

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

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Word Excel PowerPoint

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

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II Core Courses and Characteristic Courses

A Core Courses

MIS

MIS

C#

Java

IT

Management Principle, Advanced Applied Programming, Data Structure, Introduction to C#, Website Development and Webpage Design, Operation System, Principles of Database System, Computer Network, Enterprise Applications of Database System, Statistics B, Introduction to JAVA, Systems Analysis and Design, Enterprise Resources Planning, Introduction to Methodology and IT Project Management.

B Characteristic Courses

MIS

Data Analysis and Modeling, Mobile Application Development, Software Testing, Advanced Database Technology and Data Mining.

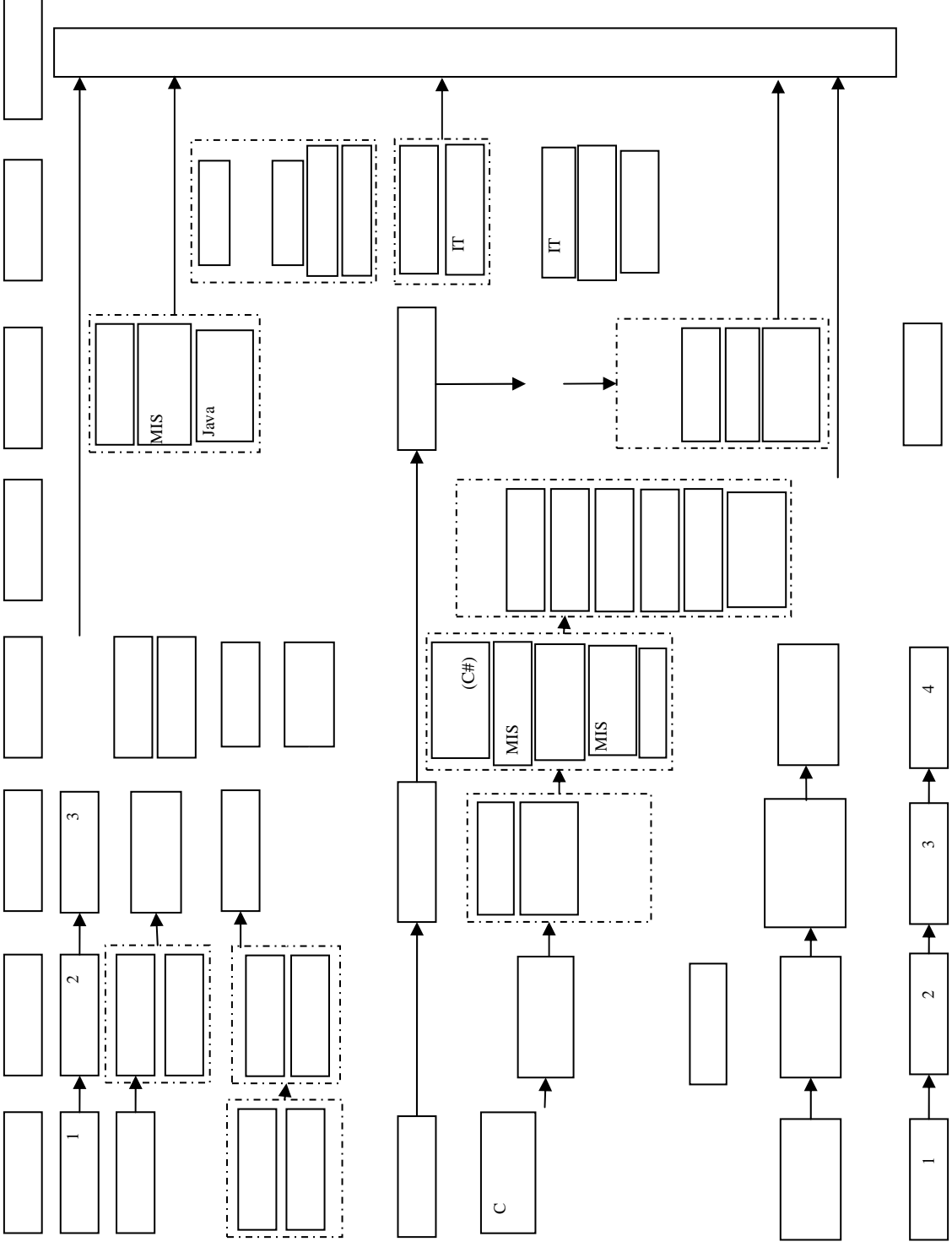
Addition: The matrix of graduate conditions:

		Courses	Graduate Conditions											
			1	2	3	4	5	6	7	8	9	(10)	(11)	
		C												
		C												

		Courses	Graduate Conditions											
			1	2	3	4	5	6	7	8	9	(10)	(11)	
		(C#)												
		MS												
		MS												
		Java												
		IT												
		MS												
		Excel												

		Courses	Graduate Conditions											
			1	2	3	4	5	6	7	8	9	(10)	(11)	
		IT												

Teaching Process Map



Theory Course Schedule

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

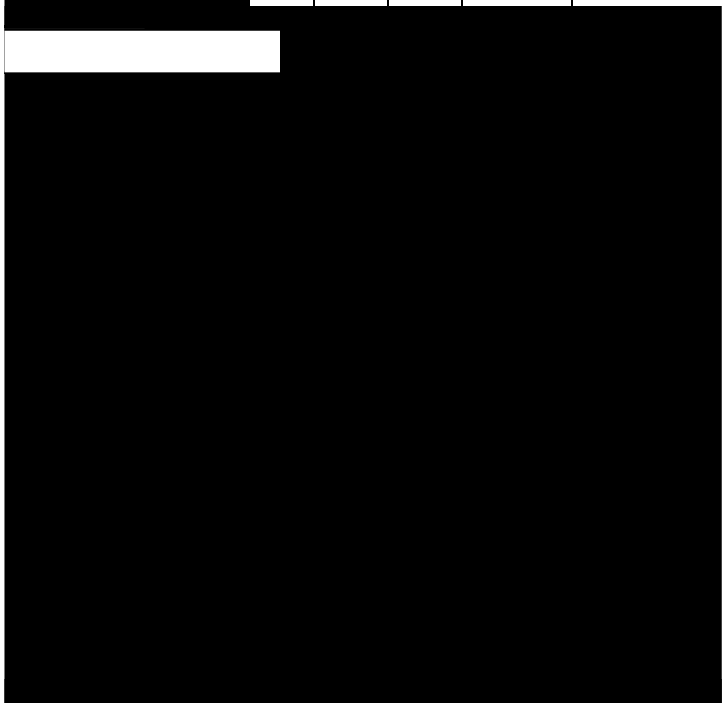
Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
General Education Elective Courses									
Innovation and Entrepreneurship Courses			9						
Arts and Social Science Courses			2						
Economy and Management Courses									
Science and Technology Courses									
Art and Physical Education Courses									

Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.

