanded and strengthened by writing thesis. Their abilities of systematic analysis and problem-solving by use of the theoretical knowledge are improved also. The students will gain the methods of combining theory with practice, as well as investigation, analysis and demonstration. Their basic skills of research, argumentation, consulting document, and integrated writing can be trained strictly. First, the students must submit the opening report and the defense of the title. Second, the students should report to the instructor regularly on the writing situation of their theses, as well as listen to the views and suggestions of the instructor. They should write their thesis according to plan, complete the various contents of the different stages, submit to the reading reports, and translate the foreign documentary into Chinese. Finally, the students must submit the graduation thesis and pass the defense of their theses. Combining with the practical experience, students can improve professional knowledge and ability, problem analysis ability, synthesizing and innovation ability, information acquisition ability and lifelong learning ability .

# 经济学(国际贸易)专业

## 《政治 经济学》

	<b>0BL05514</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>
			<b>Political Economy</b>

- 1.
- 2.

1	1.1 1.2 1.3 1.4		2
2	2.1		6

	2.2 2.3		
3	3.1 3.2 3.3 3.4		4
4	4.1 4.2 4.3		4
5	5.1 5.2 5.3		6
6	6.1 6.2 6.3 6.4		6
7	7.1 7.2 7.3		4
8	8.1 8.2 8.3		2
9	9.1 9.2 9.3  9.4		2
10	10.1 10.2 10.3 10.4		4



30%( ) 70%

- |    |         |
|----|---------|
|    | 2013.3  |
| 1. | 2011.8  |
| 2. | 2003.2  |
| 3. | 2004.10 |

Political Economics is one of the core curriculums in economics major. It lays down the theoretical foundation for other specialized study. Topics include commodity and currency, capital and capital accumulation, the movement of capital and the distribution of profits, economic crisis and monopoly capitalism, basic socialist economic system, the theory of the socialist market economy, economic growth and economic development and the macro-control of the socialist economy. The goals of the course are to enable students to master the basic principles and basic knowledge of Marxist economics comprehensively, to understand the relationship between social and economic development and its pattern, to train and improve students' ability to correctly analyze the various social economic problems in contemporary capitalist economic system and socialist economic system, to be apprehensive of the new changes and features of capitalist social and economic relationships in contemporary time and its international economic relations, and to understand the essence of socialism and the theory and practice of building socialism with Chinese characteristics.

## 《会 学》

	<b>0BH05901</b>		<b>2.5</b>
	<b>40</b>	/	
			<b>Accounting</b>

## 《 济学导 》

	<b>0BL05519</b>		<b>0.5</b>
	<b>8</b>	/	<b>0 0</b>
			<b>Introduction to Economics</b>

## 《 济学 作导 (一) 》

	<b>0BS05527</b>		<b>1</b>
	<b>1</b>	/	<b>0 0</b>
			<b>Economic Works Reading</b>

## 《会 学 》

	<b>0BS05902</b>		<b>1</b>
	<b>1</b>		<b>1</b>

			<b>Accounting Course Training</b>

**《专业 与实 》**

	<b>0BS05521</b>		<b>2</b>
	<b>2</b>	<b>/</b>	<b>0 0</b>
			<b>Professional Knowledge and Practice</b>

2

2

The process of professional cognition and practice in the training programs are very important to train the economics professionals. It will enable students to understand the specific contents of the economic management in all walks of life by means of the practical activities, as well as the importance of professional theoretical knowledge in practical work, in order that the students can combine consciously the major theoretical knowledge and practice. The final purposes are to improve the abilities of research and analysis, as well as the skills of

problem-solving and professional writing. Students can expand the practice of research on particular economic issues. Besides, they can also contact practicing and investigating bases, know well the overall operating procedures. During their practice and investigation, the students will be able to transform the abstract theories and concepts into concrete operational processes or specific outcomes. Finally, their abilities of connection between theory and practice are improved. Teachers will guide students to determine research topics, as well as write research reports. Besides, they can give the necessary guidance to the practical problems encountered by the students during the practice. After the practice, it is necessary for the students to complete a research report on a topic. Combining with the practical experience, students can improve professional knowledge and ability, problem analysis ability, synthesizing and innovation ability, information acquisition ability and lifelong learning ability .

## 《 务 》

0BLOK0&

《 济 学 史 》

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0BL05505

3

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48

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History of Economic Thought

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## 《 币 学 》

	<b>OBL05517</b>		<b>2.5</b>
	<b>40</b>	/	<b>0</b>
			<b>Money and Banking</b>

1.           :
2.           :
- 3.

1			4

2			4
3			3
4			4
5			5
6			3
7			4
8			5
9			4



10			4
			40

through this course. They can systematically master the main scopes about money, credit, interest, interest rate, financial agency, financial market and financial macro-control. Then they can learn about the current financial situation in our country and other countries, master the right methods of observing and analyzing financial questions, lay a foundation for the next major courses, for example, Central Banking, Commercial Bank Business and Management, Investment Banking, Security Investment, Insurance, Financial Engineering.

### 《应 学》

	<b>0BL05121</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>
			<b>Applied Statistics</b>

### 《 济数据分析及 件应 》

	<b>0BS05529</b>		<b>2</b>
	<b>2</b>	/	<b>0 0</b>
			<b>Analysis of Economic Data and Software Applications</b>

### 《 查与实 》

	<b>0BS05401</b>		<b>1</b>
	<b>1</b>	/	
			<b>Statistical Investigation and Practice</b>


**《 商业 业务实 》**

	<b>0BS05501</b>		<b>1</b>
	<b>16</b>	/	
			<b>Practices and Training on Commercial Bank Management</b>

1. :

2. :

1.

2.



1

2

3

(1) 80%

(2) 20%

1. [M]. : 2011

2. [M]. : 2013

3. [M]. : 2012

Course design on commercial bank management is a practical course, aiming to help students use the theories and knowledge of finance, banking accounting or other theoretical courses. Its content includes commercial bank's asset transaction, liabilities (deposits) transaction, payment and settlement transaction and so on.

After learning the course, students can use the collaborate software which imitating commercial bank environment and transactions so as to educate them to become more professional and skilled, which make a good preparation to work in commercial banks after the graduation.

## 《 国 易 》

	<b>OBL05518</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0 0</b>

			<b>International Trade</b>

**《国 技术 易》**

	<b>0RL05511</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>International Technology Trade</b>

1

2

3.

1	1.1 1.2 1.3		2
2	2.1 2.2 2.3		4
3	3.1 3.2 3.3 3.4 3.5		2
4	4.1 4.2		4
5	5.1 5.2		2
6	6.1 6.2 6.3 6.4		2
7	7.1 7.2 7.3 7.4		2
8	8.1 8.2 8.3		2
9	9.1 9.2		4

10	10.1 10.2 10.3		4
11	11.1 11.2 11.3		4

40%( ) 60% / /

2012.11

2013.10

This course is the elective course for the economics International Trade majors. The international technology trade is an important part of international trade. With the rapid growth in the international technology trade, The demand for talent in technology trade is increasing. In order to develop this kind of talent we set this course. The content of this course include:the way of international technology trade; Intellectual Property Issues Technology trade contract signing and performance; setting the price of Technology;the laws about the technology trade; The present situation of the technology trade in China.by the study of this course, students can understand the



theory and policy about the technology trade,They can take part in the trade and solve the problems in practice.

## 《 国公司概 》

	<b>0RL05523</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>An Introduction to Transnational Corporation</b>

- 1.
- 2.

1	1.1 1.2		2
2	2.1 2.2		2

	2.3		
3	3.1 3.2		4
4	4.1 4.2 4.3 4.4		4
5	5.1 5.2		4
6	6.1 6.2 6.3		4
7	7.1 7.2		4
8	8.1 8.2 8.3		4
9	9.1 9.2		4
			32

1

2

2

30%

( )

70%

2009

1  
2 [ ]

2003

2005

The course of Introduction to Transnational Corporations is a selective course for the major of International Economics & Trade. It is a course combining theory with practice. Through the study of this course, students can have a more comprehensive and systematic theory and knowledge of multinational companies. It is enable students to understand and grasp the specific practice of multinational corporations. This course focuses on cultivating students' ability to understand and analyze MNCs' business strategy and tactics, and to identify the strategic and functional interaction.

### 《 政学 》

	<b>0BL05509</b>		<b>2.5</b>
	<b>40</b>	/	
			<b>Public Finance</b>

### 《 济学 》

	<b>0BH05509</b>		<b>3</b>
	<b>48</b>	/	<b>16</b>
			<b>Econometrics</b>

## 《 实 济学实 》

	<b>0BS05502</b>		<b>2</b>
	<b>2</b>	/	<b>2 0</b>
			<b>Experiment of Experimental Economics</b>

## 《 济 模型建模实 》

	<b>0BS05503</b>		<b>2</b>
	<b>32</b>	/	<b>32</b>
			<b>Econometric Modeling Training</b>

## 《 国 》

	<b>0BL05204</b>		<b>2.5</b>
	<b>40</b>		
			<b>International Finance</b>

## 《 中国对外 易概 》

	<b>0XL05510</b>		<b>2</b>
	<b>32</b>	/	<b>0 0</b>

			<b>Introduction to China's Foreign Trade</b>

1

2

3. :

4. :

1	1.1 1.2 1.3		2
2	2.1 2.2 2.3		4

3	3.1 3.2 3.3		2
4	4.1 4.2 4.3		4
5	5.1 5.2 5.3 5.4		2
6	6.1 6.2 6.3 6.4		2
7	7.1 7.2 7.3		2
8	8.1 8.2		2
9	9.1 9.2 9.3		4
10	10.1 10.2 10.3 10.4		4
11	11.1 11.2		4

40%( ) 60% / /

2012.9

2013.8

Through years of development, foreign trade has become one of China's most dynamic and fastest-growing sectors, placing China among the world's largest trade countries. China's foreign trade development has strengthened the nation's ties with the rest of the world, effectively pushed forward the country's modernization, and promoted world prosperity and progress. This course is mainly about the development and problems of China's foreign trade. The main contents include: China's opening to the outside world and foreign trade; the basic theory of China's foreign trade development; China's foreign trade development strategy; the macroeconomic regulation and control to China's foreign trade; the present situation and the problem of China's service trade; China's technology trade; China's participation in regional economic cooperation, trade friction between China and the main trade partners. By the study of this course, students can comprehensive and thoroughly understand china's foreign trade development, and think about the way to solve the problems.

《 国 》

	<b>0XL05512</b>		<b>2</b>
	<b>32</b>	/	<b>: 0 0</b>
			<b>International Settlement</b>
			( )

1	1.1 1.2 1.3		2
2	2.1 2.2 2.3 2.4	—	4
3	3.1 3.2 3.3 3.4		2



4	4.1 4.2	—	— 2
5	5.1 5.2 5.3 5.4 5.5	—	— 4
6	6.1 6.2 6.3 6.4 6.5	—	— 4
7	7.1 7.2		4
8	8.1 8.2 8.3		2
9	9.1 9.2		4
10	10.1 10.2		4

2012.11

1.

2000.12

" International settlement " is one of the international settlement and the basic theory and practice of professional core curriculum, all international trade is finally through the international settlement and the realization of. International settlement is the international trade and economic activities in an important part, is the import and export business for the creditor debt settlement ways. The development of international trade scale and speed directly affects the international settlement international settlement change, in turn, change and further promote the development of international trade.

This course is an introduction to the international settlement and the development of frontier problems. " International settlement bill " Introduction to international trade settlement in the draft, promissory notes and check three notes; " the traditional way of international settlement, remittance and collection, " the three most commonly used in the credit settlement; " in international settlement documents ", the international settlement in the various documents of international settlement; " the financing guarantee ", the bank guarantee, standby, forfaiting, international factoring as new international settlement business.

Through the studying of this course, make the economic international trade professional students to integrate theory with practice, study international settlement activity, for the future in international economy and trade theory and practice in the work to lay a solid foundation.

## 《 外 函 》

	<b>0XL05524</b>		<b>2.5</b>
	<b>40</b>	/	<b>0            0</b>
			<b>Foreign Trade English Correspondence</b>

- 1.
- 2.
- 3.
- 4.

1			3
2			3
3			3
4			3

5			3
6			3
7			3
8			3
9			3
10			3
11			3
12			3
13			2
14			2

1

2

3

4

30%( ) 70%

2013.4

1. 2012.3
2. 2011.7
3. 2010.7

,



6	6.1 6.2 6.3 6.4		6
7	7.1 7.2 7.3		4
8	8.1 8.2		4
9	9.1 9.2		2
10	10.1 10.2		2
			40

30%( ) 70%

2015.3

2

2012.2

"International Trade Practice" is a course for the major of economics (international trade ). As the scale of China's foreign trade is increasing, especially the strategy and tactics of the country being adjusted, more and more enterprises participate in competition in the international market. Through simulated operation of the main components of the import and export, International Trade Practice course teaches students international trade practices on the basis of the computer network platform, and improves students' grasp and the ability to engage in actual foreign trade business.

"International Trade Practice" is a specialized disciplines of studying international commodity exchange process, is a very practical integrated applied science, which is related to the basic principles and basic knowledge of international trade laws and practices, international finance, transportation, and insurance. This course from both of economic and legal aspects analyses international commodity exchange practices. Combining with the practical experience, students can improve professional knowledge and ability, problem analysis ability and international view.

## 《 国 业务实 》

	<b>0BS05537</b>		<b>1</b>
		/	
			<b>Practice Training of International Settlement</b>



					/
1		5	1 2 3		
2		5	1 2 4	3 SWIFT	5
3		5	1. 3	2 4	
4		5	1.	2 SWIFT	

+ 30%+ 30%+ 40%

2011.03

SWIFT

SWIFT

International settlement practice course is economics trade in the direction of one of the compulsory courses, is an international cultural exchanges, promote international financial integration, master of international trade practice, at the same time as the country earn foreign exchange, the introduction of foreign capital has important practical courses. The training goal is through to the international settlement business process simulation exercises, training students' practical bank telex processing ability and document, send a single, reimbursement ability, make the students through various known conditions to simulate the real environment, familiar with and master the international settlement business operation, for future access to banks and foreign trade departments and lay a solid foundation.

Through the studying of this course, students learn the production requirements of bill, invoice, bill of lading and insurance policy and other documents and apply for foreign exchange, will use the SWIFT transmission message, read SWIFT 's mail and letters of credit. Skilled use of draft, promissory notes and cheques and other settlement tools, familiar with credit, remittance and collection, international factoring and package buying instruments business business processes and the specific means of settlement, Make document of settlement.

## 《消 济学》

	<b>0RL05506</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>

			<b>Consumption Economics</b>

## 《国 服 务 易》

	<b>0RL05510</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>International Trade in Services</b>

1

2

3

4.

