

工商管理专业本科培养计划

Undergraduate Program for the Major of Business Administration(for Foreign Students)

一、业务培养目标

I Educational Objectives

工商管理专业培养具备管理、经济、法律及企业战略规划、形象设计、生产运作、物流规划与供应链管理等专门知识和能力，熟悉中国的企业和市场经济特点，能在企、事业单位及政府部门从事相关规划与经营管理工作，并能独立从事教学与科研活动，适应市场经济发展，具有创新能力、实践能力和竞争力并善于沟通、亲和力强的应用性、专业性中高级工商管理人才。

The major aims to foster professional middle and advanced business administration talents with the expertise and ability of management, economics, law, corporate strategic planning, image design, production operation, logistics planning and supply chain management. The graduated students should be familiar with the characteristic of enterprise and market economy in China, competent to engage in planning and the operation and management work of enterprises, institutions and government departments, and able to independently engage in teaching and research activities. Besides, these talents are required to have innovation ability, practical ability, competitiveness, good communication, and strong affinity in order to adapt to the development of the market economy.

二、业务培养要求

II Educational Requirements

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本理论、基本知识和基本方法，重点接受工商企业战略规划、形象设计、生产运作、物流规划与供应链管理等管理方法与技巧方面的基本训练，具有分析和解决企业战略规划、形象设计、生产运作、物流规划与供应链管理及其相关管理问题的能力。

毕业生应获得以下几方面的知识 with 能力：

1. 掌握管理学、经济学的基本原理和现代企业管理的基本理论、基本知识；
2. 掌握企业战略规划、形象设计、生产运作、物流规划与供应链管理等企业管理的定性、定量分析方法；
3. 具有较强的语言与文字表达、人际沟通以及分析和解决企业管理工作问题的基本能力；
4. 熟悉国际企业经营环境及管理的惯例与规则；
5. 了解本学科的理论前沿和发展动态；
6. 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。

Students majoring in Business Administration mainly study the fundamental theories, knowledge and methods of management, economics and enterprise management; The key is to receive basic training of management methods and techniques of strategic planning in industrial and commercial enterprises, image design, production operation, logistics planning and supply chain management; They are supposed to master good abilities of analyzing and solving problems in the above mentioned fields.

The graduates are should obtain the following knowledge or abilities :

1. Mastering the fundamental principles of management and economics, as well as the basic theories and knowledge of modern enterprise management;
2. Mastering both quantitative and qualitative analysis methods applied in corporate strategy planning, image design, production operation, logistics planning and supply chain management;

3. With strong language and writing skills, interpersonal communication skills, as well as the ability to analyze and solve enterprise management problems;
4. Being familiar with the international business environment and the business management practices and rule;
5. Understanding the theoretical frontiers and development trend of this discipline;
6. Mastering the basic methods of literature retrieval and information query, and having the preliminary scientific research and practical work ability.

三、主干学科

III Major Disciplines

工商管理专业主干学科：经济学、工商管理

Major Disciplines for Business Administration: Economics, Business Administration

四、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

专业核心课程：管理学原理、财务管理、市场营销学、人力资源管理、企业战略管理、生产运作管理、

Core Courses: Management, Financial Management, Marketing, Human Resource Management, Corporate Strategy Management, Manufacturing and Operation Management

专业特色课程：企业形象管理、物流与供应链管理、情商与管理沟通

Characteristic Courses:

Corporate Image Management, Logistics and Supply Chain Management, Emotional and Management Communication

五、学制与学位

V Length of Program and Degree

修业年限：四年

Duration: 4 years

授予学位：管理学学士

Degree Granted: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

Course Classification Course Nature	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	集中性实践 Practice Courses	总学分 Total Credits
必修课 Required Courses	17	46.5	47	34	144.5
选修课 Elective Courses					

七、理论教学进程表

VII Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur		
公共基础课程 Public Basic Courses	必修课程 Required Courses	4120017110	大学计算机基础 Foundation of Computer	2	32		12			1	
		4120025110	计算机程序设计基础 (VB 语言) Fundamentals of Computer Program Design (VB Language)	3	48		12			2	
			初级汉语会话 Basic Chinese Conversation	6	96					1	
			商务汉语会话 Business Chinese Conversation	3	48					2	
			中国概况 Introduction to China	3	48				16	3	
			小计 Subtotal			17	272				
学科大类课程 Basic Disciplinary Courses	必修课程 Required Courses		专业导论 Introduction of Specialty	1	16					1	
			宏观经济学 Macro economics	3	48					1	
			高等数学 B1 Advanced Mathematics B I	5	80					1	
			微观经济学 Microeconomics	3	48					2	
			高等数学 B2 Advanced Mathematics B II	5	80					2	
			管理学原理 Principles of Management	3	48					2	
			会计学原理 Accounting Principle	3	48					2	
			市场营销学 Marketing	3	48					2	
			线性代数 Linear Algebra	2.5	40					3	
			概率论与数理统计 Probability and Mathematics Statistic	3	48					3	
			财务管理 Financial Management	3	48					3	
			统计学 Statistics	3	48	6				3	
			管理信息系统 Management Information System	3	48		18			3	
			运筹学 Operational Research	3	48					3	
			管理心理与行为 Managerial Psychology and Behavior	3	48					3	

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
		小 计 Subtotal		46.5	744	6	66					
专 业 课 程 Specialized Courses	必 修 课 Required Courses		管理经济学 Managerial Economics	3	48					4		
			企业数据库应用 Application of Enterprise Data	3	48		20				4	
			人力资源管理 Human Resource Management	4	64						4	
			企业组织设计 Enterprise Organization Design	2	32						4	
			市场预测与决策 Market Predication and Decision-making	2	32						4	
			企业经营策划学 Enterprise Business	2	32						5	
			生产运作管理 Manufacturing and Operation Management	4	64						5	
			演讲与口才 Public Speaking	2	32						5	
			客户关系管理 Customer Relationship Management	2	32						5	
			电子商务实务 E-commerce Practice	2	32						5	
			企业治理 Corporate Governance	2	32						5	(阎铭)
			企业战略管理 Enterprise Strategy Management	4	64						6	
			企业形象管理 Corporate Imagine Management	2	32						6	
			商务礼仪与跨文化沟通 Business Etiquette and Cross-cultural Communication	2	32						6	
			物流与供应链管理 Logistics and Supply Chain Management	4	64						6	
			企业诊断方法 Enterprise Diagnosis Method	2	32						6	
			网络营销 Internet Marketing	2	32						7	(程琦)
			管理案例分析 Management Case Study	2	32						7	
			论文写作方法与技巧 Paper Writing Method and Skill	1	16						7	(王超)
		小 计 Subtotal		47	752	6	20					

八、集中性实践教学进程表
VIII Practice Training Table

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term
	机械制造工程实训 D Metal Techniques Practice D	1	1	4
	生产运作管理课程设计 Course Design on Manufacturing and Operation	2	2	5
	物流与供应链课程设计 Course Design on Manufacturing and Operation	2	2	6
	企业战略管理课程设计 Course Design on Enterprise Strategy Plan	2	2	6
	企业形象管理课程设计 Course Design on Corporate Image Management	2	2	6
	专业实习 Specialty Practice	3	3	7
	公司运作全程设计训练 Corporation Operation Design Training	2	2	7
	情商与管理技能训练 Emotion and Management Skill Training	2	2	7
	毕业实习 Practice for Graduation	3	3	7
	毕业论文 Graduation Thesis	15	15	8
小 计 Subtotal		34	34	