



广东外语外贸大学
GUANGDONG UNIVERSITY OF FOREIGN STUDIES

商学院专业课程教学大纲 (2015)

二〇一六年五月

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《微观经济学》课程教学大纲

课程编码：GL20070

课程性质：大类课程

教学时数：周学时 3，总学时 48

学分：3

先修课程：无

教学目的与要求：

微观经济学的重要原理与我国经济建设密切相关，是学生进一步学习专业知识和从事经济、管理、会计、金融等工作的必备知识。要求学生能够准确记忆、深刻理解并能运用所学经济学原理解释现实中诸种经济现象。

通过本课程的学习要求学生必须掌握并准确记忆经济学的基本原理，主要包括供求理论、消费理论、生产和成本理论、厂商价格与产量决策理论、市场失灵和政府干预理论等微观经济领域的基本理论，并能够运用所学知识解释现实生活中的各种现象及国家采取各项经济政策的原因。

使用教材：

高鸿业主编 《西方经济学》第六版（微观部分），中国人民大学出版社 2014 年。

参考书目：

- 1、平迪克，《微观经济学》（第八版），中国人民大学出版社，2013 年。
- 2、（美）曼昆，梁小民译：《经济学原理》（微观经济学分册），北京大学出版社，2012 年中文版。
- 3、（美）保罗，A. 萨缪尔逊，威廉； D 诺德豪斯：《经济学》，中国发展出版社，1992 年中文版。
- 4、（美）斯蒂格利茨：《经济学》（上册），中国人民大学出版社，1998 年中文版。
- 5、（美）范里安著《微观经济学：现代观点》，上海三联书店，2000 年版。
- 6、（美）曼斯菲尔德《应用微观经济学》，经济科学出版社，1999 年版。
- 7、宋承先：《现代西方经济学》（微观经济学），复旦大学出版社，1994 年版。

授课内容：

供求理论、消费者行为理论（效用论）、生产论、成本理论、市场结构理论（完全竞争、垄断竞争、寡头垄断和完全垄断）、生产要素市场（分配理论）、一般均衡和福利经济学、博弈论初步、市场失灵和微观经济政策。

考核方式：

分为课程论文和闭卷考试两部分，考试题型有名词解释、选择题、简答题、分析题、论述题等。

成绩分布：课堂考勤占 10%，平时成绩占 50%，期末考试成绩占 40%。

《管理学》课程教学大纲

课程编码：GL20010

课程性质：大类课程

教学时数：周学时 3，总学时 48

学 分：3

先修课程：无

教学目的与要求：

本课程主要研究和介绍企业或一般社会、经济组织管理的基本概念和基本原则和基本方法。本课程教学按照管理基本理论、管理职能、管理原则及管理方法等知识的学习体系进行教学，注重本学科的基本理论、基本知识的介绍及基本技能的训练，注重理论和实践相结合，方法和应用相结合。为宏、微观经济管理和决策提供理论支持。通过该课程的学习，学生能够掌握必须管理的基本理论和基本方法，在熟练掌握管理理论的基础上，分析具体企业管理中的具体问题，为后面的专业课学习打下良好基础。

使用教材：

曾坤生，《管理学（第 2 版）》，清华大学出版社，2012.

参考书目：

[1] [美]孔茨著，《管理学》，中国社会科学出版社，最新版

[2] [美]斯蒂芬·P·罗宾斯著，《管理学》，人民大学出版社，最新版

授课内容：

首先进行管理概述，介绍管理概念、职能、管理者的角色与技能，管理理论，以及管理决策；然后重点讲解管理的具体职能，计划、组织、领导、控制和创新。

考核方式：考试

成绩分布：平时成绩占 60%，期末考试占 40%。

《经济法》课程教学大纲

课程编码：GL20020

课程性质：大类课程

教学时数：周学时：2 学时 总学时：32 课时

学 分：2

先修课程：无

教学目的与要求：

使学生确立经济法“社会本位、实质正义”的学科理念，理解并能运用经济法的基本原则；使学生对经济法律法规能全面理解和掌握，并能够运用经济法理论分析和解决具体法律问题。使法学专业本科学生牢固树立经济法的学科理念，掌握经济法基本理论的精髓及核心内容，并学会将经济法基本理论用于具体实践。

教学方式：讲授法、讨论法、案例教学法等。

使用教材：

杨紫烜主编：《经济法》（第五版），北京大学出版社 2014 年 5 月 1 日版。

参考书目：

1. 赵威主编：《经济法》（第五版），中国人民大学出版社 2014 年版。
2. 史际春主编：《经济法》（第三版），中国人民大学出版社 2015 年版。
3. 刘文华主编：《经济法》（第四版），中国人民大学出版社 2012 年版。
4. 元照法律研究室编：《经济法学》，北京大学出版社 2015 年版。

授课内容：

1. 经济法总论（8 学时）：经济法的产生和发展；经济法的概念、地位、体系和渊源、经济法的制定和实施。
2. 经济组织法（12 学时）：经济法主体的一般原理、国家经济管理主体、企业、特殊企业形态。
3. 市场管理法（18 学时）：一般原理、竞争法律制度、消费者权益保护法、产品质量法、特别交易监管法律制度。
4. 宏观调控法（10 学时）：一般原理、计划和统计法律制度、产业法律制度，投资法、国有资产管理法、自然资源管理法律制定、财政法、税收法、金融法、价格法。

考试方式：闭卷考试

成绩分布：闭卷考试成绩占 40%、平时成绩占 60%。

《会计学》课程教学大纲

课程编码：GL20050

课程性质：大类课程

教学时数：周学时 3，总学时 48

学分：3

先修课程：无

教学目的与要求：

系统介绍会计学的基础知识和方法，使学生掌握会计学的基本原理和核算程序，能运用这些基本理论和方法处理会计基本经济业务，为进一步掌握中级和高级财务会计知识打下坚实的基础。

教学方式：课堂讲授

使用教材：刘中华、张端明编著：《基础会计》，经济科学出版社，2013 年 2 月第 1 版

参考书目：

1. 陈国辉：《基础会计》，东北财经大学出版社
2. 朱小平：《初级会计学》，中国人民大学出版社

授课内容：

课程全面系统地介绍了会计的基本理论、基本技术和基本方法。全书共十章，课堂讲授的内容有九章，包括：

- 第一章：总论
- 第二章：会计要素与会计等式
- 第三章：账户与复式记账
- 第四章：制造业企业主要经济业务的核算
- 第五章：会计凭证
- 第六章：会计账簿
- 第七章：财产清查
- 第八章：财务会计报告
- 第九章：会计账务处理程序
- 第十章：会计工作组织

考核方式：平时成绩加期末闭卷考试成绩。

成绩分布：

平时作业（3次）（1-3章）（4章）（6-9章）	30%
课堂表现与出勤	10%
期中考试（平行班统考）（1-4章）	20%
期末考试（平行班统考）（1-9章）	40%
总计	100%

《市场营销学》课程教学大纲

课程编码：GL20040

课程性质：大类课程

教学时数：周学时 3 ， 总学时 48

学 分：3

先修课程：管理学

教学目的与要求：

《市场营销学》是本科市场营销专业的专业课，又是应用经济学部分专业、工商管理各专业的专业基础课。本课程的教学目的是：通过本课程的学习，使学生比较系统地了解 and 掌握市场营销的基本原理、基本技能和基本方法；使学生学会用市场营销管理理论分析和解决企业及其他组织的实际问题；同时培养学生的综合素质与发现市场机会的能力。本课程采用理论与项目结合、讲授与自学结合、案例分析与实训实践结合的“三结合”教学方法。具体是：

（1）课堂教学。

（2）案例讨论：选取中外企业相关文本、音像案例，使用小组讨论、个人演讲、情景模拟等方式进行分析和讨论。

（3）课外作业：安排多个个人和团队作业，积极开展社会调查，提高自己的观察、学习、思考能力以及团队合作的能力。

（4）文献阅读：根据课程内容，选择部分经典理论文献供学生阅读，以培养学生理论研究的兴趣，提高学生科学研究的能力。

使用教材：

吴健安主编，《市场营销学》，高等教育出版社，2014 年第五版

参考书目：

科特勒：《营销管理》第 14 版

授课内容：

课程内容主要包括六大块，即市场营销基本理论、市场环境分析、营销战略规划、市场营销策略、营销计划组织以及营销学科的分化与最新发展等。

考核方式：闭卷考试，百分制。

成绩分布：出勤和平时成绩（含案例讨论、课外作业、文献阅读）占 60%，期末考试成绩占 40%。

《统计学》课程教学大纲

课程编码：GL20410

课程类别：大类课程

教学时数：周学时 2 ， 总学时:32

学分：2

先修课程：微积分，线性代数，概率论

教学目的与要求：

统计学课程是经教育部批准的经济管理类各专业的核心课程，是一门实用性很强的方法论科学。它的任务是使学生掌握统计学的基本理论和基本方法，提高学生应用统计方法分析解决实际问题的能力。通过本课程的学习，要求学生能系统地掌握各种统计方法，并理解各种统计方法中所包含的统计思想；掌握各种统计方法的不同特点，应用条件及适用场合；能够熟练应用 Excel 等统计软件进行统计计算和分析。为本学科的专业学习，打下一个坚实的量化分析的基础。让学生掌握统计学基础知识和理论，并培养学生运用所学知识解决一些实际生活中常见简单的统计问题，如：统计数据的描述、参数估计、假设检验、回归分析，指数分析等问题。

教学方式：课堂授课

使用教材：

《统计学（第四版）》，袁卫等编，高等教育出版社

参考书目：

《统计学（第五版）》，贾俊平等编，中国人民大学出版社

授课内容：

本课程介绍统计学基础知识和理论，包括统计中的一些基本概念，统计数据的描述、抽样分布、参数估计、假设检验、方差分析、相关与回归分析、时间序列分析、指数分析等。

具体教学课程内容（48 课时）

第 1 章 导论

第 2 章 统计数据的描述

第 3 章 抽样分布

第 4 章 参数估计

第 5 章 假设检验

第 7 章 相关回归分析

第 8 章 时间序列分析

第 9 章 指数分析

考核方式：闭卷考试。

成绩分布：平时成绩 60%+期末考试 40%

《人力资源管理》课程教学大纲

课程编号：GL32500

课程性质：大类课程

教学时数：周学时 3；总学时 48

学分：3

先修课程：管理学

教学目的与要求：

随着全球经济一体化时代的到来，竞争的范围迅速扩大，竞争的程度空前加剧。其竞争的胜利者将是那些占据人力资源优势的地区、国家和企业。因为经济竞争归根结底是人才的竞争，是人力资源综合素质的竞争。随着中国改革开放的不断深入和经济的迅速发展，急需大批熟悉现代人力资源管理与开发的应用型人才，培养足够数量的这类人才，是我国管理教育界面临的紧迫任务。通过这门课程的学习使学生能够掌握现代人力资源管理的思想观念和理论，并且在将来能够将现代企业人力资源管理的思想观念转化为管理工作的实物运作。

使用教材：

（1）董克用著，《人力资源管理概论》，中国人民大学出版社，第四版（2015 年 9 月）。

参考书目：

- （1）（美）亚瑟·W·小舍曼等著，张文贤主译，《人力资源管理》，东北财经大学出版社；
- （2）劳伦斯·S·克雷曼，《人力资源管理—获取竞争优势的工具》，机械工业出版社。

授课内容：

课程教学内容以人力资源管理与开发的一般流程为主线，全面介绍人力资源管理的基本概念、基本原理和基本方法，系统阐述人力资源管理的各个组成部分，并就人力资源管理学科前沿问题和最新思潮进行介绍。具体内容主要包括：人力资源概述、工作分析与设计、人力资源规划、员工招聘与甄选录用、绩效考核、薪酬管理、员工培训与发展、职业计划与职业生涯、劳动关系管理等。

教学过程中，教师还结合具体教学内容，组织大量互动学习，如课堂讨论、案例分析和沟通游戏等。

考核方式：

该课程的考核方式为考试。

成绩分布：

平时成绩占 60%，期末考试成绩占 40%。

《物流学》课程教学大纲

课程编号：GL20420

课程性质：大类课程

教学时数：周学时 3；总学时 48

学分：3

先修课程：管理学

教学目的与要求：

本课程旨在向学生介绍现代物流管理的基本理论与方法。通过理论讲解、案例分析和实验，使学生能正确理解和掌握现代物流管理的基本理论和方法，培养学生分析问题和解决问题的能力。本课程要求学生在通读指定教材的同时，还至少需要阅读翻译的教材一本（或国外原版教材），经常浏览我们所提供的物流网址及报纸期刊，时时关注国内外物流管理的运作，了解国内外物流管理的动态，并要求学生能对相关的问题进行分析，提出解决的办法。

使用教材：

（1）小保罗·R·墨菲，唐纳德·F·伍德著，陈荣秋译．当代物流学[M]．北京：中国人民大学出版社，2015

参考书目：

- （1）詹姆斯·C. 约翰逊，*现代物流学*，社会科学文献出版社，2003
- （2）唐纳德 J. 鲍尔索克斯等著，*物流管理：供应链过程的一体化*，机械工业出版社，2001
- （3）斯坦利·E. 福西特等，*供应链管理：从理论到实践*，清华大学出版社，2009
- （4）道格拉斯·兰伯特，*供应链管理：流程、伙伴关系、业绩*，电子工业出版社，2012

授课内容：

本课程主要介绍物流管理概念、发展历史，物流基本功能，企业物流活动的构成，第三方物流，国际物流的概念、业务流程，运输及配送管理，库存控制，采购管理。

该课程为学期课程。13 周理论教学，2 周实验训练，1 周案例分析。

考核方式：

该课程的考核方式为考试与平时训练相结合。

成绩分布：

平时成绩 60%，期末考试成绩占 40%。

《宏观经济学》课程教学大纲

课程编码：GL30640

课程性质：大类课程

教学时数：周学时 2，总学时 32

学分：2

先修课程：《政治经济学》《高等数学》

教学目的与要求：

经济学是所有经济类课程的基础。通过本课程的学习，使学生掌握西方宏观经济学的主要理论，熟悉西方经济学家对经济问题的分析研究方法，培养学生良好的经济学思维方式，并使他们对现实经济现象做出一定的解释，为其学习其他后续经济类课程打下坚实基础。

使用教材：

高鸿业主编 《西方经济学》第六版（宏观部分）中国人民大学出版社 2014 年 7 月。

参考书目：

1. 萨缪尔森，诺德豪斯：《经济学》第 16 版，麦格劳——希尔公司，1998 年出版，中文版由华夏出版社 1999 年 8 月出版；
2. 多恩布什，费希尔，斯塔兹：《宏观经济学》第 7 版，麦格劳——希尔公司，1998 年出版，中文版由中国人民大学出版社 2000 年 11 月出版；
3. 【美】曼昆著，梁小民译：《经济学原理》，生活、读书、新知三联书店，北京大学出版社 2001 年 12 月第 2 版；
4. 梁小民《宏观经济学》中国社会科学出版社 1996 年 9 月；
5. 宋承先《现代西方经济学》（宏观经济学）复旦大学出版社 1997 年 9 月。

授课内容：

宏观经济学以国民经济总体活动为考察对象，研究经济中各有关总量的决定、变动及其相互关系。主要内容包括：国民收入核算理论、国民收入决定理论、经济增长理论、经济周期理论、失业和通货膨胀理论、国际经济理论以及相应的宏观经济政策。

考核方式：

分为课程论文和闭卷考试两部分，考试题型有名词解释、选择题、简答题、分析题、论述题等。

成绩分布：课堂考勤占 10%，平时成绩占 50%，期末考试成绩占 40%。

《跨文化沟通》课程教学大纲

课程编码：GL32480

课程性质：大类课程

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程从文化与沟通的基本关联开始，结合深入分析文化偏好和行为方式的深层原因及其在跨文化沟通中的主要途径，揭示在全球化背景下公司管理活动中跨文化沟通中的障碍，分析障碍的根源，练习如何采用其他文化的模式来沟通并消除由文化差异造成的沟通障碍，使学生了解跨文化沟通的途径、掌握相应的沟通技巧，最终实现在跨文化背景中的有效沟通。

使用教材：

（美）瓦尔纳（Iris Varner）、比默（Linda Beamer）著，高增安等译，跨文化沟通（原书第 5 版），东北财经大学出版社，2014。

参考书目：

- （1）Iris Varner & Linda Beamer, *Intercultural Communication in the Global Workplace (Third Edition)*, 上海外语教育出版社，2006；
- （2）靳娟编著，跨文化商务沟通，首都经济贸易大学出版社，2010；
- （3）庄恩平主编，跨文化商务沟通案例教程，上海外语教育出版社，2004；
- （4）郁文蕾主编，跨文化商务沟通，华东理工大学出版社，2009；

授课内容：

课程教学内容主要包括：文化简介，文化偏好及文化价值观对沟通的影响，不同文化的语言模式对沟通信息和沟通方式的影响，跨文化中非语言沟通的作用，法律因素、政府因素及组织结构对跨文化沟通的影响，跨文化沟通技能在具体管理活动中的应用等。

该课程为学期课程。在教学环节与安排上，可以结合具体的教学内容，组织大量互动学习，如文化模拟，文化比喻，培训游戏（如 Barngo），案例分析等，还可以利用电影及图画技术等对学生进行跨文化沟通培训。

考核方式：

- （1）案例分析的课程论文。
- （2）选取数个典型的跨文化管理沟通案例作为背景资料，要求学生分组就此情景设计剧本并进行角色扮演，据此考查学生处理跨文化沟通问题的技巧及跨文化沟通技能的运用。

成绩分布：

课堂考勤占 10%，平时成绩占 60%，期末考试成绩占 30%。

《财务管理》课程教学大纲

课程编码：GL20430

课程类别：大类课程

教学时数：周学时 2，总学时 32

学分：2

先修课程：会计学

教学目的与要求：

该课程目的是使学生明确财务管理的含义，目标和特点；理解财务管理的基本内容，懂得各种财务活动的联系以及财务活动同其他经济活动的联系；建立时间价值、风险价值和资本成本等价值观念，在系统掌握财务管理的基本理论与方法的基础上，熟练掌握融资决策、投资决策、营运资本决策及股利政策决策的理论方法与解决实际问题的技巧。具备从事经济管理所必须的财务管理业务知识和工作技能，为经营决策服务，并为学习其他相关课程打下良好的基础。

教学方式：

讲授和讨论

使用教材：刘小清主编《财务管理学》，上海财经大学出版社；陈玉菁主编《财务管理》，清华大学出版社

参考书目：

- 1.中国注册会计师协会编《财务成本管理》，中国财政经济出版社
- 2.财政部会计资格评价中心编《财务管理》，中国财政经济出版社
- 3.[美] 斯蒂芬.A.罗斯、拉德尔弗.w.威斯特菲尔德、布拉弗德.乔丹著，《公司理财》机械工业出版社，最新版

授课内容：

本课程的主要内容包括财务管理的含义、目标、特点及理财环境；财务管理的时间价值、风险价值等基本价值观念；长期投资决策的基本理论与评价方法；融资的基本理论与融资的具体方式；证券的估价；资本成本与资本结构；融资风险与杠杆效应；股利政策；营运资金的管理；财务分析的基本方法。

考核方式：闭卷考试

成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《电子商务》课程教学大纲

课程编码：GL32320

课程类别：大类课程

教学时数：周学时 2，总学时 32

学分：2

先修课程：无

教学目的与要求：

通过本课程的学习，让学生了解并掌握电子商务的基本概念、基本结构及其运行环境；熟悉电子商务涉及到的各种技术，包括信息技术、EDI 技术、安全技术和支付技术；掌握 B2B、B2C 和其他一些电子商务的具体运作模式和运作流程；并通过电子商务模拟软件上机实践操作，熟练掌握现实中电子商务的整个运作方式和涉及到的各种技术。

使用教材：

宋文官《电子商务概论》（第 3 版），普通高等教育“十一五”国家级规划教材，清华大学出版社，2012 年 10 月。ISBN：978-7-302-29096-4

参考书目：

- [1] 宋文官，实用电子商务教程（第三版），高等教育出版社，2007 年 9 月
- [2] 戴建中，《电子商务概论》，清华大学出版社，2012 年 1 月

授课内容：

- 第一部分：电子商务基本概念
- 第二部分：电子商务交易模式
- 第三部分：电子货币与电子支付
- 第四部分：物流信息管理
- 第五部分：电子商务交易安全
- 第六部分：网上销售与营销计划
- 第七部分：移动电子商务
- 第八部分：电子商务法律
- 第九部分：客户关系管理
- 第十部分：中小企业电子商务案例分析

考核方式：该课程的考核方式为闭卷考试。

成绩分布：

- 平时成绩：60%（考勤：10%，作业：20%，课堂展示：30%）
- 期末成绩：40%（期末闭卷考试）

《管理信息系统》课程教学大纲

课程编码：GL20100

课程类别：大类课程

教学时数：周学时 2，总学时 32

学分：2

先修课程：无

教学目的与要求：

通过本课程的学习，使学生掌握管理信息系统的基本概念；掌握管理信息系统的开发方法学；掌握管理信息系统开发各阶段的步骤、基本技术与方法；了解管理信息系统开发的新技术和新进展；深刻了解并认识管理信息系统在企业管理中应用和作用。

教学方式：整个教学过程由授课、实践和自学三个环节组成。

与其他课程的关系：

先修课程：数据库原理、程序设计、计算机导论。

教学内容与课时分配：

该课程共分为三大部分，第一部分基础知识、第二部分系统的分析与设计、第三部分系统的运行维护与发展趋势。

第一部分基础知识，包括管理基础知识、信息基础知识、技术基础知识和管理信息系统概述（第 1 章、第 2 章、第 3 章、第 4 章）共计 10 学时

第二部分管理信息系统分析、设计与实施（第 5 章、第 6 章、第 7 章）共计 12 学时

第三部分信息系统的安全、运行维护和发展趋势（第 8 章、第 9 章、第 10 章）共计 10 学时

合计学时 32 学时

使用教材：

姜灵敏、王金矿. 管理信息系统. 北京：人民邮电出版社. 2009 年 9 月.
ISBN:9787115199829

参考书目：

- 1、黄梯云. 管理信息系统. 北京：高等教育出版社，2005
- 2、王要武. 管理信息系统. 北京：电子工业出版社，2004

成绩分布：

平时成绩 60%（机试 40%，出勤 10%，作业与课堂听课情况 10%）

期末考试 40%（大作业，要求不超过 3 个人一组设计一个管理信息系统）

《专业实习》课程教学大纲

课程编码：GL40040

课程性质：专业必修课

教学时数：集中性实践教学 4 周

学 分：2

先修课程：无

教学目的与要求：

一、实习的目的

工商管理专业（本科）毕业实习是在完成了专业课程学习的基础上进行的。作为大学教育中的重要环节，是完成教学大纲所提出的本专业培养目标的举措之一，是检验学生质量、提高学生综合素质的途径，对学生做好毕业论文，把好办学质量关都具有十分重要的意义。其基本目的为：

1. 通过对实习单位实际经营管理工作情况的调查，将所学理论与实践相结合，对管理中的具体问题作进一步的分析，加强课堂学习的深层理解及运用。
2. 培养锻炼学生综合运用知识的能力和妥善处理各方面问题的能力。
3. 确定毕业论文选题，为毕业论文的撰写作好充分的准备。

二、实习的要求

1. 联系实际，主动观察，积极思索，脚踏实地，深钻细研。
2. 严格按实习大纲要求，在教师和实习单位的指导下，做好实习工作。
3. 遵守实习单位的规章制度，虚心请教，注重树立自己及学校良好形象。
4. 记好实习日志，认真收集资料，为论文做准备。

三、实习的主要内容

毕业实习分为三大阶段，每一阶段的实习内容安排如下：

第一阶段：

1. 了解总体情况：包括单位的性质、历史、业务范围、经营现状、内部管理体系及管理制度。
2. 了解实习单位的经营管理过程、方法、业务流程和经营成果。

第二阶段：

学生在完成第一阶段实习内容的基础上，应认真学习该学科基本理论与方法，关注当今财经信息及热门话题，思考、酝酿论文方向。论文可选择方向见《毕业论文大纲》。

论文方向一旦确定，应进一步收集资料，为毕业论文做好基础准备工作。

第三阶段：

该阶段主要在前期大量准备工作的基础上，由学生与指导教师反复磋商，认真思考，慎审论文的理论性、实践性和学术性，独立完成毕业论文大纲，并根据毕业论文大纲不断充实完善所需资料。

四、实习方式

1. 实习由指导老师分头负责，原则上由学生自己联系实习单位；实在有困难的，由指

导教师解决。

2. 在毕业的上一学年末进行实习动员，具体落实学生实习单位。实习开始前，由院系领导进行实习动员，并重申实习的具体要求、应达到的效果及其注意事项。

3. 实习日志：学生应将每阶段的工作、观察分析的结果、收集的资料、疑难问题、感想登记入实习日志中，实习结束后交指导老师，作为实习成绩的评分依据。

4. 实习报告：包括实习单位的概况、实习内容、实习过程中的心得体会等。

5. 实习鉴定：需由实习单位负责人对实习学生的实习期间表现作介绍和评价，并签名盖章。

指导教师：

原则上由工商管理系具有副高以上职称或博士学位教师进行指导。

考核方式：考查。

成绩分布：根据学生实习报告的质量（包括案例和特色报告）、实习期间表现、实习日志的记载及遵守实习单位规章制度的情况，逐次打分（所占比例分别为 40%、30%、20%、10%），按优、良、中、及格、不及格五级评分标准评定学生毕业实习成绩。综合评分标准：90-100 分为优、80-89 分为良、70-79 分为中、60-69 分为及格、60 分以下为不及格。

《毕业论文》课程教学大纲

课程编码：GL40020

课程性质：专业必修课

教学时数：集中性实践教学 12 周

学 分：6

先修课程：无

教学目的与要求：

根据《广东外语外贸大学本科毕业论文（设计）工作管理办法（2012 年 6 月修订）》（广外校〔2012〕46 号）的文件精神、按照《本科毕业论文（设计）指导手册》（教务处编，2012 年 6 月）的具体指导，选取工商管理领域的理论与实践问题，按照科学的方法进行研究并在导师的指导下撰写完成毕业论文。

考核方式：考查

成绩分布：根据大学和学院政策确定最终成绩。

《战略管理》课程教学大纲

课程编码：GL32490

课程性质：专业必修课

教学时数：周学时 3，总学时 48

学 分：3

先修课程：管理学

教学目的与要求：

本课程主要运用企业战略管理理论的基本理论和方法，分析社会经济管理现象和数量变化特征，揭示企业战略管理现象的本质和变化规律。为宏、微观管理和决策提供理论支持。通过该课程的学习，要求学生能够掌握必须企业战略管理的基本理论和基本方法，在熟练掌握管理理论的基础上，分析具体企业战略管理中的具体问题，为学习其它的专业课打下良好基础。

使用教材：

希尔、琼斯、周长辉，《战略管理：第 7 版：中国版》，中国市场出版社，2007.

参考书目：

- [1] [美]汤姆森等著，段盛华等译，《战略管理——概念与案例》，北京大学出版社
- [2] [美]J. B. 巴尼等著，《战略管理》，机械工业出版社

授课内容：

本课程授课内容包括战略管理概论、企业的外部环境分析、企业的内部环境分析、企业的职能层战略、公司的业务层战略、高技术产业战略、全球化背景下的战略、公司层战略、战略实施等。

考核方式：

考试

成绩分布：平时成绩占 60%，期终考试占 40%。

《创业管理》课程教学大纲

课程编码：GL33750

课程性质：专业必修课

教学时数：周学时 3，总学时 48

学 分：3

先修课程：管理学

教学目的与要求：

本课程的教学目的主要是为让学生了解创业过程的内在规律，了解创业过程经常遇到的问题和障碍。培育学生的创业意识，强化创业精神，培养和掌握创业所需的基本创业技能，增强学生创造性分析和解决问题的能力。其中课堂讲授（60%），案例讨论及课题活动（40%）

使用教材：

张玉利，《创业管理》（第三版），机械工业出版社，2006

参考书目：

[1] 威廉.A. 萨尔曼、霍华德.H. 史蒂文森、迈克.J. 罗伯特、阿玛. 布海德 选编, 郭武文 主译,《创业管理》（第二版），中国人民大学出版社，2005

[2] Donald. F. Kuratko, Richard M. Hodgetts 著, 张宗益 译,《创业学》（第 6 版），清华大学出版社，2006

[3] 杰弗里. 蒂蒙斯, 小斯蒂芬. 斯皮内利 著, 周伟民、吕长春 译,《创业学案例》（第 6 版），人民邮电出版社，2005

[4] 张玉利、李新春 主编,《创业管理》，清华大学出版社，2006

[5] 韩国文 编著,《创业学》，武汉大学出版社，2007

授课内容：

第 1 章 创业导论

第 2 章 创业机会

第 3 章 创业资源

第 4 章 创业团队

第 5 章 商业模式

第 6 章 创业计划

第 7 章 创业融资

第 8 章 技术创新与创业

考核方式：

考试

成绩分布：平时成绩占 60%，期终考试占 40%。

《项目管理》课程教学大纲

课程编码：GL31330

课程性质：专业必修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

该课程为工商管理专业的专业必修课，主要研究项目管理的特点及其规律，讲授项目管理原则和方法、项目的计划和过程控制、项目资源的管理、项目控制文档及管理、项目组织的结构和团队管理等理论和技术，其目的是要使学生通过这门课的学习掌握项目管理的方法、相关原理以及项目运作规律、项目分析的技巧和方法，为今后进一步深入学习相关管理理论及参与实践活动提供理论基础与指导。

使用教材：

鲁耀斌编著，《项目管理教程——过程、方法与实务》，东北财经大学出版社，2008 年

参考书目：

- [1] 《项目管理知识体系指南（第 3 版），（PMBOK 指南）》，美国项目管理协会主编，电子工业出版社，2004 年
- [2] 《Project 2003 企业项目管理实践》，张会斌，张莉编著，人民邮电出版社 2009 年
- [3] 《有效的项目管理（第 3 版）》，罗伯特·K·威索 著，费琳 等译，电子工业出版社，2008 年
- [4] 《成功的项目管理(原书第 3 版)》，杰克·吉多 詹姆斯 P.克莱门斯著，张金成 译，电子工业出版社，2011 年
- [5] 《项目管理》 徐莉主编，武汉大学出版社，2006 年
- [6] 《项目管理实践（第 2 版）》曼特尔 等著，魏青江 译，电子工业出版社，2007 年
- [7] 《项目管理教程》Clifford F. Gray 等著，王立文译注，人民邮电出版社，2006

授课内容：

本课程按照项目管理的一般规律进行组织教学，主要包括（1）项目及项目的特征（项目生命期、里程碑和可交付成果、项目管理要素及项目工作过程，6 学时），（2）项目计划（全面的项目计划的内容、如何对项目有效的进行计划、责任分配矩阵与项目计划表，6 学时），（3）项目进度管理（活动排序、工期估算、概率分析，6 学时），（4）项目资源配置（项目资源计划、项目资源配置、项目成本估算、项目成本预算、项目资源约束计划、时间——成本平衡法，6 学时），（5）项目跟踪与控制（项目跟踪系统、项目控制工作的准则、项目控制工作的步骤、项目控制的具体工具与方法，6 学时），（6）项目管理工具与方法（范围管理工具、时间管理工具、成本管理工具、人力资源管理工具、6 学时）。

考核方式：考试。

成绩分布：平时成绩占 60%，期末考试占 40%。

《管理研究方法》课程教学大纲

课程编码：GL32690

课程性质：专业必修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程旨在向学生介绍撰写工商管理专业论文的基本知识与方法。通过示范讲解和学生操练，使学生了解专业学术论文的格式规范，掌握文献检索的方法与技巧，能够熟练撰写学位论文。本课程要求学生阅读一定数量的国内外文献资料，并且作读书笔记。

使用教材：

教师自编讲义。

参考书目：

- [1] 刘葆金 主编，《经济应用文写作》，东南大学出版社，2003 年；
- [2] 李鸥 编著，《经济论文写作旨要》，天津大学出版社，2000 年；
- [3] 黄津孚 编著，《学位论文写作与研究方法》，经济科学出版社，2000 年；
- [4] 邓红 主编，《经济应用文写作》，重庆大学出版社，2002 年。

授课内容：

本课程从工商管理专业论文的作用、价值入手，讲述专业论文的选题、研究资料的获取与整理、研究方法、论文结构、论文的起草、修改及语言、专业论文存在的问题、学位论文的要求与评价指标等内容。该课程为学期课程。1-8 周介绍专业论文写作的基本知识和方法，9-16 周为学生亲自撰写一篇工商管理专业论文。

考核方式：考查。要求学生根据讲授的理论和方法撰写一篇专业学术论文。

成绩分布：课堂考勤占 20%，平时成绩占 40%，期末考查成绩占 40%。

《消费者行为学》课程教学大纲

课程编码：GL31340

课程性质：专业模块课

教学时数：周学时 3，总学时 48

学 分：3 学分

先修课程：市场营销学；经济学；统计学

教学目的与要求：

本课程旨在向学生介绍和探讨消费者行为学的理论、概念、方法和模型，通过大量案例阐明企业如何运用这些理论和方法，以满足消费者的需要和欲望。本门课程还要求学生掌握消费者行为学领域的新问题和理论研究新动向。教师将通过自己的研究、团队研讨和撰写报告等方式引导学生了解消费者研究的新成果。

使用教材：

迈克尔·所罗门，卢泰宏，《消费者行为学》第 10 版，中国人民大学出版社，2013 年

参考书目：

Schiffman, *Consumer Behavior (10th edition)*, Prentice-Hall International, Inc. 2010.

