

## 工商管理、市场营销专业本科培养计划

### Undergraduate Program for Specialty in Business Administration, Marketing

#### 一、培养目标

##### I. Educational Objectives

工商管理专业培养适应市场经济需要，能在企事业单位从事经营管理，特别是从事人力资源管理的高级专业人才。通过本专业的培养，学生能在企业一般经理管理，员工招聘，组织设计，组织及员工绩效管理，薪酬管理等管理领域有较坚实的基础理论知识。本专业要求学生能够应用所学知识发现、分析和解决实际问题，同时具备一定的自我发展能力。

Business Administration brings up senior specialized professionals who adapt to the requirements of market economy with systematic knowledge in modern management theory, being able to undertake administrative management, human resource management, teaching and scientific research in enterprises or government departments. This major demands student to be capable of applying the knowledge learned to discover, analyze and resolve practical problems; meanwhile, potential ability for self-development is also necessary.

市场营销专业培养具备国际视野、较强分析能力和沟通能力、掌握规范科学研究方法、适应科研工作和大型企业、跨国企业需求的高素质营销人才。通过本专业的培养，学生能在市场营销的市场研究、消费行为分析、广告与促销、销售渠道及物流管理等方面掌握系统的理论和实践技能。本专业注重加强学生在外语、量化分析能力和人际沟通等方面的能力。

The marketing program prepares students to be marketing professionals for large-sized and cross-national corporations, as well as for scientific research organizations, characterized as better international views, strong in analysis and communication, and good at scientific research methodology. The specialized training gives students systematic theories and practical skills to apply on market research, consumption behavior analysis, advertisement and promotion, marketing channel and logistic management. The program emphasizes the ability to use a foreign language, expertise in quantitative analysis and communication.

#### 二、基本规格要求

##### II. Skills Profile

工商管理专业学生主要学习管理学、经济学和企业管理的基础理论和基本知识，受到企业管理与技能方面的基本训练，具有分析和解决企业管理问题的基本能力。工商管理专业毕业生应获得以下几方面的知识和能力：

1. 掌握管理学的基础理论知识，具备职业经理人的能力和素质；
2. 掌握运作管理、组织理论与设计、人力资源管理、财务管理、会计学、财政学、市场营销等多方面的专业知识和技能；
3. 具有卓越的组织领导能力，良好的人际沟通能力，适应复杂管理环境的应变能力；
4. 熟悉我国企业管理的有关方针、政策和法规以及国际企业管理的惯例和规则；
5. 了解本学科的理论前沿和发展动态，特别是具有根据企业管理理论发展，站在时代前沿的管理创新能力；
6. 具备实际运用管理技术的能力，包括定量分析能力、计算机应用能力和英语应用能力等；
7. 掌握文献检索、资料查询的基本方法，具有初步的科学研究和实际工作能力。

**Business Administration:**

The program trains students to become managers capable of analyzing and solving enterprise management problems with knowledge of management, economics and enterprise management. Students will obtain:

1. A broadly basic knowledge of management;
2. The ability and quality to be professional managers;
3. A wide education on operation management, organization theory and design, human resource management, financial management, accounting, finance and marketing;
4. Understanding of policy, regulations and laws of both China and the world in enterprise management;
5. Understanding of the discipline's front and current application;
6. An awareness of innovation, based on the development of enterprise management theory;
7. The ability to demonstrate an application of management skills, quantitative analytical skills, computer technology skills, and English language performance, skills to search documents and data and abilities to do research and practical job.

市场营销专业学生主要学习市场营销的基本理论和基本知识、受到营销方法和技能方面的基本训练，具有分析解决营销问题的基本能力。毕业生应获得以下几方面的知识和能力：

1. 掌握管理学、经济学和现代企业管理的基本理论、基本知识；
2. 掌握市场营销的定性、定量分析方法；
3. 掌握信息管理技术的基本理论和基本知识；
4. 具有较强的语言与文字表达、人际沟通以及组织管理的基本能力；
5. 熟悉我国有关市场营销的方针、政策及法规以及了解国际市场营销的惯例和规则；
6. 了解本学科的理论前沿及发展动态；
7. 掌握文献检索、资料查询的基本方法，具有一定的科学研究和实际工作能力。

**Marketing:**

As a student of this program, you will gain:

1. Knowledge of management science, economics and modern enterprise management;
2. Skills of qualitative and quantitative analysis in marketing management;
3. Skills of gathering information and its management;
4. Ability in the use of mother language to plan, conduct and present a business project, essential skills for effective communication, ability to work as an organizer and a leader;
5. Understanding the policy, regulations and laws of China, and the routine rules of international marketing;
6. An awareness of its current stage of development; and
7. The skills to search documents and data, and abilities to do research and practical job.

**三、培养特色**

**III. Education Characteristics**

- 1、实行通识教育基础上的宽口径专业教育；
  - 2、注重学生专业基础理论知识的教育；
  - 3、注重学生专业基本技能和动手能力的训练；
  - 4、统一性和多样性相结合，体现培养个性化；
  - 5、注重培养学生分析问题和解决问题的能力。
1. This program carries out the general education model of wide scope;

2. This program pays much attention to the education of basic professional theory;
3. This program attaches much importance to the training of basic skills and practice ability;
4. Combine oneness with diversity, indicate the education of individuality;
5. This program highlights the ability of problem analysis and resolve.

**四、主干学科**

**IV. Major Disciplines**

管理学 Management

**五、学制与学位**

**V. Length of Schooling and Degree**

修业年限：四年

Duration: 4 years

授予学位：管理学学士

Degrees Conferred: Bachelor of Management

**六、学时与学分**

**VI. Hours/Credits**

完成学业最低课内学分（含课程体系与集中性实践教学环节）要求：180.5

Minimum Credits of Curricular (Comprising course system and intensified internship practical training): 180.5

完成学业最低课外学分要求：5

Minimum Extracurricular Credits: 5

**1. 课程体系学时与学分**

Hours/Credits of Course System

| 课程类别     |          | 课程性质 | 学时/学分      | 占课程体系学分比例 (%) |
|----------|----------|------|------------|---------------|
| 通识教育基础课程 |          | 必修   | 1000/62.5  | 41.5          |
|          |          | 选修   | 160/10     | 6.7           |
| 学科基础课程   | 学科大类基础课程 | 必修   | 456/28.5   | 18.9          |
|          |          | 选修   | 240/15     | 10            |
|          | 学科专业基础课程 | 必修   | 232/14.5   | 9.6           |
| 专业课程     |          | 必修   | 320/20     | 13.3          |
| 合计       |          |      | 2408/150.5 | 100           |

| Course Classified                  |                                     | Course Nature | Hrs/Crs    | Percentage(%) |
|------------------------------------|-------------------------------------|---------------|------------|---------------|
| Basic Courses in General Education |                                     | Required      | 1000/62.5  | 41.5          |
|                                    |                                     | Elective      | 160/10     | 6.7           |
| Basic Courses in Discipline        | Basic Courses in General Discipline | Required      | 456/28.5   | 18.9          |
|                                    |                                     | Elective      | 240/15     | 10            |
|                                    | Basic Courses in Discipline         | Required      | 232/14.5   | 9.6           |
| Courses in Specialty               |                                     | Required      | 320/20     | 13.3          |
| Total                              |                                     |               | 2432/150.5 | 100           |