1	0.1 0.2		2
2	1.1 1.2		4
3	2.1 2.2 2.3		4
4	3.1 3.2		6
5	4.1 4.2 4.3 4.4		4
6	5.1 WTO 5.2 5.3	WTO	6
7	6.1 6.2 6.3		6

40%( ) 60% / /



S

\*

C

1	1.1 1.2 1.3 1.4 1.5		6
2	2.1 2.2 2.3		6
3	3.1 3.2 3.3 3.4		8
4	4.1 4.2 4.3 4.4		8
5	5.1 5.2 5.3		4

[Redacted]			
	5.4 5.5		

researching methods and tools, have the ability to do analysis on the economic system, improve the awareness of laws and expand students' international horizons to meet the corresponding requirements for graduation.

## 《 济制度创新实 》

	<b>0RS05502</b>		<b>1</b>
	<b>1</b>	/	<b>0 1</b>
			<b>Innovate Practices on Economic Institution</b>

					/
1		4	1	PC	



					/
2		4	2	PC	
3		4	3	PC	
4		4	4	PC	
5		4	5	PC	
		20			

60% + = 40%+

- 1. 2016.4
- 2. 2011.12
- 2006.2

The Institutional Economics Innovation Practical Training is a comprehensive practical training that is set for the economics major. The students learn on the basis of Institutional Economics Theory, do the investigation on the economic phenomenon to conduct more complete understanding on economic institutional, analyze institutional problems deep inside. Using a combination of required knowledge of Economics, students are asked to put up creatively solutions to problems of economic system.

Through this practical training, students could build the knowledge framework of Institutional Economics, gain knowledge and abilities such as Institutional Economics Theory, researching methods and tools, have the ability to do analysis on the economic system, improve the awareness of laws and expand students' international horizons to meet the corresponding requirements for graduation.

## 《 WTO 概 》

	<b>0RL05509</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
	<b>WTO</b>		<b>An Introduction to World Trade Organization</b>

WTO

WTO

1	1.1 1.2 1.3		2
2	2.1WTO 2.2WTO 2.3WTO 2.4WTO	WTO  WTO	6
3	3.1 3.2 3.3	WTO  “ ” “ ”	4
4	4.1 4.2	“ ”	4
5	5.11994 5.2 5.3	1994	4
6	6.1 GATS> 6.2		2
7	7.1 TRIPS> 7.2		4

8	WTO 8.1WTO 8.2	WTO	2
9	9.1 9.2	WTO	4

WTO

=

( )40% 60%

2012.6

1.

2011.8

2.

2010.7

3.

2003.2

1994

WTO

In order to meet the needs of the development of economic globalization and internationalization, especially after China's accession to the WTO, the students need to understand the basic operation mechanism of the WTO rules, so as to adapt to the new situation of economic development, as well as achieve international standards and integration in education field. It is the main purpose of teaching students to make the students understand the functions,

rules and operating mechanism of the WTO. Meanwhile, the comprehensive quality of students can be improved by learning, and their knowledge is broadened also. It is the important step to train composite talents of the new century. The contents include: the theo

- 1.
- 2.
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- 4.

“ ”

1	Chapter1. The Global Economic Crisis Chapter2. American Economy		3
2	Chapter 2. American Economy Chapter 3. China's Economy	SARS	3
3	Chapter 4. Benefits of International Trade Chapter 5. Modern Trade Theories (1)		3
4	Chapter5. Modern Trade Theories (1) Chapter6. Modern Trade Theories (2)	“ ”	3
5	Chapter7.Arguments for Government Intervention in International Trade Chapter8. International Trade Policies		3

6	Chapter8. International Trade Policies Chapter9. Regional Economic Integration		3
7	Chapter10. Exchange Rate and International Trade Chapter 11. The Balance of Payment		3
8	Chapter 11. The Balance of Payment Chapter12. International Investment and Multinational Enterprises		3
9	Chapter13. GATT Chapter14.WTO—A General Introduction		3
10	Chapter17. Export and Import Financial		3
11	Chapter19. Trade Forms		2

1

2

3



30%( )

70%

2014.9

- 1. — ( )
- 2. 2006.4
- 3. 2004.7

2014.8

—

WTO

30

“ ”

The main contents of the course are divided into two parts: The first part is the theory and practice of international trade, the core contents covering the latest World Economic Outlook, China economy, American economy, international trade theories (such as Mercantilism, Absolute Advantage, Comparative Advantage, H-O theory, Leontief Paradox, The Product Life Cycle theory, Trade Gravity model of trade), government intervention in international trade, trade policy and its effect.



With more and more foreign companies doing business in China, and more and more Chinese enterprises going abroad to carry out foreign trade activities, the traditional China's teaching method in the field of economic and trade --- the separation of knowledge learning from the corresponding foreign language learning, is out of dated. The purpose of this course is to train high-quality compound talents to adapt the increasingly fierce international competition environment our enterprises faced and the students not only enrich the knowledge associated with international trade but also improve the standard of their English level through the learning of this course.

## 《国 商务(双 )》

	<b>0XL05526</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0 0</b>
			<b>International Business</b>

1	Chapter 1 Introduction Globalization	Explain why it is important for managers today to have a global	2

	1.1 Introduction Globalization 1.2 What is globalization? 1.3 Drivers of Globalization 1.4 Globalization Debate	perspective. Discuss pros and cons of globalization	
2	Chapter 2 National Differences Culture Differences 2.1 Economic Systems 2.2 The Determinants of Culture	Explain the different political systems Illustrate the implications of market economy for international business. Describe the different components of culture. Explain the different culture and their influence on business styles.	4
3	Chapter 3 Foreign Direct Investment 3.1 The Form of FDI: Acquisitions vs. Greenfield Investments 3.2 Vertical Foreign Direct Investment 3.3 Implications for Business	Explain what is foreign direct investment. Compare Acquisitions with. Greenfield Investments. Discuss the implications for Business	4
4	Chapter 4 Regional Economic Integration 4.1 Levels of Economic Integration 4.2 Regional Economic Integration in Asia and Elsewhere	Define the different levels of economic integration. Discuss Regional economic integration in Europe, and Asia	2
5	Chapter 5 Foreign Exchange Market 5.1 The Functions of the Foreign Exchange Market 5.2 Economic Theories of Exchange Rate Determination	Map out the implications for international businesses of exchange rate movements and the foreign exchange market.	2
6	Chapter 6 Global Capital Market 6.1 The Eurocurrency Market 6.2 Attractions of the Eurocurrency Market/Drawbacks of the Eurocurrency Market 6.3 The Global Bond Market 6.4 Attractions of the Eurobond Market 6.5 The Global Equity Market	Describe the attractions and drawbacks of the Eurocurrency market. Discuss the international bond and equity markets for	2
7	Chapter 7 The Strategy of International Business 7.1 Strategy and the Firm 7.2 Strategic Choices	Outline the basic strategies undertaken by MNEs, and specifically focus on how they relate to the needs for local responsiveness and cost minimization	4
8	Chapter 8 Entry Strategy and Strategic Alliances 8.1 Entry Modes 8.2 Selecting an Entry Mode	Discuss the advantages and disadvantages of six different modes of entering new countries and markets.	4
9	Chapter 9 Global Manufacturing and Materials Management 9.1 The Strategic Role of Foreign Factories 9.2 Managing a Global Supply Chain	Discuss the choice of an optimal manufacturing location Identify the issues associated with deciding what products or component parts a firm should manufacture in-house by and what should be out-sourced to independent suppliers.	4

10	Chapter 10 Global Marketing and R&D 10.1 The Globalization of Markets and Brands 10.2 The Location of R&D	Discuss issues related to the location of R&D facilities and linking marketing and R&D in new product development	4
11	Chapter 11 Global Human Resource Management 11.1 Types of Staffing Policy/ Expatriate Managers 11.2 Training and Management Development	Identify the issues and problems with expatriate staffing	4
12	Chapter 12 Accounting and Financial Management in International Business 12.1 Country Differences in Accounting Standards 12.2 Multinational Consolidation and Currency Translation 12.3 Techniques for Global Money Management	Describe differences in the accounting policies of different countries and how multinationals need to consolidate financial information across subsidiaries. Suggest how firms can adjust their international management of money to increase efficiency. Minimize expenses and move money across borders.	4

30% ( ) 70% / /

9 2014

1. 2 2015
2. 3 ( 2016
3. 9 2014

( )

to understand the global  
the international business develop  
the basic theory, the basic molds and motiva  
business environment, explore the international business en  
er contents, lay a foundation for future engaging in the inter

## 《 国 市 场 》

0XL05303

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1	1.1 1.2 1.3		2
2	2.1 2.2 2.3		4
3			1
4	4.1 4.2 4.3 4.4	STP	STP
5	5.1 5.2 5.3		4
6	6.1 6.2 6.3	4PS	4
7	7.1 7.2 7.3	4PS	4

8	8.1 8.2	4PS	3
9	9.1 9.2 9.3	4PS	4
10	10.1 10.2		2
			32

50% + 50% =

2013

1. ( ) R. C. L.

2013

2. 2014

3. 2009

4. 2004

This course is a professional course of Economics major(International Trade). The purpose of the curriculum is to cultivate students' microscopic view improve students' analytical and practical ability in the globalized competitive environment. This is a senior marketing course guiding international marketing activities of multinational corporations. Through this course, students learn understand and master the basic law of international marketing, and get the knowledge and skills to deal with international marketing business. Students are required to make full use of various information channels and tools to recognize international market opportunities the enterprises are facing, and creatively plan and organize comprehensive international marketing activities in a simulated environment, thus achieving graduation requirements on information acquisition ability, analytical skills, integrative and innovative ability, and international vision.

《 济专 》

	<b>0BL05525</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Topics on Network Economy</b>

1			6—12
2			9—12
3			9—16
			32

3

4 8

30% ( ) 70%

1

2

3

3

4 8

Under the network economy, the networking trend of the traditional economic behavior has become increasingly apparent, and the network has become the main media and the implement site of the every link of enterprise value chain. Through the learning of Topics on Network Economy, make students understand the new economic form, and master how to apply all kinds of professional knowledge in economics to analyze economic reality problem.



The main content includes the three parts. The first, the analysis of current network economic situation. Understands the main characteristics of current network economic situation and analyzes the possible development trend. The second, the analysis of hot issues in current network economic. Chooses several hot issues in current network economic and in-depth analyzes. The third, a certain number of topics in current network economic. Selects several network economic issues and in-depth analyzes. This course practices the teachers' group collective teaching way. There are 3 hours in one time, teaching by a teacher. 4 to 8 teachers take turns on. The teachers and teaching content are adjusted accordingly with the hot focus of network economy and practice.

## 《 国 易 流 实 》

	<b>0RS05504</b>		<b>2</b>
	<b>2</b>	/	<b>0      2</b>
			<b>International Trade Process Training</b>

				/	
2		2			
3		2			
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5		2			
6		2			
7		2			
8		2			
9		2			
10		2			
11		2			
12		2			
13		2			
14		2			
15		4			

TMT

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- (1)
- (2)
- (3)

2

- 1.
- 2.

2011

2014

2015

“International trade process training” is a specialized course of required selection for economics (International Trade), a course of combining the theory with practice. Its main purpose is to enable students to grasp the main aspects of the work of the import and export business, international trade specific business processes and especially the work of negotiating the transactions, signing the contract, making the documents and operating the business.

According to the simulate information of practices, students are required to integrate the International trade, International trade practices, English business correspondence knowledge, the establishment of the international trade business, the transaction negotiation, modifications of the letter of credit, transportation, insurance coverage, customs clearance, commodity inspection, payment, settlement, and dispute resolution. Students must conduct a comprehensive analysis for the actual business issues, understand and master the whole business process of the foreign trade by simulating quotation, negotiation, contracting, transporting, and insurance, payment and settlement. Through simulating the operation of the aspects of business in the international trade environment, the students can combine the theory with practice and improve their own practical abilities.

## 《 国 务 口 实 》

	<b>0BS05538</b>		<b>2</b>
	<b>2</b>	/	<b>0 0</b>
			<b>Spoken English Training for International Business</b>

1	Episode One	Arrival of the Americans	4
2	Episode Two	Discussing the Itinerary	3
3	Episode Three	At the Dinner	3
4	Episode Four	Sightseeing	3
5	Episode Five	The Negotiation Starts	3
6	Episode Six	Price and Terms of Payment	3
7	Episode Seven	Delivery and Claim	3
8	Episode Eight	Setting off for the US	3
9	Episode Nine	Exclusive Sales and Agency	3
10	Episode Ten	Foreign Investment in China	4



... compulsory practice ... major evaluation stage for the ...  
... economics (international trade) major ... simulating ... international business ...  
... such as meeting or saying off guests at the airport, discussing the ... , etc ...

1	1		2
2	2	Ebrary	2
3	3	ScienceDirect Springer	2
4	4	ProQuest	2
5	5		8

1.  
2.

2

2014.3

2015.7

- 3. 2014.8
- 4. , 2014.8
- 5. 2

2013.08

The curriculum is a compulsory practice course at the major education stage for the students of economics (international trade) major. On the basis of the professional basic courses, this course is to carry out the economics literature retrieval and study training, in order to promote students' skills of independently acquiring new knowledge of economics. This course requires students to master literature retrieval method, find economics libraries, carry out the literature research, and write a literature review paper. As the practice course of the economic theory, the focus of this course is to strengthen students' theoretical thinking ability, urge students to read specific literature and discussion of objects. With literature search and synthesis method, students are required to break disciplinary boundaries owing to the polyclinic knowledge intake at the early stage. The course prompts students to comprehend, master and create knowledge in the process of literature retrieval, studying and reviewing, and enhances students' ability to initiatively adapt to the development of economic theory and practice.

### 《专业实习》

	<b>0BS05505</b>		<b>3</b>
	<b>3</b>	/	<b>0 0</b>
			<b>Professional Internships</b>





# Er

Professional internships will enable students to combine the major theoretical knowledge with social practice. Their abilities of applying theory to reality can be improved. During the practice, the students will not only gain the practical operating abilities by the integrated use of theoretical knowledge, but also know well the practical application of a specific industry or enterprise. The final purposes are to improve the students' comprehensive abilities of analysis and problem-solving, as well as to train the skills of professional writing. It is important for the students to contact an internship by themselves. More critically, the students must be familiar with the overall operation procedure of economic management. They can choose a specific sector of the internship for their participation of the day's business operation.