全球中产阶级报告，周晓虹主编，社会科学文献出版社，2005 年第一版

中国中产阶级报告，周晓虹主编，社会科学文献出版社，2005 年第一版

授课内容：

本课程由微观到宏观的逻辑体系从市场背景、消费者个性心理、购买决策者过程、亚文化和文化影响因素等 5 个角度组织教学剖析消费者行为规律，突出多学科综合性的行为研究特点、凸现全球视野下的中国特色和营销实践。在教授课程相关概念和理论的同时，引导学生将消费者行为学理论在理解和掌握的基础上应用到实践中去。

- (1) 市场中的消费者
- (2) 作为个体的消费者
- (3) 作为购买决策者的消费者
- (4) 消费者和亚文化
- (5) 消费者和文化

考核方式：案例研究（平时）、闭卷考试

成绩分布：平时成绩占 70%；期末考试占 30%。

《市场营销研究》课程教学大纲

课程编码：GL33220

课程类别：专业模块课

教学时数：周学时 3，总学时 48

学 分：3

先修课程：市场营销学；统计学

教学目的与要求：

本课程是市场营销专业的核心课程，调研是进行营销决策必备的工具之一。本课程要求学生学会确定、收集、分析、解释和报告营销决策所需的信息，重点培养学生构思和执行市场研究并将调研结果转化为营销战略的能力。

本课程旨在帮助学生掌握营销调研的基本原理和方法，基于实际或虚拟的企业，科学地设计调研方案、收集和分析数据，从分析结果中得出结论和建议，撰写专业的营销调研报告。通过课程学习，学生将具备评估调研方案和鉴别调查结果的能力，以及落实调研方案的执行力。

教学方式：

课堂教学+课堂讨论+实际操作+团队作业

使用教材：

Burns, A. C. and R. F. Bush, 于洪彦译, Marketing research (第 6 版), 2011, 北京：中国人民大学出版社.

参考书目：

(1) Malhotra, N. K., 涂平译, 市场营销研究：应用导向（第 5 版）, 2009, 北京：电子工业出版社.

(2) Coakes, S. J., SPSS version 12.0 for windows: Analysis without anguish. 2009.

(3) Paul W. Farris, Neil T. Bendle, Phillip E. Preifer, David J. Reibestein, 何志毅、赵占波译, 营销量化指标（第二版）, 中国人民大学出版社, 2012

授课内容：

本课程以市场营销调研过程为主轴安排内容，主要包括以下方面：

- | | |
|----------------------|------------------------|
| 1. 市场营销调研概论及市场营销调研过程 | 8. 抽样设计 |
| 2. 定义营销研究问题和明确调研内容 | 9. 现场工作、SPSS 数据准备和描述分析 |
| 3. 调研设计 | 10. 参数估计和假设检验 |
| 4. 二手数据 | 11. 差异检验 |
| 5. 定性研究方法 | 12. 相关检验 |
| 6. 数据收集方法 | 13. 回归分析 |
| 7. 测量和问卷设计 | 14. 调研报告 |

考核方式：课程学习过程中的参与及小组作业及期末闭卷考试

成绩分布：小组调研 40%+课堂参与 20%+期终考试 40%

《国际市场营销》课程教学大纲

课程编码：GL30580

课程类别：专业课

教学时数：周学时 2，总学时 32

学分：2

先修课程：市场营销学等

教学目的与要求：

本课程的教学目的：通过本课程学习要求学生掌握国际市场营销的基本概念、基本知识与理论，系统把握国际市场营销活动的内在联系及其运动规律，了解全球营销环境的现状，掌握国际市场营销调研和分析方法；培养学生辨析和解决国际市场营销活动实际问题的能力，提高分析和解决国际市场营销管理问题的理论水平和操作能力，以适应经济全球化背景下的企业国际市场营销管理工作的需要。

教学要求：树立全球意识，以经济全球化和我国对外开放为背景，以市场营销学和管理学理论为指导，系统阐述国际市场营销的基本理论、基本知识及其内在规律。使学生掌握国际市场营销学的基本理论、基本方法和技巧，学会使用制定国际市场营销战略和管理的方法，要求立足中国现实，及时反映国际市场营销环境的变化及趋势，探讨中国对外开放和中国企业开展国际市场营销活动的理论和实践问题。

教学方式：理论教学、案例讨论、研究性学习（学期大作业方式实现）

使用教材：菲利普·凯特奥拉著，赵银德等译，国际市场营销学（原书第十五版），2012，机械工业出版社

参考书目：

（1）Philip R. Cateora & John L. Graham, International Marketing (15th), 2009 ; 中国人民大学出版社, (全英班教材)

（2）闫国庆主编.国际市场营销学（第三版），清华大学出版社，2013，1月出版

（3）Warren J. Keegan 《全球营销管理》(*Global Marketing Management* 6th), 清华大学出版社，2004 年版；

授课内容：

第一章 国际营销的范围和挑战

第二章 国际营销的全球环境

第三章 文化基础---历史与地理

第四章 全球市场评估中的文化因素

第五章 全球市场评估中的经济环境

第六章 政治环境---一个关键问题

第七章 国际法律环境---按规则行为

第九章 全球营销管理---计划与组织

第十章 面向消费者的产品与服务

第十一章 国际营销渠道

第十二章 整合营销沟通和国际广告

第十三章 人员推销与销售管理

第十四章 国际市场定价

第十五章 与国际客户、合作伙伴和政府部门的谈判

第八章 通过营销调研建立全球视野

考核方式：开卷考试

成绩分布：平时成绩 60% （考勤 10%，课堂讨论 20%，小组作业 30%）

期终考试 40%

《营销渠道管理》课程教学大纲

课程编码：GL31620

课程类别：专业课程

教学时数：周学时 2，总学时 32.

学分：2

先修课程：市场营销学

教学目的与要求：通过本课程的学习，要使学生在掌握市场营销基本理论和基本方法的基础上，具备进行营销渠道决策和管理的相关技能，能够理论联系实际，分析实际问题。具体地说就是：（1）在人才培养目标和定位上，由专业对口型、技能型向“广适型”转变，在保证学科基本理论与专业技能培养要求的同时，注重体现跨学科、跨专业的复合型人才培养特色，使人才培养目标符合经济社会国际化发展的需要；（2）本课程实行双语教学；在教学中大量穿插国外本领域最新发展，使学生专业与外语学习相结合，具有国际化视野。（3）重视培养和发挥学生的学习主动性，尊重学生个性化发展的需要，培养学生的独立思考能力，为此我们强化了实践教学环节，构建了实践教学新体系。

教学方式：课堂讲授+案例研究分析

使用教材：伯特·罗森布洛姆(Bert Rosenbloom)：营销渠道：管理的视野（第8版），宋华译，中国人民大学出版社2014年2月第1版，2014年2月第1次印刷。

参考书目：

- （1）科兰等．营销渠道（第7版）[M]．蒋青云等．北京：中国人民大学出版社，2008.
- （2）常永胜主编．营销渠道：理论与实务（第2版）[M]．北京：电子工业出版社，2013.

授课内容：

第一章：营销渠道基本概念	第十章：渠道管理中的产品
第二章：营销渠道参与者	第十一章：渠道管理中的定价
第三章：营销渠道环境	第十二章：渠道管理中的促销
第四章：营销渠道中的行为过程	第十三章：物流与渠道管理
第五章：营销渠道战略	第十四章：评估渠道成员绩效
第六章：设计营销渠道	第十五章：电子营销渠道
第七章：选择渠道成员	第十六章：特许经营渠道
第八章：目标市场与渠道设计战略	第十七章：服务营销渠道
第九章：激励渠道成员	第十八章：国际营销渠道展望

考核方式：考试+案例研究

成绩分布：案例研究及展示：40%

课堂讨论参与：	10%
课堂出勤：	10%
期终考试：	40%

《零售学》课程教学大纲

课程编码： GL30830

课程性质： 专业课程

教学时数： 周学时 3, 总学时 48

学 分： 3

先修课程： 市场营销学

教学目的与要求：

通过学习零售学这门课程，学生要掌握零售企业经营管理方面的基本概念、理论和方法，初步具备运用零售理论研究、解决实际问题的能力。具体教学目的如下：了解零售业的基本类型；了解我国零售业的发展情况及趋势；了解零售业的基本业态；能够分析零售环境，尤其是消费者；熟悉零售发展理论与零售商圈理论；能够对零售店面及商品陈列进行简单的设计；熟悉零售营销组合策略；了解零售企业的品牌与文化建设问题；了解零售企业管理的基本内容；提出有价值的零售经营管理方案。

教学方式：

教学方式主要是课堂多媒体演示讲解；课堂讨论；案例分析；课外小组实训；开店策划报告；策划报告演示等。

使用教材：

《零售学》，贺爱忠，高等教育出版社，2013 年 12 月

参考书目：

1. 巴里·伯曼和丹尼斯·阿德科克著，吕一林和韩笑译，《零售管理》，中国人民大学出版社，2007。
2. 大卫·E·贝尔等著，迟诚、孙晓梅等译，《零售学》，东北财经大学出版社,2006 年 9 月
3. 肖怡，《零售学》（第 3 版），高等教育出版社，2013 年 8 月
4. 孙晓红，闫涛，赵宏霞，《零售学》（第 2 版），孙晓红，闫涛，赵宏霞，东北财经大学出版社，2014 年 3 月
5. 王卫红，周立国，《零售营销教程》，中国商务出版社，2009 年 2 月

授课内容：

第一章 零售导论

第二章 零售战略

第三章 零售商圈选址

第四章 零售店购物环境设计

第五章 零售店商品规划与自有品牌

第六章 商品采购流程与实操

第七章 零售店价格体系与定价技巧

第八章 零售店促销管理

第九章 零售店门店营运与管理

第十章 服务管理与顾客投诉管理

第十一章 零售店绩效评估与激励

考核方式：

总评成绩=课堂讨论成绩+开店策划报告成绩+策划文案演示+课外小组实训+期末考试成绩；

成绩分布：

课堂讨论成绩 占 10%

开店策划报告 20%

开店策划方案演示 10%

课外调研作业占 20%

期末考试成绩 占 40%

《社会与非营利营销》课程教学大纲

课程编码：GL32640

课程类别：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学、市场营销学

教学目的与要求：

本课程旨在向学生介绍社会营销和非营利组织的理论知识，要求学生了解掌握非营利组织的营销原理、方法如何应用于特殊的社会领域和相关的社会问题，跟进社会前沿问题并结合实际问题开展调查和策划，达到真正理解社会营销的本质，并会运用相关理论知识和营销手段帮助解决社会问题。

教学方式：课堂讲授、企业参观和课堂讨论，学生团队项目作业

使用教材：

自编教学材料

参考书目：

[1] Gerard Hastings, Social Marketing: Why should the Devil have all the best tunes? Butterworth-Heinemann, an imprint of Elsevier, 2007

[2]Andreasen, A. R. 2006. Social Marketing in the 21st Century. Newbury Park, CA: Sage.

[3] [美]菲利普·科特勒，内德·罗伯托，南希·李著，俞利军 译，社会营销——提高生活质量的方法，2006，中央编译出版社。

[4][美]菲利普·科特勒，内德·罗伯托，南希·李著，王永贵译，政府部门如何做营销——提升绩效之路，2009 中国人民大学出版社。

[5] 萧美娟、林国才、庄玉惜，NGO 市场营销、筹募与问责:理论与操作， 社会科学文献出版社，2005

授课内容：

本课程深入分析和研究了社会与非营利组织在独特的营销环境和条件下实际应用时营销手段、营销策略和营销管理等特点，并结合案例探讨了开展营销活动应注重控制的问题。

1、2 周介绍社会与非营利组织的相关概念和特点，针对解决当前实际问题的研究布置具体的作业要求；3~6 周讲述社会营销的原理和理论以及如何计划活动，7~10 周介绍其战略和策略工具的运用，11~15 周介绍社会与非营利营销的独特应用领域，16~18 周实践案例及作业展示与讲评。

考核方式：开卷考试

成绩分布：平时成绩+作业占 60%，期末考试成绩占 40%。

《组织行为学》课程教学大纲

课程编码：GL31600

课程性质：专业模块课

教学时数：周学时 3，总学时 48

学 分：3

先修课程：管理学原理、人力资源管理概论

教学目的与要求：

《组织行为学》是为培养适应社会主义市场经济发展需要的、应用型高级专门人才服务的。它主要研究个体、群体、组织行为规律，并应用这些规律提高组织效能。

通过讲授这门课，可以向学生完整介绍组织行为学的知识体系与研究方法，使学生牢固树立以人为本的管理观念，在此基础上系统掌握组织行为学的基本原理和方法，从而有效地对组织进行管理。

使用教材：

陈国海编著《组织行为学》，清华大学出版社 2013 年 8 月第 4 版

参考书目：

- （1）张 德主编《组织行为学》，中国高等教育出版社，2004 年 3 月第 2 版
- （2）斯蒂芬·罗宾斯：《组织行为学》（第 7 版），中国人民大学出版社 1997 年版
- （3）俞文钊主编《管理心理学》，东北财经大学出版社 2004 年 10 月第 1 版
- （4）余凯成主编《组织行为学》，大连理工大学出版社 2001 年版

授课内容：

本课程按照个体、群体和组织三大块安排教学，主要内容包括：组织行为学概述、人际知觉与个人决策、个性与心理测验、价值观与态度、激励理论及其应用、群体心理与行为、管理沟通、权力与政治、领导理论、组织文化、组织变革与发展、健康与安全等。

考核方式：该课程的考核方式为考试或者课程论文。

成绩分布：课堂考勤占 10%，平时成绩占 60%，期末考试或者课程论文成绩占 30%。

《工作分析与组织设计》课程教学大纲

课程编码：GL32730

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学原理、人力资源管理学、组织行为学、管理信息系统。

教学目的与要求：

本课程旨在向学生介绍工作分析与组织设计的基本理论与技能。通过示范讲解和学生实际调研，在学生掌握工作分析和组织设计的相关理论知识的基础上，训练学生在实际工作中进行工作分析和组织设计的能力，以便适应未来人力资源管理工作的需要。通过本课程的学习，学生应该了解和掌握工作分析研究的程序、方法、工作说明书的编写、工作调查和工作设计院的有关知识和技能，并且要求学生进行不少于两次下企业调研的实践活动，培养实践工作中进行工作分析和组织设计的思维模式。

使用教材：付亚和主编《工作分析》，复旦大学出版社，2009 年 10 月。

参考书目：

萧鸣政，《工作分析的方法与技术（第三版）》，人大出版社，2010 年 8 月。

葛玉辉，《工作分析与工作设计实务》，清华大学出版社，2011 年 1 月。

高艳，《工作分析与职位评价》，西安交通大学出版社，2011 年 5 月

授课内容：

本课程按照工作分析与组织设计管理理论、工作分析与组织设计实操组织教学，主要包括：开篇案例及基础知识回顾、工作分析综述及概念分析、工作分析的历史沿革与发展趋势、工作分析的流程、工作分析的方法、工作说明书的编写、工作分析的应用与实操、组织设计与管理、职位评价及其方法。

该课程为学期课程，时间安排如下：

1-2 周——绪论及基础知识回顾；3-4 周——工作分析的去、现在与将来；5-9 周——工作分析的流程及方法介绍；10-11 周——工作说明书的编写；12-13 周——工作分析的应用；14-15 周——组织设计与管理；16-17 周——职位评价与方法；18 周——回顾与总结。

考核方式：平时实际操作+期末书面考试

成绩分布：课堂考勤占 10%，平时成绩占 60%，期末考试成绩占 30%。

《薪酬管理》课程教学大纲

课程编码：GL31370

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：高等数学、线性代数、运筹学、管理学原理、人力资源管理学、企业战略管理、组织行为学、绩效评估、工作分析与组织设计、微观经济学、宏观经济学、管理信息系统、经济法等。

教学目的与要求：

本课程旨在向学生介绍薪酬管理的基本理论与基本技能，通过课堂教授理论和带领学生走出校外进行实际调研，让学生们充分掌握薪酬管理的现代方法和技术，训练学生掌握薪酬体系设计理论与在实际操作的能力。本课程要求学生在完成课堂理论学习的同时，一定程度上掌握实践工作中进行薪酬管理的主要方法，做到理论联系实际，能够帮助企业设计出基本的现代薪酬管理体系。并且要求学生进行不少于两次下企业调研的实践活动。

使用教材：

文跃然主编《薪酬管理原理》，复旦大学出版社，2013 年第二版。

参考书目：

《员工关系管理》第二版，程延国主编，复旦大学出版社，2007 年 11 月；

《员工福利管理》仇雨临主编，复旦大学出版社，2007 年 3 月；

《薪酬管理——理论与实务》刘爱军主编 机械工业出版社 2008 年 8 月第一版

《绩效考核与薪酬管理》余泽忠编著 武汉大学出版社 2006 年 9 月。

授课内容：

本课程按照薪酬管理理论、现代企业薪酬管理体系实操设计和薪酬调查三大块组织教学，主要包括：薪酬管理的基础概念和基本理论包括：薪酬设计的步骤、薪酬体系的维护与跟踪、影响薪酬体系设计的外部影响因素和内部影响因素；薪酬调查；现代薪酬体系设计方法及实操等。

该课程为学期课程。1-7 周介绍薪酬管理的基础概念和基本理论，8-11 周，介绍现代企业薪酬系统设计的实操方法，12-15 周，企业薪酬调研，16-18 周，薪酬体系实际设计。

考核方式：设计一个薪酬管理系统，分析案例。

成绩分布：课堂考勤占 10%，平时成绩占 60%，期末考试成绩占 30%。

《绩效管理》课程教学大纲

课程编码：GL33560

课程性质：专业模块课

教学时数：周学 2 时，总学 32 时

学 分：2

先修课程：人力资源管理学、工作分析与组织设计

教学目的与要求：

本课程旨在向学生介绍绩效管理的基本理论与实践操作技能。通过示范讲解和案例演练，培养学生在企业实践中构建科学的绩效管理理念、设计合理的绩效管理体系的能力。本课程要求学生阅读相关的参考资料、掌握该领域的相关理论、研讨相关案例，提升将理论运用于实践的能力。

教学方式：讲授、案例教学、学生课题演示及讨论

使用教材：

付亚和，许玉林 主编《绩效管理》，复旦大学出版社（第三版），2014

参考书目：

- （1）武欣 编著《绩效管理实务手册》，机械工业出版社（第二版），2004
- （2）饶征，孙波 著《以 KPI 为核心的绩效管理》，人民大学出版社，2003

授课内容：

本课程按照绩效管理的基本理论、绩效管理系统与绩效评价技术三大块组织教学，主要内容包括：绩效管理的基础性工作、绩效计划、绩效指标体系设计、绩效实施与管理、绩效评估、绩效反馈和绩效改进计划等各个环节的核心工作。

考核方式：考试

成绩分布：成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《员工招募与测评》课程教学大纲

课程编码：GL33700

课程性质：（专业模块课）

教学时数：周学时 2，总学时 32

学分：2

先修课程：组织行为学、基础心理学、应用统计学

教学目的与要求：

通过本课程的学习，学生能够掌握人员素质测评的基本原理，较全面的了解人员素质测评的相关理论和基本知识，掌握各种基本的人员素质测评的方法，具备人员素质测评工作的基本操作技能，达到从事专业人事心理测评工作的基本要求。

教学方式：

课堂讲授、心理测量、案例教学、课堂讨论、实验和实践教学

使用教材：

孙健敏主编，湖南师范大学出版社，2007 年版

参考书目：

- （1）[美]麦坚泰（McIntire, S. A.），[美]米勒（Miller, L. A.）著，x 心理测量，骆方，孙晓敏译，中国轻工业出版社
- （2）[美]艾肯，心理测量与评估（第 12 版），中国人民大学出版社
- （3）《实用人事测量》，王垒著，经济科学出版社 2004 年版。
- （4）《人员测评》，顾海根主编，中国科学技术大学出版社 2005 年版

授课内容：

本课程按照测评原理、测评技术和人事测评的应用三个模块组织教学内容。测评原理涉及人事测评导论、人事测评原理、测评结果解释、测评质量分析；测评技术涉及标准化纸笔测验、结构化面试、心理测验、行为模拟与观察类测量以及基于工作情境的综合类测量；人事测评的应用介绍现实中的人事测评的组合应用以及计算机化的人事测评。

考核方式：

本课程采用形成性考试和终结性考试相结合的方式。形成性考试根据平时作业成绩评定。终结性考试成绩即期末考试采取笔试形式；没有完成平时作业者不能取得该课程的终结性考试资格或本课程的学分。

成绩分布：平时成绩占 60%，期末考试成绩占 40%

《员工培训与开发》课程教学大纲

课程编码：GL31500

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：人力资源管理学、工作分析与组织设计

教学目的与要求：

本课程旨在向学生介绍员工培训与开发的基本理论与实践操作技能。通过示范讲解、案例研讨和小组讨论，培养学生在企业实践中开展员工培训工作的能力。本课程要求学生阅读相关的参考教材、掌握该领域相关的理论、研讨大量的案例。同时要求学生参与实践，具有将理论运用于实践的能力。

教学方式：讲授、案例教学、学生课题演示及讨论

使用教材：

（美）诺伊 著，徐芳 译《雇员培训与开发》，中国人民大学出版社，2007

参考书目：

- （1）石金涛 主编《培训与开发》（第二版），中国人民大学出版社，2009
- （2）李德伟 主编《人力资源培训与开发技术》，科技文献出版社，2006

授课内容：

本课程系统介绍员工培训与开发的框架体系，对培训需求评估、学习理论与培训项目设计、培训计划的制定与实施，培训成果转化、培训效果评估、传统的培训方法、新技术培训与职业发展以及培训与开发的发展趋势等做详细讲授。

考核方式：该课程的考核方式为考试

成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《创新管理》课程教学大纲

课程编码：GL32790

课程性质：专业选修课

学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

二十一世纪是知识的时代，也是创新的时代。而随着世界经济与科技进步的加速发展，技术与创新管理也日益成为企业战略与经营管理中的重要部分。本课程的教学目的在于使学生掌握技术与创新管理的基础知识，并正确运用管理技能和创新意识帮助企业将技术和市场机会转化为成功的产品和服务进而提升企业核心竞争力或提高创业成功率。课程要求学生在全面了解技术创新、组织创新等具体的创新领域基础知识的基础上，初步从战略和组织这两个层面丰富创新管理的知识和技能，并了解技术、市场和组织创新的集成。

使用教材：

M. A. 希林著，谢伟等译，《技术创新的战略管理》，清华大学出版社，最新版

参考书目：

[1] 许庆瑞 主编，《研究、发展与技术创新管理》，高等教育出版社，最新版

[2] J. M. 阿特拜克 著，高健 等译，《把握创新》清华大学出版社，最新版

授课内容：

本课程包括创新的概念、过程、类型、模式等基础内容、企业技术创新战略、新产品的研究、开发与营销、技术转移与交易、技术与知识产权、技术创新能力建设和创新文化建设、技术创新的组织管理与技术创新体系等方面的知识。

该课程为学期课程。教学过程中，教师将要求学生结合具体教学内容，进行大量的知识与案例研讨。

考核方式：该课程的考核方式为论文或开卷考试。

成绩分布：平时成绩占 60%，期末考试占 40%。

《创业风险管理》课程教学大纲

课程编码：GL30170

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程的教学目的是使学生掌握创业风险的基本类型、形成原因及防范方法，着重培养学生创业精神、培育学生创业意识、创业的基本素质与技能，为学生毕业后从事创业活动打下必要的基础，并增强学生进行创业项目风险识别、分析、评估与应对的能力。

要求学生掌握创业风险管理的基本概念、基本理论、基本方法和基本工具，并运用基本理论进行创业项目风险分析，初步掌握创业活动风险识别、评估，风险规避及风险管理的基本技能。

使用教材：

刘亚娟 主编，《创业风险管理》，中国劳动社会保障出版社，2010 年版

参考书目：

[1] 《创业风险管理》，刘国新 等 编著，武汉理工大学出版社，2004 年版

[2] 《创业管理》，布鲁斯 R·巴林格，机械工业出版社，2010 年版

授课内容：

第一章 风险与风险管理

第二章 创业风险

第三章 创业心态的风险管理

第四章 创业市场风险管理

第五章 创业合伙人风险管理

第六章 创业融资风险管理

第七章 创新风险管理

第八章 创业成长风险管理

考核方式：

考查

成绩分布：平时成绩占 40%，期终考试占 60%。

《跨国公司管理》课程教学大纲

课程编码：GL30780

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

通过教学使学生掌握跨国公司管理的基本知识和方法，要求学生掌握跨国公司管理的相关概念和基本内涵。通过各种实践活动，如案例分析、对跨国企业经营概况调查分析及报告等，使学生对跨国公司管理战略、跨国公司管理方式、国际商务环境评估、国际商务的职能战略以及中国企业的跨国运营有系统性的掌握，为其它相关课程的学习和工作奠定基础。

使用教材：

查尔斯.W.L. 希尔，《国际商务（第 9 版）》，中国人民大学出版社，最新版

参考书目：

- [1] 《跨国经营理论与实务》，王林生 编著，对外经济贸易大学出版社，2003 年
- [2] 《国际企业管理》，弗雷德·卢森斯，乔纳森 P·多 著，机械工业出版社，2010 年
- [3] 《国际企业管理(第 2 版)》，金润圭 编著，中国人民大学出版社，2009 年

授课内容：

- 第 1 章 全球化
- 第 2 章 国际贸易理论
- 第 3 章 对外直接投资
- 第 4 章 跨国经营战略
- 第 5 章 跨国经营组织
- 第 6 章 进入战略和战略联盟

考核方式：

大作业

成绩分布：团队合作项目占 70%，课堂测试占 30%。

《质量管理》课程教学大纲

课程编码：GL32570

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程的教学目的是使学生初步掌握质量管理的基本分析原理、方法和工具，为学生毕业后从事工商管理活动以及继续学习打下必要的基础，并增强学生参加实践活动的适应能力和创新能力的培养。

要求学生掌握全面质量和质量管理的基本概念、基本框架、基本理论、基本方法和基本工具，并运用基本理论进行质量问题分析与解决质量管理问题，深入思考企业组织如何通过加强质量管理来确立竞争优势。

使用教材：

詹姆斯·R·埃文斯等著，《质量管理与质量控制》，中国人民大学出版社，2010 年版

参考书目：

[1] 《质量管理教程》，岑咏霆主编，复旦大学出版社，2010 年版

[2] 《现代质量管理学》，龚益鸣主编，清华大学出版社，2007 年版

授课内容：

第一章 质量概述

第二章 组织中的全面质量

第三章 质量理念与框架

第四章 以顾客为中心

第五章 质量领导

第六章 质量人力资源管理

第七章 过程管理

第八章 绩效测量

第九章 六西格玛管理

第十章 质量改进工具

考核方式：考查

成绩分布：平时成绩占 60%，期终考试占 40%。

《领导力与创新创业》课程教学大纲

课程编码：GL33760

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程从领导理论与领导艺术两大模块系统地组织教学，旨在向学生介绍领导学的理论和实践经验。通过介绍相关的概念、理论研究和对企业实践案例的分析，使学生了解领导在管理中的重要意义，并能够运用理论去分析案例和实际问题。

使用教材：

理查德·L·达夫特 著，杨斌 译，《领导学原理与实践》，电子工业出版社，2008 年 4 月

参考书目：

[1] 刘建军 编著，《领导学原理——科学与艺术》（第三版），复旦大学出版社，2007 年 8 月。

[2] 陈荣秋 编著，《领导学理论与实践》，清华大学出版社，2007 年 6 月。

授课内容：

第一章 领导范畴及其本质

第二章 领导工作的基本理论

第三章 团队领导与创业

第四章 领导变革与创新

第五章 情境领导与战略管理

考核方式：考试或撰写课程论文

成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《企业文化与商业伦理》课程教学大纲

课程编码：GL33770

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程学习可以使学习者：

1. 掌握企业文化与商业道德的基本概念和理论。
2. 掌握每一个职能部门所面对的商业道德困境以及商业道德困境解决方案，更好地解决现实道德问题。
3. 掌握企业道德文化的构建和维护。
4. 强化企业社会责任概念的实践认识。
5. 培育分析和解决现实商业道德问题的能力。

使用教材：

Andrew. W. Ghillyer (2014), Business Ethics: NOW (Forth Edition) , McGraw-hill International Edition

参考书目：

- [1] (美) 米切尔. 国际商业伦理, 上海外语教育出版社, 2009 年;
- [2] 费雷尔. 商业伦理: 伦理决策与案例, 清华大学出版社, 2005 年;
- [3] 韦斯. 商业伦理: 利益相关者与问题管理方法, 中国人民大学出版社, 2005 年;
- [4] (美) 弗里切. 商业伦理学: 英文版——国际通用 MBA 教材, 机械工业出版社, 2005 年;
- [5] 朱文忠. 商业银行企业社会责任标准与机制研究, 经济管理出版社, 2009 年;
- [6] 周祖城. 企业伦理学. 清华大学出版社, 2009 年。

授课内容：

- 第一章 伦理
- 第二章 商业伦理
- 第三章 组织伦理与文化
- 第四章 企业社会责任
- 第五章 公司治理
- 第六章 政府作用
- 第七章 技术与商业道德
- 第八章 揭发检举
- 第九章 全球化与商业道德
- 第十章 坚守道德底线

考核方式：考试

成绩分布：平时学习占 60%，期末考试占 40%。

《公司治理》课程教学大纲

课程编码：GL30360

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

学生通过这门课程的学习，能够（1）理解公司治理的基本理论和概念；（2）掌握公司治理的主要方法；（3）能熟练运用所学理论知识与分析方法，分析、评价、设计一个有效的公司治理结构。

使用教材：

李维安主编，《公司治理学（第二版）》，高等教育出版社，2009 年

参考书目：

- [1] 李维安著，《公司治理教程》，上海人民出版社，2002 年
- [2] 吴冬梅主编，《公司治理概论》，首都经济贸易大学出版社，2006 年
- [3] 蔡锐、孟越主编，《公司治理学》，北京大学出版社，2013 年
- [4] 徐向艺著，《公司治理前沿问题研究》，经济管理出版社，2012 年

授课内容：

- 第1章 基础理论
- 第2章 股东权益
- 第3章 董事会和监事会
- 第4章 独立董事
- 第5章 高层管理者
- 第6章 证券市场与控制权配置
- 第7章 银行治理
- 第8章 机构投资者治理

考核方式：

课程论文

成绩分布：课堂参与+平时作业占 60%，期末课程论文占 40%。

《创业投融资管理》课程教学大纲

课程编码：GL33780

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

该课程为工商管理专业的专业模块课，在系统介绍创业项目投资与融资传统理论的基础上，着重对项目本身进行了分析，如可行性和风险的分析，创业项目投资与融资自身的风险管理。在考虑项目投融资的实践性基础上，同时介绍一些国内外成功和失败的创业项目投资与融资案例。其目的是要使学生通过这门课的学习掌握项目投融资管理的基本理论与方法、理解创业项目投融资的运作规律、学会辨析创业项目投融资常见的风险与失败原因，为今后进一步深入学习相关管理理论及参与实践活动提供理论基础与指导。

使用教材：

马瑞清，安迪，珍妮丝编著，《企业融资与投资》，中国金融出版社，2014 年

参考书目：

- [1] 《项目融资（经济管理类课程教材·投资系列）》，任淮秀 主编，中国人民大学出版社，2008
- [2] 《项目融资——21 世纪项目管理系列规划教材》，戴大双 主编，机械工业出版社 2007
- [3] 《项目融资（第二版）——21 世纪高等学校金融学系列教材》，蒋先玲 编著，中国金融出版社，2009
- [4] 《项目融资——21 世纪经济学管理学系列教材》，徐莉 编著，武汉大学出版社，2009
- [5] 《项目融资》，马秀岩，卢洪升 主编，东北财经大学出版社，2002
- [6] 《创业投资管理——21 世纪工商管理学系列教程》，张玉臣 编著，同济大学出版社，2007
- [7] 《创业投资原理与方略》，刘健钧 著，中国经济出版社，2008
- [8] 《投资项目财务分析实务》，杨秋林 主编，农业出版社，2006
- [9] 《项目投资与管理》，王景山 著，机械工业出版社，2006

授课内容：

本课程按照（1）创业项目投资与融资管理的基本理论、（2）项目融资管理、（3）项目投资管理、（4）项目价值管理与风险管理（5）并结合项目投融资成功和失败的实证案例进行组织教学，主要包括项目投资与融资概述（3 学时），资金的时间价值（3 学时），创业项目方案评价及可行性研究（3 学时），创业项目融资需求分析（4 学时），项目投资结构和融资模式（4 学时），项目融资的筹资方式和方法选择（4 学时），项目融资渠道与方式的创新（4 学时），项目投融资的风险管理（4 学时），项目投融资谈判与协议实务（3 学时）投融资方案与投融资实务案例（4 学时）。本课程为学期课程。

考核方式：考查

成绩分布：课堂考勤+平时成绩与案例讨论占 60%，作业成绩占 40%。

《企业与产业国际化》课程教学大纲

课程编码：GL33790

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程的教学主要是为学生提供有关企业与产业国际化的理论，路径，阶段性的发展与创新方法，同时对于企业国际化的主要案例进行分析，内容涵盖宏观投资与贸易领域的专业化知识。对于学生理解国际化产业与企业的发展历程已经经营理念的把握具有现实和学术的意义。

使用教材：

教师自编讲义。

参考书目：

- [1] 《中小企业国际化理论与实践研究—兼论我国中小企业的国际化经营》，赵优珍，复旦大学出版社，2013
- [2] 《对外贸易论》，小岛清，南开大学出版社，1977
- [3] 《中国企业跨国经营战略》，鲁桐，经济管理出版社，2003
- [4] 《企业国际化导论》，理查德·罗宾孙，对外贸易教育出版社，1989
- [5] 《跨国企业的全球经营与经济发展》，胡德，斯蒂芬·杨，中国社会科学出版社，2006
- [6] 《人力资本与经济增长：理论与实证》，王金营，中国财政经济出版社，2001