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

Introduction to C#

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
Specialized Elective Courses									
4170475140	Comprehension and Expression	2	32					2	
4170064110	A Accounting Principle	3	48					2	
4170147110	System Engineering	2	32					3	
4170013110	A Financial Management	3	48					3	
4170690170	Marketing on the Web	3	40	8				4	
4170691170	A Software Testing	2.5	40	4				4	
4170692170	A Software Quality Engineering	3	48					5	
4170693170	Excel Excel Engineering Idea	2.5	40					5	
4170419130	Mobile Application Development	3	48					6	
4170182110	Forward Course to Specialty	1	16					6	
4170476140	Data Mining	3	48	18				6	
4170694170	Enterprise Decision Support Systems	3	48	20				6	



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

Practice Schedule

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
1060002110		1.5		

2017 Undergraduate Education Plan for Specialty in Marketing (2017)

Major Marketing	Major Disciplines Business Administration	
Duration 4 Years	Degree Granted Bachelor of Management	
	1	
Disciplinary Business Administration	Duration 1 year	

Graduation Credit Criteria

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

Educational Objectives & Requirement for Graduation

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.Educational Objectives

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

Students who graduate in 5 years will be able to:

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

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. Requirements for Graduation

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

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

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

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II Core Courses and Characteristic Courses

Core Courses for Marketing:

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

Characteristic Courses for Marketing:

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

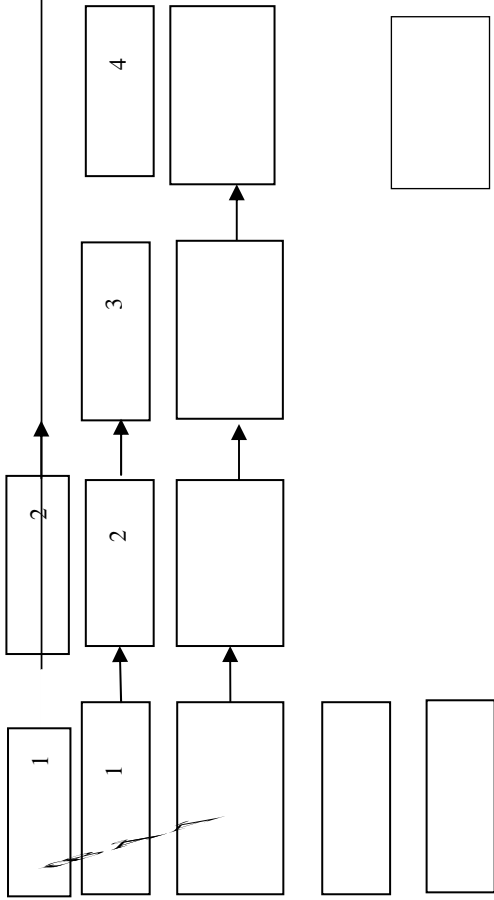
Marketing and Management, International Project & Technology Marketing, The Business and Strategies of Entertainment, Media and Sports, Tourism Marketing.

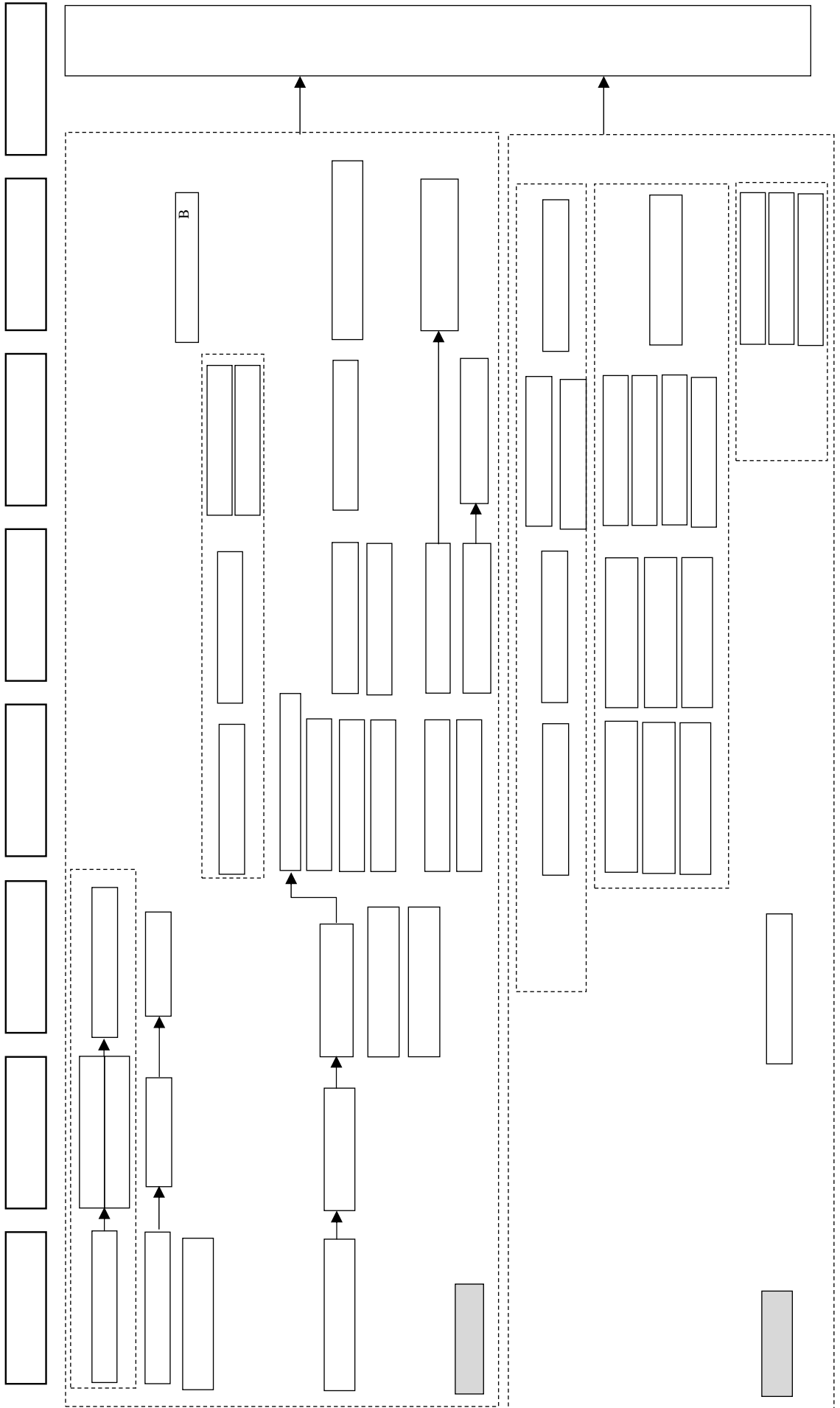
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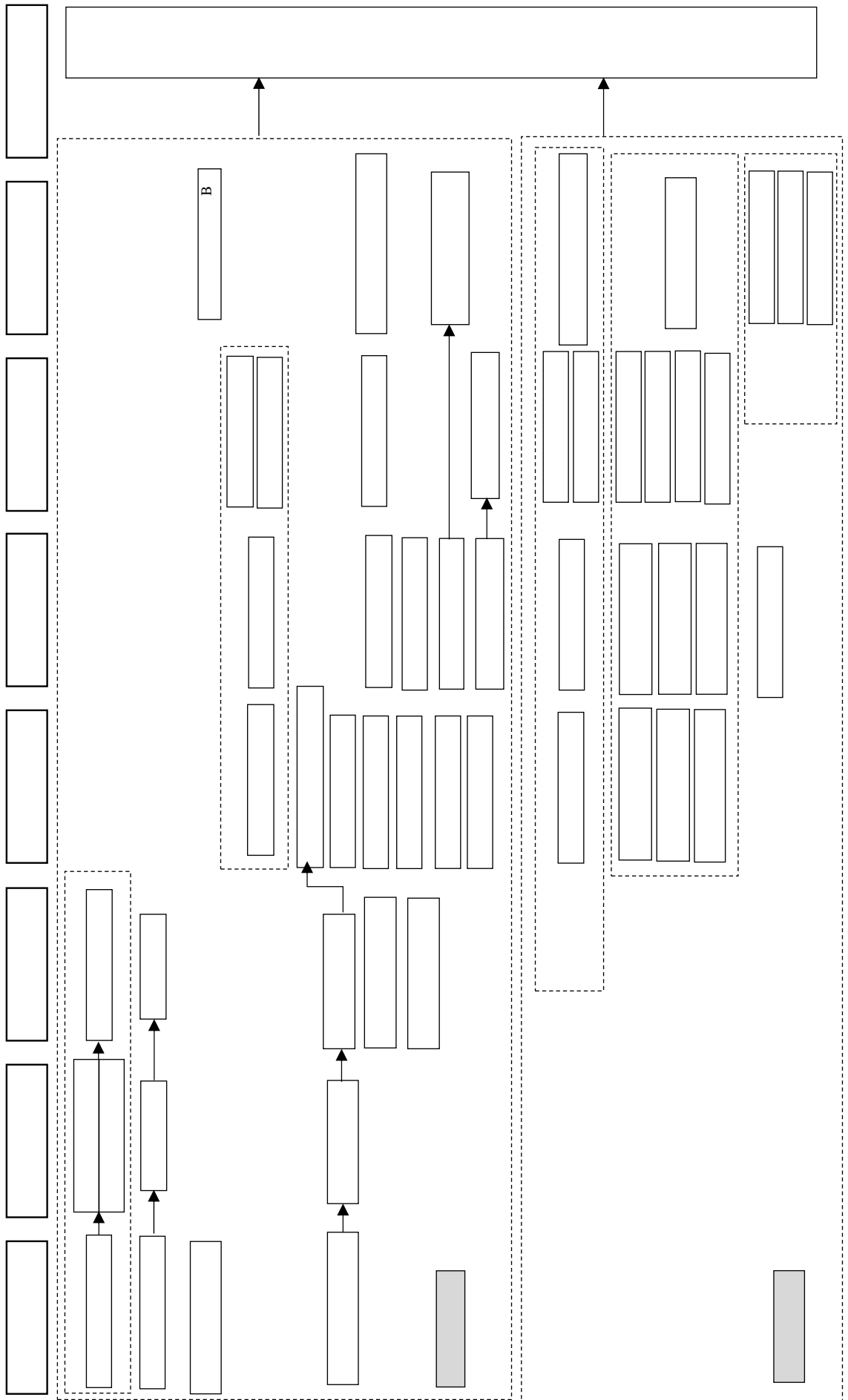
			1	2	3	4	5	6	7