## 《 学 》

	<b>0RL05002</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0          0</b>
			<b>Principle of Management</b>

## 《 人 力 源 》

	<b>0RL05013   0RL05906</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0          0</b>
			<b>Human Resource Management</b>

## 《 数 济 学 》

	<b>0RL05521</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0          0</b>
			<b>Mathematical Economics</b>

## 《 产 业 济 学 》

	<b>0RL05517</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0          0</b>
			<b>Industrial Economics</b>


1	1.1 1.2 1.3 1.4 1.5		2
2	2.1 2.2		4
3	3.1 3.2 3.3		8
4	4.1 4.2		2
5	5.1 5.2		4
6	6.1 6.2		4

	6.3		
7	7.1 7.2		2
8	8.1 8.2 8.3		6

30% ( ) 70%

/

1. 2012.4 - 2006.7
2. 2016.7

The Industrial Economics is an extension and applications of microeconomics and macroeconomics, in particular, microeconomics. from industry level, it reveals the characteristics and laws of development of the economy. It is a undergraduate courses for Economy major, but also is graduate professional courses for economics and industrial economics major. The main task of this course is the systematic introduction of Industrial Economics, combined with the

running of the practice of domestic and international economic and with the integration of multi-disciplinary knowledge, has a strong theoretical significance practice and practical significance, at the same time, the emphasis on improving the ability of students to use modern economic theory to analyze practical problems

Of this course should enable students to grasp the basic concept of the industry and industry economic analysis methods to understand the evolution of organizational characteristics and the structure of the industrial economic operation and development, to correctly understand the connotation of the national industrial policy, correctly observed and judged the development of any industry-specific

### 《 循 济专 》

	<b>0RL05522</b>		<b>2</b>
	<b>32</b>	/	<b>0 0</b>
			<b>Circular Economy Topics</b>

### 《 产业分析实 》

	<b>0RS05503</b>		<b>2</b>
	<b>2</b>	/	
			<b>Industrial Analysis Training</b>

“ ”

1			3
2			18
3			12
4			4
5			3

50% +50%

+

- |    |   |        |
|----|---|--------|
| 1. |   | 2012.4 |
| 2. | - | 2006.7 |
| 3. |   | 2016.7 |

This course is a practical training course in the course of the theory of industrial economics. However, it is in the application of theoretical analysis of the actual industrial problems in the training process, a large number of practical operation method that has not been integrated into the theory, so from the curriculum content of this course also play a complementary role to the theory course. The purpose of this course is to strengthen the students' understanding of the theory of industrial economics and the ability of applying the theory to analyze the development and the future trend of the industry. From theory to practice, to train students to observe and analyze the industrial economy.

Through this course, should make students familiar with the industry related indicators of economic data and the database, and be able to perform basic data processing and application, and according to the data of economic analysis to put forward their own opinions. Possess the basic ability of writing industry analysis report.

### 《 创新与实 》

	<b>0RS05903</b>		<b>2</b>
	<b>2</b>	<b>/</b>	<b>32</b>
			<b>Management Innovation and Practice</b>

### 《 发展 济学 》

	<b>0BL05511</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0</b>

			<b>Development Economics</b>

**《 国 商务单 》**

	<b>0XL05518</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 16</b>
			<b>Documents Practice in International Trade</b>

1	1.1 1.2		2
2	2.1		2



	2.2 2.3		
3	3.1 3.2		2
4	4.1 4.2 4.3 4.4		2
5	5.1 5.2		2
6	6.1 6.2		2
7			2
8			2

				/	
1		4			
2		4			
3		4			
4		4			

+ 30%+ 30%+ 40%

2009.8

2012.08

Since the reform and opening up, with the continuous development of China's foreign oriented economy, the rapid increase in the volume of foreign trade business, the documents of commodity funds, various types of foreign trade professionals in short supply situation has shown signs of. In 2002 Chinese formally joined the WTO, according to the China and WTO agreement, from the end of 2004 China foreign trade enterprises will implement access filing system, is currently focused on a large number of business of foreign trade enterprises export agent will be dispersed to the production of enterprises, by the import and export enterprises, which will make the problem of the shortage of professional talents of foreign trade is more prominent. In the international economic and trade, documents are very important.

In the course of international business documents in international trade settlement, according to the sales contract and credit terms in the audit, making all kinds of trade settlement documents and certificates submitted to the bank for negotiation procedures or commissioned by the bank for payment etc.. Documents, certificates and documents that are used in the international trade settlement business, including credit, bill of exchange, invoice, packing list, bill of lading, policy and so on.

## 《外 合服务与 境 商实 》

	<b>0BS05539</b>		<b>2</b>
	<b>2</b>	/	<b>0 2</b>
			<b>Foreign Trade Integrated Services and Cross-border E-commerce Practices</b>

				/	
1		2	PC	1	
2	CIF+L/C	4	L/C PC	2 2	CIF
3	CIF+D/P	2	D/P PC	3 3	CIF
4	CIF+D/A	2	D/A PC	3 3	CIF
5	CIF+ T/T	2	T/T		CIF

				/	
			4 PC		
6	CFR+L/C	4	CFR+L/C 5 PC		
7	CFR+D/P	2	D/P CFR 6 PC		
8	CFR+D/A	2	D/A CFR 7 PC		
9	CFR +T/T	2	T/T CFR 7 PC		
10	FOB+L/C	4	FOB+L/C 8 PC		
11	FOB+D/P	2	D/P FOB 9 PC		
12	FOB+D/A	2	D/A FOB 9 PC		
13	FOB+T/T	2	T/T FOB 10 PC		
		32			

1. 2013.6

2. 2013.9

2015.12

CIF

CFR L/C

CFR T/T

FOB T/T

FOB L/C

T/T

CFR D/P

D/A

CFR

FOB D/P

D/P

CFR D/A

FOB D/A

L/C

CIF

Foreign trade integrated services and cross-border e-commerce practices is set for economics student comprehensive practice teaching. Simulated trading platform can provide the students a trading environment of high simulation degree. The students will grasp the main part of the import and export business by means of the analog business transactions, as well as improve the overall practical abilities. The main contents are as follows: signed export contracts of payment L/C, price term of CIF, accounting and execution of the contract; signed payment of D/P, export contracts of price term CIF, accounting and execution of the contract; signed payment of D/A, export contracts of price term CIF, accounting and execution of the contract; signed payment of T/T, export contracts of price term CIF, accounting and execution of the contract; accomplishment of CFR& L/C contract business; completion of CFR& D/P contract activity; completion of CFR & D/A contract business; completion of CFR & T/T contract business; accomplishment of FOB & L/C contract business; completion of FOB & D/P contract business; completion of FOB & D/A contract business; completion of FOB & T/T contract business. Combining with the practical experience, students can learn laws and regulations ,at the same time to improve professional

knowledge and ability, problem analysis ability, information acquisition ability, team capability ability, lifelong learning ability and international view.

## 《 代, 流学》

**0RL05520**


## 《毕业实习》

0BS05535

Graduation practice can train students to observe problems, analyze problems and solve problems, it will lay a foundation for the thesis writing and successful adaptation of the students to the requirements of the work. It makes the students to combine the professional theoretical knowledge with practical problems. The students will get the practical ability by means of the integrated use of theoretical knowledge in practice. The final purpose is to train students realistic work style, serious and pragmatic attitude, as well as to set a good professional ethics and the idea of discipline. The students can know the practical operation of the industries and enterprises in order that they work or study successfully in the future. The practice will improve their



comprehensive capabilities to analyze problems, to solve the problem and to compose materials. Meanwhile, the students can investigate or prepare the background of related research for the dissertation. Students should contact an internship at an enterprise, and practice seriously; know well the operational processes in order to lay the foundation for future work. The students should abide by the discipline of the internship unit, and complete the assigned tasks on time. Besides, the students must combine the thesis topics to conduct in-depth research on the internship; complete the internship diary and internship report. Combining with the practical experience, students can improve professional knowledge and ability, problem analysis ability, synthesizing and innovation ability, information acquisition ability and lifelong learning ability .

## 《毕业 文》

	<b>0BS05536</b>		<b>6.5</b>
	<b>13</b>	/	<b>0          0</b>
			<b>Graduation Thesis</b>

5 17

30%

40%

30%

The thesis is very important practice-teaching process in university education, and it is the purpose to train student to analyze independently and resolve issues related to the economics by integrated applying the basic theory and professional knowledge. Meanwhile, the basis of theoretical knowledge of students are consolidated, expanded and strengthen by writing thesis. Their abilities of systematic analysis and problem-solving by use of the theoretical knowledge are improved also. The students will gain the methods of combining theory with practice, as well as investigation, analysis and demonstration. Their basic skills of research, argumentation, consulting document, and integrated writing can be trained strictly. First, the students must submit the opening report and the defense of the title. Second, the students should report to the instructor regularly on the writing situation of their theses, as well as listen to the views and suggestions of the instructor. They should write their thesis according to plan, complete the various contents of the different stages, submit to the reading reports, and translate the foreign documentary into Chinese. Finally, the students must submit the graduation thesis and pass the defense of their theses. Combining with the practical experience, students can improve professional knowledge and ability, problem analysis ability, synthesizing and innovation ability, information acquisition ability and lifelong learning ability .



# 人 力 源 专 业

## 《 学 》

	<b>0BL05904</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	
			<b>Principle of Management</b>

## 《 办 公 件 应 》

	<b>0BS05906</b>		<b>1</b>
	<b>1</b>	<b>/</b>	<b>1</b>
			<b>Office Software Application</b>

## 《 人 力 源 导 》

	<b>0BL05603</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Introduction to Human Resource Management</b>



6	6.1 6.2 6.2 6.3		4
7	7.1 7.2 7.3		4
8	8.1 8.2 8.3 8.4		4
9	9.1 9.2 9.3		2
10	10.1 10.2 10.3		2

= 40% + 60%

1 2013.10  
2 2015.9  
3 500 2014.1  
2 2014.6

Introduction to Human Resource Management is a specialized fundamental course for the students of human resource management, which plays an important role in the courses system. This course mainly includes the role of HRM, the Law of HRM, job analysis, HR planning and recruiting, employee testing and selection, interviewing candidates, training and development, performance management, compensation and employee security. This course will help students to understand and appreciate the basic functions and methods of human resource management, and to learn about the hot issues on human resource management. Comparing with the following specialized courses, this course will help students to understand the basic theoretical concept and processes of human resource management, to develop the basic skill of human resource management.

《 为学(双 ) 》

	<b>0BL05602</b>		<b>3</b>
	<b>48</b>	/	<b>0 0</b>
			<b>Organizational Behavior</b>



1	1.1 1.2 1.3		4
2	2.1 2.2 mbti 2.3 2.4	MBTI	4
3	3.1 3.2 3.3		4
4	4.1 4.2 4.3		2
5	5.1 5.2 5.3 5.4 5.5		6
6	6.1 6.2 6.3		6
7	7.1 7.2 7.3 7.4 7.5		4

8	8.1 8.2 8.3 8.4		4
9	9.1 9.2 9.3 9.4 9.5		6
10	10.1 10.2		4
11	11.1 11.2 11.3		2
12	12.1 12.2 12.3 12.4		2

( ) 30% 70%

10 . 2011

- 1. 2011
- 2. 2005
- 3. 2006

This course is set as a professional basic course for Human Resources Management undergraduate, mainly teaching them human psychology and behavior theories in different organizations. The theoretical basis of this course is behavioral and management science, so management principles is a header course for organizational behavior. Through the study of this course, Students can have a comprehensive understanding of the rules and characteristics of individuals, groups and organizations level behavior, and improve their ability in predicting and explaining, controlling the behavior, which leads to a better and effective performance in their future management jobs. This course, adopting the bilingual teaching mode and emphasizing the theoretical and practical combination, has three teaching missions. Firstly, enable students to master the basic theory on organizational behavior; secondly, enable students to strive to integrate theory with practice, applying theory to analyze and solve management problems; thirdly, enable students to master the related terminology in English language, laying a good foundation for cross-cultural communication in the English context.

## 《人力 源 实 与前沿》

	<b>0BL05601</b>		<b>1</b>
	<b>16</b>	<b>/</b>	<b>0 0</b>
			<b>Human Resource Management Practices and Frontier</b>

1 3 4 9

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1			2
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3	HR —	HR	2
4			6
5			2
			16

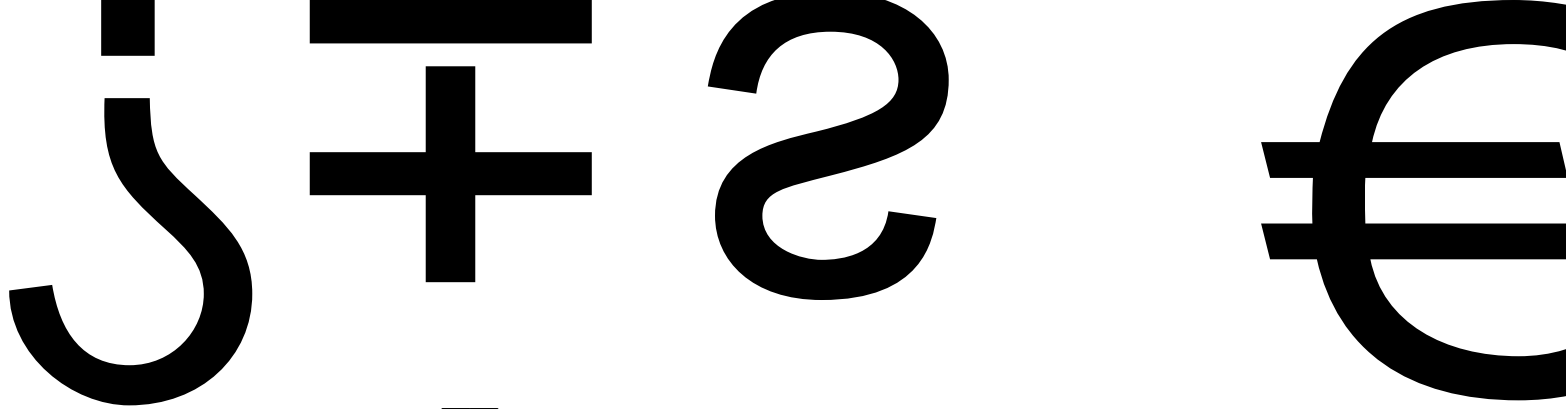
2:8

Basic content: This is a professional teaching course set for first year students of human resource management major, and it is the basis of professional development. Teaching and introducing the development objectives, courses series and human resource management practice of human resource management major with the method of lectures along with hiring outside experts and industry celebrities, so that our students could broaden their horizons.

Teaching objectives: With the study of this course our students could acquire an comprehensive understanding of the major constitution and professional development, as well as the practical use of theory and practice of human resource management major in the initial stage of professional study process.

### 《 会心 学 》

	<b>0BL05610</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Social Psychology</b>



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3	3.1 3.2 3.3 3.4 3.5 3.6 3.7		3
4	4.1 4.2 4.3		3
5	5.1 5.2 5.3 5.4 5.5		3
6	6.1 6.2 6.3		2
7	7.1 7.2 7.3 7.4 7.5 7.6 7.7		4
8	8.1 8.2 8.3 8.4 8.5		3
9	9.1 9.2 9.3 9.4		2
10	10.1 10.2 10.3 10.4		3

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40%( + ) 60%

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2008 5 2

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Social psychology is an important branch of psychology. It is a science that studies the influences of our situations, with special attention to how we view and affect one another. According to this curriculum, the students can have a deep understanding of the core contents of social psychology including social thinking, social influence and social relations. At the same time, they can learn and grasp some research methods of social psychology. As the basic major course of human resource management major, social psychology provides the psychological foundation for students to study other major courses.



## 《商务 仪》

	<b>0RL05601</b>		<b>2</b>
	<b>32</b>	<b>/</b>	
			<b>Business Proprieties</b>

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2	2.1 2.2 2.3 2.4		8
3	3.1 3.2 3.3		8
4	4.1 4.2 4.3 4.4 4.5 4.6 4.7		6
5	5.1 5.2 5.3 5.4		4
6	6.1 6.2 6.3		4
			32

60%

40%

2004.7

The course is a major elective course for the undergraduates in the major of human resource management and it is about business people, business activities and the relative code of conduct. The purpose is to help the students improve the level of business proprieties and behave properly by way of introducing the features, the key points and the standards.