授课内容：

1. 企业与产业国际化背景（全球化与地方化的最新趋势）
2. 国际化的重要理论、概念
3. 国际化历程解析（阶段与路径，市场进入模式）
4. 企业与产业国际化模式的优势与困境分析
5. 案例分析（宏观的产业背景、微观的企业路径）
6. 中国对外投资与中国企业走出去（近 20 年的数据与方略）
7. 企业的资源拥有与制度创新
8. 广东外向型经济发展特征与前景
9. 广东企业与产业国际化最新发展趋势
10. 特定区域与国家的国际市场与投资市场分析（欧洲、拉美）
11. 国际化与吸收中的发展（主要方法的研究概述）

考核方式：

考试

成绩分布：课堂参与+小组案例分析占 60%，期末考试占 40%。

《全球化与国际商务组织》课程教学大纲

课程编码：GL33800

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程的教学主要是为学生提供有关全球化的主要理论与研究方法，同时结合在全球治理的主要与最新研究成果，从历史与现实角度阐述国际商务组织的发展历程，功能以及企业或者区域在现实之中产生互动的趋势。对于中国如何在全球治理和区域治理中赢得先机开拓进取也将进行有益探讨。

使用教材：

教师自编讲义。

参考书目：

[1] 《当代全球商务》英文版教材，机械工业出版社

[2] Global Networks, Saskia Sassen, Routledge, New York

[3] 《国际民间组织》，黄浩明，对外贸易大学出版社

[4] World Class: Thriving locally in the Global Economy, Rosabeth Moss Kanter, Touchstone Edition

授课内容：

1. 全球化的历程与历史
2. 全球化与全球政治经济
3. 全球化与国际市场
4. 全球化与国际商务组织
5. 全球性国际商务组织
6. 专业性国际商务组织
7. 区域性国际商务组织
8. 跨国公司与全球治理
9. 中国对全球化的参与
10. 中国企业参与全球经济治理的案例分析

考核方式：

考试

成绩分布：课堂参与+小组案例分析占 60%，期末考试占 40%。

《国际管理》课程教学大纲

课程编码：GL33810

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

《国际管理》与《国际商务》是两门不一样的课程。国际管理将不会关注诸如国际金融或者跨境营销之类的内容，而是将重点放在影响国际商务实践和执行者的重要趋势的研究上。其中包括对国际管理平台的考察，如国际伦理问题、文化问题政治和法律体系等。以此为基础，课程将关注于国际经理人如何在跨文化环境中进行有效沟通、谈判以及争议处理问题。接下来，研究内容将转入企业如何在国际商业环境中，制定和实施其国际战略的范围。后半部的内容将涉及企业对国际管理人才的培养问题，包括人才的甄选和培训、薪酬和激励、绩效评估、劳资关系以及东道国人力资源管理的策略。通过本课程学习，学生可以：

- 评估国际管理领域理论、概念和最新发展趋势
- 利用这些理论诊断并处理国际管理领域的问题
- 提高学生对不同国家和地区面临的国际管理方面挑战的意识和认知能力
- 提高学生对于国际管理相关的文化价值和观点的认知能力

使用教材：

迪恩·B.麦克法林 (Dean B.McFarlin)，保罗·D.斯威尼 (Paul D.Sweeney) 著 黄磊 译,2014, 国际管理（第三版，精要版），中国市场出版社

参考书目：

- [1] 海伦·德雷斯基(Helen Deresky), 2012, International Management: Managing Across Borders and Cultures(Text and Cases) (Seventh Edition), 清华大学出版社
- [2] 《国际企业管理》，弗雷德·卢森斯，乔纳森 P·多 著，机械工业出版社，2010 年
- [3] 查尔斯.W.L. 希尔，《国际商务（第 7 版）》，中国人民大学出版社，最新版

授课内容：

- 第一章 导论
- 第二章 国际法律和政治环境
- 第三章 国际伦理和企业责任
- 第四章 文化与国际管理
- 第五章 跨文化感知和态度
- 第六章 跨文化沟通
- 第七章 谈判与国外冲突处理
- 第八章 制定国际战略
- 第九章 进入外国市场有效国际运营
- 第十章 跨文化激励与领导

第十一章 组建国际团队

~~第十三章 国际雇员的评估与激励~~

第十三章 跨文化团队管理

考核方式：团队项目+考试

成绩分布：团队合作项目占 60%，课堂测试占 40%。

《企业可持续发展管理》课程大纲

课程编码：GL33820

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

本课程将提供一个框架，将企业社会责任和可持续发展观念纳入企业的战略和实践过程。课程提供机会，让学员系统地理解商业环境、企业与社会的关系，并将如运营管理、环境社会学等多学科概念和知识融合其中。本门课程将会给未来的管理者提供一套独特的技能，以便将 CSR 和可持续发展管理面临的挑战转化为企业发展机遇。

完成本课程，学员将掌握相关的知识、能力和价值观，可以：

1. 辨析人类社会和地球环境面临的可持续发展的核心问题和挑战。
2. 分析人类和环境可持续发展的核心因素，这些因素对组织包括经理人决策的意义。
3. 辨析组织在制定与利益相关者有关的CSR和可持续发展策略时，必须解决的文化和战略困境。
4. 评估企业绩效与环境和社会风险的关系。
5. 为追求CSR绩效和社会、环境可持续发展成果的组织提供自愿报告、管理和各类证书系统的核心概念和技术规则和规范。

使用教材：

Dunphy, D., Griffiths, A. and Benn, S. 2014. *Organisational Change for Corporate Sustainability*, 3rd edition, Routledge, London.

参考书目：

- [1] Huang Lei, 2015, *Managing CSR and Business Sustainability in China*, 人民出版社
- [2] Espinosa, A. (2011). *Complexity Approach to Sustainability : Theory and Application*. River Edge, NJ, USA: ICP
- [3] Benn, S., Dunphy, D. C., & Perrott, B. (2011). *Cases in corporate sustainability and change : a multidisciplinary approach*. Prahran, Vic.: Tilde University Press

授课内容：

1. 可持续发展和 CSR 概念
2. 可持续发展和 CSR 组织概览
3. 全球化与 CSR 和可持续发展
4. 价值与范式：风险评估
5. 风险评估与管理
6. 人类可持续发展与生态组织可持续发展的关系
7. 三条底线和四条底线原则
8. 效率与可持续发展

考核方式：考试

成绩分布：小组作业（演讲+报告）占 60%，期末考试占 40%。

《西方管理思想史》课程教学大纲

课程编码：GL33840

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：无

教学目的与要求：

本课程将使学生全面了解管理思想的起源、形成和发展历史进程，进而掌握推动管理思想发展的因素、条件和动力，认清管理思想发展的客观规律，以便提高学生的管理理论素养。课程拟拓宽学生的管理知识视野，为学生研究卫生事业管理实践提高借鉴，进而提高学生们的研究能力和实践能力。课程以辩证唯物主义和历史唯物主义为指导，坚持实事求是、开拓创新，全面讲述中外管理思想发展的历史进程，客观介绍各个时期具有代表性的管理理论，分析其产生的社会背景、思想渊源及在管理思想发展中的地位 and 作用，恰当地联系当前的管理实际，努力增强课程教学的生动性和科学性。

使用教材：

教师自编讲义

参考书目：

- [1] 彭和平等编译：《国外公共行政理论精选》，北京：中共中央党校出版社，1997 年
- [2] 高宏德等编译：《国外著名管理学家论管理》，成都：四川科学技术出版社，1988 年
- [3] 郭咸纲著，《西方管理思想史》，北京：经济管理出版社，2002 年
- [4] [美]丹尼尔·雷恩：《管理思想史》（第 6 版），北京：中国人民大学出版社，2012 年

授课内容：

1. 西方早期管理思想
2. 工业革命和管理思想的发展
3. 科学管理理论
4. 现代管理理论综述
5. 现代管理理论的主要学派
6. 当代管理思想与实践
7. 当代管理思想的发展趋势

考核方式：考查。

成绩分布：课堂考勤占 20%，作业成绩占 40%，案例讨论占 40%。

《中国管理思想史》课程教学大纲

课程编码：GL33850

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：无

教学目的与要求：

目的是让本科或专业硕士学位的学生了解本土化的营商环境和哲学基础，有利于解读本土企业的行为模式和决策过程，特别能帮助学生理解跨国企业本土化过程当中遇到的障碍与困境，帮助跨国公司或在华的外国企业更好地了解和适应中国的市场。

使用教材：

教师自编讲义。

参考书目：

- [1] 楼宇烈，《中国的品格》，南海出版社，2011 年。
- [2] 台湾十四院校六十教授合译，《白话史记（上、中、下）》，新世界出版社，2007 年。

授课内容：

本课程要解决的具体问题是：

1. 企业管理究竟有没有规律可循？
2. 现代企业同行的管理思想所建立的哲学基础是什么？
3. 什么是中国式管理？其所建立的哲学基础是什么？
4. 中国式管理思想在中国可行吗？
5. 中国式管理思想可以推广吗？

考核方式：考试采用平时作业和学期报告的形式。

成绩分布：平时成绩占 60%，期末考试占 40%。

《旅游与会展管理》课程教学大纲

课程编码：GL33860

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：无

教学目的与要求：通过本课程的学习，使学生了解旅游与会展管理的现状，掌握旅游及会展行业中所需的管理知识与技能，能熟练运用所学知识分析和解决会展经营管理中的实际问题，提高学生的行业实践能力、管理技能和研究水平。

使用教材：

教师自编讲义

参考书目：

- [1] 胡平主编《会展管理》，高等教育出版社，2004 年
- [2] （美）JeAnna Abbott 等《会展管理》，清华大学出版社，2004 年
- [3] 王春雷等《展览会策划与管理》，中国旅游出版社，2006 年

授课内容：

- 1、旅游及会展管理导论
- 2、旅游业趋势及问题
- 3、会展和旅游业的人力资源管理
- 4、会展和旅游业的市场营销管理
- 5、会展和旅游业的财务管理
- 6、旅游政策与发展
- 7、会展旅游与会展管理
- 8、会议和展览管理
- 9、会展和旅游业的危机管理

考核方式：考查

成绩分布：平时成绩占 60%，期终考试占 40%。

《互联网金融》课程教学大纲

课程编码：GL33870

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：无

教学目的与要求：

通过不断完善和创新，我国的互联网金融得到了快速的发展。中国将成为未来全球互联网金融准则的制定者并引领全球互联网的发展趋势。借助于互联网思维和创新战略，互联网金融带给银行家、基金经理人、个人及其他参与人深刻的变革。随着实践与学术研究的不断深入，互联网金融深入到金融服务的方方面面。

本课程将教会学生互联网与金融相结合产生的深刻变革，课程试着在内涵界定的基础上建立互联网金融逻辑体系，并分析其带来的深远影响。

使用教材：

教师自编讲义。

参考书目：

[1] 李耀东，李钧. 互联网金融：框架与实践. 电子工业出版社，2014

[2] 李麟，钱峰. 移动金融：创建移动互联网时代新金融模式. 清华大学出版社，2013

授课内容：

1. 基于互联网的支付和清算平台
2. 小微金融
3. 供应链融资
4. P2P 借贷平台
5. 众筹
6. 第三方支付
7. 投资产品的销售

考核方式：

考查

成绩分布：课堂考勤占 20%，作业成绩占 40%，案例讨论占 40%。

《SPSS 统计方法与应用》课程教学大纲

课程编码：GL33880

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：无

教学目的与要求：

本课程旨在使学生熟悉使用 SPSS 进行研究设计和定量分析，要求学生掌握计算、应用和解释描述性和推断性统计的基本内容。包括能使用统计数据和分析方法就现实的管理问题提出较为深刻的分析。通过使用实验室和 SPSS 软件，学生在课程结束后应能够区分理论与实证分析的区别，分析和解释统计结果，用图表展现数据形态，使用 SPSS 做出适当的统计分析。

使用教材：

J.M. 伍德里奇. 计量经济学导论（第四版）. 中国人民大学出版社.

参考书目：

- [1] Hill et al. Principles of Econometrics (4th ed.). Wiley, 2011.
- [2] 张晓峒. 计量经济学基础（第 3 版）. 南开大学出版社，2007.
- [3] 张晓峒. 计量经济分析（修订版）. 经济科学出版社，2000.
- [4] 杜强，贾丽艳，严先锋.《SPSS 统计分析从入门到精通(第 2 版)》，人民邮电出版社，2014

授课内容：

- 1. 统计推断基础
- 2. SPSS 简介
- 3. 使用 SPSS 进行一元线性回归分析
- 4. 使用 SPSS 进行多元线性回归分析
- 5. 使用 SPSS 进行时间序列分析

考核方式：考查

成绩分布：课堂考勤占 20%，作业成绩占 40%，案例讨论占 40%。

《论文检索与写作》课程教学大纲

课程编码：GL33890

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：无

教学目的与要求：

论文写作与资源检索课程是一门融理论、方法、实践于一体，能激发大学生创新意识和培养创新能力的科学方法课。其目的就是使大学生、研究生获得一定的文献信息收集、整理、加工与利用能力，以利其课程论文或毕业论文的顺利完成。教学内容主要集中于学术研究的基本方法与一般理念，既包括学术论文的提问、选题、谋篇、布局和实际写作，也包括学术资源特别是综合性与专业性数据库的检索和使用。本课的教学特点是结合具体的研究实例，从写作和检索两方面教授和培养学生的基本能力。

使用教材：

教师自编讲义。

参考书目：

- [1] 夏淑萍，邓珞华. 计算机文献检索[M]. 武汉：武汉大学出版社，2005.
- [2] 符绍宏，雷菊霞，邓瑞丰等. 因特网信息资源检索与利用[M]. 北京：清华大学出版社，2005.

授课内容：

1. 文献信息检索概述
2. 国外全文数据库的检索
3. 中文全文数据库的检索
4. 论文的选题与布局
5. 文献综述的写作
6. 论文的实际写作

考核方式：

考查

成绩分布：课堂考勤占 20%，作业成绩占 40%，案例讨论占 40%。

《战略管理》课程教学大纲

课程编码：GL32620

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：市场营销学，消费者行为学，市场营销调研，广告学，品牌管理，公共关系学

教学目的与要求：

本课程旨在向学生介绍市场营销战略的性质、意义、基本分析方法以及现实公司经营中如何分析、制定有效的营销战略以获得竞争优势。通过课堂讲解和学生小组讨论以及案例分析，帮助学生学会如何识别、评价和发展公司的营销战略，运用营销调研方法分析企业内部和外部营销环境，评价一个企业的商业机会，预测一个行业的竞争动力因素，评价一个企业维持竞争优势的可能性，确定企业面临的主要竞争对手及彼此的优劣势，为制定出适合于企业的可靠的营销战略提供依据。

使用教材：

《市场营销战略》，尹元元主编，厦门大学出版社，2012 年 1 月

参考书目：

- (1) 《营销战略：以决策为导向的方法》，小奥维尔.C.沃克著，北京大学出版社，2007 年 12 月。
- (2) 马克·E·佩里，《战略营销管理》，中国财政经济出版社，2003 年 6 月
- (3) 《战略营销——谋局胜于夺势》，吕巍编著，机械工业出版社，2007 年 7 月

授课内容：

- 第一章：战略与战略管理；
- 第二章：环境分析；
- 第三章：资源与能力分析；
- 第四章：公司战略及其对营销的影响；
- 第五章：业务战略及其对营销的影响；
- 第六章：战略导向的营销决策与计划；
- 第七章：市场细分、目标市场选择与定位；
- 第八章：进入新市场的营销战略；
- 第九章：成长期的营销战略；
- 第十章：成熟期的营销战略；
- 第十一章：衰退期的营销战略；
- 第十二章：营销战略执行与控制。

考核方式：书面考试结合小组作业展示

成绩分布：团队项目占 20%，课题讨论 10%，小组作业占 30%，考试占 40%。

《服务营销》课程教学大纲

课程编码：GL30260

课程类别：专业课程

教学时数：周学时 2，总学时 32

学分：2 学分

先修课程：市场营销学

教学目的与要求：

本课程旨在向学生介绍服务营销的基本理论和技能，帮助学生了解服务的特质及其对营销工作的挑战，掌握服务蓝图技术，培养学生理解顾客期望、设计服务流程和改善服务质量的能力。此外，本课程要求学生能对特定企业分析其服务营销环境，提出提高顾客满意感和留住顾客的服务策略。

教学方式：

课堂授课采用案例教学和项目教学法，通过 Blackboard 系统发布课程信息、讲义和作业要求，围绕课程内容进行在线讨论。

使用教材：

Zeithaml, V., Bitner, M. and Gremler, D. *Services Marketing, 5th Edition*, 机械工业出版社, 2012

参考书目：

(1) James A. Fitzsimmons, Mona J. Fitzsimmons, Sanjeev Bordoloi. *Service Management: Operations, Strategy, Information Technology*. 8th edit. New York, McGraw-Hill, 2014

(2) 克里斯托弗·H·洛夫洛克 (Christopher H. Lovelock), 约亨·沃茨 (Jochen Wirtz) 著, 服务营销 (第 6 版), 中国人民大学出版社, 2010

(3) Hoffman, K. Douglas and John E. G. Bateson. *Essentials of Services Marketing: Concepts, Strategies, and Cases*. 北京大学出版社, 2006

授课内容：

本课程从服务概论开始，按照服务质量差距模型组织教学，主要包括：服务中的消费行为、顾客对服务的期望、顾客对服务的感知、倾听顾客需求的调研方法、建立顾客关系、服务补救、服务开发和设计、顾客定义的服务标准、有形展示与服务场景、服务传递中的员工角色、顾客在服务传递中的角色、管理需求和能力、服务的定价与整合服务传播等。同时辅以航空服务、信息资讯服务、零售服务、酒店服务、餐饮服务等行业案例，帮助学生认识和了解服务营销理论的实际应用状况。

考核方式：

课程通过个人作业与团队作业结合的方式进行平时考核，通过闭卷考试进行期末考核。

(1) 服务蓝图作业（蓝图 10 分，分析报告 20 分）。学生团队考察特定服务供应商，选择一项服务，描绘一份详细的服务蓝图。根据所描绘的服务蓝图，用 2000-4000 字分析服务流程的不足之处，并讨论该企业改进营销和运营的方案。

(2) 服务创新作业（15 分）。学生为所考察的服务供应商，开发一项服务设计，用文字描述出这项新服务的 7Ps。

(3) 课堂作业（15 分）。学生课堂参与情况、在服务投诉处理和服务接触管理方面的

表现。

（4）期末考试（40 分）。期末包括选择、判断和案例分析，考试范畴覆盖课堂讲义、讨论和课程作业的内容

（5）本课程要求学生出勤。学生无故缺勤，会扣减其期末总评分数。

成绩分布：

平时成绩 60%（服务蓝图制作、服务设计、课堂表现）

期终考试 40%

《公共关系学》课程教学大纲

课程编码：GL30340

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：市场营销学

教学目的与要求：

公共关系是一个社会组织与其公众的各种交往和联系。学生通过学习公共关系学的基本理论与知识体系，熟悉公共关系三大要素——组织、公众与传播之间的互动规律，掌握公共关系管理的基本原则，能够科学、规范地制定公共关系计划，知晓运用公共关系手段协调公众关系，塑造良好的组织形象。

使用教材：

《公共关系的基本原理与实务》，纪华强编著，北京：高等教育出版社 2006

参考书目：

艾伦·森特[美]等著，谢新洲等译：《森特公共关系实务》，北京：中国人民大学出版社 2009

陈向阳编著：《公关顾问专业指南》，合肥：安徽人民出版社 2004

斯科特·卡特李普[美]等著，明安香译：《公共关系教程》，华夏出版社 2001

弗兰克·詹弗金斯[英]著，江林等译：《公共关系与成功的管理》，中国人民大学出版社 1989

叶茂康著：《环球：专业公关之路》，复旦大学出版社 1997

授课内容：

本课程为期一学期，首先介绍公共关系管理的含义和概念，构成要素，学科历史和著名人物，公共关系的职能、原则和作用，然后围绕以下主题展开探讨：公共关系的主体（社会组织）、公共关系的对象（公众）、传播的模式和关键要素、公共关系活动策划与管理、内部公众与沟通、外部公众与沟通、危机管理与沟通。

考核方式：考试

成绩分布：课堂参与 20%，平时作业 40%，期末考试 40%。

《客户关系管理》课程教学大纲

课程编码：GL30770

课程类别：专业课程

教学时数：周学时 2，总学时 32

学分：2

先修课程：市场营销学

教学目的与要求：

如何做好精准营销、如何降低顾客流失率以及如何提高企业的顾客资产，是现代营销环境下企业所必须要解决的战略性难题。本课程的主要内容和任务是讲解和训练如何建立、维系顾客关系和增加顾客资产的相关理论和实战技能。具体而言，本课程旨在，一方面帮助学生熟悉和掌握客户关系管理的概念和战略；另一方面，使学生能够根据客户资料识别有价值的客户，掌握获取新客户、挽留老客户以及增加客户资产的实战策略和技能。为此，在课程结构安排上，要求学生阅读企业增强客户忠诚、赢回客户和管理客户资产的相关文献和案例，分析和讨论如何借助数据挖掘技术和市场信息实现客户获取、客户保留和客户资产开发的目标。

教学方式：理论讲授、研究性教学、案例性教学

使用教材：

（1）中文版本：王永贵，高等教育十一五国家级规划教材，《客户关系管理》，清华大学出版社，北京交通大学出版社，2007 年出版，2011 年第 11 次印刷。

（2）英文版本：Francis Buttle, *Customer relationship management: concepts and technologies*, 2nd edition, Elsevier, 2009

（3）经典文献和案例材料

参考书目：

（1）张文彤等，数据分析与挖掘实战案例精粹，清华大学出版社，2013

（2）Gordon S. Linoff, Michael J. A. Berry. *Data Mining Techniques for Marketing, Sales, and Customer Relationship Management* (3rd edition). Wiley Publishing Inc. 2011

（3）韩小芸，申文果，客户关系管理，南开大学出版社，2008

授课内容：本课程为学期课程，按客户关系管理的内容构成和实施（概念篇、战略篇、技术篇和营运篇）组织教学，主要包括：

（1）理解客户、关系、客户关系管理等概念和理论

（2）客户组合管理与客户关系生命周期管理（吸引客户、获取客户、留住客户、增加客户购买）

（3）客户资产（客户终身价值）理论：定义、构成、测量、计算与应用

（4）客户关系管理愿景与战略

（5）客户关系管理战略的执行

（6）数据挖掘技术与客户关系管理策略

（7）客户互动管理理论、策略与方法

（8）客户忠诚管理理论、策略与方法

（9）客户关系管理经典案例分析与讨论

考核方式：根据学生的课堂参与、课后作业、CRM 项目计划书和期末考试，确定学生成绩

成绩分布：团队作业 40%、文献阅读或课堂讨论占 20%，期末考试占 40%。

《品牌管理》课程教学大纲

课程编码：GL30890

课程性质：专业模块课

教学时数：周学时：2，总学时：32

学 分：2

先修课程：营销学原理、营销调研、广告学、消费者行为学

教学目的与要求：

品牌是营销活动产生的结果。本课程的教学目的是让学生熟悉基本的品牌概念、掌握基本的品牌知识和品牌理论，熟悉品牌领域有价值的应用工具，并能够运用所学的品牌知识和理论解释具体的品牌现象，能够为企业的品牌建设活动提供专业的意见。

要求：

认真听课堂讲授，积极参与课堂讨论

认真做好课前的预习和课后的复习，按时完成老师布置的作业

使用教材：凯文·莱恩·凯勒，战略品牌管理，中国人民大学出版社，2010

参考书目：

（1）周志民，品牌管理，南开大学出版社，2008

（2）艾克，管理品牌资产，New York: The Free Press, 1991

授课内容：

值 行 资 产	第一部分：品牌概述	第四部分：评估和诠释品牌绩效
	第一章：品牌和品牌管理	第八章：品牌资产评估和管理系统的建立
	第二部分：识别和确立品牌定位和价	第九章：评估品牌资产的来源：捕获顾客
	第二章：基于顾客的品牌资产	第十章：评估品牌资产成果；获得市场
	第三章：品牌定位	业绩
	第三部分：品牌营销活动的规划与执	第五部分：提升和维护品牌资产
	第四章：选择品牌元素创新品牌资产	第十章：设计和执行品牌战略
	第五章：设计营销方案创建品牌资产	第十二章：新产品导入、命名和品牌延伸
	第六章：整合营销传播创新品牌资产	第十三章：长期品牌管理
	第七章：利用次级品牌杠杆创建品牌	第十四章：跨区域与细分市场的品牌管理

考核方式：根据学生的课堂参与、课后作业、小组作业和期末考试，确定学生成绩

成绩分布：平时成绩占 60%，期末考试占 40%。

《销售管理》课程教学大纲

课程编码：GL31360

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：1(+1)

先修课程：营销原理

教学目的与要求：

销售管理是通过计划、人员配备、培训、领导以及对组织资源的控制，以达到企业的销售目标、利润目标和顾客满意目标的一种管理活动。通过本课程的学习，使学生能系统地了解作为销售主管面临的问题和挑战，全面掌握企业销售管理和销售主管应具备的理念、知识和基本技能。了解销售管理的基本内容和方法，培养和提高正确解决销售管理问题的能力，全面提升学生在全球化竞争中的综合素质，为学生今后从事市场营销管理工作打下良好的基础。

使用教材：

销售管理——塑造未来的销售领导者，小约翰.F.坦纳著，中国人民大学出版社，2010-05

参考书目：

- (1) 《销售管理》，李先国主编，中国人民大学出版社，2009 年 2 月。
- (2) 《销售管理》，欧阳小珍主编，武汉大学出版社，2003 年 6 月。

授课内容：

- 第一章：销售管理概论；
- 第二章：销售职能和多元环境分析；
- 第三章：领导力和销售主管；
- 第四章：伦理、法律和销售领导；
- 第五章：设计和组织销售队伍；
- 第六章：招聘和选拔合适的销售人员；
- 第七章：培训和发展销售队伍；
- 第八章：监督、管理和领导销售人员；
- 第九章：设计目标并管理销售队伍的绩效；
- 第十章：激励并奖励销售人员；
- 第十一章：评估销售队伍的绩效。

考核方式：书面考试结合小组作业展示

成绩分布：平时成绩占 60%，期末成绩占 40%。

《中国市场营销》课程教学大纲

课程编号：GL31550

课程性质：专业模块课

学时数：周学时 2，总学时 32

学 分：1(+1)

先修课程：市场营销学, 消费者行为学, 市场营销调研, 广告学, 品牌管理

教学目的与要求：本课程旨在向学生介绍市场营销的理论与方法，讲解中国文化的价值理念和基本特征。通过教师课堂讲解和学生策划实践、实地参观，帮助学生理解中国文化与中国品牌营销之间的关系，训练学生运用市场营销的理论与方法营销中国民族品牌、中国文化产品、提升中国品牌国际竞争力的策划与管理能力。本课程要求学生完成大量课外阅读，掌握中国文化源流的精神及其在园林建筑、文化旅游、音乐、服饰、茶道、食品、医药、教育等行业的产品和品牌的体现，并结合现实中国企业的营销案例做出分析，给出实战的文化广告和公关策略策划。

使用教材：罗纪宁，《中国市场营销》经济科学出版社（待出版）

参考书目：

- 1、南怀瑾，《论语别裁》，复旦大学出版社，2002 年 6 月
- 2、潦寒，《文化营销》，江西人民出版社，2004 年 5 月
- 3、Douglas B. Holt(2002), Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding, Journal of Consumer Research. 2002, 29(1) (June): 70-90
- 4、Douglas B. Holt, How Brands Become Icons: The Principles of Cultural Branding Harvard Business School Press (Sept.2004) ISBN: 157851774

授课内容：

- 1、营销的层次与境界
- 2、文化营销、营销文化与文化消费
- 3、文化营销的战略与战术
- 4、中国文化源流与中国营销哲学
- 5、易经思维与营销战略
- 6、儒家、道家、佛家文化营销
- 7、中国武术文化营销
- 8、中国文化艺术营销；
- 9、中国品牌与中国文化

考核方式：案例分析+广告策划+考试

成绩评定：平时 60%；期末 40%

《广告学》课程教学大纲

课程编码：GL30450

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：市场营销学等

教学目的与要求：

教学目的：通过本课程的学习，学生应掌握广告学的基本概念、基本原理以及广告策划的基本原理和技巧，为广告实践打下坚实的理论基础。

具体要求：

1. 掌握广告的基本原理、基本理论。广告与产品形象、品牌形象、企业形象策划塑造的关系。产品定位、市场定位与广告定位的关系。广告策划的原理、广告创意的理论。

2. 为学生将来从事市场营销工作奠定一定的基础，掌握一定实际操作技能，教会学生认识广告的特征，引导学生掌握广告在营销中的作用，结合生活或市场案例能够撰写广告文案等。

教学方式：理论教学、案例讨论、研究性学习（学期大作业方式实现）

使用教材：

威廉·维尔斯著，《广告学：原理与实务》第九版（教育部高校工商管理类教学指导委员会双语教学推荐教材），中国人民大学出版社 2013 年 9 月。

参考书目：

- （1）《当代广告学》（美）威廉·阿伦斯著，丁俊杰等译，人民邮电出版社，2005, 10
- （2）《现代广告学》（第二版）雷鸣主编，广东高等教育出版社，2008, 9
- （3）《奥美的观点》，庄淑芬等，企业管理出版社，2000, 8
- （4）《一个广告人的自白》大卫 奥格威 龙媒广告文化 2003, 4
- （5）《广告美学：原理与案例》祁聿民 苏扬等 中国人民大学出版社 2003, 12
- （6）《广告策划与创意》蒋旭峰，中国人民大学出版社 2008, 1

授课内容：

- （1）广告导论
- （2）广告是如何奏效的
- （3）广告战略性调查
- （4）广告战略计划
- （5）广告媒体计划与购买
- （6）广告创意与讯息战略
- （7）广告文案撰写
- （8）广告设计与制作
- （9）整合营销传播
- （10）广告效果评估

考核方式：广告策划方案设计

成绩分布：广告策划方案占 40%，课堂考勤占 10%，平时成绩与案例讨论占 60%。

《营销策划》课程教学大纲

课程编码：GL31400

课程类别：专业课程

教学时数：周学时 2，总学时 32(其中实践学时 10 节)

学 分：1+（1）

先修课程：市场营销学

教学目的与要求：

本课程是在营销管理基本理论的基础上，开设的方法与实践性较强的实务类课程。本课程学习目的与要求包括三个方面：

1. 提炼营销策划方法。本课程所有内容围绕旨在让学生在策划理论与程序中提炼出对策划有直接意义的策划方法来安排。讲授和学习中不是简单了解知识和掌握“为什么”，“是什么”的问题，而重在提炼和把握营销策划方法，解决“怎样做”的问题；要求学生认识课程的性质与任务，全面了解本课程的内容结构与体系。

2. 典型案例分析。通过大量学习和讨论各类典型案例，掌握营销策划的相关方法，培养学生从案例中看“门道”的本领。通过案例分析，在深刻理解理论背景与策略依据基础上，掌握营销策划的基本原理与基本方法。

3. 参与策划实践。通过理论学习，方法提炼和案例分析，掌握营销策划基本原理的基础上，要求学生参与营销策划实践，培养策划能力。要求学生密切关注营销策划的最新发展趋势，不断采用营销策划的创新方法与实战案例。

教学方式：

本课程从策划与营销策划的发展历史、基本原理、基本程序以及基本方法学习入手，对营销策划的战略与战术层面的方法进行重点介绍，并教授一份营销策划书或商业策划书的设计与写作技巧和方法。在教学中突出理论与实践的紧密结合，在与学生分享经典营销策划案例的同时，组织学生参与企业的营销策划实战，以营销项目教学的方式，辅导学生帮助企业完成一份营销策划书，加深学生对营销策划理论的理解以及相关营销策划技巧的感悟，为其今后的进一步学习与工作打好基础，帮助其尽快适应从学生到职场的过渡。

教学方式主要是课堂讲解；案例讨论；项目参与。其中参与企业实战项目的实践教学模块要占到一半的课时量。

使用教材：

Meng Tao, marketing planning, Third Edition, Dong-bei University of Finance and Economics press, June 1, 2014

参考书目：

1. John Westwood, The Marketing Plan Workbook, How to Write a Marketing Plan: Carry out a marketing audit; Establish, 3 Nov 2005
2. Malcolm McDonald on Marketing Planning: Understanding Marketing Plans and Strategy Paperback, Kogan Page; 1 edition - 3 Nov 2007
2. Malcolm McDonald , Marketing Plans how to prepare them, how to use them(sixth edition) Kogan Page; 3 Nov 2007
3. 庄贵军,《企业营销策划》(第3版),清华大学出版社,2013年7月
4. 叶万春,叶敏,《营销策划》(第3版),清华大学出版社,2013年6月1日
5. 林力源,《思维魔鬼训练》,广州出版社,2005年3月
6. 杨岳全,《市场营销策划》,中国人民大学出版社,2006年1月
7. 李欣频,《人生十四堂创意课》,电子工业出版社,2008年1月

授课内容：

（一）理论课：

- 第1章 营销策划的发展与内涵
- 第2章 营销策划的流程与组织
- 第3章 营销策划中的创意
- 第4章 市场调研策划
- 第5章 营销战略策划
- 第6章 品牌策划
- 第7章 企业形象策划
- 第8章 促销策划
- 第9章 网络营销策划
- 第10章 广告策划
- 第11章 公共关系策划
- 第12章 营销策划方案的类型与制订