**2. 集中性实践教学环节周数与学分**

Weeks/Credits of Intensified Internship and Practical Training

| 实践教学环节名称      | 课程性质 | 周数/学分 | 占实践教学环节学分比例 (%) |
|---------------|------|-------|-----------------|
| 军事训练          | 必修   | 2/2   | 6.7             |
| 公益劳动          | 必修   | 1/1   | 3.3             |
| 金工实习          | 必修   | 2/2   | 6.7             |
| 生产实习          | 必修   | 4/4   | 13.3            |
| 管理类综合实验 (ERP) | 必修   | 2/2   | 6.7             |
| 毕业设计 (论文)     | 必修   | 16/16 | 53.3            |
| 专业社会实践        | 必修   | 1/1   | 3.3             |
| 专业实验          | 必修   | 2/2   | 6.7             |
| 合计            |      | 30/30 | 100             |

| Internship & Practical Training | Course Nature | Weeks/Credits | Percentage (%) |
|---------------------------------|---------------|---------------|----------------|
| Military Training               | Required      | 2/2           | 6.7            |
| Laboring for Public Benefit     | Required      | 1/1           | 3.3            |
| Mechanical Engineering Training | Required      | 2/2           | 6.7            |
| Engineering Internship          | Required      | 4/4           | 13.3           |
|                                 | Required      | 2/2           | 6.7            |
| Undergraduate Thesis            | Required      | 16/16         | 53.3           |
| Professional Social Practice    | Required      | 1/1           | 3.3            |
| Professional Experiments        | Required      | 2/2           | 6.7            |
| Total                           |               | 30/30         | 100            |

### 3. 课外学分

#### Extracurricular Credits

| 类别    | 活动名称  | 活动要求                         | 课外学分     |   |
|-------|-------|------------------------------|----------|---|
| 基础部分  | 社会实践  | 完成一次社会实践, 提交社会实践的活动总结或调查报告   | 1        |   |
|       | 演讲或论文 | 至少参加一次公众演讲或完成一篇规范的论文         | 1        |   |
|       | 竞赛    | 参加并完成一项科技、文化或体育竞赛            | 1        |   |
|       | 领导者经历 | 至少有一年领导者经历                   | 1        |   |
| 奖励部分  | 社会实践  | 个人、团队或实践成果被校团委评定为优秀          | 1        |   |
|       |       | 个人、团队或实践成果被团省委评定为优秀          | 2        |   |
|       | 外语考试  | 全国大学生英语六级考试, 成绩达标            | 2        |   |
|       |       | 托福考试, 达 90 分以上者              | 3        |   |
|       |       | 雅思考试, 达 6.5 分以上者             | 3        |   |
|       |       | GRE 考试, 达 1350 分以上者          | 3        |   |
|       |       | 通过 BEC 商务英语中级考试 (或相当水平的英语考试) | 2        |   |
|       |       | 通过 BEC 商务英语高级考试              | 3        |   |
|       |       | 通过日语二级, 或德语、法语等四级考试          | 3        |   |
|       | 计算机考试 | 全国计算机等级考试                    | 获二级及以上证书 | 2 |
|       |       | 全国计算机软件资格、水平考试               | 获程序员证书   | 2 |
|       |       |                              | 获高级程序员证书 | 3 |
|       |       |                              | 获系统分析员证书 | 4 |
|       | 竞赛    | 院级                           | 获三等奖及以上  | 1 |
|       |       |                              | 获三等奖     | 1 |
|       |       | 校级                           | 获二等奖     | 2 |
|       |       |                              | 获一等奖     | 3 |
|       |       |                              | 获三等奖     | 2 |
|       |       | 省级、区域级 (华中区、中南地区)            | 获二等奖     | 3 |
|       |       |                              | 获一等奖     | 4 |
| 获三等奖  |       |                              | 3        |   |
| 全国及以上 | 获三等奖  | 3                            |          |   |
|       | 获二等奖  | 4                            |          |   |

## 华中科技大学本科专业人才培养计划

|  |  |  |      |   |
|--|--|--|------|---|
|  |  |  | 获一等奖 | 6 |
|--|--|--|------|---|

续表

| 类别     | 活动名称    | 活动要求             |                | 课外学分 |
|--------|---------|------------------|----------------|------|
|        | 科研与学术成果 | 科研项目             | 参与本科生科研计划      | 1    |
|        |         | 文学、艺术作品          | 在全国性刊物发表       | 1    |
|        |         |                  | 公开出版           | 2    |
|        |         | 论文               | 全国性刊物公开发表      | 2    |
|        |         |                  | 以第一作者在中文核心期刊发表 | 3    |
|        | 学术会议    | 参加全国或国际学术会议并发表报告 | 3              |      |
|        | 专利      | 个人或团队在校期间获得专利证书  | 获得实用新型专利       | 3    |
| 获得发明专利 |         |                  | 4              |      |

注：在校运动会上参加某项目获得第一名、第二名，等同于校级竞赛一等奖；获得3—5名，等同于校级竞赛二等奖；获得6—8名，等同于校级竞赛三等奖。

| Categories               | Activities                        | Requirements  | Extracurricular Credits                  |   |
|--------------------------|-----------------------------------|---|--|---|
| Base                     | Social Practice                   | Participate in ONE social practice and submit a summary or report   | 1  |   |
|                          | Public Speaking or Article        | Attend and finish ONE speech contest or submit a article  | 1  |   |
|                          | Competition                       | Attend and finish ONE competition   | 1  |   |
|                          | Leader Experience                 | as a leader at list ONE year  | 1  |   |
| Award                    | Social Practice                   | Membership of the group entitled as “Excellent Social Practice Group” by the Communist Youth League of HUST           | 1  |   |
|                          |                                   | Membership of the group entitled as “Excellent Social Practice Group” by the Communist Youth League of Hubei Province | 2  |   |
|                          | Examinations of Foreign Languages | CET Band-6 scores meet the university’s requirement   | 2  |   |
|                          |                                   | TOEFL 90 Points or Higher   | 3  |   |
|                          |                                   | IELTS 6.5 Points or Higher  | 3  |   |
|                          |                                   | GRE 1350 Points or Higher   | 3  |   |
|                          |                                   | Win BEC Vantage Certificate (or other English certificate of equivalent level)  | 2  |   |
|                          |                                   | Win BEC Higher Certificate  | 3  |   |
|                          |                                   | Pass JLPT2 (Japanese), CGT4 (German), CFT4 (French) or other examination of equivalent level                          | 3  |   |
|                          | Examinations of Computer          | National Computer Rank Examination  | Win certificate of Band-2 or higher band | 2 |
|                          |                                   | National Computer Software Qualification  | Win certificate of programmer            | 2 |
|                          |                                   |   | Win certificate of Advanced Programmer   | 3 |
|                          |                                   |   | Win certificate of System Analyst        | 4 |
|                          | Competitions                      | School Level  | Win third or higher prize                | 1 |
|                          |                                   | University Level  | Win third prize                          | 1 |
|                          |                                   |   | Win second prize                         | 2 |
|                          |                                   |   | Win first prize                          | 3 |
|                          |                                   | Provisional or Regional Level (Central China, Central South)  | Win third prize                          | 2 |
|                          |                                   |   | Win second prize                         | 3 |
|                          |                                   |   | Win first prize                          | 4 |
| National or Higher Level |                                   | Win third prize   | 3  |   |
|                          | Win second prize                  | 4   |  |   |
|                          | Win first prize                   | 6   |  |   |
| Scientific Research      | Research                          | Participate in Scientific Research  | 1  |   |
|                          | Literature or Art Works           | Those whose works appears in national publications  | 1  |   |

|  |  |  |                                       |   |
|--|--|--|---------------------------------------|---|
|  |  |  | Those whose works published as a book | 2 |
|--|--|--|---------------------------------------|---|

continue

| Categories                     | Activities          | Requirements  |  | Extracurricular Credits |
|--------------------------------|---------------------|---|--|-------------------------|
|                                | Scientific Research | Thesis  | Those whose thesis appears in national publications              | 2                       |
|                                |                     |   | Lead author of thesis that appears in national core publications | 3                       |
|                                |                     | Conference  | Attend and report in national or international conference        | 3                       |
|                                | Patent              | Get certificate of patent during study individually or as member of a group | Get patent right for utility models                              | 3                       |
| Get patent right for invention |                     |   | 4  |                         |

Note: In HUST Sports Meeting, the first and the second prize, the third to the fifth prize and the sixth prize to the eighth prize are deemed respectively the first prize, the second prize and the third prize of university level.