The course will make a comprehensive state and train the students from different perspectives and levels. The process involves listening, watching, doing and practicing which stimulates students' interest so that the students would like to apply what they have learned in daily life. The course should help the students grasp and understand business etiquette knowledge and practice more deeply to use them in communication, cooperation and shape a good personal and corporate image.

# 《人力 源 战 决 模拟》

	<b>0BS05616</b>		<b>1</b>
	<b>1</b>	<b>/</b>	<b>0 1</b>
			<b>Decision Simulation of Strategic Human Resource Management</b>

HR

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This practical course is set to help undergraduates who have been familiar with basic knowledge and flow of HRM through the course of Introduction to Human Resource Management build up their strategic consciousness and systematic concept to analyze and understand HRM problems.

A business competitive simulation environment set up with the help of business cases and human Resources electronic countermeasures system software is reconciling HRM knowledge about training and development, recruiting, performance management, compensation management. At the same time, other management knowledge and skill can accumulate such as organization design, strategic plan, market management, finance management, teamwork, communication, execution and so on. In such an experimental environment, students will simulate strategic HRM decision several times, and discuss and summarize.

By this practical course, undergraduates can apprehend deeply the decision rule and operation flow of strategic human resource management. At the same time, their operation skill and practical ability can improve.

# 《 实 查 》

	<b>0BS05907</b>		<b>1</b>
	<b>1</b>	/	<b>1 0</b>
			<b>Management Practice Survey</b>

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**Basic contents** Management practice survey is the starting point of the whole courses. It contains the visit to firms and the survey of firms. Students need to design the plan for investigation and proceed the business survey at least for one week under the direction of teachers. Finally, accomplish their report according to the plan.

**Objectives:** give the students some perceptual knowledge of the real business firms and establish connections between the study and their future work.

1. Visit one or more entrepreneurs to have a brief look about the current situation and management of human resource.


### 《微 济学》

	<b>0BL05920</b>		<b>2.5</b>
	<b>40</b>	/	<b>0            0</b>
			<b>Microeconomics</b>

### 《心 测 》

	<b>0BL05622</b>		<b>2.5</b>
	<b>40</b>	/	<b>0            0</b>
			<b>Psychological Measurement</b>

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6		,	4
7			2
8			4
9			4
10			2
11			2



3:7

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| 1. |      | 2011 |
| 2. |      | 2003 |
| 3. | 2001 |      |
| 4  | 2002 |      |
|    | 1987 |      |

Psychological research is a theoretical and practical course. It is one of the

personality, attitude and various test basic principle and operation procedure. " Psychological measurement" curriculum design will help students have the opportunity to personally carry out psychological test practice. During course constructing of several years, we have formed a teaching book, opening experiment and course design.

## 《压力》

	<b>ORL05610</b>		<b>2</b>
	<b>32</b>	/	<b>0 0</b>
			<b>Managing Stress</b>

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3			4
4			4
5			10
6			2
7			4
			32

	40%	+	60%
1.			2008.7
2.			2008 5
1.			2011 8
2.			2008 9
3.			2007 5

With the development of economy and globalization, people face more and more stress. How to effectively manage stress is very critical for people's physical and mental health, and career development. According to this curriculum, the students can have a deep understanding of the nature, the causes and the influences of stress so as to treat it appropriately. Meanwhile, the students can also grasp the tactics of stress management which can help them promote the work life quality of themselves and others.

As one of the most important selective courses of human resource management major, managing stress provides extra interpersonal management skills for students.

## 《 会 学 》

	<b>0BS05902</b>		<b>1</b>
	<b>1</b>		<b>1</b>

			<b>Accounting Course Training</b>

## 《人才测 工具使 与 》

	<b>0BS05617</b>		<b>2</b>
	<b>2</b>	<b>/</b>	<b>2 0</b>
			<b>Use and Design of Talent Assessment Tools</b>

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1		4			
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3		2			
4		2			
5		2			
6		2			
7		4			
8		4			

		2011
1.		2003
2.	2001	
3.	2002	
4		1987

This course aims to improve the students' ability to practice the personnel assessment tool, which is the basis of scientific recruitment. In the curriculum design process, firstly, we require students to be able to use the existing test software. At the same time, they can actually use classic psychological measurement tools. Then they will be asked to design and standardize questionnaire according to the research purpose. In the operation of the classic psychological test, we use role play and situation methods; let students learn how to use software by the actual computer operation; let students master the whole questionnaire design process by collecting and computing data by the indoor and outdoor situation. Through the study of this course, students are able to master the methods and techniques of preparation, implementation and application of the talent assessment tools. In the practice of design activities, we let the students try to prepare assessment tools, calculate the corresponding statistical indicators, using classical assessment tools to carry out personnel evaluation, to improve their practical ability of design and application of assessment tools.

## 《宏 济学》

	<b>0BL05902</b>		<b>2.5</b>
	<b>40</b>	/	<b>0          0</b>
			<b>Macroeconomics</b>


## 《应 学》

	<b>0BL05121</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>
			<b>Applied Statistics</b>

## 《工作分析》

	<b>0BH05603</b>		<b>2</b>
	<b>32</b>	/	<b>8 0</b>
			<b>Job Analysis</b>

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2		4			

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2010

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Job design and analysis is one of the basic methods and techniques in human resources management. It is the basic link in the human resources management system. Based on the specific job analysis, it will solve what to do of the job? who will do? what is Main responsibility? what is Position goal? How is working environment? What about the working relationship? etc. The main contents is to collect data, to select and implement analysis technology, to overall evaluate data, to write job description, to assess the work outcomes, to determine the compensation level and etc. Whether an enterprise has a perfect job analysis or the job analysis is suitably, timely, it will directly affect each link of human resources management activities in an enterprise. So that, it is a basic symbol of whether an enterprise has human resources management system or not. It is also a basic technology of students who major in human resources management. After the course learning, students would master a variety of different analysis method and its applications, independently design the questionnaire and observation scheme, write the standardized job description, design simple work plan according to the specific circumstances.

## 《员工招 》

	<b>0BH05605</b>		<b>2.5</b>
	<b>40</b>	/	<b>4          4</b>
			<b>Recruiting Staff</b>

3 4

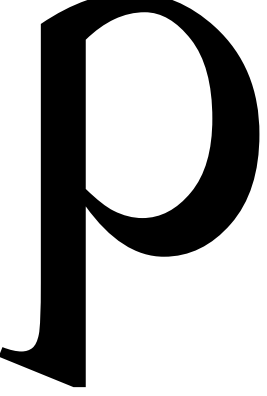
3. :



8	8.1 8.2 8.3		3
9	9.1 9.2 9.3 9.4		2
			32

				/	
1		2	PC 5.4		
2	--	1	PC 5.4		
3	---	1	PC 5.4		
4		2	PC 6.4		
5	BEI	2	BEI PC 6.4		





	70%			80%	30%
		20%	50%	50%	
			80% +	20%	
					2007
1.		( )		2014.7	
2.				2015.7	
3.				2006.3	

Basic content Recruiting Staff is a professional course offered to students of Human Resource Management.It elaborates the standardization procedure of Recruiting,the skf n


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1	1.1 1.2 1.3 1.4 1.5		2
2	2.1 2.2		2
3	3.1 3.2 3.3		4
4	4.1 4.2 4.3 4.4		4

5	5.1 5.2 5.3 5.4 5.5 5.6		4
6	6.1 6.2 6.3		4
7	7.1 7.2 7.3 7.4		4
8	8.1 8.2		2
9	9.1 9.2 9.3 9.4 9.5		4
10	10.1 10.2 10.3		2

30%+

70%

2011

2012

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This course study a variety of labor relations in the market economy, especially the establishment of labor relations in enterprises, maintain, coordination and lifting. The core of this course is the rights and obligations of both employers and employees. Labor relations is an important element of human resource management. The courses is a strong application course.

China's labor relations is becoming a major issue in the process of economic development and sensitive social issues. Learning of this course is to enable students to understand the general theory of labor relations, school, system mode, especially in the most acute period of labor relations legislation, policies and experience. Explore the development direction of contemporary labor relations system based on analysis of the current situation of China's labor relations, as well as the adjustment mode.

## 《 人 力 源 取 技 术 》

	<b>0BS05618</b>		<b>1</b>
	<b>1</b>	/	<b>0      1</b>
			<b>Human Resource Acquisition Technology Training</b>

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2		4	PC		
3		4	PC		
4		3	BEI		

				/	
			PC		
5		1	PC		

3:4:3

30% +

40% +

30%

1.

2006.3

2.

2013.1

Basic content This course is a practical course of human resource management, to understand the actual process of the enterprise personnel to obtain the actual problems in the

process of solving the personnel, training students practical ability. The main contents include the development of human resources planning and recruitment plan; job description writing; recruitment channel selection; recruitment information; resume selection, written examination, interview, design quality evaluation technology simulation technology.

Teaching goal: Through the course training, students have the ability to effectively carry out the recruitment, selection, employment and other work, and master the professional skills of talent acquisition. Asked the students according to the needs of enterprises to develop human resources recruitment plan, Design Institute of advertisement, accounting recruitment cost and selecting effective recruitment channels; the design specification of different positions, the design of examination questions, the organization of the examination and interview, and according to the results of the selection of suitable personnel.

## 《专业 实习》

	<b>0BS05602</b>		<b>2</b>
	<b>2</b>	/	<b>2 0</b>
			<b>Professional Knowledge Practice</b>

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# GENERAL

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Basic content: Professional knowledge management is laid the foundation of the first 2 years professional course study, after the study of management practice survey. This course integrates the first two years learning professional knowledge, and guides students to understand the social knowledge management practice, trains students' understanding of the work and makes adaptation for the work ability. The practice involves human resource management situation, job analysis, recruitment and other human resources management practice would be related. The students are required

## 《 查与实 》

	<b>0BS05401</b>		<b>1</b>
	<b>1</b>	/	
			<b>Statistical Investigation and Practice</b>

## 《 务 》

	<b>0BL05907</b>		<b>2.5</b>
	<b>40</b>		
			<b>Financial Management</b>

## 《 》

	<b>0BL05122</b>		<b>2.5</b>
	<b>40</b>	/	<b>0          0</b>
			<b>Operations Management</b>

## 《企业伦 与会 任》

	<b>0BL05450</b>		<b>2</b>
	<b>32</b>	/	
			<b>Business Ethics and Social Responsibility</b>

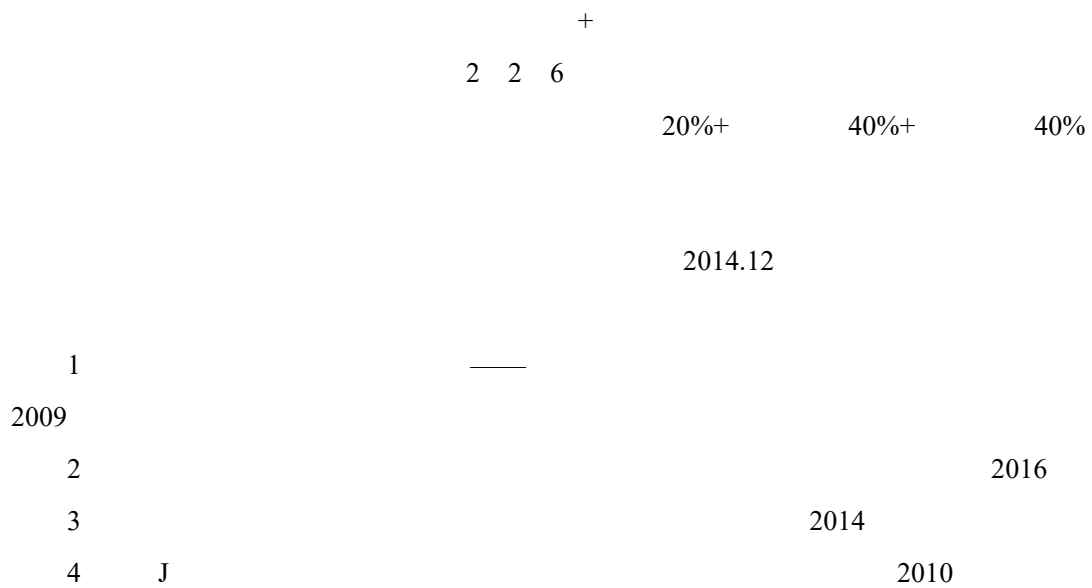
## 《劳动 济学》

	<b>0BH05602</b>		<b>2.5</b>
	<b>40</b>	/	<b>8            0</b>
			<b>Labor Economics</b>

1	1.1 1.2 1.3 1.4		2
2	2.1 2.2 2.3  2.4 2.5		6
3	3.1 3.2 3.3 3.4  3.5		6
4	4.1 4.2 4.3		4
5	5.1 5.2 5.3 5.4		3
6	6.1 6.2 6.3 6.4		3

7	7.1 7.2 7.3		2
8	8.1 8.2 8.3 8.4 8.5	—	3
9	9.1 9.2 9.3		3

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1		4	3 1 4 PC	2 30 2	
2		4	2 1 4 PC	30 10 30 2	3



Labor economics is the specialized fundamental course for the students of Human Resource Management. As an important branch of Economics, labor economics aims at studying the labor market and the changes on it. The course includes: labor supply and demand, the theory of human capital, labor migration, compensation system, labor market discrimination, income distribution and unemployment. With the depending of reform and the rapid development of market economy, we should pay more attention to the labor market. This course will help students of HRM to learn the basic theoretical concept, to understand how the labor market work and to analysis the hot issues of labor market.

## 《劳动政 与法 》

	<b>0BL05618</b>		<b>2</b>
	<b>32</b>	/	<b>0</b>
			<b>Labor Regulations and Policies</b>

1	1.1 1.2 1.3		4
2	2.1 2.2 2.3 2.4		4
3	3.1 3.2 3.3 3.4		4

4	4.1 4.2 4.3		6
5	5.1 5.2 5.3 5.4		6
6	6.1 6.2 6.3		4
7	7.1 7.2		4

30%+

70%

2014



This course is a human resources management professional basic course. This course is the interpretation of labor policies and regulations related to human resources management. This course focuses on the policies and regulations of the national labor relations adjustment, social security. This course is a supplement to the labor law.

Students need master a large number of relevant national laws and regulations, in addition to labor relations in the labor law, labor contract law basics in personnel management practice. Learning through the course, students familiar text with the terms of the policies and regulations related to work, and to lay the legal basis for the actual work-oriented students after graduation.

### 《培 与开发》

	<b>0BL05613</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Training and Development</b>

HRM

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      2.2

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      3.2  
      3.3

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## HRM

As an important field of human resource management system in modern enterprises, training and development plays the role of talent development. The fact has been extensively accepted is that the organizations which have invested a lot in training and developing their staff individuals would achieve better performance than the ones haven't. Moreover, they may be good to adapt to the changes and challenges. Now more and more organizations recognize the importance of the value of training and development.