（二）实践课：

1. 组织学生到企业进行项目参观 1-2 次
2. 学生参与企业项目策划讨论 1-2 次
3. 企业领导到课题点评学生营销策划书 1 次

考核方式：课堂案例讨论，企业项目策划

成绩分布：

总分= 10%课堂案例讨论+15%项目讨论发言+15%营销策划演示+60%营销策划案（包括期中营销项目策划占 30%，期末营销策划占 30%）

《网络营销》课程教学大纲

课程编码：GL33370

课程性质：实践教学模块

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学、市场营销学、消费者行为学、计算机基础

教学目的与要求：

本课程主要是向学生介绍有关网络营销的基本概念和基本理论，帮助学生掌握和利用因特网进行营销的一些基本方法和技能。通过案例分析，介绍成功进行网络营销的一些主要注意事项、技巧、经验和营销工具。同时，通过课堂作业的训练，对学生进行基本的操作方法训练，使学生具备初步的营销运作能力。本课程要求学生在课堂以团队为单位参与案例讨论和回答问题，课后撰写案例分析报告和参与项目进行简单的实务操作。

教学方式：课堂讲授；课堂案例讨论；课后撰写案例分析报告；参与虚拟或实际项目运作

使用教材：

（1）刘新燕，网络营销（第 2 版），华中科技大学出版社，2013-09-01

（2）自选案例资料。

参考书目：

1. 孙锐，网络营销——网商成功之道（第 3 版），电子工业出版社，2011-10-1
2. [美]Eric Enge（埃里克·恩吉），Stephan Spencer（斯蒂芬·斯宾塞），Rand Fishkin（兰德·费西金），Jessie Stricchiola（杰茜·史翠切拉）著，咎辉 zac 译，SEO 艺术，电子工业出版社，2012-4-1
3. 文武赵，微博营销手册：企业和个人微博营销全攻略，黄山书社，2011-10-1
4. 咎辉(Zac)，SEO 实战密码——60 天网站流量提高 20 倍（第 2 版），电子工业出版社，2012-5-1
5. 江礼坤，网络营销推广实战宝典，电子工业出版社，2012-1-1
6. 赵黎，玩转微信实用攻略，石油工业出版社，2013-5-1
7. 程小永，李国建，微信营销解密：移动互联网时代的营销革命，机械工业出版社，2013-4-1

授课内容：

本课程按教材的理论框架，结合最新的网络营销实践进行讲解。

主要包括以下内容：网络营销概述；网络消费者或市场行为分析；网络营销战略和策略的制定；网络营销信息系统；网络营销产品策略和服务策略；网络营销价格策略、渠道策略、促销策略；网络广告；网络顾客的忠诚管理；网络营销的管理与控制等。

在讲述有关网络营销的市场分析、战略制定和营销策略组合等内容时，重点介绍一些可以进行实际操作的方法和工具，并以最新的和经典案例进行解说。为了强化学生的实际操作能力，会安排一些具体案例任务由学生来完成，或安排专题进行案例讨论。

考核方式：该课程的考核方式为考试，以试卷命题的方式进行考核。

成绩分布：课堂考勤占 10%，平时成绩（包括课堂讨论和作业）占 50%，期末考试成绩占 40%。

《商务礼仪》课程教学大纲

课程编码：GL34010

课程类别：专业模块课

教学时数：周学时 2，总学时 32（其中实践/上机学时 16）

学分：2

先修课程：

教学目的与要求：旨在向学生提供最新的、适用的现代国际商务礼仪的规范、原则和技巧，通过讲解中国与世界其他国家的基本礼仪规范，指导学生在未来的商务活动中减少失误和误会，赢得更多的商机。通过商务礼仪的学习，提高个人素质与企业形象，增强适应社会和职业变化的能力。

教学方式：理论讲授、实操训练

使用教材：汤秀莲，商务礼仪，清华大学出版社，2012

参考书目：

- （1）金正昆，商务礼仪，北京大学出版社,2005
- （2）宫昊，国际商务礼仪实训教程（英文版），对外经贸大学出版社，2012
- （3）张晓梅，晓梅说礼仪，中国青年出版社，2008

授课内容：

（一）理论课

第一章 商务礼仪概述

第二章 商务场合商务人员的形象礼仪

第三章 商务场合的社交礼仪

第四章 商务场合的公务礼仪

第五章 商务场合的办公礼仪

第六章 商务场合餐饮礼仪

第七章 商务场合涉外礼仪

（二）实践课

第一章 领带与化妆

第二章 仪姿仪态训练

第三章 见面礼仪

第四章 电话礼仪

第五章 宴请礼仪

第六章 面试技巧

考核方式：考查

成绩分布：课堂参与（30%），实训表现（30%），个人总结（40%）

《企业文化》课程教学大纲

课程编码： GL32530

课程性质： 专业模块课

教学时数： 周学时 2，总学时 32

学 分： 2

先修课程： 管理学原理、人力资源管理学、组织行为学

教学目的与要求：

企业文化与跨文化管理主要研究经济全球化对企业管理行为的影响。通过对有关理论的系统学习，使学生了解文化对企业管理行为的影响，并结合实践运用所学概念与理论来分析、解决企业国际化经营的跨文化问题。本课程对学生的基本要求包括以下几下方面：首先，掌握跨文化管理学的基本研究方法；其次，了解跨文化管理的主要内容；再次，能运用跨文化管理的有关理论分析企业国际化实践中的问题；最后，培养分析能力、表达能力进行案例讨论。

使用教材： 陈晓萍，《跨文化管理》，清华大学出版社，2008

参考书目：

弗雷德·卢森斯(Fred Luthans)、乔纳森 P. 多(Jonathan P. Doh)、赵曙明、程德俊，《国际企业管理:文化、战略与行为(原书第 7 版)》，机械工业出版社，2009 年 9 月

马春光，《国际企业跨文化管理》，对外经济贸易大学出版社，2004

授课内容：

本课程以企业文化与跨文化管理为立足点及目标设计和组织教学，主要内容包括：企业文化介绍(3 学时)、跨文化管理概论(3 学时)、文化比较(4 学时)、管理文化多样性与跨国经营(4 学时)、企业制度的跨文化比较(6 学时)、跨文化沟通与有效性(6 学时)、跨文化激励与领导等(6 学时)。

考核方式： 平时作业+期末书面考试

成绩分布： 课堂考勤占 10%，平时成绩占 60%，期末考试成绩占 30%。

《劳动关系管理》课程教学大纲

课程编码：GL30800

课程性质：专业模块课

教学时数：周学时 2, 总学时 32

学 分：2

先修课程：管理学、人力资源管理学、组织行为学

教学目的与要求：

学生通过这门课程的学习，能够（1）比较和分析各市场国家的劳动关系的基本理论、学派、以及基本模式；（2）理解各国劳动关系的相关立法、政策和经验；（3）了解各国调整劳动关系的基本制度和一般规律，探索劳动关系的发展方向、制度和调整模式选择。

教学方式：课堂讲授（60%），学生课堂演示及讨论（40%）。

使用教材：

《劳动关系》，主编 程廷园，中国人民大学出版社，2011 年 6 月第 3 版。

参考书目及网站：

John A. Fossum(2005). *Labor Relations: Development, Structure, Processes*, 10th edition, McGraw-Hill/Irwin-McGraw-Hill Publishers.

常凯. 劳动关系·劳动者·劳权. 北京：中国劳动出版社，1995。

陈恕祥，杨培雷. 当代西方发达国家劳资关系研究. 武汉：武汉大学出版社，1998。

丹尼尔·奎因·米尔斯. 《劳工与雇主》，北京：机械工业出版社，译版，李丽林等译，1998。

菲利普·李维斯等. 《雇员关系——分析雇佣关系》，大连：东北财经大学出版社，高家永等译，2005。

郭庆松. 《企业劳动关系管理》，上海：复旦大学出版社，2002。

劳动法答疑—劳动法世界 www.laboroot.com

中国劳动法律网 www.zglldfl.com

中国劳动和社会保障部 www.molss.gov.cn

中国劳动仲裁网 www.chinalabor.cc

授课内容：

- 第一章 劳动关系导论
- 第二章 劳动关系理论
- 第三章 劳动关系的实质——冲突与合作
- 第四章 劳动关系的历史和制度背景
- 第五章 管理方
- 第六章 工会
- 第七章 政府
- 第八章 劳动法
- 第九章 劳动合同法律制度
- 第十章 劳动争议处理

第十一章 集体谈判

第十二章 产业行动

第十三章 劳动关系模式比较

第十四章 当代劳动关系的发展和问题

考核方式：考试

成绩分布：课堂参与占 10%，平时成绩占 60%，期末考试占 30%。

《劳动经济学》课程教学大纲

课程编码：GL30810

课程性质：专业模块课

教学时数：周学时 2, 总学时 32

学 分：2

先修课程：高等数学、经济学、人力资源管理学

教学目的与要求：

学生通过这门课程的学习，能够（1）理解工资在市场上通过劳动供给和劳动需求的相互作用而决定的过程；（2）分析劳动力市场失灵以及各种政府政策对工资和就业所造成的影响；（3）理解和分析各种政府机构以及经济机构对工资和就业所造成的影响。

教学方式：课堂讲授（60%），学生课堂演示及讨论（40%）。

使用教材：

《劳动经济学》，胡雪勤，秦兴方编著，高等教育出版社，2004 年 9 月第 1 版。

参考书目：

Ehrenberg, Ronald G. and Smith Robert S., *Modern Labor Economics: Theory and Public Policy*, HarperCollinsCollege Publishes, 2003.

Borjas, George J., *Labor Economics*, McGraw-Hill, International Editions 2000.

Bosworth, Derek, Peter Dawkins, and Thorsten Stromback, *The Economics of the Labor Market*. Longman Publisher, 1996.

Becker, Gary S., *A Treatise on the Family*, Cambridge: HarvardUniversity Press, 1991.

Killingsworth, Mark. *Labor Supply*, CambridgeUniversity Press, 1983.

授课内容：

- 第一章 导论
- 第二章 劳动与人力资源
- 第三章 劳动力供给数量
- 第四章 劳动力供给质量——人力资本
- 第五章 劳动力需求
- 第六章 劳动力市场
- 第七章 劳动力流动
- 第八章 普通劳动者的劳动报酬——工资
- 第九章 特殊劳动者的薪酬与激励
- 第十章 职业
- 第十一章 就业
- 第十二章 失业

考核方式：考试

成绩分布：课堂参与占 10%，平时成绩占 60%，期末考试占 30%。

《领导科学》课程教学大纲

课程编码：GL30850

课程性质：专业模块课

教学时数：周学时 2 ，总学时 32

学 分：2

先修课程：企业战略管理、人力资源管理、组织行为学、劳动关系管理

教学目的与要求：

本课程旨在向学生介绍领导学的理论和实践经验。通过介绍相关的概念、理论研究和对企业实践案例的分析，使学生了解领导在管理中的重要意义，有效的领导不仅要有科学的理论和方法，还要体现出艺术的层面。本课程要求学生掌握基本的理论，并能够运用理论去分析案例和实际问题。

使用教材：

理查德·L·达夫特 著，杨斌 译，《领导学原理与实践》，电子工业出版社，2008 年 4 月

参考书目：

刘建军 编著，《领导学原理——科学与艺术》（第三版），复旦大学出版社，2007 年 8 月。

陈荣秋 编著，《领导学理论与实践》，清华大学出版社，2007 年 6 月。

授课内容：

本课程从领导理论与领导艺术两大模块系统地组织教学。主要内容包括：领导的概念与领导的本质，领导特质理论、领导行为理论、领导权变理论和其它领导理论，领导者与追随者，领导环境，以及领导的激励与授权，领导的交流艺术，领导团队，领导力和影响力，战略领导，领导变革，领导的多元化等。

考核方式：考试或撰写课程论文

成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《论文写作与管理研究方法》课程教学大纲

课程编码：GL33740

课程性质：专业模块课

教学时数：周学时 2 ， 总学时 32

学 分：2

先修课程：统计学

教学目的与要求：

学生了解毕业论文的写作要求和撰写规范，知道如何撰写毕业论文，并掌握写作论文的方法；同时要求学生掌握管理学研究的基本方法。

使用教材：

陈国海编著《商科论文写作与研究方法》，清华大学出版社，2009 年版

参考书目：

- （1）（英国）马克·桑德斯等著、杨晓燕译《研究方法教程》（管理学专业学生用书第 3 版），中国对外经济贸易出版社，2005 年版
- （2）吴明隆编著《SPSS 统计应用实务》，中国铁道出版社 2000 年版
- （3）李炎清编著《毕业论文写作与范例》，厦门大学出版社，2006 年版

授课内容：

教学内容分为 2 个部分，即论文写作和研究方法。主要包括论文结构和格式、论文选题、材料的收集和处理、论文的写作过程、文献研究法、问卷调查法、访谈法、案例法、统计软件 SPSS、定性数据分析方法。

考核方式：

课程论文

成绩分布：课堂出勤及表现占 10%，平时成绩占 60%，课程论文占 30%。

《企业教练》课程教学大纲

课程编码：GL32700

课程性质：专业课模块

教学时数：周学时 2，总学时 32 （其中 2 实践/上机学时 ）

学 分：2

先修课程：管理学、人力资源管理、员工培训与开发

教学目的与要求：

使学生了解企业教练技术的发展现状，掌握企业教练的基础知识、方法和技术，了解企业教练技术在管理中的实际应用。

使用教材：陈国海，刘春燕编著《企业心理教练》，广州：暨南大学出版社 2005 年版

参考书目：

（1）张秀清，沈军著《国际注册企业教练培训教程》，北京：机械工业出版社 2006 年版

（2）（澳）佩里·佐斯，苏珊娜·斯基芬顿著；王莉等译，人力资源训练工具箱 = The coaching at work toolkit，北京：电子工业出版社，2003 年

（3）（澳）佩里·佐斯（Perry Zeus），（澳）苏珊娜·斯基芬顿（Suzanne Skiffington）著；王莉等译，人力资源训练完全指南，北京：电子工业出版社，2002 年

（4）（美）托马斯·G. 克兰著，Thomas G. Crane；陈霜叶译，企业教练法 = The heart of coaching：利用转换式教练法创建高绩效的企业文化，北京：中国标准出版社。－香港：科文（香港）出版公司，2000 年

（5）陈国海，陈美招著《中国企业教练技术》，北京：清华大学出版社 2011 年版

授课内容：

包括理论和实务篇。内容主要包括企业教练技术的基本概念、企业教练技术的发展现状、主要教练模式、方法和技术；上司作为员工的教练、CEO 教练、同事教练、团队教练、绩效教练、职业生涯教练、教练效果评估。

考核方式：

考试

成绩分布：课堂考勤占 10%，平时成绩占 60%，期末考试成绩占 30%。

《创业管理》课程教学大纲

课程编号：GL30180

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学分：2

先修课程：管理学、经济学、市场学等

教学目的与要求：

通过本课程的学习,让学生了解创业活动过程的内在规律以及创业活动本身的独特性,了解创业过程经常容易遇到的问题和障碍。具体来说,要培育学生积极进取和创新的意识,强化创业精神,培养和锻炼机会识别、创新、资源整合、团队建设、知识整合等创业技能,引导学生用创业的思维和行为准则开展工作,强化创造性地分析和解决问题的能力。

使用教材：

（1）张玉利著,《创业管理》,机械工业出版社,最新版。

参考书目：

（1）（美）罗伯特 A. 巴隆,斯科特 A. 谢恩著,张玉利等译,《创业管理——基于过程的观点》,机械工业出版社;

（2）姜彦福,张炜主编,《创业管理学》,清华大学出版社;

（3）丁栋虹著,《创业管理学》,清华大学出版社。

授课内容：

课程教学内容主要包括：创业和创业者的相关知识概述；创业机会的识别与评价；商业模式；创业团队；创业计划书；创业资源的获得；创建新企业与管理新企业等内容。

该课程为学期课程。教学过程中,教师还结合具体教学内容,组织大量互动学习,如课堂讨论、案例分析、团队项目(business plan)相结合。

考核方式：该课程的考核方式为论文。

成绩分布：课堂考勤占 10%，平时成绩占 60%，期末考试成绩占 30%。

《团队与项目管理》课程教学大纲

课程编码：GL31330

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：经济学、管理学相关课程

教学目的与要求：

本课程教学目的：通过课程教学，使学生较好地掌握项目管理的核心理论和方法；同时辅以团队仿案例活动，培养学生自觉和正确地应用项目管理理论和知识指导实践工作的开展并解决项目管理中较为复杂的问题的综合能力。本课程教学要求：要求学生课前已经掌握了项目管理的基础理论和知识并具有一些项目管理工作背景和实践经验；而由于堂上时间有限，要求学生在课前对新内容及案例进行预习和提前思考、在课后读专题研究和案例研究文献，及在课上积极参与教学互动。

使用教材：宋伟，《项目组织与团队管理》，机械工业出版社，2007

参考书目：

Kathy Schwalbe,《IT 项目管理》，机械工业出版社，2002 年

授课内容：

本课程主要讲授项目的知识体系和相关工具与方法。现代项目管理知识体系（Project Management Body of Knowledge —PMBOK）包括项目范围、项目工期、项目成本、项目质量、项目风险、项目沟通、项目采购、项目集成和项目人力资源管理九个基本的项目管理知识领域，具体时间安排如下：1-2 周——绪论及基础知识回顾；3-4 周——团队和项目的范围、工期、成本；5-9 周——项目质量、风险、沟通；10-12 周——项目采购、集成；13-14 周——项目人力资源管理；15-16 周——回顾与总结。

考核方式：平时作业+期末书面考试

成绩分布：课堂考勤占 10%，平时成绩占 60%，期末考试成绩占 30%。

《人力资源管理信息化》课程教学大纲

课程编码：GL34020

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学分：2

先修课程：人力资源管理

教学目的与要求：

在信息化条件下，掌握企业人力资源管理工作的基本业务处理流程，掌握人力资源部门各职能岗位的工作内容及工作方式，为走向相应职场做好铺垫。

要求学生在掌握日常处理人力资源管理业务的基础上，重点体会如何通过信息系统将各种业务的数据整合成统一的信息平台，熟练掌握各种业务的处理方法，尤其是在各模块集成应用的前提下，更要明确彼此间的数据传递关系，准确把握数据流向，保证数据的安全、完整。

使用软件：

《用友 ERP-U8》（人力资源管理部分）

参考书目：

姜军：人力资源管理信息化开发与操作实验，经济科学出版社，2008

授课内容：

- 1、系统管理（第 1 周）：系统学习系统管理和基础设置的主要内容和操作方法。要求掌握系统管理中设置操作员、建立账套和设置操作员权限的方法；掌握基础设置的内容和方法。熟悉账套输出和引入的方法。
- 2、人事管理（第 2 周）：系统学习人事系统初始化、日常业务处理的主要内容和操作方法。要求掌握人事系统初始化中设置单位、部门、职务、岗位、编制的相关信息；掌握人员档案的建立及人员报到与人员变动处理的内容和方法。
- 3、考勤休假管理（第 3 周）：系统学习设置考勤类别、休息日、考勤班次、考勤期间、考勤规则的操作。要求掌握考勤的日常处理业务及日结果计算。掌握月度考勤结果汇总、考勤日报和考勤月报的制作。
- 4、薪资管理（第 4-6 周）：系统学习薪资系统初始化、日常业务处理的主要内容和操作方法。要求掌握建立工资账套、建立工资类别、建立人员类别、设置工资项目和计算公式的方法。掌握调资处理业务，工资数据计算、个人所得税计算的方法；掌握工资分摊和生成转账凭证的方法。
- 5、招聘管理（第 7-8 周）：系统学习招聘管理系统的初始设置、日常业务处理的主要内容和操作方法。掌握招聘渠道、招聘需求、招聘计划、应聘管理和人才库建立的操作及运用。掌握应聘管理与人事管理系统中的报道管理的数据传递。
- 6、培训管理（第 9-10 周）：系统学习培训管理系统初始化设置和日常业务处理的主要内容。要求掌握培训资源、培训需求、培训计划、培训活动、培训评估和员工培训档案建立的基本功能和操作方法。熟悉对员工培训档案进行统计和分析。

- 7、保险福利管理（第 11-12 周）：系统学习保险福利管理系统初始化的一般方法及日常业务处理的主要内容和操作方法。要求掌握应付款系统与总账系统组合时应付账款系统的基本功能和操作方法。熟悉应付款系统账簿查询的作用和基本方法。
- 8、绩效管理（第 13-15 周）：系统学习绩效管理系统初始化的一般方法及日常业务处理的主要内容和操作方法。要求掌握绩效管理考评指标库的建立，评分方式的设定，考评量表模板的设计的基本功能和操作方法。掌握绩效计划，考评结果，绩效反馈的业务处理。熟悉 WEB 应用和考核结果的统计分析。
- 9、人事合同管理（第 16 周）：系统学习人事合同管理系统的日常业务的主要内容和操作方法。要求掌握劳动合同的台帐建立以及劳动争议的基本功能和操作方法。熟悉台帐管理的应用。

考核方式：提交实验结果，作为考评依据。百分制。

成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《人才服务学》课程教学大纲

课程编码：GL33910

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：人力资源管理学

教学目的与要求：

本课程旨在使学生了解和掌握人才服务学科体系和研究方法，掌握各种人才服务业态的发展、管理实践和理论研究。

使用教材：

陈国海，马海刚. 人才服务学[M]. 北京：清华大学出版社，2016.

参考书目：

授课内容：

本课程按照相关背景和问题以及人才服务学科体系和研究方法进行教学。

该课程为学期课程，时间安排如下：

1 周——人才服务学绪论，比较国内外人才服务学的发展及变化趋势；2 周——人才职业发展服务；3-4 周——人才规划服务、人才测评服务；5-6 周——人才招聘和配置服务；7 周——人才绩效管理服务；8-9 周——人才薪酬福利管理服务；10 周——人才培训服务；11-12 周——劳动关系管理服务；13-14 周——人才资讯服务、人才派遣服务、人才外包服务；15-16 周——电子化人才信息技术服务、人力资源业务合作伙伴服务；17-18 周——课程论文。

考核方式：课程论文

成绩分布：课堂出勤、表现及平时作业占 60%，课程论文占 40%。

《公文写作》课程教学大纲

课程编码：GL33920

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：

教学目的与要求：

本课程旨在使学生了解和掌握公文写作基础知识，掌握具体文种的写作方法和技巧。

使用教材：

杨霞. 公文写作规范与例文解析[M]. 北京大学出版社，2013 年第 2 版。

参考书目：

岳海翔等. 公文写作规范技巧与格式标准[M]. 中国质检出版社，2015.

岳海翔. 最新公文写作大全[M]. 中国文史出版社，2013.

授课内容：

本课程按照相关背景和问题以及人资六大模块两个部分进行教学。

该课程为学期课程，时间安排如下：

1 周——了解基本概念，公文写作的性质、特点与任务等；2-6 周——公文种类、格式、行文规则；7 周——易混淆概念及文种辨析；8-12 周——法定公文和事务公文的写作技法；13-15 对法定和事务公文类范例进行赏析；16 周——病文评改，对相关各类公文中的差错进行评析；17-18 周——课程论文。

考核方式：课程论文

成绩分布：课堂出勤及表现占 10%，平时成绩占 60%，课程论文占 30%。

《人力资源管理咨询》课程教学大纲

课程编码：GL33930

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：人力资源管理学

教学目的与要求：

本课程旨在使学生了解和掌握人力资源管理咨询的理论、模式和方法，提升人力资源管理的综合运用能力。

使用教材：丁栋呀．管理咨询（第 3 版）．北京：清华大学出版社，2013

参考书目：

授课内容：

本课程按照相关背景和问题以及人资六大模块两个部分进行教学。

该课程为学期课程，时间安排如下：

1 周：咨询特质；2 周：咨询定位；3 周：咨询产业；4 周：咨询竞标；5 周：咨询问题；6 周：咨询调查；7 周：咨询方案；8 周：咨询实施；9 周：产品咨询；10 周：人才咨询；11 周：价值咨询；12 周：定位咨询；13 周：咨询团队；14 周：咨询知识；15 周：咨询营销；16 周：咨询服务。17-18 周——课程论文。

考核方式：课程论文

成绩分布：课堂出勤及表现占 10%，平时成绩占 60%，课程论文占 30%。

3 周：咨询产业；4 周：咨询竞标；5 周：咨询问题；6 周：咨询调查；7 周：咨询方案；8 周：咨询实施；9 周：产品咨询；10 周：人才咨询；11 周：价值咨询；12 周：定位咨询；13 周：咨询团队；14 周：咨询知识；15 周：咨询营销；16 周：咨询服务

《人力资源会计》课程教学大纲

课程编码：GL33940

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：人力资源管理，会计学原理

教学目的与要求：

本课程旨在使学生掌握鉴别和计量人力资源数据的一种会计程序和方法，为后续专业课程的学习奠定必需的基础。通过本课程的学习，学生需了解人力资源会计学的基本概念及基本理论；掌握人力资源成本会计、投资会计、价值会计和权益会计的核算方法。

使用教材：

张文贤. 人力资源会计[M]. 科学出版社，2015 年第 2 版.

参考书目：

刘仲文. 人力资源会计学[M]. 中国劳动社会保障出版社，2007

张艳. 企业人力资源会计研究[M]. 社会科学文献出版社，2008

李锡元，王永梅. 人力资源会计[M]. 武汉大学出版社，2010

王跃武. 人力资源会计应用性研究：理论、方法与尝试[M]. 湖南大学出版社，2015

授课内容：

第 1 章 人力资本理论和人力资源会计（2 学时）

第 2 章 人力资源会计的基本理论（4 学时）

第 3 章 人力资源成本会计（4 学时）

第 4 章 人力资源投资会计（4 学时）

第 5 章 人力资源价值会计（4 学时）

第 6 章 人力资源权益会计（4 学时）

第 7 章 人力资源管理会计（4 学时）

第 8 章 人力资源会计分析（2 学时）

第 9 章 人力资源会计报告和审计（2 学时）

第 10 章 人力资源会计制度设计（2 学时）

考核方式：

期末考试

成绩分布：课堂出勤及表现占 10%，平时成绩占 60%，期末考试占 30%。

《运筹学》课程教学大纲

课程编码：GL31510

课程性质：专业模块课

教学时数：周学时 3，总学时 48

学 分：3

先修课程：微积分、线性代数、概率论

教学目的与要求：

通过教学，使学生认识运筹学对实现管理的科学化和现代化的重要意义，掌握运筹学的基本思想和方法，具备运用运筹学的理论知识与方法分析问题、解决问题的能力，并能结合相关软件的使用解决管理中的实际问题。教学时要注重这门课程的应用性和实践性。采用讲课、案例分析、课堂讨论、软件应用相结合的教学方式，使学生能够学有所得，学以致用。

使用教材：

《管理运筹学》. 韩伯棠. 高等教育出版社，2010 年版

参考书目：

- [1] 《运筹学》（修订版）. 钱颂迪主编. 清华大学出版社
- [2] 《运筹学教程》. 胡运权主编. 清华大学出版社
- [3] 《数据、模型与决策》. （美）戴维·R·安德森，丹尼斯·J·斯威尼 等著. 机械工业出版社
- [4] 《运筹学应用案例集》. 胡运权主编. 清华大学出版社
- [5] 《运筹学习题集》（修订版）. 胡运权主编. 清华大学出版社

授课内容：

讲授运筹学的基本思想和方法以及相关软件的使用。包括线性规划、运输问题、整数规划、目标规划的建模、求解以及应用案例分析（约 30 学时）；网络分析模型中的最小生成树问题、最短路问题、最大流问题及其相应的算法（约 8 学时）；网络计划的编制与优化（约 8 学时）；需求为确定以及需求为不确定的存储模型与应用（约 6 学时）等内容。

考核方式：该课程的考核方式为考试。

成绩分布：平时成绩占 60%，期末考试占 40%。

《运营管理》课程教学大纲

课程编码：GL33500

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学 分：2

先修课程：管理学、管理经济学、运筹学

教学目的与要求：

本课程的教学目的在于使学生掌握生产与运作管理的基本概念，原理和方法。要求学生牢固掌握生产与运作基本理论与方法，了解生产与运作管理学科的发展状况及其最新理论和方法。基本具备灵活利用本课程知识分析和解决现代制造和服务企业生产运作系统实际问题的操作能力。

使用教材：

- (1) 陈志祥编著，《生产运作管理基础》，出版社：电子工业出版社，2010；
- (2) 陈荣秋、马士华编著，《生产与运作管理》（第二版），高等教育出版社，2005。

参考书目：

- [1] 理查德 B. 蔡斯，尼古拉斯 J. 阿奎拉诺，F. 罗伯特·雅各布斯著，任建标等译，《运作管理》（第九版），机械工业出版社
- [2] 威廉 J. 史蒂文森著，张群等译，《运营管理》（第八版），机械工业出版社

授课内容：

本课程包括生产与运作的基本概念、生产与运作战略、新产品开发管理、生产系统选址与布局设置、工作设计与劳动组织、生产计划工作（能力计划、综合生产计划、库存与作业计划）、MRP/MRP II/ERP、JIT 生产与现场管理、PERT 和设备管理以及现代运营管理发展等内容。

该课程为学期课程。教学过程中，教师还结合具体教学内容，组织案例研讨。

考核方式：该课程的考核方式为考试。

成绩分布：课堂考核占 20%，平时成绩占 40%，期末考试成绩占 40%。

《供应链管理》课程教学大纲

课程编码：GL30380

课程性质：专业模块课

教学时数：周学时 3，总学时 48

学 分：3

先修课程：经济学、管理学、物流管理学

教学目的与要求：

本课程旨在向学生介绍供应链管理的基本理论与方法。通过系统地理论讲解、案例分析和实验，使学生能正确理解和掌握供应链管理的基本理论和方法，培养学生分析供应链管理问题和解决问题的能力。本课程要求学生在通读指定教材的同时，还至少需要阅读翻译的教材一本（或国外原版教材），需要看指定的期刊文献及中国经营报，时时关注国内外企业实施的供应链管理，了解国内外供应链管理理论与实践的动态，并要求学生能对相关的问题进行分析，提出解决的办法。

使用教材：

[1] 大卫·辛奇-利维等著，季建华改编．供应链设计与管理．中国人民大学出版社，2011

参考书目：

[1] 马士华．供应链管理．华中科技大学出版社，2010

[2] 斯坦利·E.福西特等著．供应链管理：从理论到实践．清华大学出版社，2009

授课内容：

本课程主要介绍供应链管理引论，物流网络配置，存货管理及风险共担，信息的价值，供应链整合，战略联盟，采购与外包策略，供应链管理的全球性议题，协调一致的产品与供应链设计，顾客价值与智能定价等。

考核方式：考勤、实验与考试相结合

成绩分布：

平时成绩占 60%

期终考试占 40%

《国际采购管理》课程教学大纲

课程编码：GL31680

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：微观经济学、经济法、管理学、市场营销学、财务管理、物流管理

教学目的与要求：

通过本课程的学习，使学生掌握国际采购的概念、战略、供应商管理、合同、执行与控制等理论知识，通过示范讲解和学生实际模拟，使学生理解跨国采购的特征与方法，培养学生解决国际采购实际问题的能力。本课程要求学生认识采购的重要性，理解采购的内涵、特点，了解国际采购的发展趋势，掌握制定采购策略的基本方法。

使用教材：

[1] 阿伦·布兰奇，《国际采购与管理》英文版，机械工业出版社，2003

[2] 英国皇家采购供应学会，《注册采购与供应经理认证资格教材》部分内容，英文版

参考书目：

[1] 汉德菲尔等，《采购与供应链管理（第4版）》英文版，清华大学出版社，2010

[2] 胡军、白丽君，《国际采购管理》，同济大学出版社，2007

授课内容：

国际采购的基本原理、市场调查与选择、采购战略与计划、物流和全球化、合同谈判、进口融资、国际物流战略与管理、进口货物处理、国际采购促进组织。

考核方式：考试。

成绩分布：出勤占 10%，作业占 50%，期末考试占 40%。

《进出口理论与实务》课程教学大纲

课程编码：GL32710

课程性质：专业模块课

教学时数：周学时 3，总学时 48

学 分：3

先修课程：

教学目的与要求：

本课程的教学目的是使学生系统学习国际贸易理论，政策，措施并在此基础上熟识进出口业务管理的基础知识、基本理论以及掌握从事国际贸易的基本技能。本课程的教学由两大模块组成，第一个模块主要介绍国际贸易理论、政策、措施，世界贸易组织和区域经济一体化组织的相关知识，揭示当代货物贸易的内在规律和发展趋势。第二个模块则以国际货物买卖合同及管理为中心，对各个业务环节的理论、知识、技能和运用进行介绍，使学生通过学习掌握各种进出口贸易术语、国际货物买卖合同的各项条款、进出口合同的商订和履行及管理，以及各种进出口贸易方式和管理方法，掌握我国进出口业务的方针和政策，成为具有从事我国进出口业务和管理工作的能力。

使用教材：

[1] 张良卫主编：《进出口业务管理》，中国人民大学出版社，2013年版

[2] 自选辅助和散页教材

参考书目：

[1] 黎孝先主编《国际贸易实务》（第五版），对外经济贸易大学出版社，2011年7月版

[2] 张锡嘏编著《国际贸易》（第二版），对外经济贸易大学出版社，2011年版

[3]