### 七、主要课程

#### VII. Major Courses in Specialty

管理学 Management、管理经济学 Managerial Economics、宏观经济学 Macro-economics、财务会计学 Financial Accounting、财务管理 Financial Management、市场营销学 Marketing、运作管理 Operations Management、组织行为学 Organizational Behavior、经济法 Law of Economy、运筹学 Operations Research、计量经济学 Econometrics、中国税制 Tax System of China

### 八、主要实践教学环节（含专业试验）

#### VIII. Main Internship and Practical Training (Including experiments)

军事训练 Military Training、公益劳动 Labouring for Public Benefit、金工实习 Industrial Practice、专业实习 Professional Social Practice、生产实习 Engineering Internship、课程设计 Course Project、毕业设计 Undergraduate Thesis

### 九、教学进程计划表

#### IX. Table of Teaching Schedule

院（系）：管理学院

专业：工商管理、市场营销

School (Department): School of Management

Specialty: Business Administration, Marketing

| 课程类别<br>Course Classified                   | 课程性质<br>Course Nature | 课程代码<br>Course Code | 课程名称<br>Course Name   | 学时/学分<br>Hrs/Crs | 其中<br>Including  |            |                 | 各学期学时<br>Hours Distribution<br>in a Semester |     |     |     |     |     |     |     |  |  |
|---|-----------------------|---------------------|---|------------------|------------------|------------|-----------------|--|-----|-----|-----|-----|-----|-----|-----|--|--|
|   |                       |                     |   |                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Operation | 一  | 二   | 三   | 四   | 五   | 六   | 七   | 八   |  |  |
|   |                       |                     |   |                  |                  |            |                 | 1st  | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th |  |  |
| 通识教育基础课程<br>General Education Basic Courses | 必修<br>Required        | 0301901             | 思想道德修养与法律基础<br>Morals & Ethics & Fundamentals of Law                    | 48/3             | 12               |            |                 | 36   |     |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0100721             | 中国近现代史纲要<br>Survey of Modern Chinese History                            | 32/2             | 8                |            |                 | 24   |     |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0100881             | 马克思主义基本原理<br>Basic Theory of Marxism                                    | 48/3             | 12               |            |                 | 36   |     |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0100931             | 思政课社会实践<br>Social Practice of Ideological and Political Theories Course | 32/2             | 28               |            |                 | 4  |     |     |     |     |     |     |     |  |  |

续表

| 课程类别<br>Course Classified                   | 课程性质<br>Course Nature | 课程代码<br>Course Code  | 课程名称<br>Course Name  | 学时/学分<br>Hrs/Crs | 其中<br>Including  |            |                      | 各学期学时<br>Hours Distribution<br>in a Semester |     |     |     |     |     |     |     |  |  |
|---|-----------------------|--|--|------------------|------------------|------------|----------------------|--|-----|-----|-----|-----|-----|-----|-----|--|--|
|   |                       |  |  |                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Oper-<br>ation | 一  | 二   | 三   | 四   | 五   | 六   | 七   | 八   |  |  |
|   |                       |  |  |                  |                  |            |                      | 1st  | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th |  |  |
|   | 必修<br>Required        | 0100321  | 毛泽东思想和中国特色社会主义理论体系概论<br>General Introduction to Mao Zedong Thought and Socialist Theory with Chinese Characteristics | 64/4             |                  |            |                      |  |     | 64  |     |     |     |     |     |  |  |
| 通识教育基础课程<br>Basic General Education Courses | 必修<br>Required        | 0100741  | 形势与政策<br>Current Affairs and Policy  | 32/2             | 14               |            |                      | 3  | 3   | 3   | 3   | 3   | 3   |     |     |  |  |
|   | 必修<br>Required        | 0510071  | 中国语文<br>Chinese  | 32/2             | 10               |            |                      |  | 22  |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0512351  | 基础英语（一）<br>Fundamental English（I）  | 64/4             |                  |            |                      | 64   |     |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0512361  | 基础英语（二）<br>Fundamental English（II）   | 64/4             |                  |            |                      |  | 64  |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0512371  | 基础英语（三）<br>Fundamental English（III）  | 32/2             |                  |            |                      |  |     | 32  |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0512381  | 基础英语（四）<br>Fundamental English（IV）   | 32/2             |                  |            |                      |  |     |     | 32  |     |     |     |     |  |  |
|   | 必修<br>Required        | 0700011  | 微积分（一）上<br>Calculus（I）   | 88/5.5           |                  |            |                      | 88   |     |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0700012  | 微积分（一）下<br>Calculus（I）   | 88/5.5           |                  |            |                      |  | 88  |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0833171  | 数据库技术及应用<br>Database Techniques and Their Applications   | 48/3             |                  | 16         |                      |  |     | 48  |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0400111  | 大学体育（一）<br>Physical Education(I)   | 32/1             |                  |            |                      | 32   |     |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0400121  | 大学体育（二）<br>Physical Education(II)  | 32/1             |                  |            |                      |  | 32  |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0400131  | 大学体育（三）<br>Physical Education(III)   | 32/1             |                  |            |                      |  |     | 32  |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0400141  | 大学体育（四）<br>Physical Education(IV)  | 32/1             |                  |            |                      |  |     |     | 32  |     |     |     |     |  |  |
|   | 必修<br>Required        | 1200011  | 军事理论<br>Military Theory  | 16/1             |                  |            |                      | 16   |     |     |     |     |     |     |     |  |  |
|   | 必修<br>Required        | 0800171  | 大学计算机基础<br>Fundamentals of computer technology   | 32/2             |                  |            | 12                   | 20   |     |     |     |     |     |     |     |  |  |
| 必修<br>Required                              | 0811161               | 计算机网络技术及应用<br>Computer Network Techniques and Their Applications | 48/3   |                  | 16               |            |                      | 48   |     |     |     |     |     |     |     |  |  |