			1	2	3	4	5	6	7

Teaching Process Map







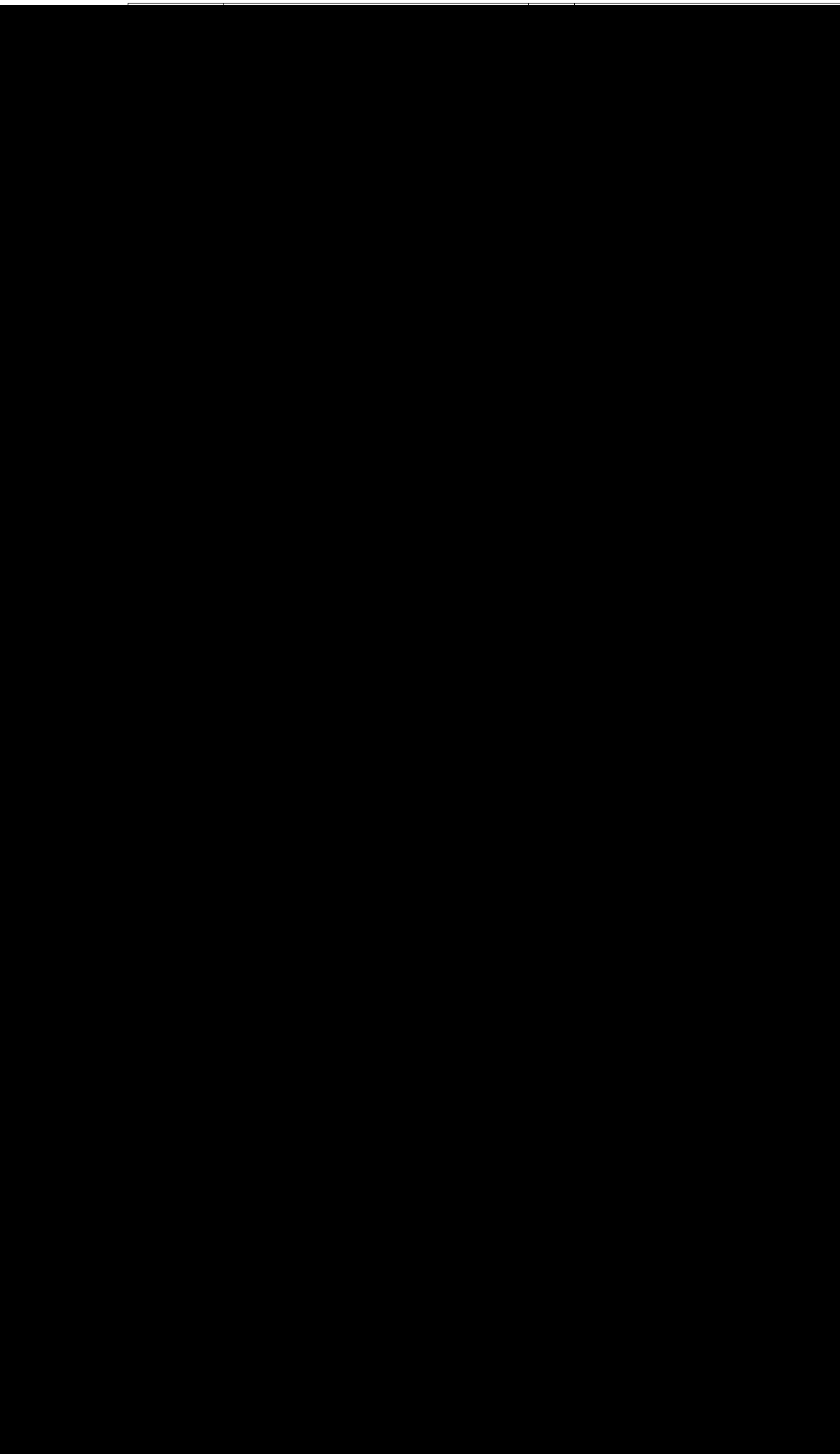
Theory Course Schedule

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

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

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



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

Recommendations on Course Studies

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

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

2017
Undergraduate Education Plan for Specialty in
Financial Management (2017)

1

Graduation Credit Criteria

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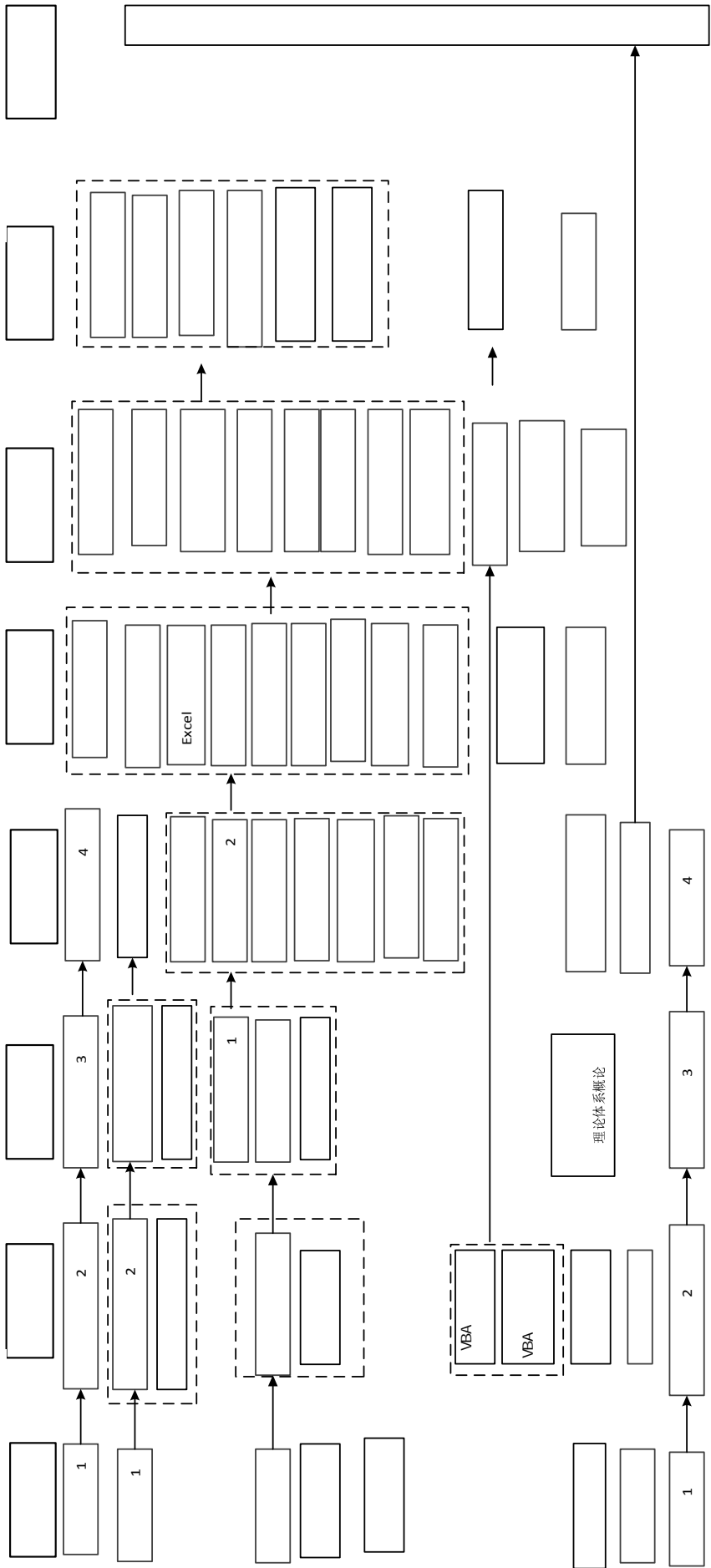
Educational Objectives & Requirement