广东外语外贸大学国际经贸学院编写组：《国际贸易实务》，广东高等教育出版社，2001年版

[4] [英]A. G. 盖斯特著《英国合同法与案例》，中国大百科全书出版社，1998年版

[5] 冯大同主编《国际货物买卖法》，对外贸易教育出版社

[6] 斯米托夫《出口贸易》，对外贸易出版社

授课内容：

本课程主要讲授 7 部分内容：

国际贸易理论；国际贸易政策与措施；

世界贸易组织和区域经济集团；进出口贸易术语的解释和运用；

国际货物买卖合同中各项条款的内容及管理方式；进出口合同的商订和履行及管理；

各种进出口贸易方式的内涵及管理方法。

考核方式：该课程的考核方式为闭卷考试。

成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《运输管理》课程教学大纲

课程编码：GL32720

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：运筹学、物流管理

教学目的与要求：

本课程旨在向学生介绍运输组织及运输组织的效果评价、运输网络的设计、运输成本分析及运输服务的定价等内容。在了解运输基本理论、各种运输方式基本特点的基础上，通过企业模拟，让学生了解企业运输网络设计的特点和方法，掌握运输组织相关技术，以及如何进行运输服务的定价等问题。

使用教材：

鲍香台、何杰主编，《运输组织学》，东南大学出版社，2009

参考书目：

- （1）李维斌主编，《公路运输组织学》，人民交通出版社，2008
- （2）尹启泰主编，《铁路货运组织》，西南交通大学出版社，2009
- （3）杭文主编，《运输经济学》，东南大学出版社，2008

授课内容：

主要包括运输经济理论，运输需求分析，运输网络设计，货物运输组织，运输组织效果评价，运输成本分析及运输服务的定价、运输企业绩效管理等内容。

考核方式：考试

成绩分布：平时成绩 60%

期终考试 40%

《国际物流管理》课程教学大纲

课程编码：GL30630

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：物流管理、国际贸易

教学目的与要求：

这门全英课程的学习旨在使学生对国际物流相关知识，包括国际物流系统与网络、国际物流业务运作、出入境商品的检验检疫与通关、国际货物运输、国际货物运输保险、国际支付，国际物流单据，国际物流服务等有较为深入的理解，同时也掌握国际物流领域的专业英语和国际物流英文单证的相关知识。

使用教材：

Pierre A. David, *International Logistics: Management of International Trade Operations*, Atomic Dog Publishing , 2010

参考书目：

- [1] 张良卫编著, <<国际物流>> (“十一五”国家级规划教材), 高等教育出版社, 2011 年版
- [2] Donald F. Wood, *International Logistics*, Amacom Press, 2008
- [3] 周哲, 申雅君编著. 国际物流. 清华大学出版社, 2006
- [4] 吕军伟编著. 国际物流业务管理模板与岗位操作流程. 中国经济出版社, 2005
- [5] 杨霞芳编著. 国际物流管理. 同济大学出版社, 2004 年

授课内容：

本课程主要讲授国际物流与供应链、国际物流系统与国际物流网络、国际物流相关的贸易业务、国际物流业务运作、海关对国际物流的监控与货物通关、国际货物运输、国际保险、国际支付、国际物流单据等知识。

考核方式：考试。

成绩分布：课堂参与占 20%，平时作业占 40%，期末考试占 40%。

《企业调研》课程教学大纲

课程编码：GL40190

课程性质：实践教学模块

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学、经济学、物流管理学、统计学

教学目的与要求：

企业调研是一门理论紧密联系实际，培养学生应用能力，提高学生综合素质的实践性课程。根据企业调研的需要，在教学中系统讲授企业调研常用的技术、使用的软件和研究流程，使学生能够结合有关先修课程，利用社会资源，开展对企业实际情况的调查分析与研究。旨在培养学生对于企业实际问题的发现能力、分析能力和解决能力

使用教材：

《企业研究方法》.（美）赛卡瑞安（Sekaran, U. ）著，祝道松，林家五译. 清华大学出版社, 最新版

参考书目：

- [1] 当代市场调研(原书第 4 版).（美）迈克丹尼尔、盖兹 著，范秀成 等译. 机械工业出版社, 2002. 5
- [2] 《市场调查教程》（第 2 版）. 范冰，范伟达编著. 复旦大学出版社, 2008. 7
- [3] 《市场调查》. 王公达编著. 复旦大学出版社, 2009. 2
- [4] 《市场调查方法与技术》. 简明、金勇进、蒋妍编著. 中国人民大学出版社, 2009. 1

授课内容：

讲授企业调研的基本理论、方法和技术以及相关软件的使用。包括明确调查问题、设计调查方案与问卷、选择调查方法、收集调查信息与数据、处理调查资料、结合软件的使用进行调查分析与研究、撰写调研报告等。指导学生深入企业理论联系实际对企业的实际情况进行调查分析与研究。

考核方式：该课程的考核方式为考查。

成绩分布：课堂参与与讨论占 10%，调查计划书的编制占 15%，调查问卷的设计占 15%，实地调查的参与占 20%，调查报告的撰写占 40%。

《物流系统建模与仿真》课程教学大纲

课程编码：GL40210

课程性质：实践教学模块

教学时数：周学时 2；总学时 32

学 分：2

先修课程：微积分、概率与统计，运筹学

教学目的与要求：

本课程旨在通过物流系统建模方法以及仿真技术的介绍，使学生掌握物流管理研究中常用的定量分析和系统建模等方法，并通过系统仿真软件 Flexsim 的学习、上机操作，同时结合实际应用问题的建模和案例分析，培养学生定量分析和计算机应用能力，提高学生的分析问题和解决问题的能力。

使用教材：

张晓萍，石伟，刘玉坤主编《物流系统仿真》，清华大学出版社，2008.7.

参考书目：

- [1] 张晓萍，刘玉坤主编《系统仿真软件 Flexsim3.0 实用教程》，清华大学出版社，2006.12
- [2] 王转，程国全，冯爱兰，物流系统工程，高等教育出版社，2004.6
- [3] 王恒霖，曹建，仿真系统的设计与应用，北京科学出版社，2003
- [4] 彭扬，伍蓓，物流系统优化与仿真，中国物资出版社，2007.1
- [5] 张晓萍等，物流系统仿真原理与应用，中国物资出版社，2005.5
- [6] 隗志才，孙宝凤，物流系统仿真，电子工业出版社，2007.10

授课内容：

本课程采用理论学习、案例分析和计算机应用软件培训三位一体的教学模式，其授课的主要内容包括：物流系统仿真技术综述，物流系统仿真技术和建模分析，系统仿真软件 Flexsim 的基本原理及其在等待服务、生产物流、仓储、分拣、配送、运输等物流管理系统中的应用、案例分析。其中 1—3 周为物流系统建模基本理论和方法的学习，4—18 周为物流系统建模方法、应用以及仿真软件 Flexsim 的上机实践学习。

考核方式：机试，案例分析报告。

成绩分布：平时成绩占 60%，机试占 20%，案例分析报告成绩占 20%。

《供应链沙盘》课程教学大纲

课程编码：GL40360

课程性质：实践教学模块

教学时数：周学时 2，总学时 32

学 分：2

先修课程：供应链管理、企业行为模拟

教学目的与要求：

本课程旨在通过一个模拟的供应链环境，为学生提供学以致用学习途径。借助于信息环境把生产制造商、渠道分销商和终端零售商统一在一个产业链上，让几条产业链之间交互。并从市场管理、制造、渠道、零售 4 个角色进行设计，让学生完成对生产制造、渠道分销、终端零售等多个企业的运营模拟。通过该课程的学习，可以使学生在更深入、直观地理解供应链的基础上，掌握系统思考、整体构架的企业运营和管理能力。

使用教材：

自用讲义

参考书目：

- [1] 王焰. 一体化的供应链战略、设计与管理. 中国物资出版社，2009
- [2] 王道平，李淼. 供应链设计理论与方法. 北京大学出版社，2012

授课内容：

供应链的概念；沙盘的由来；供应链沙盘结构介绍；角色模拟（岗位分工）；流程介绍；规则介绍；实战推演；总结。

考核方式：

考查（实验报告）

成绩分布：平时成绩占 60%，期末实验报告 40%。

《库存管理》课程教学大纲

课程编码：GL33960

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：物流管理学、管理信息系统、会计学、应用统计学

教学目的与要求：

本课程旨在向学生介绍仓储与库存管理的基本理论与技能。通过系统化的方式讲授仓储与库存管理的理论与实务，密切结合现代仓储管理技术与企业的实际案例，使学生对仓储管理工作有一个全面和清晰的认识，具备开展具体的仓储管理工作所需要的基本技能。本课程要求学生完成大量理论知识的学习，并结合实际企业案例分析，掌握发现问题、分析问题与解决问题的能力。同时，要求学生参与完成“项目作业（Group Project）”，并进行课堂演示讲介。

使用教材：

- [1]（英）沃尔特斯著，李习文、李斌译《库存控制与管理》，机械工业出版社，2005；
- [2] 自选音像资料。

参考书目：

- [1]《仓储管理》王文信主编，厦门大学出版社，2006
- [2]《高效的物料与仓储管理》刘立卢主编，北京大学出版社，2004
- [3]《高效库存管理技法》邓世祯主编，广东经济出版社，2002
- [4]《仓储管理与库存控制》张远昌主编，中国纺织大学出版社，2004
- [5] Muller, M. Essentials of Inventory Management. New York: American Management Association. 2003.

授课内容：

本课程从仓储管理流程的角度，对整个仓储作业的相关问题进行了详细的剖析，着重从仓储管理概述、库存基本概念、库存控制的基本模型、仓储设施与设备、仓储业务运作基本流程、仓储管理制度、仓储绩效管理等方面进行讲授。

考核方式：该课程的考核方式为考试，考试题型为分析题、计算题、讨论题三种。

成绩分布：课堂考勤占 10%，平时成绩占 50%，期末考试成绩占 40%。

《物流工程》课程教学大纲

课程编码：GL31260

课程性质：专业模块课

学时数：周学时 2，总学时 32

学 分：2

先修课程： 物流管理、生产与运作管理、供应链管理

教学目的与要求：

本课程旨在向学生介绍物流系统设计、实现和运行等问题，涉及从物流系统规划，到设计、实施，再到运行和管理的全过程。通过介绍物流工程基本理论和分析方法的基础上，重点阐述物流系统规划与分析、设施规划与设计、物料搬运系统设计等内容，配以大量的工程实例，使学生能够初步进行物流系统的规划、设计、分析与评价，设施的选址、布置与设计，能进行物料搬运系统的分析与设计。

使用教材：

伊俊敏 编著《物流工程》，电子工业出版社，2009

参考书目：

- [1] 王国华，《现代物流工程》，国防工业出版社，2005
- [2] 齐二石等编著，《现代工业工程与管理》，天津大学出版社，2007
- [3] 周凌云、赵钢 主编，《物流中心规划与设计》，清华大学出版社，2010
- [4] 尤建新等编著，《物流系统规划与设计》，清华大学出版社，2011

授课内容：

主要包括物流工程设施与设备、设施布置与设计、设施布置技术与应用、物料搬运系统设计、物流系统规划及其评价、辅助设施设计与工程设计规范等内容。

考核方式：考查。

成绩分布：平时成绩占 60%，期末考查占 40%。

《国际服务贸易管理》课程教学大纲

课程编码：GL33410

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：经济学原理、产业经济学、服务经济学、国际贸易

教学目的与要求：

本课程的教学目的是使学生了解国际服务贸易的现状，掌握国际服务贸易的基本原理，熟悉国际服务贸易相关的协议与政策，知悉我国服务贸易政策及管理体制，主要服务行业的基本发展规律和开放状况，使学生基本具备从事国际服务贸易的理论研究能力和实践工作能力。

使用教材：

《国际服务贸易》，饶友玲 张伯伟主编，首都经贸大学出版社，2005 年 8 月第 1 版

参考书目：

- [1] 陈宪主编：《国际服务贸易——原理、政策、产业》，立信会计出版社 2003 年 7 月第 1 版
- [2] 《服务贸易总协定》
- [3] 张汉林编著：《国际服务贸易》，中国对外经济贸易出版社，2002 年 11 月第 1 版
- [4] 谢康著：《国际服务贸易》，中山大学出版社，1998 年 3 月第 1 版
- [5]（美）Robert J. Carbaugh 著：《国际经济学》，机械工业出版社，2002 年 10 月第 1 版

授课内容：

主要讲授内容包括：服务业概论、国际服务贸易的基本概念和原理、教育服务贸易、通信服务贸易、金融服务贸易、物流服务贸易、体育与传媒服务贸易、医疗卫生服务贸易、国际服务外包、国际服务贸易协议与政策等。

考核方式：考查。

成绩分布：平时成绩占 60%，期末成绩占 40%。

《博弈论》课程教学大纲

课程编码：GL33970

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：微积分、线性代数、概率论、管理学、经济学

教学目的与要求：

通过教学，使学生认识博弈论对实现管理的科学化和现代化的重要意义，掌握博弈论的基本思想和方法，具备运用博弈论的理论知识与方法分析问题、解决问题的能力，并能结合相关软件的使用解决经济管理中的实际问题。教学时要注意这门课程的应用性和实践性。采用讲课、案例分析、课堂讨论、软件应用相结合的教学方式，使学生能够学有所得，学以致用。

使用教材：

《博弈论及其应用》. 郎艳怀. 上海财经大学出版社, 2015 年版

参考书目：

- [1] 《博弈论及其应用》. 李帮义, 王玉燕主编. 机械工业出版社
- [2] 博学经济学系列•经济博弈论(第 3 版). 谢炽予主编. 复旦大学出版社
- [3] 《数据、模型与决策》. (美) 戴维·R·安德森, 丹尼斯·J·斯威尼 等著. 机械工业出版社

授课内容：

讲授博弈论的基本思想和方法以及应用。包括完全信息静态博弈、完全信息动态博弈、不完全信息静态博弈、不完全信息动态博弈、博弈论方法应用导论等内容。

考核方式：该课程的考核方式为考查。

成绩分布：平时成绩占 60%，期终考核占 40%。

《物流系统规划与设计》课程教学大纲

课程编码：GL34030

课程性质：专业模块课程

教学时数：周学时 2，总学时 32

学分：2

先修课程：物流学、供应链管理、运营管理、运筹学

教学目的与要求：

通过本课程的学习，使学生了解和掌握物流系统规划与设计的基本知识、原理和方法，并能够运用这些原理和方法，结合实际情况，利用所学理论知识解决实际中有关物流系统的规划、布局、设计等问题。

使用教材：《物流系统规划与设计》，董维忠主编. 电子工业出版社，2011

参考书目：

- [1] 吴承建编著. 物流系统规划与设计. 中国物资出版社，2011 年。
- [2] 尤建新，朱岩梅编著. 物流系统规划与设计. 清华大学出版社，2009 年。
- [3] 邵正宇，周兴建主编. 物流系统规划与设计. 北京交通大学出版社，2014 年。
- [4] 张丽等编著. 物流系统规划与设计. 清华大学出版社，2014 年。

授课内容：

本课程主要讲授的内容，包括物流系统的基本概念和基本理论（4 学时）、物流系统规划与设计的基本内容（4 学时）、物流系统战略规划的实施与控制（4 学时）、客户服务系统的规划与设计（4 学时）、库存系统的规划与设计（4 学时）、运输系统的规划与设计（4 学时）、物流节点的规划与设计（4 学时）、物流组织的规划与设计（2 学时）、物流系统的控制与评价（2 学时）等内容。

考核方式：考查

成绩分布：

课堂参与占 20%，平时作业占 40%，案例分析报告占 40%。

《物联网》课程教学大纲

课程编码：GL33980

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学 分：2

先修课程：物流学、计算机网络基础、管理信息系统

教学目的与要求：

本课程的教学目的是使学生掌握物联网的基本概念、了解物联网的发展现状、掌握物联网的关键技术,并通过其典型应用领域和案例的学习,使学生对物联网及其应用有一个较清晰的认识,并使学生具备较强的运用物联网理论与实践知识分析解决实际问题的能力,为将来从事与物联网相关工作奠定一定的基础。

使用教材：

- (1) 马建主编,《物联网技术概论》,机械工业出版社, 2015 年 1 月。
- (2) 王喜富, 苏树平, 秦予阳 编著,《物联网与现代物流》, 电子工业出版社, 2013 年 1 月。

参考书目：

- [1] 魏凤等 编著,《物联网与现代物流》, 电子工业出版社, 2012 年 8 月。
- [2] 吴功宜主编,《物联网工程导论》,机械工业出版社, 2012 年 7 月 。

授课内容：

本课程包括物联网的基本概念、物联网的发展历程、物联网体系架构、全球物品编码、物联网关键技术、传感器与无线传感网、物联网通信、现代物流中的物联网技术应用等内容。

该课程为学期课程。可根据教学内容不同,适时采用讨论式教学、案例式教学、上机实验等方式,进行相关章节的学习。

考核方式：该课程的考核方式为考试。

成绩分布：课堂考核占 20%，平时成绩占 40%，期末考试成绩占 40%。

《跨国公司管理》课程教学大纲

课程编码：GL30780

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

通过教学使学生掌握跨国公司管理的基本知识和方法，要求学生掌握跨国公司管理的相关概念和基本内涵。通过各种实践活动，如案例分析、对跨国企业经营概况调查分析及报告等，使学生对跨国公司管理战略、跨国公司管理方式、国际商务环境评估、国际商务的职能战略以及中国企业的跨国运营有系统性的掌握，为其它相关课程的学习和工作奠定基础。

使用教材：

查尔斯.W.L. 希尔，《国际商务（第 9 版）》，中国人民大学出版社，最新版

参考书目：

- [1] 《跨国经营理论与实务》，王林生 编著，对外经济贸易大学出版社，2003 年
- [2] 《国际企业管理》，弗雷德·卢森斯，乔纳森 P·多 著，机械工业出版社，2010 年
- [3] 《国际企业管理(第 2 版)》，金润圭 编著，中国人民大学出版社，2009 年

授课内容：

- 第 1 章 全球化
- 第 2 章 国际贸易理论
- 第 3 章 对外直接投资
- 第 4 章 跨国经营战略
- 第 5 章 跨国经营组织
- 第 6 章 进入战略和战略联盟

考核方式：

大作业

成绩分布：团队合作项目占 60%，课堂测试占 40%。

《国际货运代理》课程教学大纲

课程编码：GL30510

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学 分：2

先修课程：进出口业务管理、国际海上运输、国际物流管理

教学目的与要求：

本课程旨在向学生介绍国际货运代理的基本知识、基本理论和基本技能。本课程教学以国际货运代理业务为中心，对国际货运代理各个业务环节的理论、知识、技能和运用进行介绍，使学生了解我国国际货运代理的产生和发展，了解国际货运代理业务，无船承运人业务、货运代理提单及各种货运单据、货运代理合同和国际货运代理组织及法规，掌握我国国际货运代理的方针政策，具有处理国际货运代理业务和管理问题的能力。

使用教材：

- [1] 《国际货物运输代理概论》（2010 年版），中国商务出版社
- [2] 自编教材和自选辅助教材

参考书目：

- [1] 孙家庆《新编国际货运代理实务》科学出版社（2009-09 出版）
- [2] 《国际海上货运代理理论与实务》（2010 年版），中国商务出版社
- [3] 张良卫：《国际物流实务》，电子工业出版社，2008 年 1 月
- [4] 中国国际货运代理协会《国际货运代理理论与实务》，中国商务出版社，2007 年版

授课内容：

主要讲授中国国际货运代理的产生、发展及其特点，掌握国际货运代理关系中的当事人、操作程序、有关单证处理、危险货物运输、国际货运代理组织、国际货运代理规则、国际货运保险与索赔等有关内容。

考核方式：该课程的考核方式为闭卷考试。

成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《商业伦理》课程教学大纲

课程编码：GL30970

课程性质：专业模块课

教学时数：2 周学时，32 总学时

学 分：2

先修课程：管理学、管理经济学

教学目的与要求：

- 1、认识企业伦理对企业经营管理的作用；
- 2、掌握识别不同文化与真实伦理规范的方法并形成相应的能力；
- 3、掌握识别超规范的方法并形成相应的能力；
- 4、掌握企业伦理决策的方法，培养作出正确商业伦理行为选择与评价的能力

使用教材：

拟自编教材

参考书目：

- (1) 托马斯·唐纳森，托马斯·邓菲. 有约束力关系 [M]. 上海：上海社会科学院出版社 2001. 112
- (2)、戴维 J. 弗里切：《商业伦理学》

授课内容：

周次	内容	学时
1	第一章 导论	2
	第一节 送礼与伦理困境	
	第二节 企业伦理的本质	
2、3	第二章 企业伦理	4
	第一节 基本概念	
	第二节 基本理论	
4、5	第三章 伦理共同体与利益相关者	2
	第一节 伦理共同体	
	第二节 利益相关者	
6、7	第四章 文化与真实伦理规范	4
	第一节 真实伦理规范及其识别方法	
	第二节 中国文化中的真实伦理规范	
	第三节 西方文化中的真实伦理规范	
8	第五章 超规范与社会制度	2
	第一节 超规范及其识别方法	
	第二节 儒家文化与超规范	

	第三节 市场经济与超规范	
9	第六章 道德自由空间	2
	第一节 真实伦理规范与道德自由空间	
	第二节 超规范与道德自由空间	
	第三节 企业在道德自由空间的选择	
10、 11	第七章 企业伦理决策模式与方法	4
	第一节 单个规范占主导地位的决策模式	
	第二节 相互冲突的多种合法规范决策模式	
12	第八章 家族企业伦理	2
	第一节 家族企业关注的伦理议题	
	第二节 泛家族主义与伦理领导	
	第三节 泛家族主义与职业化	
13	第九章 现代公司伦理	2
	第一节 现代公司关注的伦理议题	
	第二节 制度化伦理与真实伦理规范	
	第三节 现代公司伦理决策模式	
14	第十章 合资企业伦理	2
	第一节 合资企业关注的伦理议题	
	第二节 不同文化的真实伦理规范冲突	
	第三节 合资企业伦理决策模式	
15	第十一章 跨国公司伦理	2
	第一节 跨国公司关注的伦理议题	
	第二节 多元文化的真实伦理规范	
	第三节 跨国公司伦理决策模式	
16	第十二章 企业伦理全球化	2
	第一节 全球化关注的伦理议题	
	第二节 企业伦理全球化	
	第三节 企业伦理全球化的风险	
总 学时		3 2

考核方式：考察

成绩分布：平时成绩 60% 期终考试 40%

《物流管理专题讲座》课程教学大纲

课程编码：GL32760

课程性质：专业模块课

教学时数：每周 2 学时；共 32 学时

学 分：2

先修课程：物流管理学

教学目的与要求：

该课程主要介绍物流管理理论的最新动态，分析物流企业及企业物流管理实践中的热点和前沿问题。通过该课程的学习，使学生们能够掌握物流管理专业不同专题的最新理论和案例，及时了解物流管理理论与实践的发展趋势，拓宽学生理解物流管理知识的视野，激发学生应用物流管理知识的创新思维。本课程要求学生凭自身兴趣选择与专题相关的课题作为题目，根据对相关专业知识理解，撰写一篇学术性论文。

使用教材：

[1] 自编散页教材

[2] 自选音像资料

参考书目：

自编。

授课内容：

本课程由若干物流管理前沿专题构成，涵盖供应链管理、物流战略、采购管理、仓储与配送、运输、物流技术与装备等广泛领域。本课程每个专题都结合适当案例教学，贴近实际，帮助学生理解和分析物流管理目前存在的问题及发展前景。

考核方式：该课程的考核方式为开卷考试，撰写不少于 3000 字的论文一篇，根据论文选题的前沿性和合理性、论文内容的充实性和完整性、论证方法的科学性以及论文格式的规范性评分。

成绩分布：期末考试（论文）成绩占 100%。

《区域物流管理》课程教学大纲

课程编码：GL33590

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：物流管理，国际物流管理

教学目的与要求：

学习了解我国区域物流实践特别是广东珠三角区域物流实践，掌握我国区域物流发展与管理的一般理论，学习我国区域物流管理的实践经验。系统了解区域物流的基本知识、战略管理和系统规划，以及区域物流系统与产业体系的共生原理，区域物流中心建设，区域物流核心竞争力分析，区域物流信息系统，区域物流与产业发展，区域物流合作与发展，航运中心与金融中心，区域保税物流体系和区域现代流通体系构建等区域物流管理的理论和知识体系。

使用教材：

张良卫 等编著：《区域物流学—发展与管理》，武汉大学出版社，2012 年 1 月版

参考书目：

【1】栾贵勤 等著：《区域经济学》，清华大学出版社，2008 年 8 月版。

【2】安虎森 主编：《空间经济学教程》，经济科学出版社，2006 年 12 月。

[3]张良卫 主编：《国际物流》，“十一五”国家级规划教材，高等教育出版社，2011 年 6 月版。

【4】孙久文，叶裕民 编著：《区域经济学教程》，“十一五”国家级规划教材，中国人民大学出版社，2010 年 4 月版。

【5】李霞主编：《区域物流规划与管理》，经济科学出版社，2008 年 5 月版。

授课内容：

本课程主要介绍区域物流的基本知识、战略管理和系统规划，以及区域物流系统与产业体系的共生原理，区域物流中心建设，区域物流核心竞争力分析，区域物流信息系统，区域物流与产业发展，区域物流合作与发展，航运中心与金融中心，区域保税物流体系和区域现代流通体系构建等内容。

考核方式：考查或考试。

成绩分布：平时成绩占 60%，期末考试占 40%。

《供应链金融学》课程教学大纲

课程编码：GL33990

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：无

教学目的与要求：

通过不断完善和创新，我国的互联网金融得到了快速的发展。中国将成为未来全球互联网金融准则的制定者并引领全球互联网的发展趋势。借助于互联网思维和创新战略，互联网金融带给银行家、基金经理人、个人及其他参与人深刻的变革。随着实践与学术研究的不断深入，互联网金融深入到金融服务的方方面面。

本课程将教会学生互联网与金融相结合产生的深刻变革，课程试着在内涵界定的基础上建立互联网金融逻辑体系，并分析其带来的深远影响。

使用教材：

教师自编讲义。

参考书目：

[1] 李耀东，李钧. 互联网金融：框架与实践. 电子工业出版社，2014

[2] 李麟，钱峰. 移动金融：创建移动互联网时代新金融模式. 清华大学出版社，2013

授课内容：

1. 基于互联网的支付和清算平台
2. 小微金融
3. 供应链融资
4. P2P 借贷平台
5. 众筹
6. 第三方支付
7. 投资产品的销售

考核方式：考查

成绩分布：课堂考勤占 20%，作业成绩占 40%，案例讨论占 40%。

《物流保险》课程教学大纲

课程编码：GL32770

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学 分：2

先修课程：进出口业务管理

教学目的与要求：

通过教学使学生对物流风险有正确的认识和理解，了解常见各种物流风险、风险损失及费用损失，掌握物流保险的基本理论、基础知识和基本方法，具备运用物流保险的理论知识与方法从事物流保险工作，具有分析解决物流与供应链管理中物流风险问题的能力。

使用教材：

[1] 张良卫主编《物流保险》，中国物资出版社，2010 年 3 月版

[2] 自编辅助及散页教材

参考书目：

[1] 《国际物流风险与保险》. 王学锋等编著. 上海交通大学出版社，2007. 3

[2] 《国际贸易保险》. 姚新超编著. 对外经济贸易大学出版社，2006. 2

[3] 《风险管理与保险》. （美）哈林顿，（美）尼豪斯 著，陈秉正 等译. 清华大学出版社，2005. 1

[4] 《风险管理》. 刘新立著. 北京大学出版社

授课内容：

主要讲授保险的基本原则，以及采购、运输、仓储等物流主要环节中的风险与保险、物流责任风险与保险、物流信用风险与保证保险、物流综合保险等，介绍物流保险事故的处理方法。

考核方式：该课程的考核方式为考试或课程论文。

成绩分布：平时成绩占 60%，考试或课程论文成绩占 40%。

《创业管理》课程教学大纲

课程编码：GL30180

课程性质：专业必修课

教学时数：周学时 3，总学时 48

学 分：3

先修课程：管理学

教学目的与要求：

本课程的教学目的主要是为让学生了解创业过程的内在规律，了解创业过程经常遇到的问题和障碍。培养学生的创业意识，强化创业精神，培养和掌握创业所需的基本创业技能，增强学生创造性分析和解决问题的能力。其中课堂讲授（60%），案例讨论及课题活动（40%）

使用教材：

张玉利，《创业管理》（第三版），机械工业出版社，2006

参考书目：

[1] 威廉. A. 萨尔曼、霍华德. H. 史蒂文森、迈克. J. 罗伯特、阿玛. 布海德 选编, 郭武文 主译,《创业管理》（第二版），中国人民大学出版社，2005

[2] Donald. F. Kuratko, Richard M. Hodgetts 著, 张宗益 译,《创业学》（第 6 版），清华大学出版社，2006

[3] 杰弗里. 蒂蒙斯, 小斯蒂芬. 斯皮内利 著, 周伟民、吕长春 译,《创业学案例》（第 6 版），人民邮电出版社，2005

[4] 张玉利、李新春 主编,《创业管理》，清华大学出版社，2006

[5] 韩国文 编著,《创业学》，武汉大学出版社，2007

授课内容：

第 1 章 创业导论

第 2 章 创业机会

第 3 章 创业资源

第 4 章 创业团队

第 5 章 商业模式

第 6 章 创业计划

第 7 章 创业融资

第 8 章 技术创新与创业

考核方式：考试

成绩分布：平时成绩占 60%，期终考试占 40%。

《创新管理》课程教学大纲

课程编码：GL32790

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：管理学

教学目的与要求：

二十一世纪是知识的时代，也是创新的时代。而随着世界经济与科技进步的加速发展，技术与创新管理也日益成为企业战略与经营管理中的重要部分。本课程的教学目的在于使学生掌握技术与创新管理的基础知识，并正确运用管理技能和创新意识帮助企业将技术和市场机会转化为成功的产品和服务进而提升企业核心竞争力或提高创业成功率。课程要求学生全面了解技术创新、组织创新等具体的创新领域基础知识的基础上，初步从战略和组织这两个层面丰富创新管理的知识和技能，并了解技术、市场和组织创新的集成。

使用教材：

M. A. 希林著，谢伟等译，《技术创新的战略管理》，清华大学出版社，最新版

参考书目：

- [1] 许庆瑞 主编，《研究、发展与技术创新管理》，高等教育出版社，最新版
- [2] J. M. 阿特拜克 著，高健 等译，《把握创新》清华大学出版社，最新版

授课内容：

本课程包括创新的概念、过程、类型、模式等基础内容、企业技术创新战略、新产品的研究、开发与营销、技术转移与交易、技术与知识产权、技术创新能力建设和创新文化建设、技术创新的组织管理与技术创新体系等方面的知识。

该课程为学期课程。教学过程中，教师将要求学生结合具体教学内容，进行大量的知识与案例研讨。

考核方式：该课程的考核方式为论文或开卷考试。

成绩分布：平时成绩占 60%，期末考试占 40%。

《商品学》课程教学大纲

课程编码： GL34000
课程性质： 专业课程
学时数： 周学时 2, 总学时 32
学 分： 2
先修课程： 市场营销学

教学目的与要求：

通过学习零售学这门课程，学生要掌握零售企业经营管理方面的基本概念、理论和方法，初步具备运用零售理论研究、解决实际问题的能力。具体教学目的如下：了解零售业的基本类型；了解我国零售业的发展情况及趋势；了解零售业的基本业态；能够分析零售环境，尤其是消费者；熟悉零售发展理论与零售商圈理论；能够对零售店面及商品陈列进行简单的设计；熟悉零售营销组合策略；了解零售企业的品牌与文化建设问题；了解零售企业管理的基本内容；提出有价值的零售经营管理方案。

教学方式：

教学方式主要是课堂多媒体演示讲解；课堂讨论；案例分析；课外小组实训；开店策划报告；策划报告演示等。

使用教材：

《零售学》，贺爱忠，高等教育出版社，2013 年 12 月

参考书目：

- 1. 巴里·伯曼和丹尼斯·阿德科克著，吕一林和韩笑译，《零售管理》，中国人民大学出版社，2007。
- 2. 大卫·E·贝尔等著，迟诚、孙晓梅等译，《零售学》，东北财经大学出版社,2006 年 9 月
- 3. 肖怡，《零售学》（第 3 版），高等教育出版社，2013 年 8 月
- 4. 孙晓红，闫涛，赵宏霞，《零售学》（第 2 版），孙晓红，闫涛，赵宏霞，东北财经大学出版社，2014 年 3 月
- 5. 王卫红，周立国，《零售营销教程》，中国商务出版社，2009 年 2 月

授课内容：

第一章 零售导论	第六章 商品采购流程与实操
第二章 零售战略	第七章 零售店价格体系与定价技巧
第三章 零售商圈选址	第八章 零售店促销管理
第四章 零售店购物环境设计	第九章 零售店门店营运与管理
第五章 零售店商品规划与自有品牌	第十章 服务管理与顾客投诉管理
	第十一章 零售店绩效评估与激励

考核方式：

总评成绩=课堂讨论成绩+开店策划报告成绩+策划文案演示+课外小组实训+期末考试成绩；

成绩分布：

课堂讨论成绩 占 10%

开店策划报告 20%

开店策划方案演示 10%

课外调研作业占 20%

期末考试成绩 占 40%

《采购项目管理》课程教学大纲

课程编码：GL31710

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：项目管理，物流管理，采购管理

教学目的与要求：

通过对本课程学习，使学生掌握有关采购项目管理的 basic 理论、方法、流程和工具；要求学生参与实践，培养学生管理采购项目的基本能力，并将采购项目管理的理论应用于采购管理实践，提高分析、解决问题的能力。教师应随时关注采购项目管理的最新动态，结合实际案例进行讲授。

使用教材：

《采购项目管理》，英国 CIPS 认证系列教材，北京中交协物流人力资源培训中心翻译，机械工业出版社，最新版

参考书目：

[1] 《采购与供应管理》，（美）蒙克萨等著，机械工业出版社，最新版

[2] 《项目管理：计划、进度和控制的系统方法》，（美）科兹纳著，杨爱华等译，电子工业出版社，最新版

授课内容：

主要讲授采购项目中的势力与影响；采购项目管理方法；采购项目生命周期；采购项目评价与风险管理；采购项目计划、进度和资源管理；采购项目组织与沟通管理；采购项目的监督与控制；采购项目成本管理；学习型组织与采购项目。

考核方式：

考试

成绩分布：考勤占 10%，平时作业占 50%，期末考试 40%。

《国际商法》课程教学大纲

课程编码：GL31730

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：民法、合同法、商法

教学目的与要求：

通过本课程的学习，理解和掌握国际贸易统一法，了解西方国家在商事领域的重要法律以及国际公约、惯例的有关规定，对相关问题进行分析，培养和提高学生的解决实际问题的能力。

使用教材：

吴兴光主编：《国际商法》（第二版），中山大学出版社，2008

参考书目：

沈四宝主编，《国际商法》，对外经济贸易大学出版社 2010 年版。

钱晓英主编，《国际商法》，清华大学出版社 2011 年版。

Richard Schaffer and the others: International Business law and Its Environment (4th edition), West publishing Company, 1999.