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|  | 必修<br>Required | 0700051 | 线性代数（一）<br>Linear Algebra (I) | 40/2.5 |  |  |  |  | 40 |  |  |  |  |  |  |  |  |
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| 课程类别<br>Course Classified                                   | 课程性质<br>Course Nature | 课程代码<br>Course Code | 课程名称<br>Course Name                                     | 学时/学分<br>Hrs/Crs | 其中<br>Including  |            |                 | 各学期学时<br>Hours Distribution in a Semester |          |          |          |          |          |          |          |  |    |
|---|-----------------------|---------------------|---|------------------|------------------|------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|--|----|
|   |                       |                     |   |                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Operation | 一<br>1st                                  | 二<br>2nd | 三<br>3rd | 四<br>4th | 五<br>5th | 六<br>6th | 七<br>7th | 八<br>8th |  |    |
|   | 必修<br>Required        | 0700063             | 概率论与数理统计（三）<br>Probability and Mathematics (III)        | 40/2.5           |                  |            |                 |   |          | 40       |          |          |          |          |          |  |    |
|   | 必修<br>Required        | 0812313             | C++语言程序设计<br>Advance Programming Language(C++)          | 56/3.5           |                  | 20         |                 |   |          |          | 56       |          |          |          |          |  |    |
|   |                       |                     | 人文社科类选修课程<br>Electives in Humanities and Social Science | 160/10           |                  |            |                 |   |          |          |          |          |          |          |          |  |    |
| 学科基础课程·<br>学科大类基础<br>Basic Courses in<br>General Discipline | 必修<br>Required        | 0400022             | 学科（专业）概论<br>Introduction to Discipline                  | 16/1             |                  |            |                 | 16  |          |          |          |          |          |          |          |  |    |
|   | 必修<br>Required        | 1100012             | 管理学<br>Management                                       | 32/2             |                  |            |                 | 32  |          |          |          |          |          |          |          |  |    |
|   | 必修<br>Required        | 0200025             | 管理经济学<br>Management Economics                           | 48/3             |                  |            |                 | 48  |          |          |          |          |          |          |          |  |    |
|   | 必修<br>Required        | 1100027             | 会计学原理<br>Accounting                                     | 32/2             |                  |            |                 |   | 32       |          |          |          |          |          |          |  |    |
|   | 必修<br>Required        | 0200023             | 宏观经济学<br>Macro-Economics                                | 40/2.5           |                  |            |                 |   |          | 40       |          |          |          |          |          |  |    |
|   | 必修<br>Required        | 700241              | 运筹学<br>Operations Research                              | 64/4             |                  | 8          |                 |   |          |          | 64       |          |          |          |          |  |    |
|   | 必修<br>Required        | 1100052             | 财务管理<br>Financial Management                            | 32/2             |                  |            |                 |   |          |          |          | 32       |          |          |          |  |    |
|   | 必修<br>Required        | 1101341             | 中国税制<br>Tax System of China                             | 32/2             |                  |            |                 |   |          |          |          | 32       |          |          |          |  |    |
|   | 必修<br>Required        | 1100091             | 市场营销学<br>Marketing                                      | 32/2             |                  |            |                 |   |          |          |          | 32       |          |          |          |  |    |
|   | 必修<br>Required        | 1100031             | 组织行为学<br>Organizational Behavior                        | 32/2             |                  |            |                 |   |          |          |          | 32       |          |          |          |  |    |
|   | 必修<br>Required        | 1100121             | 运作管理<br>Operations Management                           | 40/2.5           |                  |            |                 |   |          |          |          | 40       |          |          |          |  |    |
|   | 必修<br>Required        | 1100044             | 管理信息系统<br>Management Information Systems                | 40/2.5           |                  | 8          |                 |   |          |          |          | 40       |          |          |          |  |    |
|   | 必修<br>Required        | 0200302             | 学科发展前沿专题研究<br>Current Issues in Management Subject      | 16/1             |                  |            |                 |   |          |          |          |          |          |          |          |  | 16 |
|   |                       |                     |   | 学科大类基础选修课程       | 240/15           |            |                 |   |          |          |          |          |          |          |          |  |    |
|   |                       |                     | 课程组 A（研究型课程）<br>Group A                                 | 240/15           |                  |            |                 |   |          |          |          |          |          |          |          |  |    |



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|  | 选修<br>Elective | 1100372 | 供应链管理<br>Supply Chain Management | 32/2 |  |  |  |  |  |  |  |  |  |  |  |  |  | 32 |  |  |  |
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| 课程类别<br>Course Classified                                       | 课程性质<br>Course Nature | 课程代码<br>Course Code | 课程名称<br>Course Name                                 | 学时/学分<br>Hrs/Crs         | 其中 Including     |            |                 | 各学期学时<br>Hours Distribution in a Semester |          |          |          |          |          |          |          |    |    |    |  |  |    |    |  |
|---|-----------------------|---------------------|---|--------------------------|------------------|------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|----|----|----|--|--|----|----|--|
|   |                       |                     |   |                          | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Operation | 一<br>1st                                  | 二<br>2nd | 三<br>3rd | 四<br>4th | 五<br>5th | 六<br>6th | 七<br>7th | 八<br>8th |    |    |    |  |  |    |    |  |
| 学科基础课程<br>·<br>学科大类基础<br>Basic Courses<br>in General Discipline | 选修<br>Elective        | 1101994             | 管理统计学<br>Management Statistics                      | 32/2                     |                  |            |                 |   |          |          |          |          |          | 32       |          |    |    |    |  |  |    |    |  |
|   | 选修<br>Elective        | 1103971             | 行为经济学<br>Behavioral Economy                         | 32/2                     |                  |            |                 |   |          |          |          |          |          |          |          | 32 |    |    |  |  |    |    |  |
|   | 选修<br>Elective        | 0200094             | 计量经济学（财政专业限选）<br>Econometrics                       | 48/3                     |                  |            |                 |   |          |          |          |          |          |          |          | 48 |    |    |  |  |    |    |  |
|   | 选修<br>Elective        | 0812072             | 博弈论<br>Game Theory                                  | 32/2                     |                  |            |                 |   |          |          |          |          |          |          |          |    | 32 |    |  |  |    |    |  |
|   | 选修<br>Elective        | 1103981             | 商业数据分析与挖掘<br>Business Data Analysis and Mining      | 40/2.5                   |                  |            |                 |   |          |          |          |          |          |          |          |    | 32 |    |  |  |    |    |  |
|   | 选修<br>Elective        | 1103991             | 预测模型与方法<br>Forecast Models and Methods              | 32/2                     |                  |            |                 |   |          |          |          |          |          |          |          |    | 32 |    |  |  |    |    |  |
|   | 选修<br>Elective        | 1100402             | 管理系统模拟<br>Management System Stimulation             | 40/2.5                   |                  |            |                 |   |          |          |          |          |          |          |          |    | 40 |    |  |  |    |    |  |
|   | 选修<br>Elective        | 1103581             | 信息法则<br>Information Rule                            | 24/1.5                   |                  |            |                 |   |          |          |          |          |          |          |          |    |    | 24 |  |  |    |    |  |
|   | 选修<br>Elective        | 0700301             | 随机过程<br>Stochastic Process                          | 40/2.5                   |                  |            |                 |   |          |          |          |          |          |          |          |    |    | 40 |  |  |    |    |  |
|   | 选修<br>Elective        | 1102751             | 管理研究方法<br>Methodology on Management Study           | 24/1.5                   |                  |            |                 |   |          |          |          |          |          |          |          |    |    | 24 |  |  |    |    |  |
|   | 选修<br>Elective        | 1104281             | 公司战略与风险管理<br>Corporate Strategy and Risk Management | 32/2                     |                  |            |                 |   |          |          |          |          |          |          |          |    |    | 32 |  |  |    |    |  |
|   | 选修<br>Elective        | 1104011             | 算法分析与设计<br>Algorithm Analysis and Design            | 32/2                     |                  |            |                 |   |          |          |          |          |          |          |          |    |    |    |  |  | 32 |    |  |
|   | 选修<br>Elective        | 1103351             | 工作流程管理<br>Working flow management                   | 32/2                     |                  |            |                 |   |          |          |          |          |          |          |          |    |    |    |  |  |    | 32 |  |
|   | 选修<br>Elective        | 1104021             | 最优化理论与算法<br>Optimization Theory and Algorithm       | 32/2                     |                  |            |                 |   |          |          |          |          |          |          |          |    |    |    |  |  |    | 32 |  |
|   |                       |                     |   | 课程组 B（应用型课程组）<br>Group B | 240/<br>15       |            |                 |   |          |          |          |          |          |          |          |    |    |    |  |  |    |    |  |
|   | 选修<br>Elective        | 1104031             | 职业生涯规划<br>Career Development                        | 16/1                     |                  |            |                 |   | 16       |          |          |          |          |          |          |    |    |    |  |  |    |    |  |
|   | 选修<br>Elective        | 0812323             | VB 语言程序设计<br>Advance Programming Language (VB)      | 40/2.5                   |                  |            |                 |   | 40       |          |          |          |          |          |          |    |    |    |  |  |    |    |  |
|   | 选修<br>Elective        | 0509271             | 商务礼仪<br>Business Etiquette                          | 16/1                     |                  |            |                 |   | 16       |          |          |          |          |          |          |    |    |    |  |  |    |    |  |