By learning this course, students can apprehend the basic concepts and roles of training and development in HRMS, be familiar with the key processes such as analysis of training needs, the institution of training scheme and the assessment of training effect, catch on the advantages and shortcoming of the modern training methods in order to apply them properly.

### 《 效 》

	<b>0BH05606</b>		<b>2</b>
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			<b>Performance Management</b>

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Herman Aguinis

2013,10

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Herman Aguinis

2012.08

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design the indicators and standards of performance evaluation, design the performance management schemes, and select the appropriate tools of performance management.

## 《人力 源 专业 (1)(2)》

	<b>0BL05619 0BL05620</b>		<b>4</b>
	<b>64</b>	/	<b>0 0</b>
			<b>Professional English for Human Resource Management</b>

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# HRM



1	<p>Chapter1: An overview of human resource management</p> <p>1.1 What is human resource management</p> <p>1.2 Why is good human management important</p> <p>1.3 What are the typical HRM practices and activities</p> <p>1.4 The changing role of HRM</p> <p>1.5 The changing environment of HRM</p> <p>1.6 How does HRM relate to other management tasks</p> <p>1.7 HRM as strategic contributor in organization</p>	<p>Grasp the key words and expressions of this chapter; Understand the meaning and the role of human resource management in contemporary organizations.</p>	6
2	<p>Chapter 2 Job analysis and job design</p> <p>2.1 The nature of job analysis</p> <p>2.2 The nature of job design</p> <p>Other related reading material</p>	<p>Grasp the key words and expressions of this chapter; Grasp the methods of job analysis; Know the approaches to job design.</p>	4
3	<p>Related case analysis presentation 1</p> <p>Related case analysis presentation 2</p>	<p>Illuminate the case first, then discuss the answers of the questions prepared by the case with the classmates, and give the summary of the case presented finally</p>	2chapter
4	<p>Chapter3 Human resource planning</p> <p>3.1 HR planning process</p> <p>3.2 Scanning the external environment</p> <p>3.3 Internal assessment of the organizational workforce</p> <p>3.4 Forecasting HR supply and demand</p> <p>3.5 Managing human resource surplus or shortage</p> <p>3.6 Human resource information systems</p> <p>Other related reading material</p>	<p>Grasp the key words and expressions of this chapter; Grasp the methods of forecasting HR supply and demand; Know how to manage human resource surplus</p>	

	4.1 Labor markets components 4.2 Recruiting source choices: internal vs external 4.3 Internal recruiting 4.4 External recruiting 4.5 Internet recruiting	of this chapter; Know the sources, advantages and disadvantages of internal and external recruitment	
7	Related case analysis presentation 5 Related case analysis presentation 6	Illuminate the case first, then discuss the answers of the questions prepared by the case with the classmates, and give the summary of the case presented finally	2
8	Chapter 5 Selection and placement 5.1 The selection process 5.2 Selection testing 5.3 Selection interviewing 5.4 Placement	Grasp the key words and expressions of this chapter; Understand the types of selection interviews; Know the types of selection tests	4
9	Related case analysis presentation 7 Related case analysis presentation 8	Illuminate the case first, then discuss the answers of the questions prepared by the case with the classmates, and give the summary of the case presented finally	2
10	Related case analysis presentation 9 Related case analysis presentation 10	Illuminate the case first, then discuss the answers of the questions prepared by the case with the classmates, and give the summary of the case presented finally	2
11	Chapter 6 Training and development 6.1 Strategic training 6.2 The training process 6.3 Developing human resource Other related reading materials	Grasp the key words and expressions of this chapter; Understand the differences between human resource development and human resource training; Know the key considerations when designing training	4
12	Chapter 7 Performance management and appraisal 7.1 Identifying and measuring employee performance 7.2 Appraising employee performance 7.3 Methods for appraising performance 7.4 Appraisal feedback Other related reading materials	Grasp the key words and expressions of this chapter; Understand the methods of performance management; Know the sources of appraisal information	6
13	Related latest theoretical article presentation 1	Elaborate the main content of the	2

	Related latest theoretical article presentation 2	article first, then answer the questions provided by the classmates, and give the brief summary of the article finally	
14	Chapter8 Compensation strategies and practices 8.1 Type of compensation 8.2 Perceptions of compensation fairness 8.3 Development of a base pay system Other related reading materials	Grasp the key words and expressions of this chapter; Understand the justice in compensation; Know how to develop a base pay system;	4
15	Related latest theoretical article presentation 3 Related latest theoretical article presentation 4	Elaborate the main content of the article first, then answer the questions provided by the classmates, and give the brief summary of the article finally	2
16	Chapter 9 Incentives and benefits 9.1 Type of incentives 9.2 Employees benefits Other related reading materials	Grasp the key words and expressions of this chapter; Know the types of incentives and benefits	4
17	Related latest theoretical article presentation 5 Related latest theoretical article presentation 6	Elaborate the main content of the article first, then answer the questions provided by the classmates, and give the brief summary of the article finally	2
18	Chapter10 Global human resource management 10.1 Factors affecting GHRM 10.2 Staffing global assignments 10.3 Global assignment management Other related reading materials	Grasp the key words and expressions of this chapter; Grasp the types of global employees; Know the factors affecting GHRM	4
19	Related latest theoretical article presentation 7 Related latest theoretical article presentation 8	Elaborate the main content of the article first, then answer the questions provided by the classmates, and give the brief summary of the article finally	2
20	Related latest theoretical article presentation 9 Related latest theoretical article presentation 10	Elaborate the main content of the article first, then answer the questions provided by the classmates, and give the brief summary of the article finally	2
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## 《企业文化》

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			<b>Corporate Culture</b>

## 《 导学 》

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			<b>Leadership in Organizations</b>

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This course is set as an Elective major course for Human Resources Management undergraduate, mainly teaching them leadership behavior theories in different organizations. The theoretical basis of this course is behavioral and management science, so management principles and organizational behaviors are header for this course. Through the study of this course, Students can have a comprehensive understanding of the rules and characteristics of leadership behavior, and improve their ability in predicting and explaining, controlling the leadership behavior and build their own influence, which leads to a better and effective performance in their future management jobs. This course emphasizing the theoretical and practical combination has two teaching missions: Firstly, enable students to master the basic theory on leadership behavior; secondly, enable students to strive to integrate theory with practice, applying theory to analyze and

solve management problems.

## 《人力 源开发流 模拟》

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			<b>Simulation of Human Resource Development Process</b>

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As an important practical link, this course is set to deepen and continue the theory teaching in the course of Training and Development. During the course, students must complete experiment assignment such as analyzing training needs, instituting training scheme and assessing training effect. Via these practices, students can apprehend the key processes, basic concepts, flow and methods about Training and Development. Moreover, it can afford the undergraduates an opportunity to apply theories into practices. Thus, their theoretic knowledge and practical skills will improve.

### 《 效 核方案 》

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			<b>The Program Design for Performance Measure</b>

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**Basic content** This course is a practical teaching part which follows the theoretical course performance management. In this course, students are divided into groups and complete the establishment of performance management institutions including organizational strategy analysis, data analysis, index design, standard design, project design and compensation institution establishment using the laboratory simulative context.

The ultimate objective of this course is to cultivate the students with the practical abilities of realizing the performance problems and designing performance evaluation related projects. The specific points are as below:

1. Analyze the organization's strategy and design performance indices;
2. Design KPI library;
3. Design behavioral rating scales and design multisource appraisal schemes;
4. Complete the performance management institutions.

## 《企业战》

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			<b>Strategic Management</b>

## 《会保学》

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			<b>Social Security</b>

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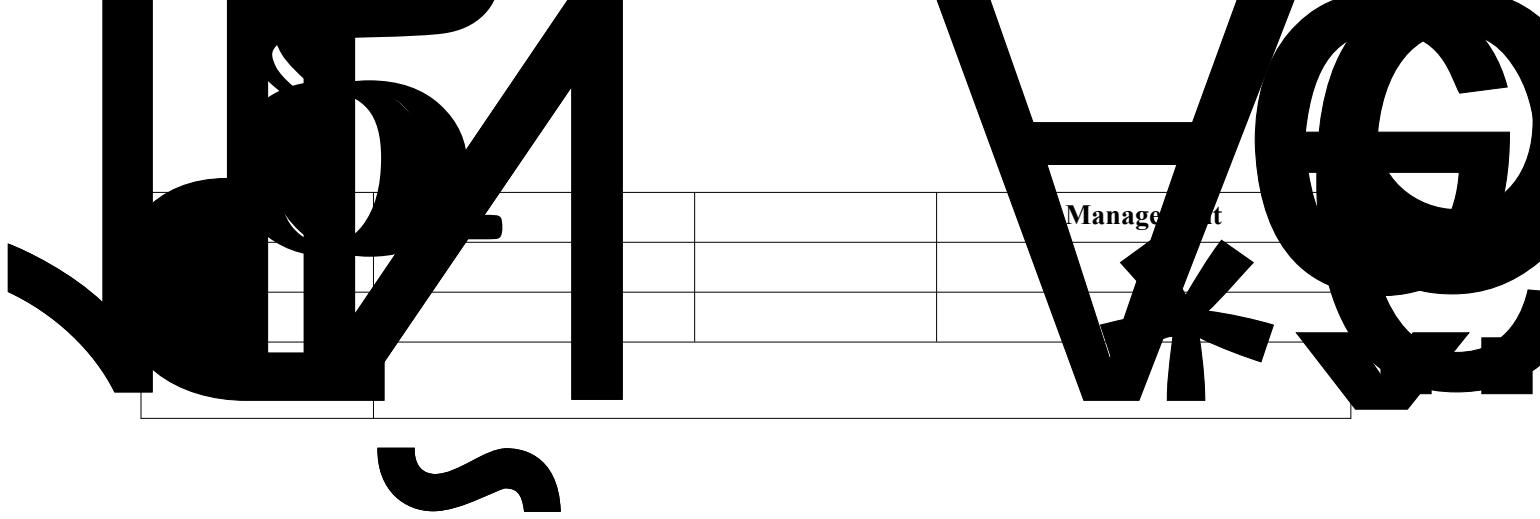
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to social stability and economic operation. It is not only a professional skill of human resources major, but also a significant interest to every social member. Social security is the content of enterprises employee benefits and payment management which are important talent incentive strategies of enterprise, in addition, the social security fund is one of involving cash expenditure and income structure. Therefore, the course is necessary for human resources major.

The objectives of this course are to enable students to understand the social security system, reform and development. Students should get hold of the basic concept, the essential characters and the operation principles, understand the reform practice of foreign social security and be familiar with the basic principle of social insurance, solve social security problems in payment management and employee benefits of enterprises. With the learning of this course, students can build a sound foundation for their future human resource management ]





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**Basic content** This course is the core courses of human resource management professional, one of six human resource management modules. Compensation and benefit management , employee recruitment , performance management and labor relation ,all the four courses are composed of Main teaching system

The teaching contents include not only theoretical knowledge about incentives and compensation such as Job-based Pay, Skill/competency based Pay, broadbanding compensation, performance rewarding, and benefit based compensation, but also compensation management techniques with job evaluation, the design of salary structure and pay grade, the plan of

performance based incentive, and the compensation scheme designs of different types of employees as the cores.

Objectives:

- 1 Master incentive theory
- 2 Be Familiar with Total reward system
- 3 Be proficiency in the use of compensation design tools.

## 《 人 力 源 件 应 》

	<b>0BH05601</b>		<b>2</b>
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			<b>Application of Human Resource Management Software</b>





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It has become an irreversible trend to apply information technology in management in the 21st century. The application of human resource management software grows more and more popular. The undergraduates of HRM major had better contact HRMS software in university for them to obtain an advantage. Thus, this course is set.

This course divides into two parts, theoretical teaching and computer operation. Students will catch on basic thinking and flow in theory teaching, while students will operate HRMS software.

By learning this course, students can understand e-HRMS deeply and visually. They can also deepen the understanding of the theoretic HRM knowledge and acquire the operation skills of human resource management software. Moreover, the strict operation order and data sharing relationship in software can make students understand easily the systematic and collaborative relationship of HRMS. With their improvement in theoretic knowledge and practical skills, the students will enhance their career adjustability in HRM working in all kinds of organizations.



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Operational Research is a subject that applies analysis, experiment and quantification method to co-ordinate human resources, material resources and financial resources in management field and system, and provide decision makers with scientific basis for the optimal solution to achieve the most effective management. With the accelerating process of management modernization and scientization, Operational Research has permeated and blended with modern applied mathematics and computer technology and become an interdisciplinary subject. Its main content is to refine some universal resource operation problems emerging in the process of the production and management and then make comprehensive use of mathematics, statistics and electronic computer technology for analysis, computing, put forward a comprehensive and reasonable arrangements to explore the most effective working methods or optimal decisions. In the shortest possible time, with the least resources input to achieve the maximum output effect. This course is mainly to research and discuss the wide range of research and application areas, analytical thinking patterns and quantitative decision-making methods from the perspective of quantitative analysis and decision-making.

### 《 互 》

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			<b>Internet Finance</b>

### 《 业 涯 》

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			<b>Career Management</b>

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This course is one of professional elective courses for students who major in human resources management. It is an important part in the human resources management courses system. In the curriculum system of human resources management, with <staff training>, they constitute the main framework of the development of human resources management. Aims of the course is to train students to have the ideas and skills in the occupation planning and occupation management. The idea of this course is " employment is not equal to find work, but to search for the starting point for occupation career " . Teaching the students to have knowledge and skills to find a job, to cultivate students' ability to survive, to planning a reasonable occupation career according to their professional characteristics and personal characteristics, combined with the future social development, to look for an ideal occupation which has developmental space and using their full potential. We try to help students establish the ideal of " employment is not equal to find work, but to search for the starting point for occupation career ", and we strive to make students understand that the choice of occupation is to choose life, to choose a life.

## 《人力 源 文书写作》

	<b>0RH05601</b>		<b>1</b>
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			<b>Human Resource Management Document Writing</b>

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The basic contents: This is a practical skill course for human resources management, it trains the document writing with administrative management, planning decisions and day-to-day business. The content includes administrative documents writing, planning decisions document writing, recruitment document, training and developing document, performance management document, wages and benefits document, deployment flow document and labor dispute document..

Teaching objectives: With the study of this course our students can be familiar with the document writing of various types of HR practice as well as acquire the content, form and writing skills of different HR documents with the methods of filling the gap in order to lay a solid foundation on the HR works after entering the job market.

### 《 励性报 体 》

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			<b>Incentive Rewards System Design</b>

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**Basic content** This course is a practice teaching link after the course of compensation and benefit management. It contains the establishment of the compensation system, which is comprised of individual research, data analysis, job evaluation, designing basic compensation system and additional compensation. Students are required to divide into several groups and finish it independently by the direction of instructors within one week.

The main issues are the enterprise strategic analysis, compensation principle set, compensation market survey, compensation structure analysis, job evaluation, performance compensation plan, benefit scheme design, etc.