张玉卿等编著：《国际货物买卖统一法：联合国国际货物销售合同公约释义》，中国商务出版社 2009。

授课内容：

本课程以国际贸易统一法为主线，结合中国的涉外经济立法，介绍西方国家在商事领域的重要法律以及国际公约、惯例的有关规定，包括合同法、买卖法、产品责任法、代理法、票据法、商事组织法、贸易管制法以及国际商事仲裁与诉讼等内容。

考核方式：闭卷考试。

成绩分布：闭卷考试成绩占 40%、平时成绩占 60%。

《运输管理》课程教学大纲

课程编码：GL32720

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：运筹学、物流管理

教学目的与要求：

本课程旨在向学生介绍运输组织及运输组织的效果评价、运输网络的设计、运输成本分析及运输服务的定价等内容。在了解运输基本理论、各种运输方式基本特点的基础上，通过企业模拟，让学生了解企业运输网络设计的特点和方法，掌握运输组织相关技术，以及如何进行运输服务的定价等问题。

使用教材：

鲍香台、何杰主编，《运输组织学》，东南大学出版社，2009

参考书目：

- （1）李维斌主编，《公路运输组织学》，人民交通出版社，2008
- （2）尹启泰主编，《铁路货运组织》，西南交通大学出版社，2009
- （3）杭文主编，《运输经济学》，东南大学出版社，2008

授课内容：

主要包括运输经济理论，运输需求分析，运输网络设计，货物运输组织，运输组织效果评价，运输成本分析及运输服务的定价、运输企业绩效管理等内容。

考核方式：考试

成绩分布：平时成绩 60%

期终考试 40%

《商务谈判》课程教学大纲

课程编码：GL33460

课程性质：专业模块课

教学时数：周学时 2 ， 总学时 32

学 分：2

先修课程：数学，经济学，财务管理，管理学原理，采购原理。

教学目的与要求：

本课程旨在讲解商务（采购）谈判的一般方法原理及其现实应用。通过原理讲解与案例分析让学生能运用商务谈判的方法解决现实问题，特别是采购谈判的有关问题。本课程要求学生大量阅读谈判相关文献，研究案例，并试图运用所掌握商务谈判知识进行调研实践实习。

教学方式：

多媒体教学，案例教学，实践教学。

使用教材：

《国际商务谈判(第5版)》，(美)罗伊·J·列维奇 (Roy J.Lewicki), 戴维·M·桑德斯 (David M.Saunders), 布鲁斯·巴里 (Bruce Barry), 译者:方萍 谭敏; 中国人民大学出版社, 2008 年 11 月。

参考书目：

《采购与供应谈判》作者：北京中交协物流人力资源培训中心 组织翻译，机械工业出版社，2008-01。

《商务谈判与推销技巧(第2版)》作者：龚荒，清华大学出版社，北京交通大学出版社，2010-01。

《商务谈判》作者：杨晶，清华大学出版社，2006-07。

《决策博弈与谈判》作者：(美)济科豪瑟 (Zeckhauser Richard J.) 译者：詹正茂 编者：(美)理查德 J. 济科豪瑟，机械工业出版社，2004-01。

授课内容：

商务谈判基础，商务谈判策略，商务（采购）谈判实务，商务（采购）谈判案例。

考核方式：本课程考核方式为作业与课程论文。

成绩分布：课堂考勤占 10%，平时成绩占 50%，期末论文成绩占 40%。

《政府采购》课程教学大纲

课程编码：GL32750

课程性质：专业选修课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：物流管理，采购管理

教学目的与要求：

通过本课程学习，学生应对政府采购有一个整体把握：了解政府采购的意义；掌握政府采购的基本概念和基本理论；熟悉政府采购的操作程序；理解对政府采购的管理及监督机制；了解国外及国际政府采购法规的基本内容。教师应随时关注政府采购的最新动态，结合实际案例进行讲授。同时要求学生参与实践，具有将理论运用于实践的能力。

使用教材：

《政府采购管理》，马海涛，姜爱华主编，北京大学出版社，最新版

参考书目：

[1] 《政府采购理论与实务》，张璐编著，首都经贸大学出版社，最新版

[2] 《政府采购案例精编》，刘亚利主编，中国金融出版社，最新版

授课内容：

主要讲授四大政府采购管理模块：基本理论、运作流程、规范管理和国际经验。具体内容包括：政府采购的相关概念、发展与演变、原则与功能、范围与当事人等；政府采购预算与计划、政府采购方式、政府采购合同及项目的验收与结算；政府采购市场准入管理、信息管理、监督机制、绩效评价和救济机制；国际经济组织和美国、新加坡的政府采购制度。

考核方式：考试。

成绩分布：考勤占 10%，平时作业占 50%，期末考试 40%。

《国际物流管理》课程教学大纲

课程编码：GL30630

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：物流管理、国际贸易

教学目的与要求：

这门全英课程的学习旨在使学生对国际物流相关知识，包括国际物流系统与网络、国际物流业务运作、出入境商品的检验检疫与通关、国际货物运输、国际货物运输保险、国际支付，国际物流单据，国际物流服务等有较为深入的理解，同时也掌握国际物流领域的专业英语和国际物流英文单证的相关知识。

使用教材：

Pierre A. David, *International Logistics: Management of International Trade Operations*, Atomic Dog Publishing , 2010

参考书目：

- [1] 张良卫编著, <<国际物流>> (“十一五”国家级规划教材), 高等教育出版社, 2011 年版
- [2] Donald F. Wood, *International Logistics*, Amacom Press, 2008
- [3] 周哲, 申雅君编著. 国际物流. 清华大学出版社, 2006
- [4] 吕军伟编著. 国际物流业务管理模板与岗位操作流程. 中国经济出版社, 2005
- [5] 杨霞芳编著. 国际物流管理. 同济大学出版社, 2004 年

授课内容：

本课程主要讲授国际物流与供应链、国际物流系统与国际物流网络、国际物流相关的贸易业务、国际物流业务运作、海关对国际物流的监控与货物通关、国际货物运输、国际保险、国际支付、国际物流单据等知识。

考核方式：考试。

成绩分布：课堂参与占 20%，平时作业占 40%，期末考试占 40%。

《供应商关系管理》课程教学大纲

课程编码：GL33550

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：微观经济学、经济法、管理学、市场营销学、财务管理、物流管理

教学目的与要求：

通过本课程的学习，使学生掌握供应商关系管理的概念、历史演变以及供应商评估、更换、冲突解决机制等理论知识，通过示范讲解和学生实际模拟，使学生理解供应商关系管理的特征与方法，培养学生解决供应商关系管理中实际问题的能力。本课程要求学生认识供应商关系管理的重要性，理解供应商关系管理的内涵、特点，了解供应商关系管理的发展趋势，掌握制定供应商关系策略的基本方法。

使用教材：

[1] [译]北京中交协物流人力资源培训中心组织，《采购与供应关系管理》，机械工业出版社，2008

参考书目：

[1] 汉德菲尔等，《采购与供应链管理（第 4 版）》英文版，清华大学出版社，2010

授课内容：

供应商关系管理的概念与历史演变、供应风险管理、战略伙伴关系管理、采购关系生命周期、冲突管理、供应商评估等。

考核方式：开卷考试。

成绩分布：出勤占 20%，作业占 40%，期终考试占 60%。

《采购成本管理》课程教学大纲

课程编码：GL31700

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学 分：2

先修课程：物流管理、供应链管理、采购管理、财务管理、会计学原理

教学目的与要求：

本课程旨在向学生介绍企业中的常用的采购成本控制计算方法和绩效评价方法。培养学生的分析问题和解决问题能力，并提高学生的数据分析能力。

使用教材：

自选案例资料。

参考书目：

- （1）鲍新中主编《物流成本管理与控制》，电子工业出版社，2006；
- （2）（日）诊断师物流研究会主编《物流成本的分析与控制》，电子工业出版社，2005。

授课内容：

本课程在学习完专业基础课之后来组织教学，主要包括：采购成本的概念；采购成本管理的概念；采购成本信息、采购成本的类型；采购成本的计算方法；降低采购成本的方法；采购成本的分析预测；采购成本的控制等。

考核方式：该课程的考核方式为考试。

成绩分布：课堂考勤占 15%，平时作业占 40%，案例分析占 5%，期末考试成绩占 40%。

《国际采购管理》课程教学大纲

课程编码：GL32710

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：微观经济学、经济法、管理学、市场营销学、财务管理、物流管理

教学目的与要求：

通过本课程的学习，使学生掌握国际采购的概念、战略、供应商管理、合同、执行与控制等理论知识，通过示范讲解和学生实际模拟，使学生理解跨国采购的特征与方法，培养学生解决国际采购实际问题的能力。本课程要求学生认识采购的重要性，理解采购的内涵、特点，了解国际采购的发展趋势，掌握制定采购策略的基本方法。

使用教材：

[1] 阿伦·布兰奇，《国际采购与管理》英文版，机械工业出版社，2003

[2] 英国皇家采购供应学会，《注册采购与供应经理认证资格教材》部分内容，英文版

参考书目：

[1] 汉德菲尔等，《采购与供应链管理（第4版）》英文版，清华大学出版社，2010

[2] 胡军、白丽君，《国际采购管理》，同济大学出版社，2007

授课内容：

国际采购的基本原理、市场调查与选择、采购战略与计划、物流和全球化、合同谈判、进口融资、国际物流战略与管理、进口货物处理、国际采购促进组织。

考核方式：考试。

成绩分布：出勤占 10%，作业占 50%，期末考试占 40%。

《国际海上运输》课程教学大纲

课程编码：GL30490

课程性质：专业模块课

教学时数：周学时 2 ， 总学时 32

学 分：2

先修课程：进出口业务管理

教学目的与要求：

本课程的教学目的是使学生放眼国际海运物流的发展与趋势，掌握我国国际海运业务的基础知识、基本理论和基本技能，本课程的教学以国际海上货物运输为中心，对国际海运各个业务环节的理论、知识、技能和运用进行介绍，使学生掌握国际海运的各种经营方式，提单及各种海运单据、海运合同和国际海运公约及法规，掌握我国国际海上运输的国家方针政策及法规，具有从事国际海运业务和管理工作的能力。

使用教材：

- 1、张良卫主编《国际海运》，中国商务出版社，2007年4月版
- 2、自选辅助和散页教材。

参考书目：

- 1、王义源 等编著《远洋运输业务》，人民交通出版社，2000 年版
- 2、姚新超 编著《国际贸易运输》，对外经济贸易大学出版社，2003 年版
- 3、《中国海商法》，法律出版社，1999 年版
- 4、《中国海事审判年刊》，人民交通出版社，2000 年度以来各年刊
- 5、《中国典型海事案例》，法律出版社，1998 年版

授课内容：

讲授国际海运的概念、海上运输的作用、特点，海运经营方式、班轮运输、海运提单及单据、海上运输的国际公约、海商法、租船运输、租船合同、贸易合同的海运条款，海运索赔与案例分析等内容。

考核方式：该课程的考核方式为闭卷考试。

成绩分布：平时成绩占 60%，期末考试成绩占 40%。

《国际陆空运输》课程教学大纲

课程编码：GL30520

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学 分：2

先修课程：进出口业务管理、国际海上运输、国际物流管理

教学目的与要求：

本课程的教学目的是使学生掌握我国国际陆空运输业务的基础知识和技能，本课程的教学以国际陆空货物运输为中心，对国际陆空货物各种货物运输方式中各个业务环节的理论、知识、技能和运用进行介绍，使学生了解国际陆空货物各种运输方式、运输单据、运输合同和国际陆空运输公约及法规，掌握我国国际陆空货物运输的有关方针政策，具有从事国际陆空业务和管理工作的能力。

使用教材：

- 1、沈欣、徐玲玲：《国际货物陆空运输》，化学工业出版社(2010-08)
- 2、自编辅助教材和自选散页教材

参考书目：

- 1、杨占林：《国际物流空运操作实务》，中国商务出版社，2004 年版
- 2、石波、周体江：《国际铁路货物联运》，中国铁道出版社（2010-04 出版）
- 3、中国货运代理协会《国际航空货运代理理论与实务》，中国商务出版社，2010 年版

授课内容：

本课程教学范围涵盖铁路、公路、管道、航空等陆空货物运输方式，主要内容包括铁路货物运输；铁路集装箱运输；公路货物运输；管道运输；航空货物运输概况；航空货物运输方式和业务流程；国际航空货物运单及陆空多式联运；国际航空公约，航空运输索赔等。

考核方式：该课程的考核方式为闭卷考试

成绩分布：平时成绩占 60%，期末考试成绩占 40%

《国际采购实务》课程教学大纲

课程编码：GL31690

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学 分：2

先修课程：物流管理、采购管理、财务管理、市场营销学

教学目的与要求：

本课程旨在向学生介绍采购管理在企业中的主要应用战略。培养学生的分析问题和解决问题的能力，并提高学生的谈判技巧和团队的配合能力。

使用教材：

[1] 鞠颂东主编《采购管理》，机械工业出版社，2005

[2] 自选案例资料

参考书目：

[1] 《战略采购管理》，[美]埃米科·班菲尔德，中国财政经济出版社，2003

[2] 《采购管理与库存控制》（第二版），王槐林，中国物资出版，2004

[3] 《采购与供应链管理国际资格认证系列教材》1——9 模块 ITC 联合国贸发组织/世界贸易组织，中国物资出版社，2005

授课内容：

本课程按照企业采购战略的主要流程顺序来组织教学，主要包括：采购的概念；采购管理的概念；采购的类型；采购需求的确定与供应规划；供应商分类；评价与选择供应商；报价的寻求与选择；谈判；合同订立及管理。

该课程为学期课程。14-15 周为模拟谈判训练。

考核方式：该课程的考核方式为闭卷考试，客观题（判断、单选、多选）和主观题（案例、论述等）。

成绩分布：课堂考勤占 15%，平时作业占 40%，案例分析占 5%，期末考试成绩占 40%。

《物流技术与装备》课程教学大纲

课程编码：GL31280

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：物流管理、物流工程

教学目的与要求：

本课程旨在向学生介绍物流中常用的各种技术、方法和装备，并能进行综合分析与运用。课程通过大量的图片、视频和实验课，使学生对各种装备有一个直观的认识；通过介绍各种装备的技术特点、性能、适用场合，结合大量实例，使学生对物流中涉及的技术与装备有较全面的理解与掌握。

使用教材：

周全申主编，《现代物流技术与装备》，中国物资出版社，2007

参考书目：

- （1）真虹，朱云仙编著，《物流装卸与搬运》，中国物资出版社，2004
- （2）李玉民等编著，《物流技术与装备》，上海财经大学出版社有限公司，2008
- （3）魏国辰主编，《物流机械设备的运用与管理》，中国物资出版社，2007

授课内容：

主要介绍物流技术、物流装备的概念与发展趋势；介绍运输、仓储、装卸搬运、流通加工、包装、配送等各环节所使用的技术与装备，结合实例，介绍设备的选取和物流系统的设计；介绍集装单元技术与设备、物流信息技术与设备，及绿色物流技术。

考核方式：考查

成绩分布：平时成绩 60%

期终考查 40%

《配送管理》课程教学大纲

课程编码：GL30880

课程性质：专业模块课

教学时数：周学时 2，总学时 32

学 分：2

先修课程：运筹学、物流管理、仓储与库存管理、运输与包装

教学目的与要求：

本课程旨在向学生介绍物流配送的概念、类型和环节。通过示范讲解和学生实际模拟，使学生理解物流配送的特殊规律与技术，培养解决物流配送实际问题的能力。本课程要求学生通过对物流配送特殊规律的了解，能提出相关物流配送的优化方案及其合理解决方法。

使用教材：

于宝琴、吴津津，《现代物流配送管理》，北京大学出版社，2009；

参考书目：

- （1）汝宜红等，《配送管理》机械工业出版社，2005；
- （2）田红英、李安华，《物流配送管理》四川大学出版社，2006。

授课内容：

物流配送的概念、类型和环节，配送线路优化，车辆调度及作业流程等基本理论，物流配送业的战略方针和措施，企业配送案例等。

考核方式：

考查

成绩分布：出勤：10%

作业：50%

期终考查：40%

《物流成本管理》课程教学大纲

课程编码：GL31240

课程性质：专业模块课

教学时数：周学时 2；总学时 32

学 分：2

先修课程：物流管理、供应链管理、财务管理、会计学原理

教学目的与要求：

本课程旨在向学生介绍企业中的常用的物流成本控制计算方法和绩效评价方法。培养学生的分析问题和解决问题能力，并提高学生的数据分析能力。

使用教材：

[1] 李伊松主编《物流成本管理》，机械工业出版社，2005

[2] 自选案例资料

参考书目：

[1] 鲍新中主编《物流成本管理与控制》，电子工业出版社，2006

[2]（日）诊断师物流研究会主编《物流成本的分析与控制》，电子工业出版社，2005

授课内容：

本课程在学习完专业基础课之后来组织教学，主要包括：物流成本的概念；物流成本管理的概念；物流成本信息、物流成本的类型；物流成本的计算方法；降低物流成本的方法；物流成本的分析预测；物流成本的控制等。

考核方式：该课程的考核方式为考试。

成绩分布：课堂考勤占 15%，平时作业占 40%，案例分析占 5%，期末考试成绩占 40%。

Syllabus for Microeconomics

Course Code: GL20010

Course Type: Classified Course

Class Hours: 3 hours per week, 48 hours in total

Credits: 3

Prerequisite: Null

Teaching Objectives:

The course aims to provide the basic principles of economics with special emphasis being placed on the microeconomic aspects of the economic system. The principles and theories in the course have highly correlated with the economic construction and development in our country and furthermore, it is the fundamental knowledge engaged in many fields, including economics, management, accounting and finance.

During the course we will focus our attention on examining the behaviors of individuals and firms in the market and the implications of their choices. Students are required to use the basic economic principles and tools to demonstrate and explain the situations and phenomenon in the real economic life and applications of various economic policies.

Textbook:

Economics (Microeconomics), Gao Hongye, 6th edition, China Renmin University Press, (2014).

Bibliography:

- 1、Principles of Economics, N. Gregory Mankiw, 6th edition, South-Western Cengage Learning Press .
- 2、Microeconomics, **Robert Pindyck, 7th edition, Pearson Press.**
- 3、Economics, Paul A. Samuelson and William D. Nordhaus, China Development Press (1992).
- 4、Economics, Joseph E. Stiglitz, 3rd edition, China Renmin University Press (1998), Chinese Edition.
- 5、Intermediate Microeconomics: a Modern Approach, Hal Ronald Varian, Shanghai Sanlian Bookstore (2000).
- 6、Applied Microeconomics, Mansfield, Economic Science Press (1999) .
- 7、Intermediate Microeconomics: A Modern Approach, Song Chengxian, Fudan University Press (1994).

The contents of this course:

Introduction, Equilibrium price theory, The Theory of Consumer Behavior (Utility Theory), The Theory of Firm Behavior (Production theory), Theory of Costs , The Theory of Market Structure (Perfect Competition、Monopolistic Competition 、Monopoly and Oligopoly), Allocation Theory(Factor Markets) , General Equilibrium Theory and Welfare Economics, Game Theory, Market Failure and Microeconomic Policy

Grading Policy:

Grade will be based on attendance, in-class assignments and close-book examination.

Attendance 10%, Regular grade 50%, Final Exam 40%.

Syllabus for Management

Course Code: GL20010

Course Category: Classified Course

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Null

Objectives and Requirements:

This course aims to teach basic concepts, principles and essential methods for the management of enterprises, societies and organizations. According to the knowledge system of management, the course will include management theories, functions, principles and methods. It aims at the integration of theoretical and practical education, methods and application to support the macro- and micro- management and decision making. The students are required to possess the following knowledge and skills, that is, to grasp the fundamentals of management, to analyze the specific issues in the real world. The course is basis of the following specialized courses.

Textbook(s):

ZENG Kunshen. Management (2nd edition). Tsinghua University Press, 2012.

References:

1. (US) Koontz, H. Management, latest edition
2. (US) Stephen P.Robbins. Management, latest edition

Contents:

This course includes overview of management, management concepts, functions, roles and skills of managers, management theories and management decision. Then the course focus the following important functions of management in details, that is, plan, organization, leadership, control and innovation.

Assessment: Exam

Grading:

Assignment	60%
Test	40%

Syllabus for Economic Law

Course Code: GL20020

Course Category: Classified Course

Class Hours: 2 per week, 32 in total

Course Credits: 2

Prerequisites: Null

Objectives and Requirements: The goal of the course is to make the students have the ideal of “society is focus, and substantial justice is the most important”, have a good understanding in the principle of Economic Law, and practice it well.

Teaching Pattern: Lecture, discussion, case analysing

Textbook(s):

Economic Law (4th Edition), by Yang Zixuan , Peking University Press & Higher Education Press, 2010

References: Economic Law, by Fu Qilin, China Politics and Law University Press, 2009.

Economic Law, by Wang Weiguo & Li Dongfang, China Politics and Law University Press, 2008.

Economic Law(3rd Edition), by Pan Jingcheng & Liu Wenhua, China People's University Press, 2008.

Contents:

The general principle of Economic Law(12 hours) , the economic organizations(16 hours), the laws for the management of the market (24 hours) , and the macro controlling law (20 hours).

Assessment: Final test and discussion

Grading: Final test 40%, discussion 60%

Syllabus for Accounting Principles

Course Code:GL20050

Course Category: Classified Course

Class Hours: 3 per week, 48 in total

Course Credits: 3

Prerequisites: None

Objectives and Requirements:

The course aims to provide students with basic knowledge regarding the key principles and concepts of accounting and to build up students' comprehension of the accounting theory framework, with systematic introduction to the basic accounting cycles. Students' ability to use accounting information will also be emphasized for the future study in intermediate and advanced financial accounting area.

Textbook(s):

Liu Zhonghua & Zhang Duanming. Accounting Principles, Economic Science Press, 2013.2, first edition.

References:

1. Chen Guohui. Accounting Principles, Dongbei University of Finance and Economics Press
2. Zhu Xiaoping. Primary Accounting, China Renmin University Press

Contents:

1. Introduction (Course overview)
2. Accounting Elements and Equation
3. Accounts and Double Entry Accounting
4. Accounting for Manufacture Enterprises
5. Business Documents
6. Journal and Ledger
7. Taken Inventory
8. Financial Reports
9. Accounting Cycle
10. Accounting organizations

Assessment:

Closed-Book examination

Grading:

Closed-Book examination	Mid-term exam	20%
	Final exam	50%
Assignments		10%
Class presentation		10%
Attendance		10%
Total		100%

Syllabus for Marketing

Course Code: GL20040

Course Category: Classified Course

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisite courses: Principles of Management

Objectives and Requirements: Marketing is the organizational function charged with defining customer targets and the best way to satisfy needs and wants competitively and profitably. The course will provides insights into the essence of marketing. Since consumers and business buyers face an abundance of suppliers seeking to satisfy their every need, companies and nonprofit organizations cannot survive today by simply doing a good job. They must do an excellent job if they are to remain in the increasingly competitive global marketplace. Many studies have demonstrated that the key to profitable performance is to know and satisfy target customers with competitively superior offers. This process takes place today in an increasingly global, technical, and competitive environment.

Marketing management is the conscious effort to achieve desired exchange outcomes with target markets. The marketer's basic skill lies in influencing the level, timing, and composition of demand for a product, service, organization, place, person, idea, or some form of information.

There several interesting cases will be discussed from different perspectives. The basic concepts and methodologies are the main points of the course. By giving the students the foundation, the course and the textbook allow for the broad exploration of a complicated subject.

On completion of this course , students should be able to:

- (1) Know why marketing is important to contemporary organizations.
- (2) Understand the core concepts and models of marketing.
- (3) Know the basic tasks performed by marketing organizations and managers.
- (4) Know the components of the marketing concept and why they are critical to successful marketing practice.
- (5) Know why marketing is critical to different types of organizations and in different environments.

Textbook(s):

Philip Kotler and Kevin Lane Keller, Marketing Management, 14e, Peason, 2013 ISBN-13: 978-0-273-77983-4

References:

- (1) 大型实战类期刊《销售与市场》
- (2) 国内著名营销学术期刊《营销科学学报》
- (3) 威廉·麦克尤恩[美]，《与品牌联姻》，中国社会科学出版社，2010
- (4) 亚历山大·奥斯特瓦德[瑞士]，《商业模式新生代》，机械工业出版社，2012

- (5) 史蒂夫·卡普兰[美],《抓住大客户：把大象装进口袋》机械工业出版社, 2012
- (6) 摩根·威策尔[英],《塔塔：一个百年企业的品牌》, 电子工业出版社, 2012

Contents:

The course consist of six parts, namely, basic marketing theory, market environment analyses, marketing strategies , segmentation and marketing planning, marketing mixes, and lately development of marketing.

Assessment: case studies and final examination

Grading: usual presentation 60%, final project 40%

Syllabus for Statistics

Course Code: GL20410

Course Category: Classified Course

Class Hours: 2 hours per week, 32 hours in total

Course Credits: 2

Prerequisites: Calculus, Linear Algebra, Probability Theory

Objectives and Requirements:

Textbook(s): Yuan Wei et al. Statistics (4th Edition). Higher Education Press.

References: Jia Junping et al. Statistics (5th Edition). China Renmin University Press.

Objectives: This course serves as an introduction to basic knowledge and theories of Statistics. Basic notions such as description of statistical data, sampling distribution, parameter estimation, hypothesis testing, analysis of variance, correlation and regression analysis, index analysis and their applications are reviewed and surveyed.

Contents:

Chapter 1: Introduction

Chapter 2: Description of statistical data

Chapter 3: Sampling distribution

Chapter 4: Parameter estimation

Chapter 5: Hypothesis testing

Chapter 7: Analysis of correlation and regression analysis

Chapter 8: Time series

Chapter 9: Index analysis

Assessment: Close-book examination

Grading: Assignments 60%+ Final Exam 40%

Syllabus for Human Resource Management

Course Code: GL32500

Course Category: Classified Course

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits:3

Prerequisites: *Management*

Objectives and Requirements:

With the age of globalization, the extent of competence becomes larger and they are fiercer than ever before. The final winner of the war must be the regions, nations or even companies which have larger pool of human resources. The content of war among cooperation is the competition of elites, to some extent, the competition of human resources. With the Chinese opening-up and reformation, with the economic booming, numbers of applied talents with knowledge of human resource management are needed, which is also an urgent task for Chinamanagerial education. The teaching purpose of human resource management is to help students grasp the ideas and theories of modern human resource management and can apply them into practice.

Textbook(s):

Dongkeyong, *Human Resource Management*, China RenminUP , the fourth edition(2015).

References:

(1) Arthur Shcman, *Managing Human Resources*, Dongbei University of Finance & Economics Press;

(2)Lawrence S.Kleima, *Human Resource Management:A Managerial Tool for Competitive Advantage*, China Machine Press.

Contents:

This course will introduce the basic concepts, principles and methods of human resource management, expound the components of human resource management and its latest issues and ideas. Concretely, the main contents of this course include: introduction of human resource management, job analysis and job design, human resource planning, recruitment, performance appraisal, training and development, career planning and so on.

This is a semester course, and the necessary interactive learning methods can be arranged according the teaching purpose.

Assessment:

The assessment method of this course is examination.

Grading:

Class Attendance and Homework	60%
Final Examination	40%

Syllabus for Logistics

Course Code: GL20420

Course Category: Classified Course

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Management

Objectives and Requirements:

Students must (1) understand the basic theories and means of Modern Logistics Management, (2) read through appointed textbook and a overseas original edition textbook, (3) skim through Logistics network, newspaper and magazine, (4) analyze and solve the correlative questions in Logistics Management, (5) know the Logistics Management developments in domestic and overseas.

Textbook(s):

Pual R. Murphy, Jr., Donald F. Wood. Contemporary logistics, China Renmin University Press, 2015

References:

- (1) James C. Johnson, Contemporary Logistics, Social Science Academic Press, 2003
- (2) Donald J. Bowersox, Supply Chain Logistics Management, China Machine Press, 2001
- (3) Stanley E. Fawcett, Supply Chain Management: from Vision to Implementation, Qinghua University Press, 2009
- (4) Douglas M. Lambert, Supply Chain Management, Process, Partnership and Performance, Publishing House of Electronic Industry, 2012

Contents:

- (1) the concept, developmental history of Logistics Management;
- (2) the concept, principle of Supply Chain Management;
- (3) the basic function of Logistics;
- (4) the composing of enterprise Logistics;
- (5) the Third Party Logistics;
- (6) the concept, operation process of the International Logistics;
- (7) transportation and distribution management;
- (8) inventory control
- (9) purchasing management

Assessment: attendance, practice and test

Grading: Assignment: 60 points, Final Test: 40 points

Syllabus for Macroeconomics

Course Code:GL30640

Course Category: Classified Course

Class Hours: 2 classes per week, 32 classes in total

Course Credits: 2

Prerequisites: Political economics, Mathematics for Economics

Objectives and Requirements:

It not only constructs a relatively consummate framework from knowledge system and academic research, but only emphasizes on the capacity of readers to start from base, establish models and deeply analyze macro-economic phenomenon and problems.

Textbooks:

Principles of Economics (Macroeconomics) written by Gao hongye, Renmin University Press, Oct. 2014, 6nd edition.

References:

1. Samuelson, Nordhaus: "Economics" 16th edition, McGraw - Hill Companies, published in 1998, the Chinese version by the China Press, published in August 1999;
2. Dornbusch, Fischer, Taz: "Macroeconomics" 7th edition, McGraw - Hill Companies, published in 1998, the Chinese version of the Chinese People's University Press published in November 2000;
3. [United States] Mankiw, Liang Xiaomin translation: "Principles of Economics", life, reading, & Joint Publishing, December 2001, Peking University Press, 2nd edition;
4. Liang Xiaomin, "Macroeconomics," China Social Sciences Press, September 1996;
5. Song Chengxian "Modern Western Economics"(Macroeconomics) Fudan University Press, September 1997.

Contents:

Macroeconomics aims at the overall national economic activities assessment, and the study of economic decisions in the relevant amount, changes in their mutual relations. The main contents include: national income accounting theory, decision theory, national income, economic growth theory, theory of economic cycles, unemployment and inflation theory, international economic theory and the corresponding macroeconomic policies.

Assessment: It is separated into two parts-course thesis and close examination. There will be term interpretation, choice, simple answering, analysis and discussion, etc.

Grading: Class attendance 10%, usual performance 50%, and final examination 40%

Sallabus of Intercultural Communication in the Global Workplace

Course Code: GL32480

Course Category: Classified Course

Class Hours:2hrs per week, 32hrs in total

Credits:2

Prerequisites:Management

Objectives and Requirements:

This course from the basic correlation between culture and communication, combined with in-depth analysis of the cultural preferences and behavior of the deep reasons and in cross-cultural communication in the main way, revealing in under the background of globalization management activities of the company in cross-cultural communication barriers, obstacles analysis of root, practice how to adopt the mode of other cultures to communicate and eliminate communication barriers caused by cultural differences, to enable students to understand the ways of cross culture communication and the corresponding communication skill, and ultimately achieve effective communication in cross culture background.

Textbook(s):

(beauty) Varna (iris Varner), beemer (Linda beamer) with, high Zengan et al. Intercultural Communication in the Global Workplace (the original book version 5), Northeast University of Finance and Economics Press, 2014.

References:

(1) Iris Varner & Linda Beamer(2006). Intercultural Communication in the Global Workplace (Third Edition) ,Shanghai Foreign Language Education Press.

(2) Jinjuan(2010). Intercultural Business Communication, Capital University of Economics and Business press.

(3) Zhuangenping(2004). Intercultural Business Communication Case Tutorials, Shanghai: Shanghai foreign language education press.

(4) Yu wenlei(2009). Intercultural Business Communication, East China University of Science and Technology press.

Major Content:

Teaching contents of the course include: introduction to cultural, cultural preferences and value view of communication, effects of different culture patterns of language for communication of information and communication, cross-cultural non language communication effect and effect of legal factor, government factor, and organizational structure of cross cultural communication, cross cultural communication skills in the specific management activities and the application.

The course is a term course. In teaching and arrangement can be combined with the

specific teaching content, the organization a lot of interactive learning, such as simulation of cultural, cultural metaphor, training game (such as Barngo), case analysis, also can be intercultural communication training to the students using film and picture technology.

Assessment:

(1) case study.

(2) select several typical cross culture management and communication case as background information, student grouping requirements this scenario script design and role play, according to test students' cross-cultural communication skills and intercultural communication skills of using.

Grading: Attendance: 10%, Assignments:60%,Final examination or paper:30%.