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| 选修<br>Elective | 0300042 | 社会调查方法<br>Social survey Approach | 16/1 | 4 |  |  |  |  | 12 |  |  |  |  |  |  |
|----------------|---------|----------------------------------|------|---|--|--|--|--|----|--|--|--|--|--|--|

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| 课程类别<br>Course Classified                        | 课程性质<br>Course Nature | 课程代码<br>Course Code | 课程名称<br>Course Name  | 学时/学分<br>Hrs/Crs | 其中<br>Including  |            |                 | 各学期学时<br>Hours Distribution<br>in a Semester |          |          |          |          |          |          |          |  |
|--|-----------------------|---------------------|--|------------------|------------------|------------|-----------------|--|----------|----------|----------|----------|----------|----------|----------|--|
|  |                       |                     |  |                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Operation | 一<br>1st                                     | 二<br>2nd | 三<br>3rd | 四<br>4th | 五<br>5th | 六<br>6th | 七<br>7th | 八<br>8th |  |
| 学科基础课程<br>·<br>学科大类基础<br>Basic General Education | 选修<br>Elective        | 1103752             | 商业伦理<br>Business Ethics                                      | 24/1.5           |                  |            |                 |  | 24       |          |          |          |          |          |          |  |
|  | 选修<br>Elective        | 0511341             | 高级商务英语听说<br>Advanced Business English Listening and Speaking | 32/2             |                  |            |                 |  | 32       |          |          |          |          |          |          |  |
|  | 选修<br>Elective        | 0504561             | 高级商务英语<br>Advanced Business English                          | 32/2             |                  |            |                 |  |          | 32       |          |          |          |          |          |  |
|  | 选修<br>Elective        | 0501032             | 商务英语写作<br>Business English Writing                           | 32/2             |                  |            |                 |  |          |          | 32       |          |          |          |          |  |
|  | 选修<br>Elective        | 0200232             | 货币银行学<br>Monetary Banking                                    | 32/2             |                  |            |                 |  |          |          |          | 32       |          |          |          |  |
|  | 选修<br>Elective        | 1104051             | 案例分析方法<br>Case study Methodology                             | 16/1             |                  |            |                 |  |          |          |          | 16       |          |          |          |  |
|  | 选修<br>Elective        | 1101634             | 项目管理<br>Project Management                                   | 32/2             |                  |            |                 |  |          |          |          | 32       |          |          |          |  |
|  | 选修<br>Elective        | 1103361             | 信息系统开发方法与工具<br>IS Development Methods and Tools              | 32/2             |                  |            |                 |  |          |          |          | 32       |          |          |          |  |
|  | 选修<br>Elective        | 1100361             | 管理技能与技巧<br>Management Skills                                 | 24/1.5           |                  |            |                 |  |          |          |          |          | 24       |          |          |  |
|  | 选修<br>Elective        | 1104041             | 公共关系<br>Public Relationship                                  | 32/2             |                  |            |                 |  |          |          |          |          | 32       |          |          |  |
|  | 选修<br>Elective        | 1100193             | 管理心理学<br>Management Psychology                               | 24/1.5           |                  |            |                 |  |          |          |          |          | 24       |          |          |  |
|  | 选修<br>Elective        | 0200182             | 国际贸易与结算<br>International Trade                               | 32/2             |                  |            |                 |  |          |          |          |          | 32       |          |          |  |
|  | 选修<br>Elective        | 1102121             | 跨文化营销<br>Cross-cultural Marketing                            | 32/2             |                  |            |                 |  |          |          |          |          |          | 32       |          |  |
|  | 选修<br>Elective        | 1100261             | 证券投资分析<br>Portfolio Analysis and Investment                  | 32/2             |                  |            |                 |  |          |          |          |          |          | 32       |          |  |
|  | 选修<br>Elective        | 1103701             | 财务会计<br>Financial Accounting                                 | 40/2.5           |                  |            |                 |  |          |          |          |          |          | 40       |          |  |
|  | 选修<br>Elective        | 1103662             | 高级审计学<br>Advanced Auditing                                   | 48/3             |                  |            |                 |  |          |          |          |          |          | 48       |          |  |
|  | 选修<br>Elective        | 1100871             | 电算化会计<br>Computerized Accounting                             | 32/2             |                  | 16         |                 |  |          |          |          |          |          | 32       |          |  |

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|  | 选修<br>Elective | 1103212 | 知识产权<br>Intellectual Property                     | 24/1.5 |  |  |  |  |  |  |  |  |  | 24 |  |
|  | 选修<br>Elective | 1104081 | 管理沟通与谈判<br>Business Communication and Negotiation | 32/2   |  |  |  |  |  |  |  |  |  | 32 |  |