.Educational Objectives

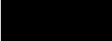
II Core Courses and Characteristic Courses

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Teaching Process Map



	Course Title	Cr's	Including						



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Recommendations on Course Studies

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

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Graduation Credit Criteria

Educational Objectives & Requirement

.Educational Objectives

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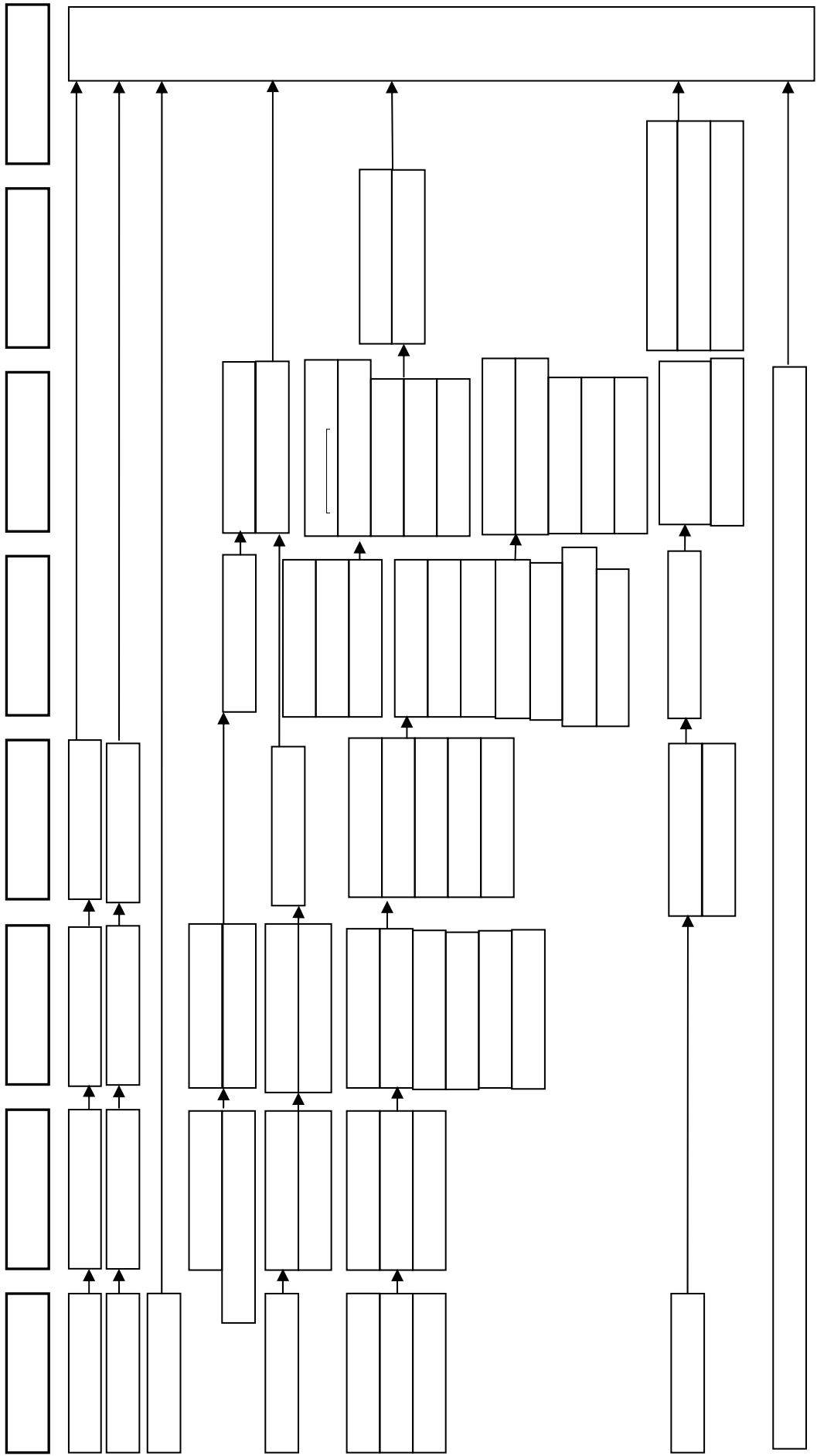
II Core Courses and Characteristic Courses

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			✓	✓	✓	✓	✓	✓				✓		





Recommendations on Course Studies

2017

Undergraduate Education Plan for Specialty in Business Administration Management 2017

Major Business Administration Management	Major Management Disciplines
Duration 4 Years	Degree Granted Bachelor of Management 1
Disciplinary Business Administration	Duration 1 year

Graduation Credit Criteria

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

Educational Objectives & Requirement

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- 5)

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

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

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

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

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

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II Core Courses and Characteristic Courses