**Objectives:**

1. Analyze the practice of enterprise's strategy
2. Investigate compensation situation and evaluate jobs independently
3. Design performance incentive Plans and benefit Plans.
4. Consummate the institution of compensation Strategy

## 《专业实习》

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			<b>Professional Practice</b>

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Basic contents Professional practice based on the completion of most of the professional courses. Practice contents are involved in personnel recruitment, training and development, performance evaluation, salary benefit management, labor relationship management , human resources management and other related practice work. Students are required for the completion of looking for internships, working in practice, writing study diary and the internship report.

Objectives: Through the internship students get the first-hand experience of human resources management practice.

- 1 Card professional knowledge further consolidate the connection of theory and the reality
- 2 Strengthen the practice ability
- 3 Found the insufficiency of their own theory study

## 《互 人 力 源 专 》

	<b>0BL05621</b>		<b>2</b>
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			<b>Specific Theme of Internet Human Resource Management</b>

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This course focuses on Internet+ of human resource management topics, detailed analysis of the main features of the InternetAge .It explores the development trend and function of human resources management under the background of Internet. The innovation and practice of employee recruitment, training and development, performance appraisal, compensation and benefits managements excavated. Data mining, as a new discipline, has shown great vitality in its formation and development. Human resource managers need to understand and master it urgently.

The students master the operation method of mining software Internet plus the era of staff recruitment, training and development, performance appraisal and compensation aspects of innovation and human resource data.through the study of human resource management and human resources data mining knowledge.

## 《 文化沟 》

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			<b>Intercultural Communication</b>

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			<b>Knowledge Management</b>

《 **人 力 源**            》

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			<b>Human Resource Statistics</b>

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With the development of market economy, the data accumulation of statistics and the improving management, the manager pay more attentions to quantitative analysis on human resource. This course mainly introduced the basic theory of human resource statistics,



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New venture is very different in human resource management from large-sized enterprises. In order to find out the feature and basic law of human resource management and explore the source of competitive advantages of start-ups, this course is set.

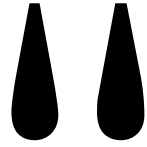
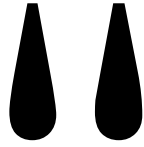
By learning this course, students can cognize the nature and basic law of entrepreneurial activity, apprehend the feature and core of human resource management of new venture, be familiar with the role of entrepreneur and methods of setting up and managing entrepreneurial team, analyze main problems about recruitment, training and development, performance management, compensation and benefits management, and catch on corresponding methods, tools and processes.

## 《企业 模拟》

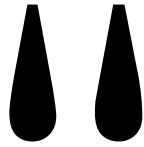
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			<b>Simulated Practice for Enterprise Management</b>

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This course is a practical compulsory course for undergraduates majored in Human Resource Management. The course is to adopt the TOP-BOSS software system to simulate the enterprise strategic management on the computers. During the teaching process, the grouping students will establish several imaginary enterprises, facing the intense competitions under the simulated industry environment with persistent aim to pursuing the maximum NPV in the enterprise investment term. The students will assume the positions equivalent to the middle and senior managers in enterprise, and will make operating decisions according to the enterprise operation conditions. The diverse enterprises' operating performance in competition will reflect the diversity of the degree on learning and understanding the knowledge and the capability of solving problems of the enterprises' managers – the students.

The aim of the course is to facilitate the students to comprehend the overall knowledge in the courses related to enterprise strategic management, by making decisions on the issues about the price, marketing and investment in the competing market, and on the basis of mastering the fundamental knowledge in the subjects of Management Science, Strategic Management, and Accounting. Furthermore, another goal of the course is to enhance the students' capability in solving problems, which covers possessing the basic ability of investigation and analysis, being able to researching and analyzing the complicated business management issues via scientific

methods, and then making a rational and effective conclusion with integrating the relative information.

## 《EXCEL 人 力 源 应 》

	<b>0BS05615</b>		<b>1</b>
	<b>1</b>	/	<b>0 1</b>
	<b>EXCEL</b>		<b>Application of Excel in Human Resource Management</b>

Excel

Excel

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Excel

				/	
1	Excel	4	Excel		

				/	
			PC Excel		
2	Excel	4	Excel		
			PC Excel		
3	Excel	3	Excel		
			PC Excel		
4	Excel	3	Excel		
			PC Excel		
5	Excel	4	Excel		
			PC Excel		
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			PC Excel		

Excel

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“EXCEL ”

1. Excel 2010 2010.11
2. Excel 2010 2011.9

Excel

Excel

Excel

~~A~~ As a compulsory experimental course of human resource management major, this curriculum is set for improving students' practical ability. It can hel

			<b>Management Innovation and Practice</b>

《 专业 合实 》

	<b>0RS05902</b>		<b>4</b>
	<b>4</b>	<b>/</b>	<b>80</b>
			<b>Comprehensive Multi-disciplinary Practical Training</b>

《 业拓展 》

	<b>0RS05402</b>		<b>1</b>
	<b>16</b>	<b>/</b>	
			<b>Professional Development Training</b>



## 《毕业实习》

	<b>0BS05622</b>		<b>2.5</b>
	<b>5</b>	<b>/</b>	<b>5 0</b>
			<b>Graduation Practice</b>

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Basic contents: graduation practice of university course education is the last link of undergraduate education, which is the most important practical teaching link. Graduation practice combined with the study of four years' theory knowledge, training students' analysis ability, real operating ability and the employment ability in the field of human resource management, which includes strategic planning, staff recruitment, training and development, performance management, salary welfare management, labor relationship management, etc. Practice process is divided into three stages which include practice preparation, data gathering (internship), practice and thesis summarizes. To accomplish those goals, teachers guide the students to read references, understand the general knowledge of the thesis writing, master the basic method of data collection. Through the graduation practice, students analyze the topics which are appropriate for deeper studying, collect relevant data, determine the thesis. Finally, summarize the work of graduation practice and write practice report.

Objectives: the practice is aimed at the integration of the basic theory ,professional knowledge and research methods of the students' four years' learning in the university to develop their ability of comprehensive and independent analysis and problem solving skills. There are three specific goals:

1. Training professional skills
2. Clear thesis
3. Training employment ability

# 《毕业 文》

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0BS05623

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Graduation Thesis

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Basic contents: graduation thesis is to implement an important part of the undergraduate training objective is to enable the students will learn the basic theories, knowledge and skills, be comprehensive, mastery and further deepen and apply a basic training.

Objectives: to cultivate the students ' needs for four years theory analysis, problem-solving ability and innovative consciousness and its preliminary exercise engaged in scientific research and design development. This requires students to professional skills and ability to work independently are trained, such as: research, check out comparison of domestic and foreign literatures, programmes and demonstration and experiments, data analysis and processing, and writing papers.

Graduation thesis text includes reviews, ask questions, analysis, results and discussion, conclusions. The normal steps include:

1. Going graduation practice;
2. According to practice, do a thesis;
3. Dissertation proposal, design thesis programmes;
4. Reading rich theoretical knowledge;
5. Data collection, design models.

# 工 专业

## 《 学 》

	<b>0BL05904</b>		<b>2.5</b>
	<b>40</b>	/	
			<b>Principle of Management</b>

## 《 办 公 件 应 》

	<b>0BS05906</b>		<b>1</b>
	<b>1</b>	/	<b>1</b>
			<b>Office Software Application</b>

## 《 实 查 》

	<b>0BS05907</b>		<b>1</b>
	<b>1</b>	/	<b>0 0</b>
			<b>Management Practice Investigation</b>

## 《会 学》

	<b>0BH05901</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	
			<b>Accounting</b>

## 《互 +与 代企业 》

	<b>0BL05417</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0            0</b>
	<b>+</b>		<b>Internet+ in Enterprises' Management</b>

+

## 《大数据分析挖掘》

	<b>0RL05425</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0            32</b>
			<b>Big Data Analysis and Mining</b>



## 《企业战》

	<b>0BL05919</b> <b>0RL05206</b>		<b>2</b>
	<b>32</b>	/	<b>0            0</b>
			<b>Strategic Management</b>

## 《应 学》

	<b>0BL05121</b>		<b>2.5</b>
	<b>40</b>	/	<b>0            0</b>
			<b>Applied Statistics</b>

## 《 决 与模型》

	<b>0BH05407</b>		<b>2</b>
	<b>32</b>	/	<b>0            0</b>
			<b>Management Decision and Modeling</b>
	<b>C</b>		

## 《专业 实习》

	<b>0BS05403</b>		<b>2</b>
	<b>2</b>	<b>/</b>	
			<b>Practice of Professional Knowledge</b>

## 《 文化》

	<b>0RL05706</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0            0</b>
			<b>Quality Culture</b>

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1	1.1 1.2 1.3		2
2	2.1 2.2 2.3 2.4 2.5		6
3	3.1 3.2 3.3 3.4 3.5 3.6 3.7		8
4	4.1 4.2 4.3		2
5	5.1 5.2 5.3 5.4		2
6	6.1 6.2 6.3 6.4		8
7	7.1 7.2		4
			32

- 1.
- 30-40% 2.
- 60-70%
- , , ,2011
1. , 2016
- 2 2009
3. 4
- 2009

The course of quality culture is an elective course for undergraduates in the major of quality management. Its purpose is to make the students through the course of study, understand the theory tracing of enterprise culture and quality culture, master relevant concepts of quality culture, understanding the function of quality culture, mastering the level of quality culture, understanding the basic framework of enterprise quality culture, mastering the implementation path of enterprise construction quality culture. This task of the course is though theory and case teaching to understand the relationship between quality culture and quality management, and lay the foundation for the study of quality management related courses.

《            》

	<b>0RL05424</b>		<b>2</b>
	<b>32</b>		
			<b>Risk Management</b>

《            学            》

	<b>0BL05414</b>		<b>3</b>
	<b>48</b>	/	
			<b>Operational Research</b>

《 工业工 概            》

	<b>0BL05702</b>		<b>2</b>
	<b>32</b>	/	<b>0</b>
			<b>Induction to Industry Engineering</b>

《            》

	<b>0BL05422</b>		<b>2</b>
	<b>32</b>	/	

			<b>Project Management</b>

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1	1.1 1.2 1.3 1.4		2
2	2.1 2.2 2.3 2.4 2.5		4
3	3.1 3.2 3.3 3.4 3.5 3.6 3.7		6

4	4.1 4.2 4.3 4.4		4
5	5.1 5.2 5.3 5.4 5.5 5.6		6
6	6.1 6.2 6.3 6.4 6.5 6.6		4
7	7.1 7.2 7.3 7.4 7.5		2
8	8.1 8.2 8.3		2
9	9.1 9.2 9.3 9.4		2
			32

30%( ) 70%

2013.12  
2012.10

Project management, used as a kind of particular managerial method, appeared first in the United States. This course mainly including basic concept of project management, project organizing, project manager, the project target and scope management, project planning, project estimation and budgeting, the progress of project planning, project resources management, project trailing and control, project risk management, project auditing, project communication and conflict management, project purchase and distribution, project terminating, CAD of project management introduction and application, etc. The course will teach the content as to USA project management knowledge system.

Through studying, students master the theory and management way in the whole body: from startup, plan, implement to finish project; the course will help students to train ability of project-identify project, feasibility research, project planning and control technology, more important thing is to solve practice problem by above studied knowledge.

《 》

	<b>0XL05401</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0 0</b>
			<b>Quality Management</b>




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1	1.1 1.2 1.3 1.4 1.5 1.6		4
2	2.1 2.2 2.3		3
3	3.1 3.2 3.3 3.4 3.5 3.6		8

4	4.1 4.2 4.3 4.5		6
5	5.1 6SIGMA 5.2 6SIGMA 5.3 6SIGMA 5.4 6SIGMA	6SIGMA 6SIGMA 6SIGMA 6SIGMA	4
6	6.1 6.2 6.3 6.4 ISO9000  6.5 6.6 6.7 6.8	ISO9000 ISO9000	4
7	7.1 7.2 7.3 7.4		4
8	8.1 8.2 8.3 8.4		4
9	9.1 9.2 9.3 9.4 9.5		3

1.  
30-40%

《                    》

	<b>0BL05122</b>		<b>2.5</b>
	<b>40</b>	/	<b>0                    0</b>
			<b>Operations Management</b>

《    产    仿    及优化    》

	<b>0BS05404</b>		<b>2</b>
	<b>2</b>	/	
			<b>Simulation and Optimization of the Production Process</b>

《 供应 与 流    》

	<b>0RL05702</b>		<b>2</b>
	<b>32</b>	/	<b>0                    0</b>
			<b>Supply Chain and Logistics Management</b>

1	1.1 1.2 1.3 1.4 1.5	21	4
2	2.1 2.2 2.3		2
3	3.1		4



3.2  
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# 《 标准化与 》

	<b>0RL05701</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Standardization and Metrology Management</b>

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1	1.1 1.2 1.3 1.4 1.5 1.6		6

2	2.1 2.2 2.3 2.4 2.5 2.6 2.7		6
3	3.1 3.2 3.3 3.4	ISO9000	5
4	4.1 4.2 4.2 4.3		3
5	5.1 5.2 5.3 5.4		2
6	6.1 6.2 6.3 6.4		4
7	7.1 7.2 7.3 7.4		4
8	8.1 8.2		2
			32

1. 30-40%
  2. 60-70%
1. 2015
  2. 2014
  1. 2012
  2. , 2003
  3. , , 2013

The course of Standardization and Metrology Management is an elective course for undergraduates in the major of quality management. Its purpose is to make the students through the course of study, understand the basic theory of the standard and standardization, the system and type of standard, master the standardization of quality management, understand the measurement terms, master the basic content of measurement error, measurement accuracy and measurement uncertainty. This task of the course is through theory and case teaching to make the students build a solid theoretical basis of standardization and measurement theory as well as learn to help students to master the standardization and measurement of enterprise quality management.

《 专业 》

	<b>0BL05701</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>

			<b>Business English</b>

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1	Chapter1 Quality Management Standards 1. Lesson 1 Introduction to ISO 9000 Series Standards 2. Quality Management Principles 3. Understanding ' Design Control' -- the Clause 4.4 of ISO 9001 Standard	;	6

	4. Documentation Requirements of ISO 9000:2000		
2	Chapter2 Quality Management System 1.The Requirements of Establishing Quality Management System 2. The Control of Design and Development in Quality Management System 3.The Control of Production Process in Quality Management System 4. Implementation of Quality Management System	;	6
3	Chapter3 The Audit of Quality Management System 1.Introduction to the Audit of Quality Management System 2. The Types of Quality System Audit 3.Planning and Implementation of Quality System Audit 4.The Responsibility, Conclusion and Follow-up of Quality System Audit	;	6
4	Chapter4 Control of Inspection, Measuring and Test Process 1.Control of Inspection, Measuring and Test Equipment 2. The Control of Monitoring and Measuring Devices 3. Selection of Measuring Instruments 4. Introduction to the Measuring Tools	;	6
5	Chapter5 Quality Control Technology 1. Quality Function Deployment 2. Failure Modes and Effects Analysis (FMEA) 3. The Technique of Flowchart 4 The Technique of Relationship Diagram	;	6
6	Chapter6 Statistical Process Control of Quality 1 Acceptance Sampling by Numbers 2 Variables Sampling Plan 3 Process Capability Analysis 4 The Technique of Control Chart	;	6
7	Chapter 7Computer-Aided Quality Control 1 Quality Information System 2 The Application of Computer Technology to Quality Control 3CAPP (Computer Aided Process Planning) Technology 4The Future Trends of Computer-Aided Quality Control	;	4
			40

: 40 70%  
30%

2010

1.