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| 课程类别<br>Course Classified | 课程性质<br>Course Nature | 课程代码<br>Course Code | 课程名称<br>Course Name                                  | 学时/学分<br>Hrs/Crs | 其中<br>Including  |            |                      | 各学期学时<br>Hours Distribution<br>in a Semester |          |          |          |          |          |          |          |
|---------------------------|-----------------------|---------------------|--|------------------|------------------|------------|----------------------|--|----------|----------|----------|----------|----------|----------|----------|
|                           |                       |                     |  |                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Oper-<br>ation | 一<br>1st                                     | 二<br>2nd | 三<br>3rd | 四<br>4th | 五<br>5th | 六<br>6th | 七<br>7th | 八<br>8th |
|                           | 选修<br>Elective        | 0510721             | CPA英语（会计学专业限选）<br>Professional English               | 32/2             |                  |            |                      |  |          |          |          |          |          | 32       |          |
|                           | 选修<br>Elective        | 0200152             | 国际金融<br>International Finance                        | 32/2             |                  |            |                      |  |          |          |          |          |          |          | 32       |
|                           | 选修<br>Elective        | 1104061             | 国际财务报告准则<br>International Financial Report Standards | 32/2             |                  |            |                      |  |          |          |          |          |          |          | 32       |
|                           | 选修<br>Elective        | 1104071             | 技术与创新管理<br>Technology and Innovation Management      | 32/2             |                  |            |                      |  |          |          |          |          |          |          | 32       |
|                           | 选修<br>Elective        | 1104091             | 客户关系管理<br>Customer Relationship Management           | 32/2             |                  |            |                      |  |          |          |          |          |          |          | 32       |
| B<br>学科基础课程<br>·<br>专业基础  | 必修<br>Required        | 0300053             | 经济法<br>Law of Economy                                | 32/2             |                  |            |                      |  |          |          | 32       |          |          |          |          |
|                           | 必修<br>Required        | 1101421             | 电子商务<br>Electronic Commerce                          | 32/2             |                  |            |                      |  |          | 32       |          |          |          |          |          |
|                           | 必修<br>Required        | 0200421             | 财务报表分析<br>Analysis of Financial Statements           | 32/2             |                  |            |                      |  |          | 32       |          |          |          |          |          |
|                           | 必修<br>Required        | 1100951             | 项目管理<br>Project Management                           | 32/2             |                  |            |                      |  |          | 32       |          |          |          |          |          |
|                           | 必修<br>Required        | 1100351             | 人力资源管理<br>Human Resource Management                  | 32/2             |                  |            |                      |  |          | 32       |          |          |          |          |          |
|                           | 必修<br>Required        | 1104101             | 国际商务（双语）<br>International Business                   | 32/2             |                  |            |                      |  |          |          |          | 32       |          |          |          |
|                           | 必修<br>Required        | 1100341             | 企业战略管理<br>Strategic Management                       | 40/2.5           |                  |            |                      |  |          |          |          | 40       |          |          |          |
| C<br>专业基础课程<br>(市场营销专业)   | 必修<br>Required        | 1100161             | 消费者行为学<br>Consumer Behavior                          | 40/2.5           |                  |            |                      |  |          | 40       |          |          |          |          |          |
|                           | 必修<br>Required        | 1101031             | 市场研究<br>Market Research                              | 40/2.5           |                  |            |                      |  |          | 40       |          |          |          |          |          |
|                           | 必修<br>Required        | 1104131             | 产品与品牌管理<br>Product and Brand Management              | 40/2.5           |                  |            |                      |  |          |          | 40       |          |          |          |          |
|                           | 必修<br>Required        | 1101801             | 广告与促销<br>Advertisement and Promotion                 | 40/2.5           |                  |            |                      |  |          |          | 40       |          |          |          |          |
|                           | 必修<br>Required        | 1101052             | 营销渠道管理<br>Marketing Channel Management               | 40/2.5           |                  |            |                      |  |          |          | 40       |          |          |          |          |

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|----------------|---------|---|--------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|----|----|--|
| 必修<br>Required | 1104111 | 营销决策模型<br>Marketing Decision Model          | 40/2.5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 40 |    |  |
| 必修<br>Required | 1104121 | 营销创新<br>Marketing Innovation                | 40/2.5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 40 |    |  |
| 必修<br>Required | 1104141 | 服务营销与管理<br>Service marketing and Management | 40/2.5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |    | 40 |  |

续表

| 课程类别<br>Course Classified                                  | 课程性质<br>Course Nature | 课程代码<br>Course Code | 课程名称<br>Course Name   | 学时/学分<br>Hrs/Crs | 其中<br>Including  |            |                 | 各学期学时<br>Hours Distribution<br>in a Semester |     |     |     |     |     |     |     |  |    |    |    |  |
|--|-----------------------|---------------------|---|------------------|------------------|------------|-----------------|--|-----|-----|-----|-----|-----|-----|-----|--|----|----|----|--|
|  |                       |                     |   |                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Operation | 一  | 二   | 三   | 四   | 五   | 六   | 七   | 八   |  |    |    |    |  |
|  |                       |                     |   |                  |                  |            |                 | 1st  | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th |  |    |    |    |  |
| 专业课程<br>(工商管理专业)<br>Core Courses<br>(Management Specialty) | 必修<br>Required        | 1102021             | 人员测评与人员选拔<br>Personnel Assessment and Selection               | 40/2.5           |                  |            |                 |  |     |     |     |     |     | 40  |     |  |    |    |    |  |
|  | 必修<br>Required        | 1102981             | 组织设计与工作分析<br>Organization Design & Job Analysis               | 40/2.5           |                  |            |                 |  |     |     |     |     |     | 40  |     |  |    |    |    |  |
|  | 必修<br>Required        | 1103521             | 员工培训与开发<br>HR Training And Development                        | 40/2.5           |                  |            |                 |  |     |     |     |     |     | 40  |     |  |    |    |    |  |
|  | 必修<br>Required        | 1101911             | 绩效考核与绩效管理<br>Performance Appraisal and Performance Management | 40/2.5           |                  |            |                 |  |     |     |     |     |     |     |     |  |    | 40 |    |  |
|  | 必修<br>Required        | 1102042             | 薪酬管理<br>Compensation  | 40/2.5           |                  |            |                 |  |     |     |     |     |     |     |     |  |    | 40 |    |  |
|  | 必修<br>Required        | 0303671             | 劳动关系与劳动法<br>Labor Relation and Labor Law                      | 40/2.5           |                  |            |                 |  |     |     |     |     |     |     |     |  |    | 40 |    |  |
|  | 必修<br>Required        | 1104271             | 人力资源战略与规划<br>Human Resource Strategy & Planning               | 40/2.5           |                  |            |                 |  |     |     |     |     |     |     |     |  |    |    | 40 |  |
| 实践环节<br>Internship and Practice<br>Link                    | 必修<br>Required        | 1300012             | 军事训练<br>Military Training                                     | 2w/2             |                  |            |                 | 2w   |     |     |     |     |     |     |     |  |    |    |    |  |
|  | 必修<br>Required        | 1300021             | 公益劳动<br>Labouring for Public Benefit                          | 1w/1             |                  |            |                 |  |     |     |     |     | 1w  |     |     |  |    |    |    |  |
|  | 必修<br>Required        | 1300072             | 金工实习<br>Industrial Practice                                   | 2w/2             |                  |            |                 |  |     |     | 2w  |     |     |     |     |  |    |    |    |  |
|  | 必修<br>Required        | 1300481             | 专业社会实践<br>Professional Social Practice                        | 1w/1             |                  | 1w         |                 |  | 1w  |     |     |     |     |     |     |  |    |    |    |  |
|  | 必修<br>Required        | 1300901             | 专业实验<br>Professional Experiment                               | 2w/2             |                  |            |                 |  |     |     | 2w  |     |     |     |     |  |    |    |    |  |
|  | 必修<br>Required        | 1300084             | 生产实习<br>Engineering Internship                                | 4w/4             |                  |            |                 |  |     |     |     |     |     |     |     |  | 4w |    |    |  |
|  | 必修<br>Required        | 1327701             | 管理类综合性实验 (ERP)<br>Management Integrated Experiment            | 2w/2             |                  |            |                 |  |     |     |     |     |     |     |     |  |    |    | 2w |  |
|  | 必修<br>Required        | 1300066             | 毕业设计 (论文)<br>Undergraduate Thesis                             | 16w/<br>16       |                  |            |                 |  |     |     |     |     |     |     |     |  |    |    |    |  |

## 工商管理、财务管理、会计学、市场营销第二主修专业培养计划

### Undergraduate Program for the Second Specialty in Business Administration, Financial Management, Accounting and Marketing

#### 一、培养目标

##### I. Educational Objectives

培养具备管理、经济、法律方面的知识和能力，掌握现代管理方法和手段，熟练运用一门外国语，能在各类工商企业、金融机构、中介机构、相关政府管理部门、学校、科研单位、经济管理咨询部门工作的专业人才。

通过系统的理论和专业知识学习，使学生成为适应社会主义市场经济需要的，具备技术、管理、经济等多项专业知识的复合型人才。

The program is designed to enable students to develop a career in business sectors, finance institution, agency institution, government, schools, research institutes and consultation sectors of economic management with the knowledge and skills of management, economy and law, mastery of modern management methods and a foreign language.