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

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

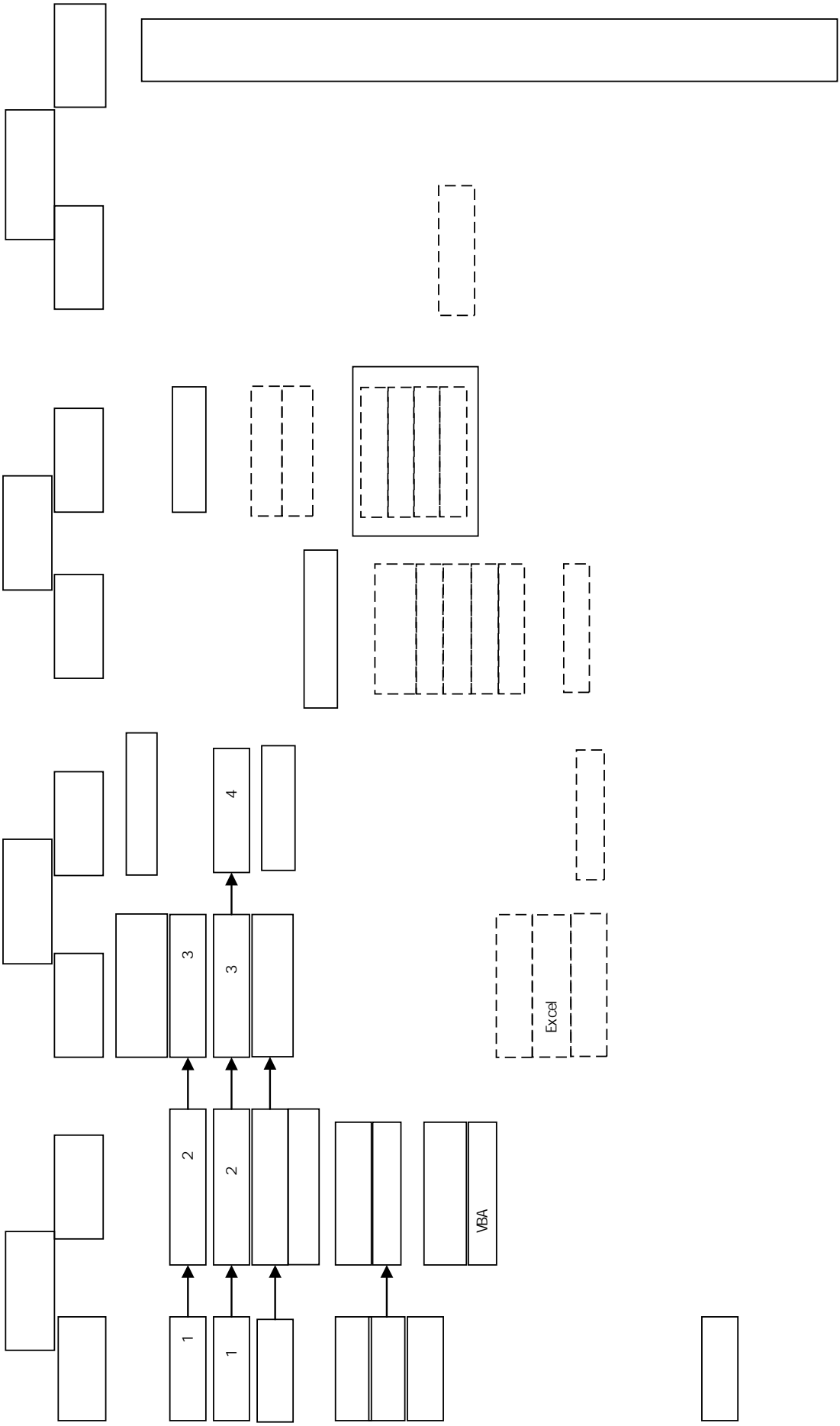
			1	2	3	4	5	6	7	8	9	10	11	12

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

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

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

Teaching Process Map



Theory Course Schedule

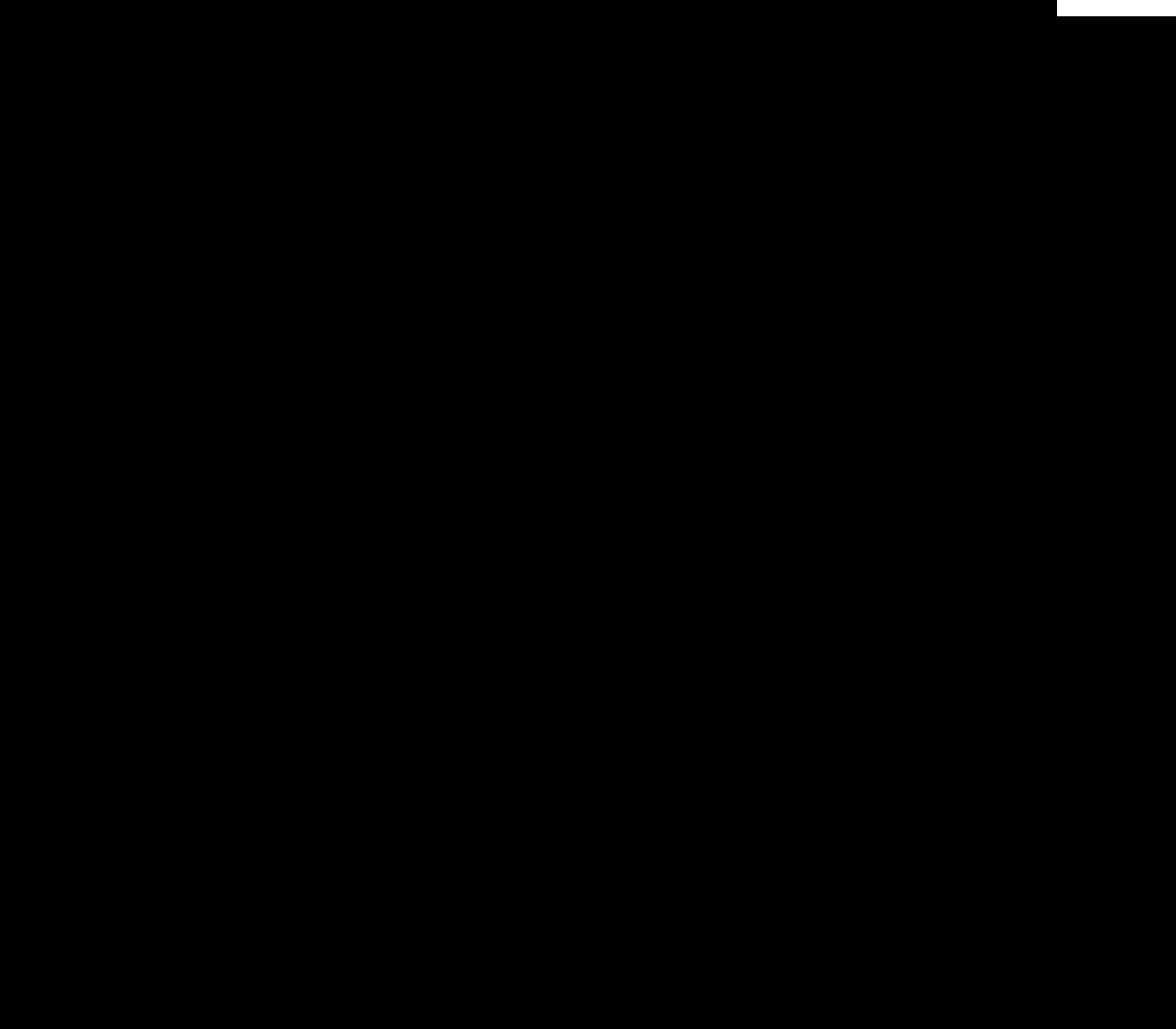
Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
General Education Required Courses									
4220001110	Morals, Ethics and Fundamentals of Law	3	48			8		2	
4220002110	Outline of Contemporary and Modern Chinese History	2	32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

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

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

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

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170581170	Project Planning and Control	2	32					6	
4170582170	Assests Valuation	2	32					6	
Subtotal		61	976	20	20	36	0		
28									
NOTE Minimum subtotal credits:28.									
Personalized Electice Courses									
4170583170	Management Frontier	2	32					5	
4170584170	Entrepreneur and Innovation	2	32					5	
4170585170	Approaches of Creativity	2	32					6	