Syllabus of Financial Management

Course Code: GL20430

Course Category: Classified Course

Class Hours: 2 per week, 32 in total

Course Credits: 2

Prerequisites: Accounting Principles

Objectives and Requirements:

The course introduces the students to the fundamentals of finance, with special emphasis on corporate financial management and financial market. Financial management includes financial analysis, investment and financial project valuation. It develops financial concepts that form the essential background for managers from all disciplines who make decisions for firms that draw capital from public markets. Students should finish the course with a much improved understanding of the management/investor relationship, reflected in financial transactions.

Textbook(s):

1. Chen Yujing and Song Liangrong. Financial Management, Tsinghua University Press, the latest edition
2. Liu Xiaoqing, Financial Management, Shanghai university of finance and economics press.

References:

1. The Chinese Institute of Certified Public Accountants: Test Preparation Materials for Uniform Certified Public Accountant Examination—Financial Management, China Financial and Economic Publishing House, the latest edition
2. National Accountant Assessment & Certification Centre of the Ministry of Finance People's Republic of China. Financial Management, China Financial and Economic Publishing House, the latest edition
3. Stephen A. Ross, Randolph W. Westerfield, Bradford D. Jordan. Corporate Finance, China Machine Press, the latest edition.

Contents:

1. Basic concept of financial management
2. Goal and situation of financial management
3. Basic concepts of time value, risk value, and cost of capital
4. Financial ratios analysis and comprehensive analysis for corporate financial statements
5. Analysis on corporate investment strategies for fixed assets
6. Analysis on corporate financing strategies, such as capital structure financing corporation
7. Analysis on strategies for corporate profit distribution, such as dividend policy
8. Management on enterprise liquidity capital

Assessment:

Closed-book Examination

Grading:

Closed-Book examination	Mid-term exam	20%
	Final exam	50%
Assignments		10%
Class presentation		10%
Attendance		10%
Total		100%

Syllabus for Electronic Commerce

Course Code: GL32320

Course Category: Discipline Courses

Course time: Spring semester

Class Hours: 2 hours per week, 32 hours in total

Course Credits: 2

Prerequisites: N.A.

Objectives and Requirements:

This course is one of the main basic program courses closely combined with both theory and practice of electronic commerce. It enables students to acquire the knowledge about information technology, EDI technology, E-payment technology, purchase analysis of web consumers and web advertisement. It aims to assist students to master the basic concepts of e-commerce, understand the principles and related measures of e-commerce, modules of e-commerce and some basic technology which are applied in e-commerce and network fields.

Text book:

Song Wenguan, Introduction of Electronic Commerce (Third Edition), "Eleventh five-year plan" national textbook series for higher education, Tsinghua University Press, 2012.10. ISBN: 978-7-302-29096-4

References:

1. Song Wenguan, Introduction of Applied Electronic Commerce, Higher Education Press, 2007.
2. Dai Jianzhong, Introduction of Electronic Commerce, Tsinghua University Press, 2012.1

Contents:

- (1) Introduction to e-commerce
- (2) E-commerce transaction model
- (3) Electronic currency and electronic payment
- (4) Logistics information management
- (5) Secure trade in E-commerce
- (6) Internet sales and marketing plan
- (7) Mobile e-commerce
- (8) E-commerce law
- (9) Customer relationship management
- (10) Case studies of e-commerce for small business

Examination forms:: Closed book examination

Grading:

Regular performance: 60% (Class attendance : 10%, Homework: 20%, class performance: 30%)

Final exam: 40% (Closed book examination)

Syllabus for Management Information System

Course Code: GL20100

Course Category: Disciplines Block

Time of course: Fall semester

Class Hours: 2 hours per week, 32 hours in total (12 hours for practice)

Course Credits:2

Prerequisites: Through this course, students master the basic concepts of management information systems, management information systems functions, management information system's role in the organization and management information systems to the impact of organizational change; of management information systems related to the basic technical skills (including computer-related knowledge, networking and communications-related knowledge, etc.) for a brief introduction; enable students to master the system with case management information system development process, development methods and the development of basic skills; the same time, the latest developments in management information systems and systems into running maintenance also make the appropriate introduction.

Objectives and Requirements: basic of computer, Management science, Principle of Database, Programming languages

Textbook(s): Management Information System, Jiang Linmin & Wang Jinkuang, Posts & Telecom Press, 2009

References:

(1) Management Information System, Huang Tiyun, Higher Education Press, 2005

(2) Management Information System, Chen Xiaohong, Higher Education Press, 2006

Contents: 1. Management Information System Overview, 2. Management information systems function and role, 3. technology Base of management information system, 4. The overall construction management information system, 5. Management Information Systems Analysis, 6. Management Information System design, 7. Management information system implementation, 8. Management information system security management, 9. Operation and maintenance of management information system, 10. Management Information Systems Development Outlook.

Assessment and Grading:

Attendance(10%), Assignments/Quizzes(10%), Mid-term/Projects(40%),
Final exam(40%)

Syllabus for Specialized Internship

Course Code: GL40040

Course Category: Specialized Compulsory Course

Class Hours: 4 weeks intensive practice teaching

Course Credits: 2

Prerequisites: Null

Objectives and Requirements:

1. Objectives and aims:

Graduation practice for Business Administration major (undergraduate education) is based on the specialized courses, so student should take part in graduation practice after finishing their specialized courses. Being one important link of undergraduate education, Graduation practice is a method for realizing the major's training objectives. It is a significant method to test the qualities of students and improve students' comprehensive qualities, and has great significance for students on finishing their graduation thesis and improving their abilities. The basic objectives of practice are:

(1) Through investigating on the practical management and operating business in the practical department, the students can combine theoretical knowledge with practice, analyze the practical problems of management in the practice department, and understand the specialized knowledge more deeply.

(2) Train and improve student's comprehensive abilities in application of knowledge, and in dealing with kinds of practical problems.

(3) Determine the title of graduation thesis, and does enough preparation work for graduation thesis.

2. Requirements:

(1) Combine theory with practice, think actively, and study hard.

(2) According to practice syllabus, finish practice work seriously under the guiding of the director teacher.

(3) Obey the rules of the practice department, study with an open mind, and leave a nice image to practice department.

(4) Write logs for practice, and collect materials for graduation thesis seriously.

3. Contents:

The graduation practice includes three stages; the following is the content of each stage.

The first stage:

(1) Know about general situation of the practice department: including property of the department, history, range and quality of business, management structure, and management system.

(2) Know about the management and operations process, methods and process of business, and fruit of business in detail.

The second stage:

on the basis of the first stage, student should seriously review specialized knowledge, pay

attention to the hot financing news, and consider the direction and title of graduation thesis. Student can refer to <graduation thesis syllabus> for title of graduation thesis.

When the title of thesis is determined, student should collect relative materials for further preparation.

The third stage:

Student consults with director teacher repeatedly based on a lot former preparation work. Through serious thinking about theoretical property, practicality, and academic nature of the thesis, student finishes the syllabus of thesis by himself, and enriches the materials of thesis according to the syllabus.

4. Forms of Practice:

(1) Director teacher takes the responsibility for practice, respectively. Student should look for practice department by himself, if the student meets difficulties, he could ask for help from the teacher.

(2) Implement mobilization of practice at the end of former year, and determine the departments of practice. Before the graduation practice, the dean of school should take responsibility of mobilization; reaffirm concrete requirements of the practice, expected effect of the practice, and points of attention.

(3) practice log: The logs should record tasks, analysis, materials, and problems in each stage, and should be handed to the director teachers, which should be the basis of score of graduation practice.

(4) practice report: Include general situation of practice department, contents of practice, and personal feeling in practice procedure.

(5) identification of practice: The person in charge of practice department provides an identification of practice, which introduce and comment student's presentation in practice procedure, and sign the name of the person in charge.

(6) Qualification of director teacher: In principle, director teacher should have professor or vice professor qualification, or have doctor degree.

Assessment: Test

Grading: According to the quality of practice report(including case study and special report), the presentation in the practice procedure, the content of practice log, and the obedience on the rules of the practice department, teacher sequentially gives the scores of the practice (the ratio is 40%,30%,20%、10%, respectively), the ranks of practice evaluation have 5 levels: Excellent, good, middle, pass, and fail. The correspondent scores of each rank is the following: Excellent (90-100), good (80-89), middle (70-79), pass (60-69), fail (<60).

Syllabus for Thesis

Course Code: GL40020

Course Category: Specialized Compulsory Course

Class Hours: 12 weeks intensive practice teaching

Course Credits: 6

Prerequisites: Null

Objectives and Requirements:

According to “Guangwaixiao [2012] No. 46” document and “Thesis Guidelines for Undergraduate Students”, the students are required to choose theoretical or/and practical issues to study. With the help of the supervisors, the students should finish the thesis using scientific methods.

Assessment: Test

Grading: According to the policies of GDUF and School of Business.

Syllabus for Strategic Management

Course Code: GL32490

Course Category: Specialized Compulsory Course

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Management

Objectives and Requirements:

This course mainly makes use of corporate strategy management theory's basic theory and methods, analyzes socio-economic management phenomena and the change in the number of management features, and reveals the essence of the phenomena and changes in the law. It also provides theoretical support for the macro and micro management and decision-making.

After finishing this course, students are supposed to acquire the basic theory and methods of Strategic Management of Business; on the basis of mastering management theory, students should have the ability to analyze the specific issues in the business strategic management. What's more, this course also can lay a good foundation for other specialized courses.

Textbook(s):

Hill, C. W. L., Jones, G. R. and Zhou Changhui. Strategic Management (7th edition). China Market Press, 2007, 10.

References:

1. (US) A.A.Thompson et al. Duan Shenhua Translation, Strategic Management: Concepts and Cases, Peking University Press.
2. (US) J.B.Barney et al. Strategic Management, China Mechanical Industry Press.

Contents:

This course includes introduction of the strategic management, business analysis of the external environment, the enterprise's internal environment analysis, corporate functional-level strategy, corporate business-level strategy, corporate-level strategy, high technology industry strategy, the company international business strategy, strategy implementation, and so on.

Assessment: Exam

Grading:

Assignments	60%
Test	40%

Syllabus for Entrepreneurial Management

Course Code: GL33750

Course Category: Specialized Compulsory Course

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Management

Objectives and Requirements:

The purpose of this course is to help students understand entrepreneurial process, to understand the problems and obstacles encountered in the process of entrepreneurship. Cultivate entrepreneurial consciousness, strengthen entrepreneurial spirit, develop and master the basic skills needed by start-up business, enhance the students' ability to analyze and solve problems. Teaching Pattern: Lectures (60%), discussions and project activities (40%)

Textbook(s):

Zhang Yuli, Entrepreneurial Management, China machine press, 2006.

References:

1. William A. Sahlman, Howard H. Stevenson, Michael J. Roberts, Amar Bhidé: The Entrepreneurial Venture, Second Edition, People's University of China Press, 2005.
2. Donald F. Kuratko, Richard M. Hodgetts: Entrepreneurship Theory, Process and Practice, Sixth Edition, Tsinghua University Press, 2006
3. Jeffry A. Timmons, Stephen Spinnelli: New Venture Creation, Sixth Edition, Posts & Telecom Press, 2005.
4. Zhang Yuli, Li Xinchun: Entrepreneurial Management, Tsinghua University Press, 2006.
5. Han Guowen: Entrepreneurship, Wuhan University Press, 2007.

Contents:

Chapter1. Entrepreneurial Perspective

Chapter2. Entrepreneurial Opportunities

Chapter3. Entrepreneurial Resource

Chapter4. Entrepreneurial Team

Chapter5. Business Model

Chapter6. Business Plan

Chapter7. Fund Raising

Chapter8. Technological Innovation and Entrepreneurship

Assessment: Exam

Grading:

Usually results	60%; Final Examination	40%
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Syllabus for Project Management

Course Code: GL31330

Course Category: Specialized Compulsory Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

This Course is the specialized compulsory course of the business management which studies the feature and rules of project, principle and method of project management, project plan and process control, project resource management, project control document management, design of project organization structure, team building and management. Students are to grasp the basic theory and method of project management, the rules of project operation, technology and skill of project analysis. In the meantime learning of the course will supply the basis of theory and guide for the deeper study.

Textbook(s):

Lu Yaobin, Project Management--Process, Method and Case. Publishing House of Dongbei University of Finance and Economics, June 2008.

References:

1. Project Management Institute, Project Management Body of Knowledge, Publishing House of Electronic Industry, Dec 2004.
2. Zhang Huibin, Zhang Li, Practice of Business Project Management of Project 2003, Posts & Telecom Press, Apr 2009.
3. Xu Li, Project Management, Wuhan University Press, June 2008.
4. (US) Robert K Wysocki, Effective Project Management, Publishing House of Electronic Industry, Aug 2007.
5. Jack. Gido. James. P. Clemens, Successful Project, China Mechanical Industry Press, Oct 2006.
6. Mantel, The Practice of Project Management, Publishing House of Electronic Industry, Jan 2007.
7. Clifford F. Gray Project Management, Post & Telecom Press, Oct 2006.

Contents:

- Section 1. The feature of project management and the basic concept of project;
- Section 2. Project plan ;
- Section 3. Project schedule management;
- Section 4: Project resources arrangement and management;
- Section 5: Project track and control;
- Section 6: Means and methods of project management.

Assessment: Exam

Grading:

Assignments	60%
Test	40%

Syllabus for Management Research Methods

Course Code: GL32690

Course Category: Specialized Compulsory Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

The objective of this course is introducing the basic knowledge and methods of paper writing of business administration major to the students. Through the demonstrating explain and students' exercises, the students can know the format criterion of professional science paper, and also master the methods and skills of literature searching, at last they are able to write papers. The course requires the students to read a lot of literature material inside and outside of the country and make their writing notes.

Textbook(s):

Self-help teaching leaflets, documentations and teaching materials

References:

1. Liu Bao Jin, *Economic Applications Writing*, Southeast University Press, 2003.
2. Li Ou, *the Point of Economic Article Writing*, Tianjin University Press, 2000.
3. Huang Jin Fu, *Degree Paper Writing and Research Method*, Economic Science Press, 2000.
4. Deng Hong, *Economic Applications Writing*, Chongqing University Press, 2002.

Contents:

The contents of the course are including professional paper's choosing topics, acquiring and settling researching materials, researching methods, paper's structure, paper's draft and modification, language, the problem of professional papers and requirements and judgments of the professional papers.

The course last for a semester. 1~8 weeks will introduce the basic knowledge and methods of professional paper writing, 9~16 weeks will require students to write a piece of professional paper of business administration major by themselves.

Assessment: Exam

Grading:

Attendance	20%
Performance	40%
Final Exam	40%

Syllabus for Consumer Behavior

Course Code: GL31340

Course Category: Special Module Courses

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Marketing

Objectives and Requirements:

The course aims to study and discuss theories, concepts, methods and models of consumer behavior systematically. Many cases will be used to illustrate how firms to practice these theories and methods in order to satisfy consumers needs and wants.

Students should also grasp the new problems and update literature in consumer behavior disciplines.

Instructors should imply updated findings in consumer researches to illustrate consumers' decision making process, and pay attention to involve students in group discussions and cases study.

Textbook(s):

Michael R. Solomon(2013) ,Consumer Behavior, 10/E, Prentice Hall

References:

Schiffman, Consumer Behavior（10th edition）,Prentice-Hall International,Inc.2010.

Contents:

Part one: Consumers in the market

Part two: Consumers as individuals

Part three: Consumers as decision makers

Part four: Consumers and subcultures

Part five: consumers and cultures

Assessment: case studies and structural test

Grading:

Seminar 70%; Final test 30%

Syllabus for Marketing Research

Course Code: GL33220

Course Category: Special Module Courses

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Marketing principles, Basic Statistics

Objectives: Course objective is to engage students in a thorough understanding and appreciation of the high impact of Marketing Research on strategic, marketing and product development decisions. The course has a strong focus on the application of Marketing Research tools rather than just the execution of these tools. This course is designed to give students the tool to become an intelligent user of marketing research. In this course students learn to specify, gather, analyze, interpret, and report research information used to make marketing decisions. The focus is on developing the competence to conceive and execute a marketing research study and translate research results into strategic marketing recommendations.

Expectations: Students are expected to attend all classes and to come prepared to participate in class discussion. All assigned readings, articles, lecture notes and cases should be read prior to class

Textbook(s):

Burns, A. C. and R. F. Bush, 于洪彦, Marketing research, 2011, 北京: 中国人民大学出版社.

References:

- [1] Malhotra, N. and D. Birks, Marketing Research: an applied approach: 6th Edition. 2010.
- [2] Rapaille, C., The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Doy .2006. Broadway.
- [3]Schieffer. Ten Key Customer Insights :Unlocking the Mind of the Market.2005.

Theoretical Contents: The course is broadly structured to follow the steps of the marketing research process, and the content will parallel student's work on their team project. The finals week will be devoted to team presentations of the findings and recommendations of their Marketing Research team project. including:

Marketing Research Theoretical Contents

CL ASS	TOPIC	BE PREPARED TO DISCUSS	OTHER READINGS	ASSIGNME NT DUE
W eek1	Introduction to Marketing Research	Dove: Find Out What is a real beauty(Questions are at the Blackboard)	Introduction to Text book Ch. 1	
W eek2	Marketing Research Process Problem Formulation	New Coke Case (Questions are at the Blackboard)	Misconcepti ons about Market Orientation Backward Market Research Ch.2&3	
W eek3	Research Designs (Causal Research – Experimentation)	Case: The Time VS Money Effect (Questions are at the Blackboard)	Text book Ch. 4	Problem Formulation
W eek4	Secondary Data and Sources of Standardized Data	Questions are at the Blackboard	Text book Ch. 5&6	
Week5	Exploratory Research	(Find respondent for individual depth interview and ask them to begin collage)	Chaps. 7	Secondary and exploratory research summary
Week6	Evaluating Survey Data-collection Methods		Chaps. 8	Research Design Individual Depth Interview
Week7	Attitude Measurement		Chaps.9	
Week8	Questionnaire Development		Chaps. 10	Pretested Questionnaire
Week9	Sampling Methods		Chaps. 11 & 12	Data Collection and Analysis Plans
Week10	Field Work And Analysis of Survey Data Using Basic Descriptive Analysis Frequency Distribution, Cross-Tabulation, and	AAConcepts Case	Chaps. 13&14	
Week11	Analysis of Survey Data Hypothesis Testing	AAconcepts Case	Chaps.15	
Week12	Market Segmentation Implementing Basic Differences Tests	AAconcepts Case T test and F Test	Chap. 16	
Week13	Making use of Associations Tests and Correlation and Regression	AAconcepts Case	Chap. 17 &18	

Week14	SPSS Quiz			Marketing Research Written Report Due on Date of Week14
Week15	Preparing the Research Report and Presentation		Chap. 19	Marketing Research Project Presentation Due on Date of Presentation
Week16	Preparing the Research Report and Presentation		Chap. 19	Marketing Research Project Presentation Due on Date of Presentation

Practical Contents:

Marketing Research Project Guidelines

- 1) Student teams are responsible for identifying the sponsor for their Marketing Research project. An ideal sponsor: (a virtual sponsor is accepted)
 - has an important marketing decision to make,
 - needs customer insight to decide between several decision alternatives, and
 - is willing to provide financial resources for purchase of a sample frame and for respondent incentives.
- 2) Students should review projects requirements posted at Blackboard
- 3) All communications and negotiations with the project sponsor will be with the student team, not with the Professor.
- 4) Student teams are responsible for designing and executing all phases of the project.
- 5) Students who plan to collect data via the Internet can use sojump.com
- 6) Respondents to your survey are to remain anonymous.
- 7) While students are expected to calculate the required sample size for their project, it will sometimes be difficult to complete large numbers of interviews in the course of a 16 week quarter. Students should discuss this in their project critique.

Marketing Research Project Plan and Report

DATE and PHASE	Written Assignment Due	Professor Meeting
Week1		
Week2		Thursday 14:30-16:30
Week3	Problem formulation	
Week4		Thursday 14:30-16:30
Week5	Secondary and exploratory research summary	
Week6	Research Method Plan	Thursday 14:30-16:30

Week7	Data Collection and Analysis Plans	
Week8		Thursday 14:30-16:30
Week9	Pretested Questionnaire	
Week10		
Week11		
Week12		
Week13		Thursday 14:30-16:30
Week14	Report	
Week15		
Week16		

TEAMS – Students will organize themselves into teams of 5-6 students and need to notify the professor of the names on their team by the end of the day of the first class. All students are expected to participate fully in the team assignments. Students will evaluate the contributions of fellow team members on the team assignments and grades will reflect these peer evaluations.

Assessments and grading: The Students' performance will be evaluated on the basis of Students' participation, Team Project, and Comprehensive Final Examination.

Description	Deadline	Words	Score
1.Class Participation			10%
2.Individual task(Case Pre 10mins,5P+5Q&A)			10%
3.Quiz			10%
4.Research Project			50%
4.1Marketing Research proposal	Week 10	2000-3000 words	30%
4.1.1Problem formulation	Week3		5%
4.1.2Secondary and exploratory research summary	Week5		5%
4.1.3Research Method Plan	Week6		5%
4.1.4Data Collection and Analysis Plans	Week7		5%
4.1.5Pretested Questionnaire	Week8		5%
4.1.6Reference			5%
4.2 Completed Report	Week14	3000-4000 words	10%
4.3Final Presentation	Week15&16	10mins(5minPre+5min)	5%

4.4 Final Report	Week16	nQ&A) 3000-4000 words	5%
5 Final Examination			20%

All assignments are graded on a 100 point scale

Syllabus for International Marketing

Course Code: GL30580

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Principles of Marketing

Objectives and Requirements:

The curriculum aims--Help students to master the basic knowledge, concepts and theory of International Marketing through class learning, to systematically grasp the internal relationship and its law of motion of the International Marketing activities. So that students can understand the status of the global marketing environment, master the research methods and analysis ways of international marketing environment. To foster the students to analysis and solve the theoretical and practical problems in International Marketing activities, to improve the students' theoretical level which help them to analyze and solve problems of international marketing management and build up their operational capabilities to better adapt to the economic globalization and needs for China's accession to the WTO opening up around international marketing enterprise management.

Teaching requirements--Be with global awareness, as the background under economic globalization and China's opening up, teachers should stand on economics and management theory as a guide, and then show up the basic theory, knowledge and its inherent laws of international marketing, and enable the students to master the basic theory, methods and skills of international marketing, so that they can develop international marketing strategies, master management methods, and carry out the analytical framework. The course requires teachers to reflect changes and trends in the international marketing environment based on China's reality, discuss the theoretical and practical issues of China's opening up and the international marketing activities which carry by the Chinese enterprises.

Teaching Method: Theoretical Lecture, Case study, Research Base Learning (big term projects)

Textbook(s):

Philip R. Cateora, Yinde ZHAO et al. translation ,International Marketing (15th), China Machine Press, 2012.

References:

- (1) Philip R. Cateora & John L. Graham, Xinjian CUI adaptation, International Marketing (14th) ,2009, China Renmin University Press.
- (2) Guoqing YAN, International Marketing (3rd), Tsinghua University Press, January, 2013.
- (3) Warren J. Keegan, Global Marketing Management (6th), Tsinghua University Press, 2004.

Contents:

- Chapter 1 Scope and challenges of International Marketing
- Chapter 2 Global environment of International Marketing
- Chapter 3 The Foundations of Culture—History and Geography
- Chapter 4 Cultural Dynamics in Assessing Global Markets
- Chapter 5 Economic environment in assessing Global Markets
- Chapter 6 A Critical Concern—The Political environment
- Chapter 7 International Legal Environment—Playing by the Rules
- Chapter 8 Developing a Global Vision Through Marketing Research
- Chapter 9 Target market selection and entry mode
- Chapter 10 Global marketing management—Planning and Organization
- Chapter 11 Products and services for Consumer
- Chapter 12 Pricing for International Markets
- Chapter 13 International Marketing Channels
- Chapter 14 Integrated Marketing Communications and International Advertising
- Chapter 15 Personal Selling and Sales Management

Assessment: Open book exam

Grading:

Normal score 60% (attendance 10%, class discussion 20%, group work 30%)
Final exam 40%

Syllabus for Marketing Channel Management

Course Code: GL31620

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Marketing

Objectives and Requirements:

After studying marketing channel management, the students should possess the skills of marketing channel decision-making and management, and can analyze and solve the practical problems using the basic marketing theories and methods they acquired. Specifically, that is: a) the training objectives and positions are transferred to “wide adaptability” from talent training, which not only pay more attention to the basic theories and major skills training, but also pay more attention to nurturing students with interdisciplinary and multidisciplinary features, which would make the training objectives in line with the economical and social development needs. b) This course uses bilingual teaching, and uses many overseas newest discoveries of this field to help the students integrate the professional learning and foreign language learning to establish students’ international perspective. c) We pay more attention to training students to take initiative in studying, and respect the students’ personal development needs and develop the students’ ability to think independently. To accomplish these objectives, we strengthen the practice teaching and build a new practice teaching system.

Teaching methods:

teaching +case studying

Textbook(s):

Bert Rosenbloom: Marketing channels: Management Perspective (8th Edition), translated by Songhua, China Renmin University Press, October 2014, 1st edition, March 2014, 1st printed.

References:

- 1) Anne T .Coughlan; Erin Anderson; Louis W. Stern Adel I.El-Ansary: Marketing channels (8th Edition), China Renmin University Press, 2014
- 2) Chang Yongsheng, Marketing Channels: theories and practices.Publishing House of Electronic Industry, 2013

Contents:

- Chapter 1: Marketing Channel Concepts
- Chapter 2: The Channel Participants
- Chapter 3: The Environment of Marketing Channels
- Chapter 4: Behavioral Processes in Marketing Channels
- Chapter 5: Strategy in Marketing Channels
- Chapter 6: Designing the Marketing Channel
- Chapter 7: Selecting the Channel Members
- Chapter 8: Target Markets and Channel Design Strategy

Chapter 9: Motivating the Channel Members
Chapter 10: Product Issues in Channel Management
Chapter 11: Pricing Issues in Channel Management
Chapter 12: Promotion through the Marketing Channel
Chapter 13: Logistics and Channel Management
Chapter 14: Evaluating Channel Member Performance
Chapter 15: Electronic Marketing Channels
Chapter 16: Franchise Marketing Channel Systems
Chapter 17: Marketing Channels for Services
Chapter 18: International marketing channel outlook

Assessment: test+ case study

Grading:	case study project	40%
	Class Discussion	10%
	Attendance	10%
	Final exam	40%

Syllabus for Retailing

Course Code: GL30840

Course Category: Special Module Courses

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Marketing;

Objectives and Requirements:

Students are to

- (1) Comprehensively understand the system and structure of this course and the framework of retailing;
- (2) Master certain operation skills and methods of retailing and manage daily operations in retailing industry;
- (3) Master basic concepts, principles and methods of this course, including the frontier dynamic of retailing theory and practice domestically and internationally.
- (4) Integrate theory with practice, solve actual problems through case analysis, apply theory studying of this course to research and understanding of enterprise operations, enhance the ability to analyze, solve and manipulate problems.

Teaching method : classroom instruction , case study and discussion, on-the-spot investigation, etc.

Textbook(s):

(1) Barry Berman, Joel R. Evans. Retailing Management-A Strategic Approach. China Renmin University Press, 2011.

(2) Lusch, R.F, Dunne, P.M, Carver, J R. Instruction to Retailing (7th edition). Tsinghua University Press, 2010.

References:

- (1) Xiao Yi. Retailing. Higher Education Press, 2013.
- (2) Wang Weihong. Retailing Marketing Course. China Commerce and Trade Press ,2009.
- (3) Michael Levy, Barton A. Weitz, Retailing Management. Posts & Telecom Press, 2004.
- (4) Zhou Xiaolian and Zhuang Guijun, Retailing, Beijin: Peking University Press, 2009
- (5) David E. Bell, Retailing. Dongbei University of Finance & Economics Press. Translated by Chicheng, Sun Xiaomei et al. 2001.

Contents:

Chapter1. An introduction to retailing

Chapter2. Retailing Strategy

Chapter3. Market area analysis and location in retailing

Chapter4. Layout and display of retail store

Chapter5. Commodity identification and planning of retail store

Chapter6. Commodity purchasing process and actual operation

Chapter7. Price system and pricing strategy of retail store

Chapter8. Promotion management of retail store

Chapter9. Management of flow of operations in retail store

Chapter10. Service management and customer complaints management

Assessment: The Students' performance will be evaluated on the basis of Students' participation, Individual Assignment, Group project, and Comprehensive Final Examination.

Grading: Class Participation: 10 points, Individual Assignment 20: Group project: 30 points, Final Test: 40 points.

Syllabus for Social and Non-profit Marketing

Course Code: GL32640

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management, Principles of Marketing

Objectives and Requirements:

The goal of this course is introducing the concept, theory of Social and Non-profit Marketing to students, and letting students understanding the marketing environment, methods, strategies and management of Non-Profit Organization (NPO). The students are requested not only to master the basic principles of Social and Non-profit Marketing, but also to analysis the practical issues and cases to solve problems about wellbeing of society.

Teaching Pattern: Teaching in Classroom & practical homework

Textbook(s): Self compiling teaching material

References:

- [1] Andreasen, A. R. 2006. Social Marketing in the 21st Century. Newbury Park, CA: Sage.
- [2], Philip Kotler, Ned Roberto and Nancy lee, Social Marketing: Improving the Quality of Life, 2006, Central Compilation & Translation Press.
- [3] Philip Kotler, Ned Roberto and Nancy lee, How Government Marketing, 2009, Press of RenMin University.

Contents:

This course is composed of not only the theory of marketing circumstance, means, strategies and management of Not-for-profit organization, but also analysis the key issue in the not-for-profit organization marketing through discussing according cases.

The conception of social marketing and character of not-for-profit organization will be introduced in the first 2 weeks, and some theory about social marketing and marketing tool box will be introduced from the 3rd week to 7th week, then the strategies about its marketing followed the next 4 weeks, and in the next following 4 weeks marketing management and competition between not-for-profit organization and common business will be introduced. In the final 3 weeks presentation of students' practical planning will be brought out..

Assessment: Close Examination

Grading: Homework(60%)+Exam(40%)

Syllabus for Organizational Behavior

Course Code: GL31600

Course Category: Special Module Courses

Class Hours: 3 hrs per week, 48 hrs in total

Credits: 3

Prerequisites: Principles of Management, human resource management.

Objectives and Requirements:

Effective management of organizations require both a broad understanding of functions of organizations as well as personal skills in managing people and relationships. This course addresses fundamental issues at both levels. We are going to examine the essential characteristics of business organizations rigorously and assess different management styles.

Ways of Instruction:

Lecture, psychological test, video watching, case study, discussion.

Textbook(s):

Chen, G. H. (2006). *Organizational behavior* (2nd edition). Beijing: Tsinghua University Press.

References:

(1) Zhang, D. (2004). *Organizational behavior* (2nd edition). Beijing: China Higher Education Press.

(2) Robins, S. (1997). *Organizational behavior* (7th edition). Beijing: China Renmin University Press.

(3) Yu, W. Z. (2004). *Managerial Psychology*. Shenyang: Dongbei University of Finance and Economics Press.

(4) Yu, K. C. (2001). *Organizational behavior*. Dalian: Dalian Polytechnic University Press.

Major Content:

- Chapter1. Introduction
- Chapter2. Perception and individual decision-making
- Chapter3. Personality and psychological tests
- Chapter4. Values and attitudes
- Chapter5. Motivation
- Chapter6. Group behavior
- Chapter7. Communication in management
- Chapter8. Power and politics
- Chapter9. Theories of leadership
- Chapter10. Corporate culture
- Chapter11. Change and development in organization
- Chapter12. Health and security

Assessment: examination or course paper.

Grading: Attendance: 10%, Assignments:60%,Final examination or paper:30%.

Syllabus for Job Analysis and Organizational Design

Course Code: GL32730

Course Category: Special Module Courses

Class Hours:2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Management, Human Resource Management, Strategic Management, Organizational Behavior, Advanced Mathematics, Economics, Management Information System, Law of Economics.

Objectives and Requirements:

The course aims to (1)introduce the basic theories and skills of job analysis and organizational design, (2)help students to master the theory of job analysis and organizational design and obtain the skills of conducting organizational design in practice through demonstration and enterprise investigation. It requires students to grasp the model of job analysis and organizational design in practice, and to conduct no more than twice practice activities of enterprise investigation.

Textbook(s):

Fu Yalin(2009).*Work Analysis*. Fudan University Press.

References:

(1)Xiao Mingzheng(2010) *The Method and Technique of Job Analysis (Third Edition)*.RenminUniversity of China Press.

(2)GeYuhui(2011).*The Practice of Job Analysis and Job Design*, Tsinghua University Press.

Contents:

This curriculum contains three parts: the theory of job analysis and organizational design, the practice of job analysis and organizational design, and the enterprise investigation of job analysis and organizational design. Main contents include: basic concepts and theories, the steps of job analysis and organizational design, issues influencing job analysis and organizational design; enterprise organization investigation; modern theory of job analysis and organizational design etc.

This course is the semester curriculum. Week 1-7: introduction to the basic concepts and theories; week 8-11: introduction to methodology job analysis and organizational design; week 12-15: enterprise study; week 16-18: practical job analysis and organization design.

Assessment: Assignment and final exam.

Grading: Attendance: 10%; Assignments: 60%; Final examination:30%

Syllabus for Compensation Management

Course Code: GL31370

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Credits: 2

Prerequisites: Principles of Management, Human Resources Management, Strategic Management, Organizational Behavior, Performance Appraisal, Job Analysis and Organization Designs, Microeconomics, Macroeconomics, Managing Information systems, Economic Law, etc.

Objectives and Requirements:

The purpose is to introduce the basic theories and skills of compensation management. The students are able to master the theory of compensation system design and have the ability of doing compensation management in practice work. The students must grasp the ideological mode of compensation management in practice work while complete the class theory study, and students are required to do more than twice practice activity of enterprise investigation.