# 《工 济 学》

	<b>0BL05922</b>		<b>2.5</b>
	<b>40</b>		
			<b>Engineering Economics</b>

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2	2.1 2.2 2.3 2.4		4
3	3.1 3.2 3.3		6

	3.4		
4	4.1 4.2 4.3 4.4		8
5	5.1 5.2 5.3 5.4		8
6	6.1 6.2 6.3 6.4		8
7	7.1 7.2 7.3 7.4		4
			40

30%

70%

- 1.
- 2.

2015.2  
2015.2  
2015.7



Engineering economics is a subset of economics for application to engineering projects. It is a subject involves formulating, estimating, and evaluating the economic outcomes and cost when alternatives to accomplish a defined purpose are available

The objective of this course is to cultivate professionals who are not only equipped with engineering technics and ability, but also familiar with contemporary theory of engineering economics, and master the technics and methods used to solve problems in the area of engineering economics.

On the completion of this course, students will be able to: 1) understand the basic concepts, principles and methods of engineering economic analysis. 2) understand the time value of money, master the equivalence calculations 3) familiar with evaluation indexed used to compare the economic effect of different alternatives 4) recognize the origins of project risk, master the methods used in describing project risk, including sensitivity analysis, break-even analysis and scenario analysis. 5) understand the connection and difference of economic and social evaluation 6) is capable of analysis of economic activities related to a project and solve practical problems

## 《 体 与 》

	<b>0BL05703</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Quality Management Systems and Certification</b>

1	1.1 1.2 1.2 1.3	; ; ;	4
3	ISO9000 2.1 ISO9000 2.2 ISO9000 2.3 ISO9001 2.4 ISO9001 2.5 ISO9001 2.5 ISO9004	ISO9000 ; ISO9000 ; ISO9001 ; ISO9001 ; ISO9001 ISO9004	8
4	3.1 3.2 3.2	; ;	4
5	4.1 4.2 4.3 4.4	; ; ;	4
6	5.1 5.2		6

	5.3 5.4		
8	6.1 6.2 6.3 6.4 6.5		6
			32

1.  
30-40% 2.  
60-70%

ISO9001

2011

1. , 2015 ISO9001 , ,  
2016

2. ISO9001 ISO14001 OHSAS18001  
2012

Quality management is a professional course of Business Administration specialty. This course helps students understand the basic concepts and theory of quality management mode , learning the origin and development of the quality management model, analyzing the characteristics and mutual relations of quality management models correctly, and grasping the ideas, methods and structure of quality management patterns, such as ISO9000 quality management system, performance excellence management, six sigma management.

The task of this course is to further cultivating the students the theoretical knowledge of quality management, and integrated management knowledge system through the theory and case teaching and training .

### 《 查与实 》

	<b>0BS05401</b>		<b>1</b>
	<b>1</b>	/	
			<b>Statistical Investigation and Practice</b>

### 《 专业实习 》

	<b>0BS05408 0BS05701</b>		<b>3</b>
	<b>3</b>	/	
			<b>Professional Practice</b>

# 《 工 学 》

	<b>0RL05415</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Quality Engineering</b>

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	2.1 2.2 2.3		
3	3.1 3.2 3.3		4
4	4.1 4.2 4.3		8
5	PPAP 5.1 PPAP 5.2 PPAP 5.3PPAP		6
6	6.1 6.2 6.3 6.4		4
			32

1.  
30-40% 2.  
60-70%

1. 2012  
2. 2006  
2007

Quality engineering is a professional elective course for the students in the major of Quality Engineering. The study of this course aims to make students understand the specific content and main methods of quality engineering, be familiar with use of the quality function deployment, test design and Production part approval process in quality management and quality system, understand the work program and management priorities of design and process quality management, know how to ensure product design and process quality in quality management. This course combines theory with practice, emphasizing the use of cases to strengthen the ability of students to analyze problems and solve problems.

## 《 检 与检测 》

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6	6.1 6.2 6.3 6.4		8
			32

1.  
30-40% 2.  
60-70%

1. 2006 2012  
2. , , ,2003  
3. 2006

Quality Control Theory and Application is a professional elective course special for students of Industry and Business Management. Students will understand the basic theory on quality control and grasp content and method of quality control by learning this course. Many modern methods and techniques of quality control and management with a lot of case will be introduced in this course, they include the basic content of quality control technology and quality assurance; quality inspection planning content and steps, quality inspection method and sampling inspection technology; the method and the principle on statistical process control , the selection of control methods according to the different production process; quality evaluation and analysis technology by using quality data; the content of the measurement system and the measurement system management method, the analysis method and steps on measuring system stability , measuring system maintenance and improvement methods.

《	<b>合实</b>	》
<b>0BS05418</b>	/	<b>300</b>
<b>3</b>		<b>0</b>
		<b>Quality Management Comprehen</b>

Minitab

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3		4	QFD QFD	,	
4		4	Minitab	,	
5		4	FMEA	,	
6		4			
7		4	ISO9000		
8		4	ISO9000		
9		4			
10		4	Minitab		
11		4	PPAP	,	
12		4	,		
13		4	,		
14		4	,	,	,
15		4			

1.  
20-30% 2.  
70-80%

1. .M. 2005

The course of Quality Management course design is based on the finish of the course of Quality Management to strengthen students' understanding of the theoretical teaching in the practice teaching link. The practice purpose is to enable students to master the whole process of the modern enterprise quality management and develop the students' ability to solve the quality problems. It is an important training link for students majoring in business management.

Under the background of manufacturing industry, this course design task uses comprehensive quality management platform, according to advanced quality management model, and simulates enterprises management from the planning, design, manufacturing, and quality improvement to the whole process of analysis. It makes students further understand and master what they have learned, in order to integrate the enterprise information resources, use of advanced, efficient and collaborative quality management integration platform to solve the quality problem of the enterprises in the reality and improve the quality of enterprise management efficiency and ability, thus improving enterprise's core competitiveness.

## 《 业拓展 》

	<b>0RS05402</b>		<b>1</b>
	<b>16</b>	/	
			<b>Professional Development Training</b>

## 《 法律与法 》

	<b>0RL05703</b>		<b>2</b>
	<b>32</b>	/	<b>0            0</b>
			<b>Quality Engineering</b>

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1	1.1 1.2 1.3		2
2	2.1 2.2 2.3 2.4		6
3	3.1 3.2 3.3  3.4 3.5		8
4	4.1 4.2 4.3 4.4 4.5		4
5	5.1 5.2 5.3		6
6	6.1 6.2 6.3		6
			32

- 1.
- 30-40% 2.
- 60-70%
- ,2007
1. 2015
2. , 2012
3. 2009

The course of Quality Laws and regulations is a elective course for undergraduates in the major of quality management. Its purpose is to make the students through the course of study, the basic concepts of Macro quality management, understand the relevant content of the theory of quality supervision, master government quality supervision system, the constitution of quality related laws and regulations. This task of the course is though theory and case teaching to make the students build a solid theory foundation of Macro quality management as well as learn to use quality related laws and regulations methods to analysis quality issues

## 《 前沿 》

**ORL05704**

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1	1.1 1.2 1.3		2
2	2.1 2.2 2.3		6
3	3.1 3.2 3.3 3.4		6
4	4.1 4.2 4.3 4.4		6
5			6



	5.1 5.2 5.3		
6	6.1 6.2 6.3 6.4		6
			32

1.  
30-40% 2.  
60-70%

2015

1. [ ]

2006

2. Jinquan Liu

2013

The Frontiers in Quality Management is an essential course for undergraduate students in Quality Engineering, the goal and system of major .The practice and the development in Quality Management will be introduced totally in this course, students will understand and grasp modern theory and methods in Quality Management well.

## 《服务》

	<b>ORL05705</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Service Quality Management</b>

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1	1.1 1.2 1.3		2

2	2.1 2.2 2.3 2.4 2.5		6
3	3.1 3.2 3.3 3.4		4
4	4.1 4.2 4.3 4.4		4
5	5.1 5.2 5.3 5.4		4
6	6.1 6.2 SERVQUAL 6.3 6.4		8
7	7.1 7.2		4

30%

70%

- |    |         |
|----|---------|
|    | 2010.8  |
| 1. | 2014.10 |
| 2. | 2010.11 |

## 6SIGMA

The course of Service quality management is an optional course for undergraduates majored in Quality Management. The course makes up of three parts to introduce the quality management system and method of service-oriented enterprises. The first part covers the main relative concepts, such as Service, Service Quality, Quality Management System, etc, and the corresponding categories. The second part focuses on teaching the students to grasp the theories and methods in various forming stages of Service Management, i.e. Service Design, Service Delivery, and Service Evaluation, as well as introducing the evaluation and diagnosis tool of service management, and Customer Satisfaction Management, etc. The third part introduces the theory of Quality Improvement and 6Sigma Management.

The aim of the course is to help the students to understand the basic concepts of Service Quality Management, and to master the fundamental theories and methodology systems of Service Quality Management. The task of the course it to guide the students to learn via theory teaching and case teaching with a result of being able to lay a solid theoretical foundation for Service Quality Management, meanwhile, to analyze and solve the practical issues by applying the method of Service Quality Management.

## 《 专业 合实 》

	<b>0RS05902</b>		<b>4</b>
	<b>4</b>	/	<b>80</b>
			<b>Comprehensive Multi-disciplinary Practical Training</b>

## 《 创新与实 》

	<b>0RS05903</b>		<b>2</b>
	<b>2</b>	/	<b>32</b>
			<b>Management Innovation and Practice</b>

## 《 毕业实习 》

	<b>0BS05415    0BS05702</b>		<b>2.5</b>
	<b>5</b>	/	
			<b>Graduation Field Work</b>

## 《毕业 文》

	<b>0BS05416 0BS05703</b>		<b>6</b>
	<b>12</b>	<b>/</b>	<b>0 0</b>
			<b>Graduation Thesis</b>

工商 专业商业企业 方向(双培 )

《工业工 》

	<b>0BL05415</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0</b>
			<b>Industry Engineering</b>

《 》

	<b>0XL05410</b>		<b>3</b>
	<b>48</b>	<b>/</b>	<b>0 0</b>
			<b>Quality Management</b>

《 》

	<b>0BS05405</b>		<b>2</b>
	<b>2</b>	<b>/</b>	<b>10</b>
			<b>Operations Management Course Design</b>

## 《供应与流 实 》

	<b>0BS05417</b>		<b>1</b>
	<b>1</b>	/	<b>0 1</b>
			<b>Supply Chain and Logistics Management Training Platform</b>

## 《毕业实习》

	<b>0BS05415 0BS05702</b>		<b>2.5</b>
	<b>5</b>	/	
			<b>Graduation Field Work</b>

## 《毕业 文》

	<b>0BS05416 0BS05703</b>		<b>6</b>
	<b>12</b>	/	<b>0 0</b>
			<b>Graduation Thesis</b>



# 其他专业教学大

## 工业工 专业

### 《 学 》

	<b>0BL05006</b>		<b>3</b>
	<b>48</b>	<b>/</b>	<b>0 0</b>
			<b>Management</b>

1. :
2. :
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- 4.
- 5.
- 6.
7. :
8. :

1	1.1 1.2 1.3 1.4		4
2	2.1 2.2 2.3 2.4 2.5		6
3	3.1 3.2 3.3 3.4 3.5 3.6		6
4	4.1 4.2 4.3 4.4 4.5 4.6		6
5	5.1 5.2 5.3 5.4 5.5		6
6	6.1 6.2 6.3		4
7	7.1 7.2 7.3		4





- 1
  - 1.1
  - 1.2
  - 1.3

10	14.1 IS 14.2 LM 14.3 IS-LM 14.4	IS	LM
11	15.1 15.2 15.3 15.4		
12	16.1 16.2 16.3 16.4		
13	17.1 17.2		
14	18.1 18.2 18.3		
			48

( )30% 70%

2014.7

1. [ ] . 7 . 2015.5  
 2. [ ] . . 19  
 2012.1

Economics is compulsory specialized course for the Industrial Engineering Specialty. After taking this course, students should be able to grasp the basic concepts, ideas, analysis methods, and theories, and have established a basic reasoning framework for economic operations, while at the same time be able to explain some economic phenomena in the real life, thus providing theoretical foundations for the further learning of other specialized courses and for professional research. The content of this course include: the subject, development process, research methods and scope of economics, the difference between microeconomics and macroeconomics, supply and demand principle, the theory of consumer behavior, production theory, cost theory, market theory, the theory of distribution, general equilibrium theory, welfare, economic theory, market failure and the theory of the role of government, national income accounting, the simple theory of national income determination, product market and currency general equilibrium of the market, the macro-economic policy analysis and practice, unemployment and inflation, and economic growth theory.

## 《 会 基 》

	<b>ORL05005</b>		<b>2</b>
	<b>32</b>	/	<b>0</b>
			<b>The Principle of Accounting</b>

:

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1			3
2			3
3			6
4			2





5



2

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4

7

4

8

1.				
2.	30%	70%		
			-	17
				2015.5
1.				2015.2
2.				2013. 11

This course is an optional management course for English majors, industrial engineering and other non-economics and management majors. The purpose is to expand their knowledge horizons, understanding the basic theory of accounting, mastering the main method of accounting, also for their future to further studying the professional knowledge of accounting. The main contents of this course include: the history of accounting, accounting function and accounting objectives, accounting assumptions, accounting principles, accounting and bookkeeping, credit bookkeeping method and its application, accounting vouchers, accounting books and accounting statements, accounting procedures etc.. Through this course, students can understand the basic theory and knowledge of accounting, and master the basic methods of accounting.

## 《 市场 》

	<b>ORL05030</b>		<b>1.5</b>
	<b>24</b>	/	<b>0      0</b>
			<b>Marketing</b>


1	1.1 1.2 1.3		2
2	2.1 2.2 2.3 2.4		3
3	3.1 3.2		2

	4.1 4.2		
4	5.1 5.2		2
5	6.1 6.2 6.3		3
6	7.1 7.2 7.3 7.4		2
7	8.1 8.2 8.3 8.4		3
8	9.1 9.2 9.3		3
9	10.1 10.2		2
10	11.1 11.2		2
			24

( + + )50%

50%

2014.12

1. [ ]

market, marketing strategies, market information, research and forecasting, market segmentation, target market, marketing mix decisions, product strategy, pricing strategy, place strategy, promotion strategy.