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

Recommendations on Course Studies

1
2

2 1

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

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

2017
Undergraduate Education Plan for Specialty in
Accounting (2017)

1

Graduation Credit Criteria

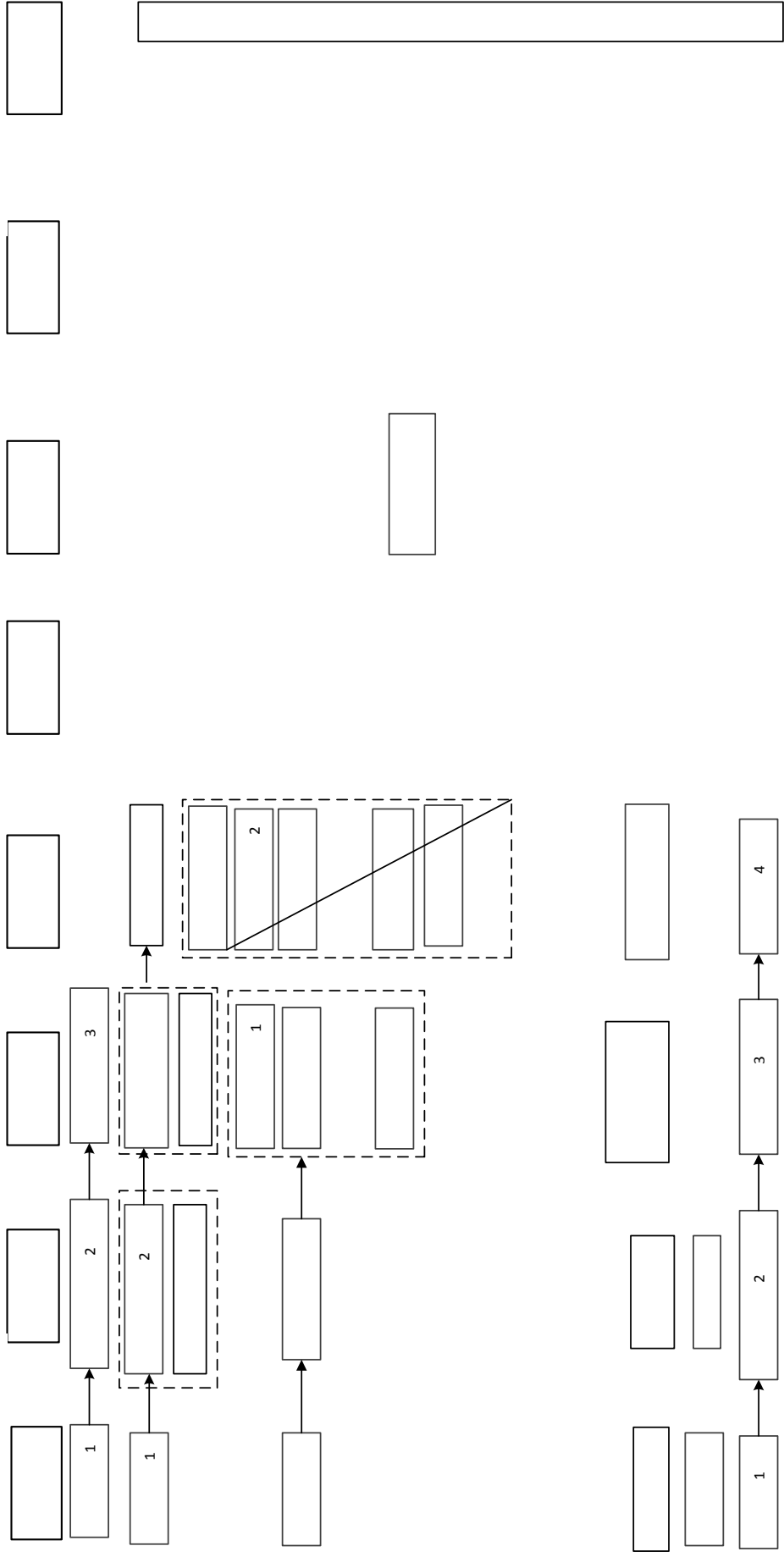
Educational Objectives & Requirement

.Educational Objectives

. Educational Requirement

	✓		✓		
		✓	✓		
			✓	✓	✓
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Teaching Process Map



Course Number							Suggested Term	Prerequisite Course
		Tot hrs.	Exp.	Operation	Practice	Extra-cur		
			9					
			2					
		Students are required to obtain at least 9 credits which must contain art courses of 2 credits from the category of Art and Physical Education Courses, at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.						
	B							
	B							
	A							
	A							
			g					

E

Course Number								Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
	C								
	D								
	B								
	D								
	B								
	B								1
	A								

Course Number								Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
	A								
	D								
	B								
	B								
	C								
Personalized Elective Courses									
	A								

Course Number								Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
	B								

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term
	D			
	B			

Course Number	Practice Courses Name	Crs	Weeks	Suggested Term

Recommendations on Course Studies

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2

2 1

2017

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

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

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

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

II Core Courses and Characteristic Courses

SPSS

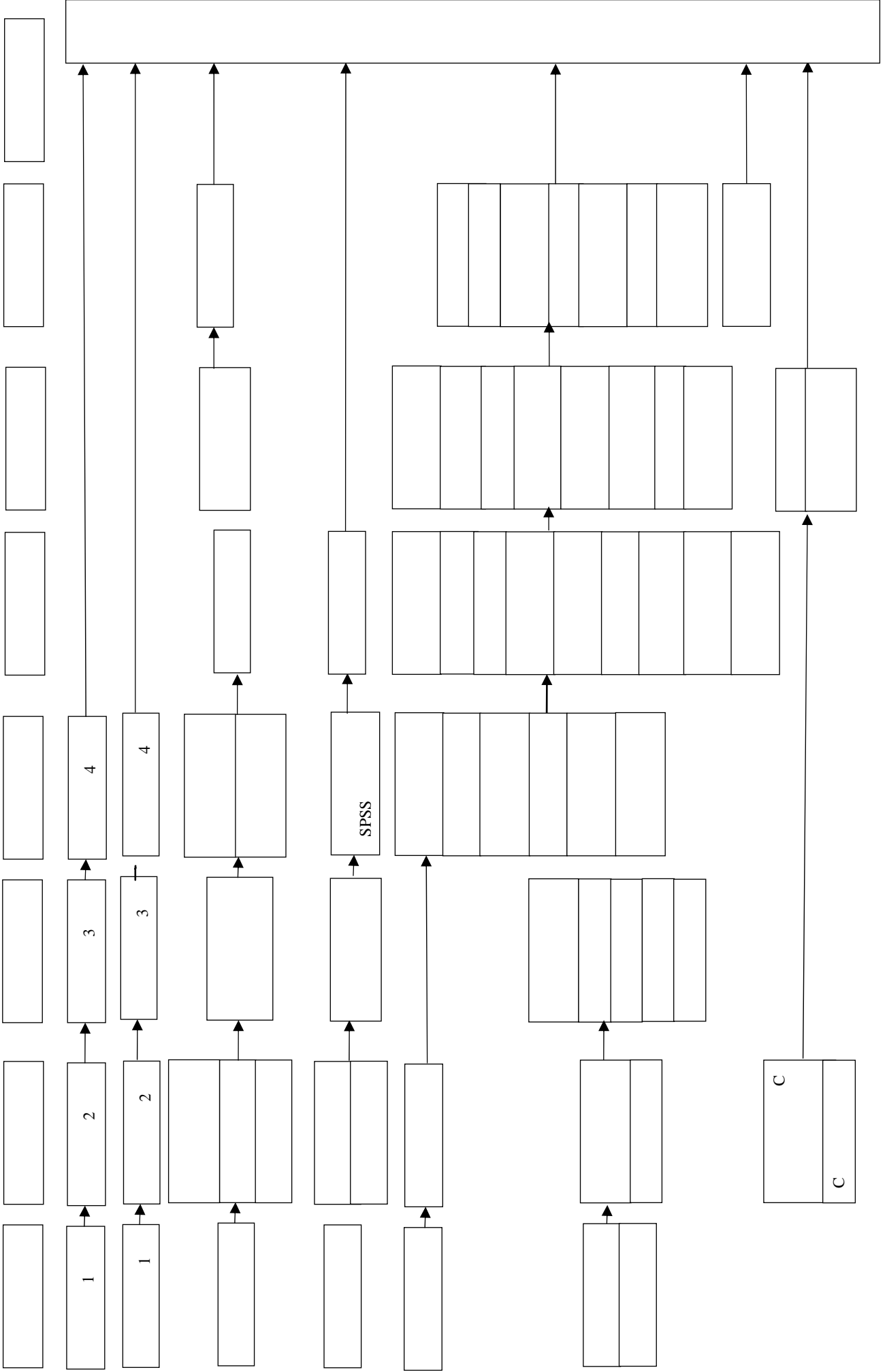
Principle of Management, Microeconomics, Public Safety Management Introduction, Public

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

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√			SPSS				√	√	
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	√								√	
	√							√		

Teaching Process Map



Theory Course Schedule

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

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

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

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170623170	Urban Plan and Management	2	32					3	
4170428130	Disaster Sociology	2	32					3	
4170417130	Administrative Law and Administrative	2	32					3	
4170482140	A Theory of Disaster	2	32					4	
4170535130	Public Relations	2	32					4	
4170624170	C Theory and Technique of Emergency Management	2	32					4	
4170552140	Theory and Methodology of Decision-making in the Public Sector	2	32					5	
4170379130	Secretarial and Administration	2	32			8		5	
417034	XXXXXXXXXX Theory of Insurance	2	32					5	XXXXXXXXXX