Through systemic studying theories, the program is designed to enable students to develop a inter-disciplinary talent to meet the need of the Socialist Market Economy with professional knowledge of technology, management, economy and so on.

#### 二、学位

##### II. Degree Conferred

管理学

Bachelor of Management

#### 三、学分

##### III. Credits

完成学业最低学分要求：50 学分

Minimum Course Credits: 50

其中：

Including:

学科大类基础课程：22 学分

Basic Courses in General Discipline: 22

学科专业基础课程：5 学分

Basic Courses in Discipline: 5

专业核心课程：6 学分

Common Core Courses in Specialty: 6

专业方向课程：7 学分

Specialty-Oriented Courses: 7

毕业设计：10 学分

Undergraduate Thesis:

四、教学进程计划表

IV. Table of Teaching Schedule

| 课程类别<br>Course<br>Classified   | 课程性质<br>Course<br>Nature | 课程代码<br>Course<br>Code | 课程名称<br>Course Name                         | 学时/<br>学分<br>Hrs/<br>Crs | 其中<br>Including      |            |                      | 各学期学时<br>Hours Distribution<br>in a Semester |          |          |          |          |          |          |          |    |    |
|--|--------------------------|------------------------|---|--------------------------|----------------------|------------|----------------------|--|----------|----------|----------|----------|----------|----------|----------|----|----|
|  |                          |                        |   |                          | 课外<br>Extra-<br>cur. | 实验<br>Exp. | 上机<br>Oper-<br>ation | 一<br>1st                                     | 二<br>2nd | 三<br>3rd | 四<br>4th | 五<br>5th | 六<br>6th | 七<br>7th | 八<br>8th |    |    |
| 学科大类基础课程<br>Base Courses in General Discipline                           | 必修<br>Required           | 1100025                | 会计学<br>Accounting                           | 56/3.5                   |                      |            |                      |  |          |          |          | 56       |          |          |          |    |    |
|  | 必修<br>Required           | 0300053                | 经济法<br>Economic Law                         | 32/2                     |                      |            |                      |  |          |          |          | 32       |          |          |          |    |    |
|  | 必修<br>Required           | 0200071                | 管理经济学<br>Management Economics               | 40/2.5                   |                      |            |                      |  |          |          |          | 40       |          |          |          |    |    |
|  | 必修<br>Required           | 0200161                | 金融市场<br>Financial Market                    | 32/2                     |                      |            |                      |  |          |          |          | 32       |          |          |          |    |    |
|  | 必修<br>Required           | 1100081                | 财政与税收<br>Finance and Taxation               | 40/2.5                   |                      |            |                      |  |          |          |          |          |          | 40       |          |    |    |
|  | 必修<br>Required           | 1102241                | 市场营销<br>Marketing                           | 40/2.5                   |                      |            |                      |  |          |          |          |          |          | 40       |          |    |    |
|  | 必修<br>Required           | 1100031                | 组织行为学<br>Organizational Behavior            | 32/2                     |                      |            |                      |  |          |          |          |          |          | 32       |          |    |    |
|  | 必修<br>Required           | 0200023                | 宏观经济学<br>Macro-economics                    | 40/2.5                   |                      |            |                      |  |          |          |          |          |          | 40       |          |    |    |
|  | 必修<br>Required           | 1100052                | 财务管理<br>Financial Management                | 40/2.5                   |                      |            |                      |  |          |          |          |          |          |          |          | 40 |    |
| C<br>COURSES<br>IN<br>GENERAL<br>DISCIPLINE<br>基础课程<br>Basic<br>Courses  | 必修<br>Required           | 1100042                | 管理信息系统<br>Management Information Systems    | 40/2.5                   |                      |            |                      |  |          |          |          |          |          |          | 40       |    |    |
|  | 必修<br>Required           | 1100121                | 运作管理<br>Operation Management                | 40/2.5                   |                      |            |                      |  |          |          |          |          |          |          | 40       |    |    |
| C<br>COURSES<br>IN<br>GENERAL<br>DISCIPLINE<br>专业核心课程<br>Core<br>Courses | 必修<br>Required           | 0200422                | 财务报表分析<br>Financial Reporting Analysis      | 24/1.5                   |                      |            |                      |  |          |          |          |          | 24       |          |          |    |    |
|  | 必修<br>Required           | 1100351                | 人力资源管理<br>Human Resource Management         | 40/2.5                   |                      |            |                      |  |          |          |          |          |          |          | 40       |    |    |
|  | 必修<br>Required           | 1101422                | 企业税收筹划<br>Enterprise Tax Planning           | 32/2                     |                      |            |                      |  |          |          |          |          |          |          |          | 32 |    |
| <u>“财务管理”方向 (Financial Management)</u>                                   |                          |                        |   |                          |                      |            |                      |  |          |          |          |          |          |          |          |    |    |
|  | 必修<br>Required           | 1100292                | 保险学<br>Insurance                            | 40/2.5                   |                      |            |                      |  |          |          |          |          |          |          |          |    | 40 |
|  | 必修<br>Required           | 1100261                | 证券投资分析<br>Portfolio Analysis and Investment | 40/2.5                   |                      |            |                      |  |          |          |          |          |          |          |          |    | 40 |
|  | 必修<br>Required           | 1100301                | 公司高级财务<br>Enterprise Senior Finance         | 32/2                     |                      |            |                      |  |          |          |          |          |          |          |          |    | 32 |
| <u>“会计学”方向 (Accounting)</u>  |                          |                        |   |                          |                      |            |                      |  |          |          |          |          |          |          |          |    |    |
|  | 必修<br>Required           | 1100883                | 管理会计学<br>Management Accounting              | 40/2.5                   |                      |            |                      |  |          |          |          |          |          |          |          |    | 40 |