## 《人力 源 》

	<b>ORL05013 ORL05906</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Human Resource Management</b>

## 专业

## 《会 基 》

	<b>ORL05005</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0</b>
			<b>The Principle of Accounting</b>

## 信息与 学专业

## 《微 济学 》

	<b>ORL05014</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0 0</b>
			<b>Microeconomics</b>


,

1	1.1 1.2 1.3 1.4 1.5 1.6		2
2	2.1 2.2 2.3 2.4 2.5  2.6 2.7 2.8		6
3	3.1 3.2 3.3 3.4		6

	3.5 3.6 3.7 3.8		
4	4.1 4.2 4.3 4.4 4.5 4.6 4.7		6
5	5.1 5.2 5.3 5.4		4
6	6.1 6.2 6.3 6.4 6.5 6.6 6.7 6.8		6
7	7.1 7.2 7.3 7.4		6
8	8.1 8.2 8.3 8.4 8.5 8.6 8.7 8.8		4
			40



30%( ) 70%

2014.7

1. ,  
2015.3

2.[ ] . 5  
2009.4

3.[ ] . . 18  
2008.1

4. ( ) ,2009.9

Microeconomics is a elective course of Information and Computing Sciences major students. It takes individual economic units such as a single family, a single enterprise, individual market as the research object. By researching individual economic units' economic behavior, it tries to illustrate the effect, the operation of the market mechanism, and how to improve the operation. As theoretical economics, microeconomics forms the theoretical basis of many economic subjects such as management economics, public finance, international economics, international trade. Through studying this course, students can get comprehensive understanding on the basic problem

and basic view of microeconomics, master the basic concepts, the basic idea, basic analysis method and the basic theory of microeconomics, get more comprehensive understanding on the micro economic operation, set up the basic thinking framework of micro economic operation, get the theoretical basis for other professional courses and professional research, and learn to apply microeconomic principles and methods to the actual life.

## 《宏 济学》

	<b>0BL05902</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>
			<b>Macroeconomics</b>

## 应 学 专业

## 《微 济学》

	<b>0RL05014</b>		<b>2.5</b>
	<b>40</b>	/	<b>0 0</b>
			<b>Microeconomics</b>

1	1.1 1.2 1.3 1.4 1.5 1.6		2
2	2.1 2.2 2.3 2.4 2.5  2.6 2.7 2.8		6
3	3.1 3.2 3.3 3.4 3.5 3.6 3.7 3.8		6
4	4.1 4.2 4.3 4.4		6

	4.5 4.6 4.7		
5	5.1 5.2 5.3 5.4		4
6	6.1 6.2 6.3 6.4 6.5 6.6 6.7 6.8		6
7	7.1 7.2 7.3 7.4		6
8	8.1 8.2 8.3 8.4 8.5 8.6 8.7 8.8		4
			40

30%( ) 70%

2014.7

1. ,  
2015.3
- 2.[ ] · 5  
2009.4
- 3.[ ] · · 18  
2008.1
4. ( ) ,2009.9

Microeconomics is a elective course of Applied Statistics major students. It takes individual economic units such as a single family, a single enterprise, individual market as the research object. By researching individual economic units' economic behavior, it tries to illustrate the effect, the operation of the market mechanism, and how to improve the operation. As theoretical economics, microeconomics forms the theoretical basis of many economic subjects such as management economics, public finance, international economics, international trade. Through studying this course, students can get comprehensive understanding on the basic problem and basic view of microeconomics, master the basic concepts, the basic idea, basic analysis method and the basic theory of microeconomics, get more comprehensive understanding on the micro economic operation, set up the basic thinking framework of micro economic operation, get the theoretical basis for other professional courses and professional research, and learn to apply microeconomic principles and methods to the actual life.

## 《宏 济学》

	<b>0RL05015</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0 0</b>
			<b>Macroeconomics</b>

1	1.1 1.2 1.3 1.4    GDP    GDP 1.5	-	6
2	2.1 2.2 2.3 2.4 2.5		6

	2.6 2.7		
3	3.1 3.2 IS 3.3 3.4 LM 3.5 IS-LM	IS-LM  IS LM IS-LM	6
4	4.1 4.2 4.3 4.4 4.5	—	4
5	5.1 5.2 5.3 5.4 5.5 5.6 5.7	—	6
6	6.1 6.2 6.3 6.4		4
7	7.1 7.2	—	4
8	9.1 9.2 9.3 9.4 9.5 9.6		4

( )

1.	.	6	6	2014.7
				2011.9



			<b>Principle of Management</b>

**《微 济学》**

	<b>0BL05920</b>		<b>2.5</b>
	<b>40</b>	<b>/</b>	<b>0 0</b>
			<b>Microeconomics</b>

1	1.1 1.2 1.3 1.4		2

2	2.1 2.2 2.3 2.4 2.5 2.6		6
3	3.1 3.2 3.3 3.4 3.5 3.6 3.7		6
4	4.1 4.2 4.3 4.4 4.5 4.6 4.7		5
5	5.1 5.2 5.3 5.4		5
6	6.1 6.2 6.3 6.4 6.5 6.6 6.7 6.8		6
7	7.1 7.2 7.3 7.4		6

8	8.1 8.2 8.3 8.4 8.5 8.6 8.7 8.8		4
			40

( )

2014.7

1. ,  
2015.3

2.[ ] · 7  
2015.5

3.[ ] · · 19  
2012.1

4. ( 8 ) ,2013.6

Microeconomics is a compulsory course for the mathematical experimental classes . It takes individual economic units such as a single family, a single enterprise, individual market as the research object. By researching individual economic units' economic behavior, it tries to illustrate the effect, the operation of the market mechanism, and how to improve the operation. As theoretical economics, microeconomics forms the theoretical basis of many economic subjects such as mathematical economics, public finance, international economics, international trade. Through studying this course, students can get comprehensive understanding on the basic problem and basic view of microeconomics, master the basic concepts, the basic idea, basic analysis method and the basic theory of microeconomics, get more comprehensive understanding on the micro economic operation, set up the basic thinking framework of micro economic operation, get the theoretical basis for other professional courses and professional research, and learn to apply microeconomic principles and methods to the actual life.

# 全校公共

## 《 券与投 》

	<b>1RL05003</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0</b>
			<b>Securities and Investment</b>

1. :

2. : ,

3.

<b>1</b>			<b>4</b>
<b>2</b>			<b>4</b>



50%+ 50%

		2012	
1			2012
2		2011	

Securities and investment course is a subject exploring the investment law which contains securities investment instruments, securities investment markets, securities investment analysis. Securities investment instruments mainly introduce the concepts, characteristics, nature of stocks, bonds, investment funds, and derivative securities. On the other hand, securities investment instruments also introduce all kinds of securities markets, mainly issuance markets and circulation markets. Securities investment analysis will teach how to engage in investment, fundamental analysis and technical analysis..

The teaching purpose of “Securities and Investment” is to enable students to systematically and comprehensively grasp the basic knowledge of securities market and securities investment, get familiar with the securities markets, related investment and management measures, and learn how to engage in scientific, rational investment and serve to government departments, financial institutions, securities institutions, enterprises and individual investment practice.

《 学 》

	<b>1RL05006</b>		<b>2</b>
	<b>32</b>	/	<b>0 0</b>
			<b>Operations Management</b>

1

2

1

2



1.1

1.2

1 1.3

1.4

1.5





## 《 代企业 概 》

	<b>1RL05009</b>		<b>1.5</b>
	<b>24</b>	/	<b>0</b>
			<b>Introduction to Modern Enterprise Management</b>

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7

1	1-1 1-2 1-3 1-3 1-4		6
2	2.1 2.2 2.3		4
3	3.1 3.2 3.3 3.4		6
4	4.1 4.2 4.3		4
5	5.1 5.2 5.3 5.4		4
			24

30%( )

70%

2009.4

2010

This course is a public elective course for non-management undergraduates. The purpose of the course is to enable students to understand the technical characteristics, institutional characteristics and management characteristics of modern enterprises under the conditions of economic globalization, increasingly fierce market competition as well as technological innovation. They can roughly grasp the basic ideas as well as methods of modern enterprise management and have basic management Skills, so that students can adapt to social and economic development in the field of business administration.

After this course, students can master the basic aspects of modern business operations, and also have innovative attitudes, awareness as well as ability; they can also grasp the basic knowledge of comprehensive use of technological innovation, product management, quality management, marketing , so that they can promote innovation for their enterprises in the future.

## 《 学概 》

	<b>1RL05010</b>		<b>1.5</b>
	<b>24</b>	/	<b>0 0</b>
			<b>Introduction to Management</b>

1

2

1

2

3



1	1.1	
	1.2	3
	1.3	
	1.4	

2	2.1	
	2.2	3
	2.3	

3	3.1	
	3.2	3
	3.3	
	3.4	

4	4.1	
	4.2	

5	5.1 5.2 5.3		3
6	6.1 6.2		3
7	7.1 7.2 7.3		3
8	8.1 8.2 8.3 8.4 8.5		3
			24

: 24 70%  
30%

2012

1 2006

2 [ ] 2006

3 9 [ ] ·P· 2010

The course of Principle of Management as compulsory course is offered for economics& management students.It plays an important role in guiding the students, training them to cultivate management thinking mode and equipping them with basic management skill. The content of the course includes management overview, management theory development, planning, organizing, leading, harmonizing, controlling, and motivating etc.

The teaching purpose of the course is through the teaching and learning to make students correctly understand the concept of management, master the universal law of the management and important ideas, management of the basic process, basic principles and general method, so they can use them to analyze problems comprehensively, gain the preliminary ability to solve general management question and build solid foundation for learning and working in the future.

## 《 经济学原 》

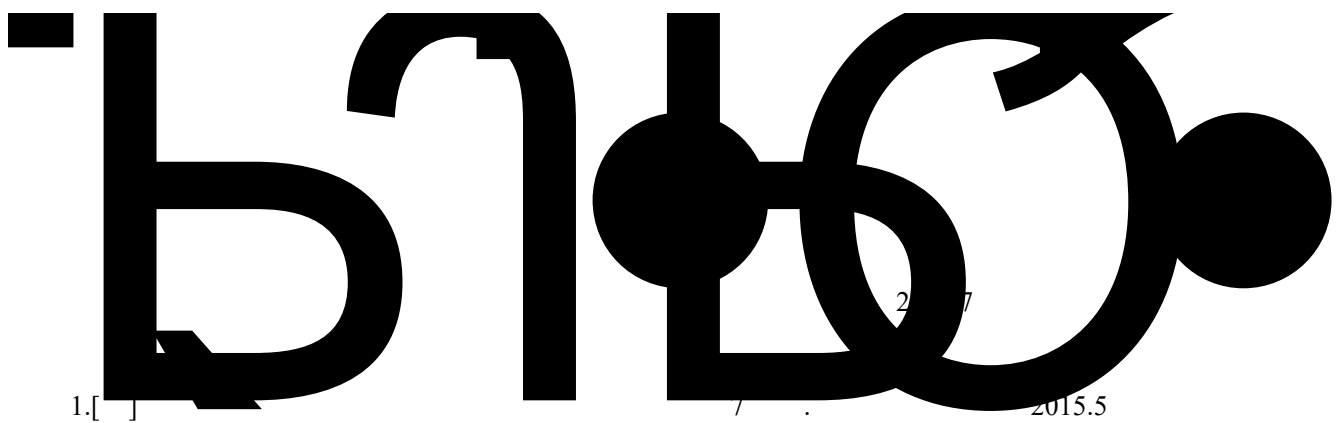
	<b>1RL05012</b>		<b>2</b>
	<b>32</b>	<b>/</b>	<b>0 0</b>
			<b>Principles of Economics</b>

1	1.1 1.2 1.3  2.1 2.2 2.3		3
2	3.1 3.2		3
3	4.1 4.2 4.3		2
4	5.1 5.2 5.3		2
5	6.1 6.2  6.3		4
6	7.1 7.2 7.3 7.4		2



7	12.1 12.2 12.3 12.4 12.5	GDP	GDP	GDP GDP GDP GDP
8	13.1-2 13.3-4			
9	14.2 IS 14.4 LM 14.5 IS-LM 14.6		IS-LM	
10	15.1 15.2 15.3		—	
11	16.1 16.2 16.3 16.4 16.5 16.6			
12	19.1 19.2			

( )30% 70%



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2012.1

19

2015.5


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1	1.1 1.2		2
2	2.1 2.2 2.3		4
3	3.1 3.2 3.3		4
4	4.1 4.2 4.3	- -	4



5	5.1 5.2	2
6	6.1 6.2 6.3	2
7	7.1 7.2	2
8	8.1 8.2 8.3	4
9	9.1 9.2 9.3	

Basic content Human Resource Management as m" s

1.

2.

3.

4.

5.

1	1.1 1.2 1.3		4
2	2.1 2.2 2.3 2.4 2.5		9
3	3.1 3.2 3.3		4
4	4.1 4.2 4.3 4.4 4.5		7

30%

70%

1.

2015.09

2009.03

2.

2003.04

“ ”

Since competition becomes increasingly fierce, the situation of employment is not as optimistic as before. Entrepreneurship plays a more and more important role in the national economy, GDP growth, employment, and etc. Therefore, entrepreneurship education provides students with a new perspective for their career design. The main contents of courses includes: the entrepreneurial environment and the spirit of entrepreneurship, the recognition and evaluation of entrepreneurial opportunity, business plan, entrepreneurial resources, the management of start-ups (e.g. financial, human resources management, and risk management), and etc. This course aims to cultivate students' creative spirit and dedication to work, to foster students' entrepreneurial consciousness, improve their start-up skills, and master the basic knowledge and skills. By

learning the national industrial policy, the basic principles of economics, students are able to grasp and analyze market changes. Additionally, it also discuss some issues occurred in the start-ups, such as organizational arrangement, human resources, marketing and financing, and legal and risk issues.

《 概 》

	<b>1RL05019</b>		<b>2</b>
	<b>32</b>	/	<b>0 0</b>
			<b>Introduction of Knowledge Management</b>

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- 2
- 3
- 4

( )



1	1.1 1.2 1.3 1.4 1.5		4
2	2.1 2.2 2.3 2.4	- - SECI HOTP	4
3	3.1 3.2 3.3 3.4		2
4	4.1 4.2 4.3 4.4		2
5	5.1 5.2 5.3 5.4		2
6	6.1 6.2 6.3 6.4 6.5 6.6 6.7		2
7	7.1 7.2 7.3		4

	7.4 7.5		
8	8.1 8.2 8.3 8.4		4
9	9.1 9.2 9.3 9.4 9.5		2
10	10.1 10.2 10.3 10.4		4
11	11.1 11.2 11.3 11.4		2

30%      70%

2010    3

1

2004    8

2	2007	4	
3		2007	4
4		2003	
5			2006 5

The course is an elective course for students of all majors. Knowledge management as the core of business management and development strategy has turned into consensus between theory and practice fields. The course introduces knowledge management in a systematic way from the aspects of the significance of knowledge management, the basic content of knowledge management, knowledge management theory, the knowledge staff responsibilities and motivation, knowledge management strategy, knowledge management implementation and evaluation and so on.

The teaching purpose of the course is to let students know fundamental concepts of knowledge management, the relationship between the theory of knowledge management and that of other management, and fundamental theories and methods of knowledge management to establish the complete knowledge structure.