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

Practice Schedule

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

Course
Number

Practice Courses Name

Crs

Weeks

ACCA

2017

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

Major

Major Disciplines

Duration

Degree Granted

Disciplinary

Duration

Graduation Credit Criteria

Educational Objectives & Requirement

.Educational Objectives

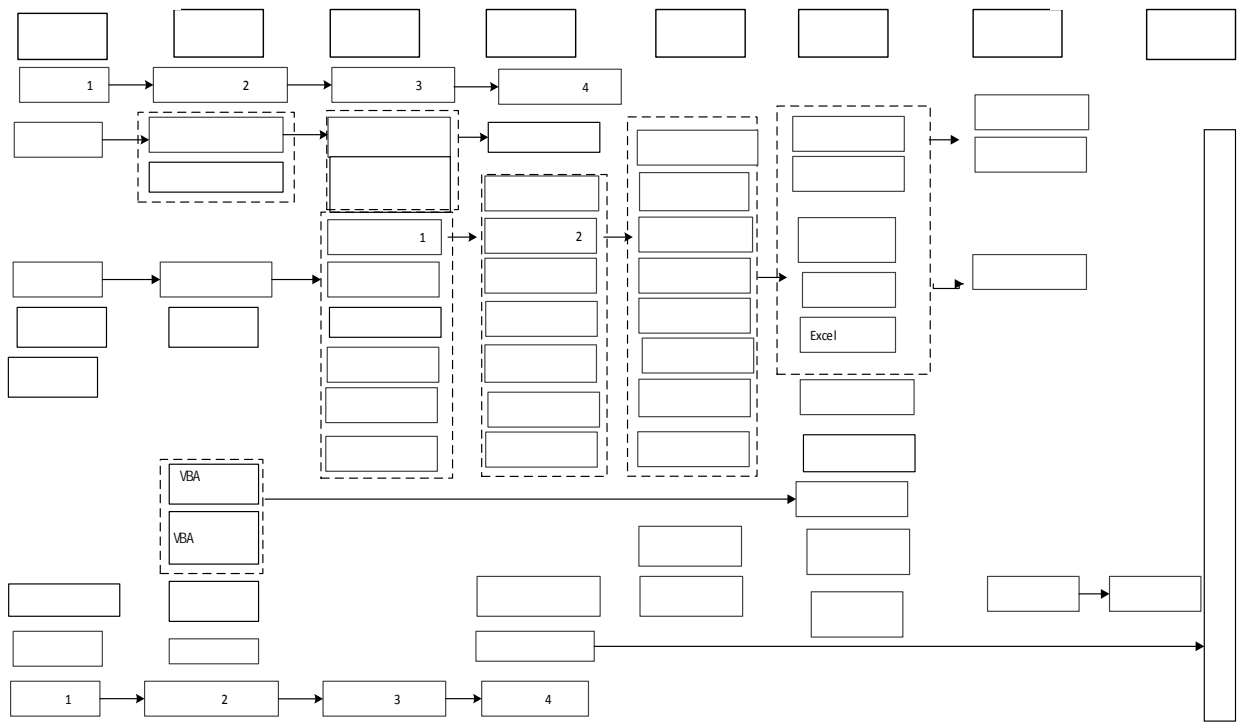
	✓		✓		
		✓	✓		
			✓	✓	✓
			✓		

II Core Courses and Characteristic Courses

			ACCA			
		1				
		2				
		3				
		4				
		1				
		2				
		3				
		4				

			ACCA			

Teaching Process Map



Theory Course Schedule

Course Number			Tot hrs.	Exp.	Ope-		
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Course Number								Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
	A								
	B								1
	A								
	D								
	B								
	B								
	B								
	C								
	B								

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Course
Number

2017

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

Major Business Administration
Management (International)

Major Management
Disciplines

Duration 4 Years

Degree Granted Bachelor of Management

Graduation Credit Criteria

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

Educational Objectives & Requirement

1

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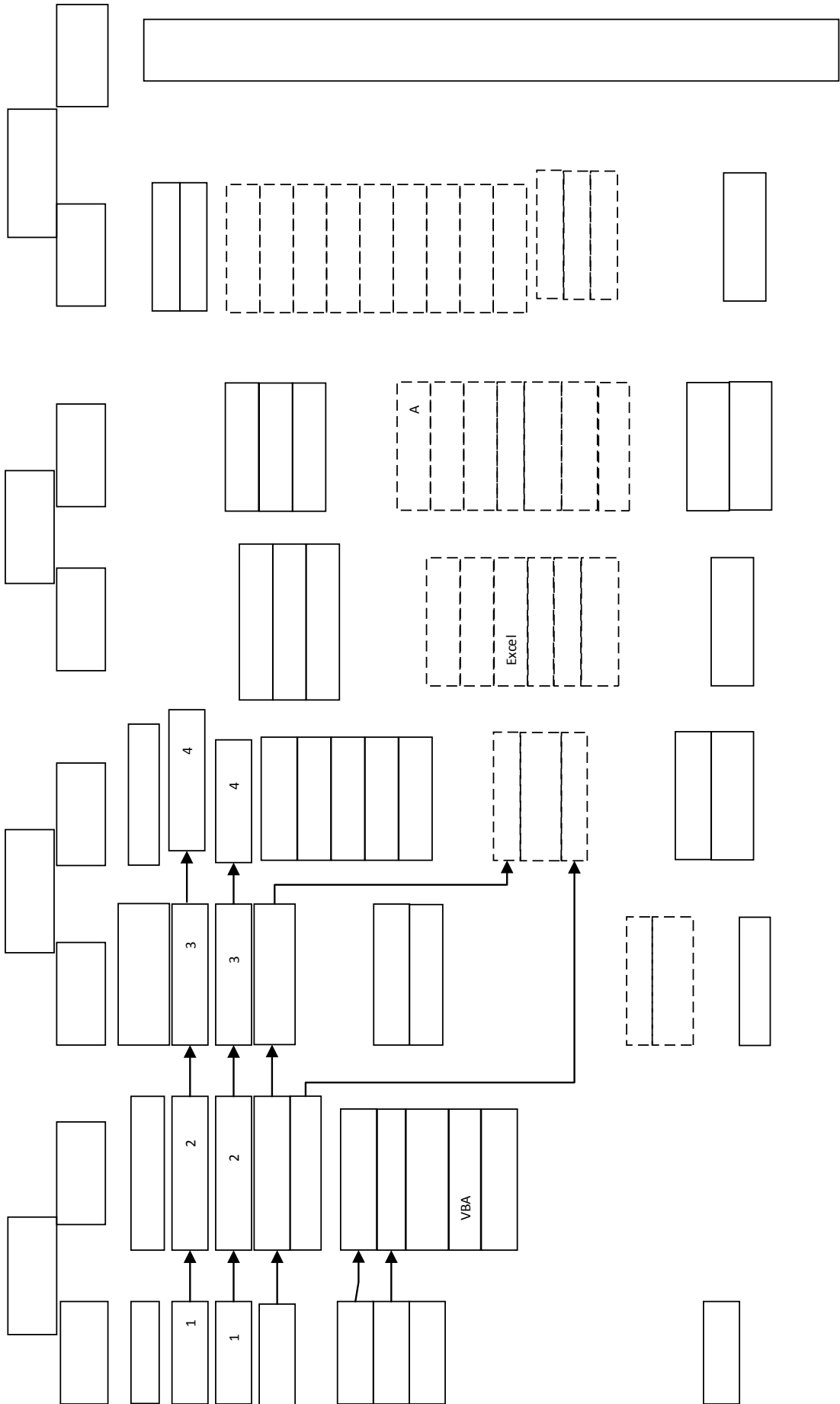
The major trains the students to grasp comprehensive knowledge of international enterprise operation and management: organization management, business planning, production, logistics and supply chain, human resources, financial accounting and business management, have good adaptive ability, innovation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