续表

| 课程类别<br>Course Classified   | 课程性质<br>Course Nature                         | 课程代码<br>Course Code | 课程名称<br>Course Name                                  | 学时/学分<br>Hrs/Crs                 | 其中 Including     |            |                 | 各学期学时<br>Hours Distribution in a Semester |     |     |     |     |     |     |     |  |    |     |
|-----------------------------|---|---------------------|--|----------------------------------|------------------|------------|-----------------|---|-----|-----|-----|-----|-----|-----|-----|--|----|-----|
|                             |   |                     |  |                                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Operation | 一   | 二   | 三   | 四   | 五   | 六   | 七   | 八   |  |    |     |
|                             |   |                     |  |                                  |                  |            |                 | 1st                                       | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th |  |    |     |
| 专业方向课程<br>Specialty Courses | 必修<br>Required                                | 1100892             | 审计学<br>Auditing                                      | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  | 40 |     |
|                             | 必修<br>Required                                | 1100912             | 高级财务会计<br>Senior Financial Accounting                | 32/2                             |                  |            |                 |   |     |     |     |     |     |     |     |  | 32 |     |
|                             | <u>“财税管理”方向(Public Finance)</u>               |                     |  |                                  |                  |            |                 |   |     |     |     |     |     |     |     |  |    |     |
|                             | 必修<br>Required                                | 0200212             | 公共经济学<br>Public Economics                            | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 40  |
|                             | 必修<br>Required                                | 1100821             | 外汇交易与管理<br>Foreign Exchange and Management           | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 40  |
|                             | 必修<br>Required                                | 1100152             | 跨国公司税收<br>Multinational Enterprise Taxation          | 32/2                             |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 32  |
|                             | <u>“人力资源管理”方向 (Human Resource Management)</u> |                     |  |                                  |                  |            |                 |   |     |     |     |     |     |     |     |  |    |     |
|                             | 必修<br>Required                                | 1100361             | 管理技能与技巧<br>Management Skills                         | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 40  |
|                             | 必修<br>Required                                | 1102471             | 组织设计与工作分析<br>Organization Design & Job Analysis      | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 40  |
|                             | 必修<br>Required                                | 1102481             | 绩效考评与薪酬管理<br>Performance and Compensation Management | 32/2                             |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 32  |
|                             | <u>“知识产权管理”方向</u>                             |                     |  |                                  |                  |            |                 |   |     |     |     |     |     |     |     |  |    |     |
|                             | 必修<br>Required                                | 1104611             | 专利管理   | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 40  |
|                             | 必修<br>Required                                | 1104621             | 著作权管理  | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 40  |
|                             | 必修<br>Required                                | 1104631             | 商标管理   | 32/2                             |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 32  |
|                             | <u>“市场营销”方向(Marketing)</u>                    |                     |  |                                  |                  |            |                 |   |     |     |     |     |     |     |     |  |    |     |
|                             | 必修<br>Required                                | 1101781             | 广告与促销<br>Advertismnt and Promotion                   | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 40  |
|                             | 必修<br>Required                                | 1101032             | 市场研究<br>Marketing Research                           | 40/2.5                           |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 40  |
|                             | 必修<br>Required                                | 1102491             | 营销渠道管理<br>Marketing Channels Management              | 32/2                             |                  |            |                 |   |     |     |     |     |     |     |     |  |    | 32  |
|                             | 实践教学环节<br>Practical Training                  | 必修<br>Required      | 1300057  | 毕业设计(论文)<br>Undergraduate Thesis | 10w/10           |            |                 |   |     |     |     |     |     |     |     |  |    | 10w |

## 工商管理、财务管理、会计学、市场营销辅修专业培养计划

### Undergraduate Program for Auxiliary Specialty in Business Administration, Financial Management, Accounting and Marketing

#### 一、培养目标

##### I. Educational Objectives

培养具备管理、经济、法律方面的知识和能力，掌握现代管理方法和手段，熟练运用一门外国语，能在各类工商企业、金融机构、中介机构、相关政府管理部门、学校、科研单位、经济管理咨询部门工作的专业人才。

通过系统的理论和专业知识学习，使学生成为适应社会主义市场经济需要的，具备技术、管理、经济等多项专业知识的复合型人才。

The program is designed to enable students to develop a career in business sectors, finance institution, agency institution, government, schools, research institutes and consultation sectors of economic management with the knowledge and skills of management, economy and law, mastery of modern management methods and a foreign language.

Through systemic studying theories, the program is designed to enable students to develop an inter-disciplinary talent to meet the need of the Socialist Market Economy with professional knowledge of technology, management, economy and so on.

#### 二、学分

##### II. Credits

完成学业最低学分要求：26

Minimum Course Credits: 26

其中：

Including:

学科基础课程：13 学分

Basic Courses in Discipline: 13

学科专业课程：13 学分

Courses in Specialty: 13

#### 三、教学进程计划表

##### III. Table of Teaching Schedule

| 课程类别<br>Course Classified | 课程性质<br>Course Nature | 课程代码<br>Course Code | 课程名称<br>Course Name           | 学时/学分<br>Hrs/Crs | 其中<br>Including  |            |                 | 各学期学时<br>Hours Distribution<br>in a Semester |     |     |     |     |     |     |     |  |
|---------------------------|-----------------------|---------------------|-------------------------------|------------------|------------------|------------|-----------------|--|-----|-----|-----|-----|-----|-----|-----|--|
|                           |                       |                     |                               |                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Operation | 一  | 二   | 三   | 四   | 五   | 六   | 七   | 八   |  |
|                           |                       |                     |                               |                  |                  |            |                 | 1st  | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th |  |
| D<br>Base<br>Course       | 必修<br>Required        | 1100025             | 会计学<br>Accounting             | 56/3.5           |                  |            |                 |  |     |     | 56  |     |     |     |     |  |
|                           | 必修<br>Required        | 0200071             | 管理经济学<br>Management Economics | 40/2.5           |                  |            |                 |  |     |     | 40  |     |     |     |     |  |
|                           | 必修<br>Required        | 0200161             | 金融市场<br>Financial Market      | 32/2             |                  |            |                 |  |     |     | 32  |     |     |     |     |  |



续表

| 课程类别<br>Course Classified              | 课程性质<br>Course Nature | 课程代码<br>Course Code | 课程名称<br>Course Name                      | 学时/学分<br>Hrs/Crs | 其中 Including     |            |                 | 各学期学时<br>Hours Distribution in a Semester |     |     |     |     |     |     |     |  |
|--|-----------------------|---------------------|--|------------------|------------------|------------|-----------------|---|-----|-----|-----|-----|-----|-----|-----|--|
|  |                       |                     |  |                  | 课外<br>Extra-cur. | 实验<br>Exp. | 上机<br>Operation | 一   | 二   | 三   | 四   | 五   | 六   | 七   | 八   |  |
|  |                       |                     |  |                  |                  |            |                 | 1st                                       | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th |  |
|  | 必修<br>Required        | 0200023             | 宏观经济学<br>Macro-Economics                 | 40/2.5           |                  |            |                 |   |     |     |     |     | 40  |     |     |  |
|  | 必修<br>Required        | 1100081             | 财政与税收<br>Finance and Taxation            | 40/2.5           |                  |            |                 |   |     |     |     |     | 40  |     |     |  |
| 学科专业课程<br>C<br>Disciplinary<br>Courses | 必修<br>Required        | 0300053             | 经济法<br>Economic Law                      | 32/2             |                  |            |                 |   |     |     | 32  |     |     |     |     |  |
|  | 必修<br>Required        | 0200422             | 财务报表分析<br>Financial Reporting Analysis   | 24/1.5           |                  |            |                 |   |     |     |     | 24  |     |     |     |  |
|  | 必修<br>Required        | 1102241             | 市场营销<br>Marketing                        | 40/2.5           |                  |            |                 |   |     |     |     | 40  |     |     |     |  |
|  | 必修<br>Required        | 1100031             | 组织行为学<br>Organizational Behavior         | 32/2             |                  |            |                 |   |     |     |     | 32  |     |     |     |  |
|  | 必修<br>Required        | 1100052             | 财务管理<br>Financial Management             | 40/2.5           |                  |            |                 |   |     |     |     |     |     | 40  |     |  |
|  | 必修<br>Required        | 1100042             | 管理信息系统<br>Management information Systems | 40/2.5           |                  |            |                 |   |     |     |     |     |     |     | 40  |  |