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

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

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

Teaching Process Map



Theory Course Schedule

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
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4210002170	2 Physical Education	1	34					2	
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4210004170	4 Physical Education	1	34					4	
4030002180	1 College English 1	3	60				12	1	
4030003180	2 College English	2	44				12	2	1
4030004180	3 College English	2	44				12	3	2
4030004180	4 College English IV	2	44				12	4	3
4120341170	VBA Fundamentals of Computer Program Design(VBA)	2	32					2	
4120342170	VBA Foundation of Computer and Comprehensive Experiment of Computer Design(VBA)	1	32	32				2	
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Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
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Economy and Management Courses									
Science and Technology Courses									
Art and Physical Education Courses									
Basic Disciplinary Required Courses									
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4170057110	A Management Fundamentals	3	48					1	
4010312110	Macro & Microeconomics	3.5	56					1	
4050065110	B Advanced Mathematics	5	80					1	
4050066110	B Advanced Mathematics	5	80					2	
4050229110	Linear Algebra	2.5	40					2	
4170066110	Accounting Principle	3	48					2	
4170134110	Marketing	3	48					2	
4050058110	B Probability and Mathematics Statistics B	3	48					3	
4170571170	B Management Psychology and Behavior	2	32					3	
4170594170	Leadership Theory and Practice	2	32					3	
4170013110	A Financial Management	3	48					4	
4170595170	B Theory and Application of International Trade	2	32					4	
4170095110	B Business and Marketing Planning	2	32					4	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170050110	B Managerial Economics	2	32					4	
4170060110	International Business Management	2	32					4	
4170540130	Start-up Enterprises Management	2	32					5	
4170112110	B Human Resource Management	2	32					5	
4170390130	A Emotional Management and Communication	3	48					5	
4170103110	B Enterprise Strategy Management	2	32					6	
4170045110	Management Case Study	2	32					6	
4170596170	C Analysis of Financial Report	3	48	10				6	
4170133110	B Manufacturing and Operations Management	3	48					7	
4170743170	B Logistics and Supply Chain Management	2	32					7	
Subtotal		63	1008	10	0	0	0		
Specialized Elective Courses									
4170598170	Virtual Business Comprehensive Experiment	1.5	48	48				3	
4170561170	B	3	48	8				3	

Course Number	Course Title	Crs	Including					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Operation	Practice	Extra-cur		
4170149110	A Project Management	2	32					5	
4170142110	B Internet Marketing	2	32					5	
4170574170	C Performance Appraisal	1.5	24	4	4			5	
4170769120	B Managerial Accounting	3	48					5	
4170600170	Business Etiquette and Cross-cultural	2	32			16		5	

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

Practice Schedule

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

Recommendations on Course Studies

1

2 1

2

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

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

2017

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

Major Business Administration
Management (Sports
Management)

Major Management
Disciplines

Duration 4 Years

Degree Granted Bachelor of Management

Graduation Credit Criteria

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

Educational Objectives & Requirement

- 1
- 2
- 3
- 4
- 5

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

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

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

	1	2	3	4	5
1					
2					
3					
4					

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

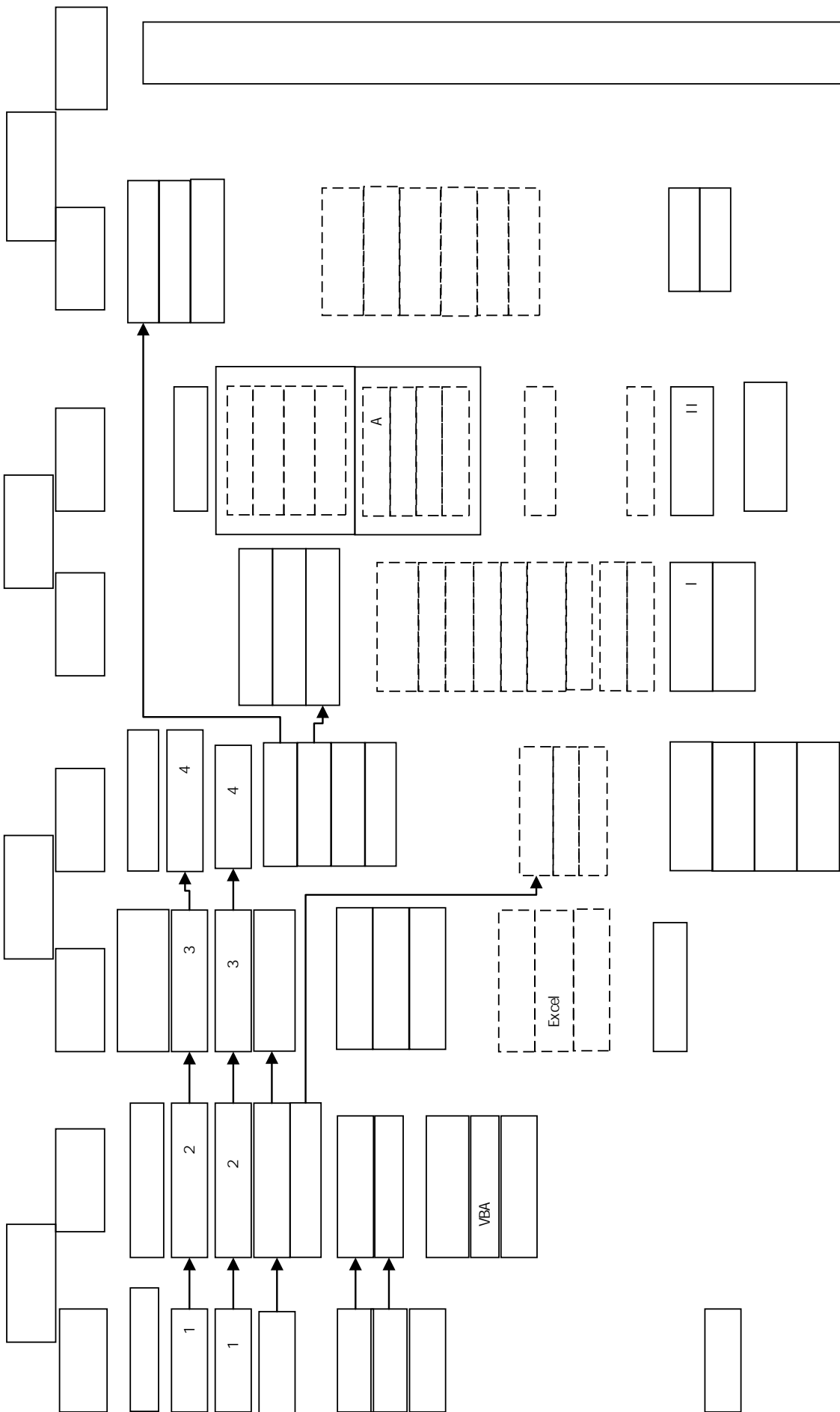
II Core Courses and Characteristic Courses

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

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

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

Teaching Process Map



Course Number	Course Title	Including				Suggested Term	Prerequisite Course
		Exp.	Operation	Practice	Extra-cur		
	General Education Elective Courses						
	Innovation and Entrepreneurship Courses						
	Arts and Social Science Courses						
	Economy and Management Courses						
	Science and Technology Courses						
	Art and Physical Education Courses						
	Basic Disciplinary Required Courses						
4170259970	Introduction of Specialty					1	
4170057970	A					1	

required to obtain at least 9 credits which must contain at least one course from the category of Innovation and Entrepreneurship Courses and the category of Science and Technology Courses respectively.

Course Number	Course Title	Cr s	I ncl udi ng					Suggested Term	Prerequisite Course
			Tot hrs.	Exp.	Ope-ration	Prac-tice	Extra-cur		
4170133970	B Manufacturing and Operation Management	3	48					4	
4170095970	B Enterprise Business	2	32					4	
4170470970	Logistics and Supply Chain Management	3	48					4	
4170572970	B Enterprise Manufacture and Operation Simulation	1	32	32				5	
4170390970	A Emotional Management and Communication	3	48					5	
	ports Management	2	32					5	
	B	1.5	48	48				6	

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

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

Practice Schedule

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

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

Recommendations on Course Studies

1
2

2 1

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