Textbook(s):

the Second edition (2013). *Principles of Compensation Management*. Fudan University Press.

References:

Cheng Yanyun (2007). *Management of Employee Relation*. Fudan University Press 2/e.
Qiu Yuling (2007). *Management of Employee Benefit*, Fudan University Press.
Liu Aijun (2008). *Compensation Management: Theory and Practice*, China Machine Press.
Yu Zezhong (2006). *Performance Appraisal and Compensation Management*. Wuhan University Press.

Contents:

This curriculum is taught and organized by three parts: compensation management theory, the compensation system and compensation survey. Main contents are: (1) basic conception and theory; (2) compensation design; (3) Compensation system; (4) external and internal facts; (5) compensation system design; (6) compensation survey; (7) modern compensation system.

Assessment: Compensation system design

Grading: Attendance: 10%, Assignments: 60%, Final examination: 30%.

Syllabus for Performance Management

Course Code: GL33560

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Human Resource Management, Job Analyses and Organization Design

Objectives and Requirements:

The course aims at: (1) introducing fundamental theory and practice about performance management to students; (2) training students the ability of designing performance management system in enterprise by lecture and case study; (3) telling students how to reduce the discomfort most people associate with performance management and performance appraisal. The course requires students to: (1) read pertinent reference; (2) grasp essential theories; (3) discuss large amount of cases; (4) participate in practice; (5) have the ability applying theory to practice.

Teaching Pattern:

Lectures, Case study, short class presentations and discussions

Textbook(s):

Robert Bacal. (2014). *Performance Management* (3rd), McGraw-Hill.

References:

- (1) Fu Yahe, Xu Yulin (2007), *Performance Management*, Fudan University Press.
- (2) Wu Xin (2010), *Performance Management, Practice Handbook*. China Machine Press.
- (3) Rao Zheng, Sun Bo (2003), *Performance Management Based on KPI*. China Renmin University Press.

Contents:

The course contains the challenge of performance management, performance management as a system, performance planning, ongoing performance communication, data gathering, approaches to evaluating performance, performance diagnosis and improvement, performance management and discipline, revamping performance management, performance management in action.

Assessment: Test

Grading: Assignment: 60 points, Final Test: 40 points

Syllabus for Personal Recruitment and Measurement

Course Code: GL33700

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Organizational Behavior, Principles of Psychology, Statistics

Objectives and Requirements:

The students are able to (1) learn the basic theory of personnel quality assessment and basic knowledge related to personnel assessment, (2) master basic method of personnel assessment, (3) have basic skills of making personnel assessment in order to work in this field.

Teaching Pattern

Lecture, Psychological Assessment, Case Study, Class discussion, Experiment and Practice

Textbook(s):

Jianmin Sun (2007) : *personal Recruitment and measurement*. Hunan Normal University Press.

References:

- (1) Lei Wang (2004) .*Applied Personal Measurement*, The Economic Sciences Press.
- (2) Jicheng Wang (2001) .*The technology of Personal Measurement*. Guangdong Economics Press.
- (3) HaigenGu (2005). *Personal Measurement*. University of Science and Technology of China Press,.

Contents:

The course is organized by three parts: the principle of evaluation, the technique of evaluation and personnel evaluation. The principle of evaluation includes personnel evaluation instruction, principle of personnel evaluation, evaluation result illustration, and evaluation quality analysis; the technique of evaluation includes standardized paper-and-pencil test, structured interview, psychological test, behavior modeling and observation method, and comprehensive evaluation based on working situation; personnel evaluation application introduces combination application of personnel evaluation and computerized personnel evaluation.

Assessment: Both formative examination and final exam are used to assess this course. The formative examination is based on class performance. The final exam will be a written examination. The one who haven't finished assignments will be disqualified from the final exam and the course credits.

Grading: Formative Examination 60%, Final Exam 40%

Syllabus for Employee Training and Development

Course Code: GL31500

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Human Resource Management, Job Analyses and Organization Design

Objectives and Requirements:

The course aims at introducing fundamental theory and practice about Employee Training and Development. By lecture and team discussion, the course trains students' ability of applying theories and methods to carry out Employee Training and Development in enterprise practice. The course requires that students should read pertinent references, understand theories, discuss large amount of cases, and participate in practice.

Teaching Pattern:

lectures, Case study, short class presentations and discussions

Textbook(s):

Nuoye(2007). *Employee Training and Development*. China Renmin University Press.

References:

- (1) Shi Jintao(2003). *Training and Development*. China Machine Press.
- (2) Li Dewei (2006). *The technology of human resources training and development*. The Press of Literature and Science.

Contents:

The Course introduces the frame of employee training and development. The main contents of this course include: theories of training and development, the appraisal of training, traditional training methods, new training techniques, career development and the trends of training and development.

Assessment: Test

Grading: Assignment: 60 points, Final Test: 40 points

Syllabus for Innovation Management

Course Code: GL32790

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

The 21st century is an age of knowledge and also an age of innovation. With the development of economy and technology, management of technology and innovation becomes an important part of strategic and operational management. The teaching purpose of technology and innovation management is to help students grasp the basic knowledge of technology and innovation management, can apply the managerial skills and innovative consciousness to transform the technological and market opportunities into successful products or services and moreover improve the core competence or successful rate of entrepreneurship. The course requires students enrich their knowledge and skills of innovation management from the aspects of strategy and organization, and know the integration of technological, market and organizational innovation.

Textbook(s):

Schilling, M.A., Strategic Management of Technological Innovation, Tsing Hua University Press.

References:

1. Xu Qingrui, Research Development and Management of Technology Innovation, Higher Education Press, the latest edition.
2. James M. Utterback, Mastering the Dynamics of Innovation, Tsing Hua University Press.

Contents:

The main contents of this course include the basic knowledge of innovation, strategies of technological innovation, R&D and marketing of new product, technology transferring and transaction, establishment of innovative capability and culture, organizational management and technological innovation system and so on. This is a semester course, and the necessary interactive learning methods can be arranged according the teaching purpose.

Assessment: Paper work or open book exam.

Grading:

Mid-term Examination	60%
Final Examination	40%

Syllabus for Entrepreneurial Risk Management

Course Code: GL30170

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

The purpose of this course is to make students mainly master the basic types of business risk, cause of formation and prevention methods, cultivate students' entrepreneurial spirit, entrepreneurial consciousness, basic quality and ability of entrepreneurship, to lay the necessary foundation for students engaged in business activities after graduation, and strengthen the students' ability of entrepreneurship project risk identification, analysis, evaluation and respond.

Students are required to grasp the basic concepts of enterprise risk management, basic theory, basic methods and basic tools, and the use of basic theory of venture to analyse project risk, preliminary master the basic skills of pioneering activity risk identification, assessment, risk avoidance and risk management.

Textbook(s):

Liu Yajuan, Entrepreneurial Risk Management. China's labor and social security press, 2010 Edition.

References:

1. Liu Guoxin, Risk Management. Wuhan University of Technology Press, 2004 Edition.
2. Bruce R, Bahrain, Entrepreneurship. Mechanical Industry Press, 2010 Edition.

Contents:

- Chapter 1. Risk and Risk Management
- Chapter 2. Venture Risk
- Chapter 3. Entrepreneurship Mentality in Risk Management
- Chapter 4. Entrepreneurial Market Risk Management
- Chapter 5. Venture Partner Risk Management
- Chapter 6. Venture Financing Risk Management
- Chapter 7. Innovation Risk Management
- Chapter 8. Entrepreneurial Risk Management

Assessment: Test

Grading:

Usually results in 60% of the total score;
Final exam 40% of the total score.

Syllabus for Transnational Business Management

Course Code: GL30780

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

International business is taking on increasingly greater significance in theory of globalization. This course focuses on the working knowledge of managing transnational business activities effectively. It will introduce the basic theories and “rules of the game” in the field of international business by emphasizing the management issues inherent in cross-border operations. Through case studies and transnational corporation research and presentation, students will be exposed to a wide variety of practical issues including global strategy, ways of global management, evaluation of global environment, and international business functions.

Textbook(s):

International Business (9th Edition) Charles. W.L. Hill.

References:

1. WANG Sheng-lin, The Theory and Practice of Transnational Business, University of International Business and Economics Press, 2003.
2. Fred Luthans, Jonathan P. Doh, Published by Industry Press, International Business Management, People's University of China Express ,2010
3. JIN Run-gui, International Business Management(Second Edition), People's University of China Express ,2009.

Contents:

Chapter 1 Globalization
Chapter 2 International Trade Theory
Chapter 3 Foreign Direct Investment
Chapter 4 The Strategy of International Business
Chapter 5 The Organization of International Business
Chapter 6 Entry Strategy and Strategic Alliances

Assessment: Test

Grading:

Team work	70%
Test	30%

Syllabus for Quality Management

Course Code: GL32570

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

The aim of this course is to make students grasp basic analysis theory, methods, and tools of the quality management, for students after graduation engaged in industrial and commercial management activities and continue to study to lay the necessary foundation, and enhance the students' practice ability and creative ability.

Students are required to grasp the basic concept, basic framework, basic theory, basic methods and basic tools of overall quality and quality management, and applying the basic theory to analyse the quality problems and solve quality management problems, thinking deeply about how organizations establish competitive advantage through strengthening their quality management.

Textbook(s):

James R Evans. Quality control. Renmin University of China press, 2010 Edition.

References:

1. Cen Yongting. Quality Management. Fudan University press, 2010 Edition.
2. Gong Yiming. Modern Quality Management. Tsinghua University press, 2007 Edition.

Contents:

- Chapter 1. Quality Overview
- Chapter 2. Overall Quality Management in Organization
- Chapter 3. Quality Idea and Framework
- Chapter 4. Make Customers as the Center
- Chapter 5. Quality Leadership
- Chapter 6. Quality Human Resource Management
- Chapter 7. Process Management
- Chapter 8. Performance Measurement
- Chapter 9. Six Sigma Management
- Chapter 10. Quality Improvement Tools

Assessment: Test

Grading:

Usually results in 60% of the total score;
Final exam 40% of the total score.

Syllabus for Leadership and Innovative Entrepreneurship

Course Code: GL33760

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

This course is systematically organized based on the two modules: the theory of leadership and the art of leadership, which aims to develop the theory and practice of leadership for students through the introduction of relevant concepts, theoretical research and enterprise practice research, to make the students understand the important significance of leadership in management, and to improve the ability of using the theory to analyze cases and fix actual problems.

Textbook(s):

Liu, Jianjun(2007). *Theory of Leadership-Science and Art*. Fudan University Press.

References:

Chen, Rongqiu(2007) .*Leadership: Theory and Practice*, Tsinghua University Press.

Contents:

Chapter 1 leadership category and essence

Chapter 2 leadership theory

Chapter 3 team leader and entrepreneurship

Chapter 4 leadership change and innovation

Chapter 5 situational leadership and strategic management

Assessment: Exam or paper work

Grading:

Assignments 60%

Final Examination 40%

Syllabus for Corporate Culture and Business Ethics

Course Code: GL33770

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

On completion of this course, students are expected to have:

1. Learn about basic ethical definitions and related theories, and ethical issues each functional department of an organization and each individual may face in the work environment;
2. Learn about basic terms related to business ethics and basic theories in this field of study;
3. Learn about ethical dilemmas in business world and increase the sense of confidence in students' ability to recognize and solve these ethical dilemmas;
4. Enhance the understanding of concepts of corporate social responsibility and balance the needs of stakeholders involved in business operations;
5. Foster the abilities or practical skills of students to study, understand, analyze, criticize, and manage ethical problems through real examples or cases of unethical behaviors and practices.

Textbook(s):

Andrew. W. Ghillyer (2014), Business Ethics: NOW (Forth Edition) , McGraw-hill International Edition

References:

- [1] Mitchell, C. International Business Ethics. Shanghai Foreign Language Education Press, 2009.
- [2] O. C. Ferrell et al. Business Ethics: Ethical Decision Making and Cases. Tsinghua University Press, 2005.
- [3] Joseph W. Weiss. Business Ethics: A Stakeholder and Issues Management Approach. China Renmin University Press, 2005.
- [4] David J. Fritzsche. Business Ethics: A Global and Managerial Perspective. China Machine Press, 2005.

[5] ZHU Wen-zhong. Study on CSR Standards and Mechanisms of Commercial Banks. Economy & Management Press, 2009.

[6] ZHOU Zu-cheng. Business ethics. Tsinghua University Press, 2009.

Contents:

Chapter 1 Understanding Ethics

Chapter 2 Defining Business Ethics

Chapter 3 Organizational Ethics

Chapter 4 Corporate Social Responsibility

Chapter 6 The Role of Government

Chapter 7 Blowing the Whistle

Chapter 8 Ethics and Technology

Chapter 9 Ethics and Globalization

Chapter 10 Making it Stick: Doing what's right in a competitive market

Assessment: Exam

Grading: Performance & Assignments 60%, final exam 40%

Syllabus for Corporate Governance

Course Code: GL30360

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

Through this course students learn to (1) understand the basic theories and concepts of corporate governance; (2) master the major methods of governing the corporate; (3) analyze, evaluate and design an effective structure of corporate governance by skillfully using the theoretical knowledge and analytical methods they have acquired.

Textbook(s):

Li Weian, corporate governance(Second Edition), Higher Education Press, Dec 2009

References:

1. Li Weian, Corporate governance tutorial, Shanghai People's Publishing House, 2002
2. Wu Dongmei, introduction to corporate governance, The Capital Economic and Trade University Press, 2006
3. Cai Rui Meng Yue, Corporate governance, Peking University Press, 2013
4. Xu Xiangyi, Research Frontier of Corporate Governance, Economic Management Press, 2012

Contents:

Section 1. Basic theory;
Section 2. Stockholder's equity;
Section 3. The board of directors and board of supervisors;
Section 4. Independent director;
Section 5. Top manager;
Section 6. The securities market and control configuration;
Section 7. Bank Governance;
Section 8. Group of institutional investors governance.

Assessment: Test

Grading:

Class Participation + Assignments	60%
The Final Class Paper	40%

Syllabus for Entrepreneurial Finance and Investment Management

Course Code: GL33780

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

This Course is the special module courses of the business management which studies analysis of the project, project feasibility, and risk analysis, including risk management of investment and finance, case of success and failure. Students are to grasp the basic theory and method, understand operation rules of project investment and financing, learn to analyses the reasons of risk and failure among the project investment and finance. In the meantime learning of the course will supply the basis of theory and guide for the deeper study.

Textbook(s):

Ma Ruiqing, Andy Mo and Janice Ma , Corporate Finance and Investment, China Finance Press, May 2014.

References:

1. Ren Haixiu, Project Finance, People's University of China Press, Dec 2008.
2. Dai Dashuang, China Mechanical Industry Press, Jan 2007.
3. Jiang Xianlin, Project Finance, China Financial Publishing House, Aug 2009.
4. Xu Li, Project Finance, Wuhan University Press, Jan 2009.
5. Ma Xiuyan, Li Hongsheng, Project Finance, Dongbei University of Finance and Economics Press, Apr 2002.
6. Zhang Yuchen, Pioneering Investment Management, Tongji University, Jun 2007.
7. Liu Jianjun, The Theory and Strategy of Pioneering Investment Management, China Economy Publishing House, Apr 2008.
8. Yang Qiulin, Practice of Project Investment Analysis, China Agriculture Press, Jan 2006.
9. Wang Jingshan, Project Investment and Management, China Machine Press, Feb 2006.

Contents:

- Section 1. Basic theory of project investment and finance;
- Section 2. Pioneering project finance management;
- Section 3. Pioneering project investment management;
- Section 4. Project value management and risk management;
- Section 5. Case discussion and study

Assessment: Test

Grading:

Class Participation + Case Discussion	60%
Assignment	40%

Syllabus for Enterprise and Industry Internationalization

Course Code: GL33790

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

This course will mainly discuss the theories, approaches, and markets entry modes of enterprise and industry internationalization. With detailed case studies, the students are required to understand the development trends of Chinese enterprises going-global and to learn to use the know-how in strategies by successful MNEs worldwide.

Textbook(s):

Self-help teaching leaflets, documentations and teaching materials

References:

1. ZHAO You-zhen. Theory and Practice of the internationalization of small- and medium-sized enterprises (SMEs). Fudan University Press, 2013.
2. Kiyoshi Kojima. Foreign Direct Investment. Nankai University Press, 1977.
3. LU Tong. Transnational Business Strategy of China's Enterprises. Economy & Management Press, 2003.
4. Robinson, R. D. Internationalization of Business: An Introduction. Foreign Trade Education Press, 2003.
5. Neil Hood, Stephen Young. The Globalization of Multinational Enterprise Activity and Economic Development. China Social Science Press, 2006.
6. WANG Jin-ying. Human Capital and Economic Growth: Theory and Analysis. China Financial and Economic, 2001.

Contents:

1. Context of Internationalization (globalization and localization)
2. Main concepts of Internationalization
3. Stages of enterprise internationalization(market entry mode)
4. Advantages and costs of different entry forms
5. Cases (macro-German strategies; micro-ISA internationalization practice)
6. Chinese FDI going global (figures in the last two decade)
7. Ownership and institutions (investment cost and return)
8. Guangdong's outward economy (figures)
9. Guangdong's outward economy(development trends)
10. Environment for business cooperation (Latin America countries)
11. Absorptive capacity (ACAP) (understanding the process of conceptualization)

Assessment: Exam

Grading:

Class Attendance and Performance + Case Discussion	60%
Final Exam	40%

Syllabus for Globalization and International Economic Organizations

Course Code: GL33800

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

This course is designed to provide to students knowledge and trends of globalization with related main theories, concepts and methodology related. To explain the process as a whole, the framework of Global governance and its practice in international economic organizations are discussed necessarily. Pragmatically, China's participation of the process is going to be evaluated through special cases in recent years.

Textbook(s):

Self-help teaching leaflets, documentations and teaching materials

References:

1. Global Business Today. China Machine Press
2. Global Networks, Saskia Sassen, Routledge, New York
3. HUANG Hao-ming. International NGOs. University of International Business and Economics Press.
4. World Class: Thriving locally in the Global Economy, Rosabeth Moss Kanter, Touchster Edition

Contents:

1. The history of Globalization (China and the world)
2. Globalization and World political economics
3. Globalization and world market system
4. International economic organizations
5. Functions of Global business organizations.
6. Professional business organization
7. Regional business organizations
8. MNE and Global governance
9. China's participation in globalization
10. Case analysis: Value Chain and International involvement.

Assessment: Exam

Grading:

Class Attendance and Performance + Case Discussion	60%
Final Exam	40%

Syllabus for International Management

Course Code: GL33810

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

"International management" is different from "international business." For example, it is not covering international finance or cross-border marketing. That said, this course will examine important trends impacting international business as well as the major and developing players in the international economy. It then examines the "stage" on which international management is conducted, which includes ethical, cultural, and political and legal systems as a backdrop. From there, the course turns to the issue of how international managers can effectively communicate, negotiate, and resolve conflicts in a cross-cultural environment. Next, it will focus on how firms develop and execute their international strategies—and how they stay ahead of competitors once they do. The course will wrap things up by exploring how firms can build an outstanding international workforce (which includes selecting and motivating employees as well as dealing with a host of related human resource management issues, such as compensation, performance appraisal, and labor relations). In covering these topics, this course will:

- Help students evaluate theories, concepts, and cutting-edge developments in the field of international management.
- Help students understand how those theories, concepts, and developments can be used to help diagnose and solve problems in international management.
- Increase students' awareness of the challenges associated with international management in particular countries and regions.
- Increase students' self-awareness, especially about their own cultural values and perspectives as they relate to international management.

The class will be run as a seminar-style course. Throughout the term, a mixture of things will be happening in class. There won't be much lecturing. To accomplish course goals, the bulk of our time will be spent on cases, discussion items, experiential exercises, self-assessments. As a result, it's critical that you come to every class prepared and ready to participate. Reading the text and other assigned readings are your fundamental sources of knowledge about international management. However, we will not be spending time in class simply rehashing what's in assigned readings. Instead, what happens in class is designed to augment the material in the text—in terms of knowledge, perspective, and application.

Textbook(s):

McFarlin, P. D., & Sweeney, D. B. (2009). International Management: Strategic

Opportunities and Cultural Challenges (3rd Ed.). Boston, MA: Houghton Mifflin.

References:

1. Helen Deresky, 2012, International Management: Managing Across Borders and Cultures(Text and Cases) (Seventh Edition), Tsinghua University Press.
2. Dean B.McFarlin, Paul D.Sweeney. translated in Chinese by HUANG Lei. International Management (3rd ed.). China Market Press, 2014.

Contents:

- Chapter 1. Managing on a global stage: An introduction
- Chapter 2. Legal and political systems around the world
- Chapter 3. International ethics and corporate responsibility
- Chapter 4. Culture and international management
- Chapter 5. Perceptions and attitudes across cultures
- Chapter 6. Communicating across cultures
- Chapter 7. Negotiating and handling conflicts abroad
- Chapter 8. Developing international strategy
- Chapter 9. Foreign market entry
- Chapter 10. Effective international operations
- Chapter 11. Motivating and leading across cultures
- Chapter 12. Building an international workforce
- Chapter 13. Evaluating & rewarding international employees
- Chapter 14. Managing groups across cultures

Assessment: Exam

Grading: Group project, 60%; Final exam, 40%.

Syllabus for Managing for CSR and Business Sustainability

Course Code: GL33820

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

This subject provides a framework for incorporating CSR and corporate sustainability into business strategies and practices. It provides an opportunity to systematically understand business-environment and business-society relationships and integrate concepts and techniques from disciplines ranging from operations management to environmental sociology. It provides a unique set of skills for future managers to transform sustainability challenges into business opportunities. On successful completion of this subject students should have the following outcomes in terms of knowledge, competencies and values. Students should be able to:

1. identify contributing factors to the sustainability problems faced by society and the planet
2. analyse the key elements of human and environmental sustainability which have implications for organisational decision-makers, including corporate managers
3. recognise the cultural and strategic challenges faced by organisations in adopting sustainability strategies and practices in relation to stakeholders
4. evaluate the relationship between environmental and social risk and corporate performance
5. apply key concepts and techniques of voluntary reporting, management and certification systems that could progress organizations towards social and environmental sustainability

Understanding stakeholder relationships for sustainability is fundamental to the development of lasting, high-performance organizations in the rapidly changing business, ecological and social environment of today. Managing for Sustainability provides participants with the skills, concepts and systematic body of knowledge required to incorporate sustainability issues into organizational strategies and practices. The subject develops students' ability to critically assess their existing frames of reference when it comes to analyzing organizational sustainability. It aims to develop the necessary skills in stakeholder dialogue and management for participants to work in an innovative fashion towards making organizations more sustainable, while sustaining the natural environment and society. The subject integrates concepts and techniques from disciplinary areas ranging from operations and human resource management to the sociology of risk, emphasizing their

practical application in the workplace through the use of case studies, role plays, stakeholder dialogue activities, scenario planning and video analysis.

Textbook(s):

Dunphy, D., Griffiths, A. and Benn, S. 2014. Organisational Change for Corporate Sustainability, 3rd edition, Routledge, London.

References:

1. Huang Lei, 2015, Managing CSR and Business Sustainability in China, Pepole's Press.
2. Espinosa, A. (2011). Complexity Approach to Sustainability : Theory and Application. River Edge, NJ, USA: ICP
3. Benn, S., Dunphy, D. C., & Perrott, B. (2011). Cases in corporate sustainability and change: a multidisciplinary approach. Prahran, Vic.: Tilde University Press

Contents:

1. Concepts of sustainability
2. Overview of sustainable organizations
3. Globalisation and sustainability
4. Values and paradigms: framing risk
5. Evaluating and managing risk
6. Relationships between human and ecological organisational sustainability
7. The quadruple and triple bottom lines
8. Efficiency and sustainability

Assessment: Exam

Grading: 1) 60%, group project (Presentation + Report); 2) 40%, final exam

Syllabus for History of Western Management Thought

Course Code: GL33840

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Null

Objectives and Requirements:

The course aims to help students understand the origins, formation and history in order to grasp the factors, conditions and motivations of the management thought. The purpose is to strengthen students' capability on the management theory, widen the view of knowledge on management, and improve their research and practical capability. Based on the practical and realistic principles, we will narrate the history of management thought home and abroad, instruct some represented theories and analyze the social background, original thoughts and the roles in the history.

Textbook(s):

Self-help teaching leaflets, documentations and teaching materials

References:

1. PENG He-ping. Featured Foreign Public Administration Theory. Central Party School Press, 1997.
2. GAO Hong-de. Research on Management of Foreign Known Management Scholars. Sichuan Science and Technology Press, 1988.
3. GUO Xian-gang. The History of Western Management Thought. Economy & Management Press, 2002.
4. Daniel A. Wren. The Evolution of Management Thought (6th ed.). China Renmin University Press, 2012.

Contents:

1. Early phase of western management thought
2. Industrial revolution and the evolution of management thought
3. Scientific management theory
4. Review of modern management theory
5. Main schools of modern management theory
6. Modern management thought and practice
7. Trend of modern management thought

Assessment: Test

Grading:

Class Participation	20%
Case Discussion	40%
Assignment	40%

Syllabus for History of Chinese Management Thoughts

Course Code: GL33850

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Null

Objectives and Requirements:

The launch and application of business strategy is environment-embedded. There is always a gap between the business principles and theories which are derived from the western culture and philosophy. This course is aimed to give the students an approach to the local economic as well as business environment, helping them in case of business decision-making. The course can also help foreign firm with their localization in China.

Textbook(s):

Teaching materials are compiled by the instructor.

References:

1. Lou Yulie, Character and Morals of China, Nanhai Press, May 2011.
2. Translated by 60 professors from 14 colleges in Taiwan, Colloquial Shiji, New World Press, June, 2007.

Contents:

1. Are there any laws we can follow in business administration?
2. What is the prevailing business philosophy?
3. What is Chinese Model Management? What is its' philosophical foundation?
4. Does the Chinese Model Management work in China?
5. Can we apply the Chinese Model Management to the rest of the world?

Assessment: Test

Grading:

Assignment contributes to 60% of the final grade, and semester report 40%.

Syllabus for Tourism and Exhibition Management

Course Code: GL33860

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Null

Objectives and Requirements:

This course aims at enabling students to understand the present of tourism and exhibition management; learn the required basic knowledge and skill of tourism and exhibition business; analyze and solve practical problems in exhibition management by using knowledge; and enhance practical ability, management skills and research level.

Textbook(s):

Self-help teaching leaflets, documentations and teaching materials

References:

1. Hu ping, Exhibition Management, Higher Education Press, 2004
2. JeAnna Abbott et al., Exhibition Management, Tsinghua University Press, 2004
3. Wang Chun-lei et al., Exhibition Planning and Management, China Tourism Press, 2006

Contents:

- Chapter 1. Introductory Tourism and Exhibition Management
- Chapter 2. Trends and Issues in Tourism
- Chapter 3. Managing Human Resources in Exhibition and Tourism
- Chapter 4. Managing Marketing in Exhibition and Tourism
- Chapter 5. Financial Management in Exhibition and Tourism
- Chapter 6. Tourism Policy and Development
- Chapter 7. Exhibition Tourism and Management
- Chapter 8. Meetings and Exhibition Management
- Chapter 9. Risk Management in Tourism and Exhibition management

Assessment: Exam

Grading:

Usually results in 60% of the total score; Final exam 40% of the total score

Syllabus for Internet Finance

Course Code: GL33870

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Null

Objectives and Requirements:

Internet finance brought in China has achieved rapid development through constant improvement and innovation. The future global Internet finance rules will be made by China and China will definitely lead the trend of world Internet finance. Internet finance offers bankers, mutual fund managers, individuals and other financial services decision-makers insight on crafting effective online commerce strategies of their own. With topics by authorities from the worlds of electronic commerce and academia, Internet finance addresses the most pressing online financial services topics.

This course teaches students how financial processes are conducted using computer networks. The course builds on basic concepts of Internet finance and provides integrated view of the far-reaching influence brought by it.

Textbook(s):

Self-help teaching leaflets, documentations and teaching materials

References:

1. LI Yao-dong, LI Jun. Internet Finance: Framework and Practice. Electronic Industry Press, 2014.
2. LI Lin, QIAN Feng. Mobile Banking: Creating New Financial Service Model in the Age of Mobile Internet. Tsinghua University Press, 2013.

Contents:

8. Payment and settlement services via Internet
9. Microcredit
10. Supply chain financing
11. P2P lending platform
12. Crowdfunding
13. Third party payment
14. Sales of investment products

Assessment: Test

Grading:

Class Participation	20%
Assignment	40%
Case Analysis	40%

Syllabus for Statistical Methods and Application Using SPSS

Course Code: GL33880

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Null

Objectives and Requirements:

This is an introductory course that aims to familiarize students with the basics of research design and quantitative analysis. This course prepares students to compute, apply, and interpret descriptive and inferential statistics. This involves analyzing and evaluating statistical data with a view toward addressing contemporary management science questions. Most of the sessions will be held in a computer lab, where students will practice working with and analyzing an actual dataset using SPSS (Statistical Package for the Social Sciences) software for Windows. By the end of the course, students should be able to distinguish between theories and empirical analysis, analyze and interpret statistical results; present data in graphical form; and perform basic statistical analysis using SPSS.

Textbook(s):

Jeffrey M. Wooldridg. Introductory Econometrics: A Modern Approach. China Renmin University Press.

References:

1. R.C. Hill et al. Principles of Econometrics (4th ed.). Wiley, 2011.
2. ZHANG Xiao-tong. Basic Econometrics (3rd ed.). Nankai University Press, 2007.
3. ZHANG Xiao-tong. Econometrics Analysis (revised ed.). Economic Science Press, 2000.
4. DU Qiang et al. SPSS: statistical analysis from novice to master (2nd Edition). People Post Press, 2014.

Contents:

1. Basics of Statistical Inference
2. Introduction to SPSS for Windows
3. Bivariate Regression Analysis in SPSS
4. Multivariate Regression Analysis in SPSS
5. Time Series Analysis in SPSS

Assessment: Test

Grading:

Class Participation	20%
Assignment	40%
Case Analysis	40%

Syllabus for Academic Writing and Research

Course Code: GL33890

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Null

Objectives and Requirements:

Academic Writing and Research is a course that combines theory, methodology and practice and aims to stimulate the students' awareness and capacity of innovation. Its purpose is to teach students literature collection, collation, processing and utilization of capacity, in order to facilitate the successful completion of their course paper and thesis. The course focuses on basic methods of academic research and general philosophy, and covers not only questions, topic, rules, layout and actual writing, but also retrieve and use of comprehensive and professional database. Using actual examples, the course is to enhance the students' writing and retrieve ability.

Textbook(s):

Self-help teaching leaflets, documentations and teaching materials

References:

1. XIA Shu-ping, DENG Lu-hua. Computer Document Retrieval. Wuhan University Press, 2005.
2. FU Shao-hong et al. Internet Information Retrieval and Utilization. Tsinghua University Press, 2005.

Contents:

1. Overview of Literature Retrieval
2. Foreign Database Retrieval
3. Chinese Database Retrieval
4. Thesis topics and layout
5. Writing of Literature Review
6. Thesis Writing

Assessment: Test

Grading:

Class Participation	20%
Assignment	40%
Case Analysis	40%

Syllabus for Strategic Management

Course Code: GL32620

Course Category: Major Courses

Class Hours: 2 hrs per week, 36 hrs in total

Course Credits: 2

Prerequisites: Marketing

Objectives and Requirements:

Unlike other business courses that concentrate narrowly on a particular function or piece of the business—accounting, finance, marketing, production, human resources, or information systems, strategic management is a big picture course. It cuts across the whole spectrum of business and management. The center of attention is the total enterprise—the industry and competitive environment in which it operates its long-term direction and strategy, its resources and competitive capabilities, and its prospects for success.

Throughout the course, the spotlight will be trained on the foremost issue in running a business enterprise: “What must managers do, and do well, to make the company a winner in the game of business?” The answer that emerges, and which becomes the theme of the course, is that good strategy-making and good strategy-execution are the key ingredients of company success and the most reliable signs of good management. The mission of the course is to explore why good strategic management leads to good business performance, to present the basic concepts and tools of strategic analysis, and to drill you in the methods of crafting a well-conceived strategy and executing it competently.

You’ll be called on to probe, question, and evaluate all aspects of a company’s external and internal situation. You’ll grapple with sizing up a company’s standing in the marketplace and its ability to go head-to-head with rivals, learn to tell the difference between winning strategies and mediocre strategies, and become more skilled in spotting ways to improve a company’s strategy or its execution.

In the midst of all this, another purpose is accomplished: to help you synthesize what you have learned in prior business courses. Dealing with the grand sweep of how to manage all the pieces of a business makes strategic management an integrative, capstone course in which you reach back to use concepts and techniques covered in previous courses. For perhaps the first time you’ll see how the various pieces of the business puzzle fit together and why the different parts of a business need to be managed in strategic harmony for the organization to operate in winning fashion.

OBJECTIVES

1. To develop your capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.
2. To build your skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide you with a stronger understanding of the competitive challenges of a global market environment.
3. To give you hands-on experience in crafting business strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and making sound strategic

decisions.

4. To acquaint you with the managerial tasks associated with implementing and executing company strategies, drill you in the range of actions managers can take to promote competent strategy execution, and give you some confidence in being able to function effectively as part of a company's strategy-implementing team.
5. To integrate the knowledge gained in earlier core courses in the business school curriculum, show you how the various pieces of the business puzzle fit together, and demonstrate why the different parts of a business need to be managed in strategic harmony for the organization to operate in winning fashion.
6. To develop your powers of managerial judgment, help you learn how to assess business risk, and improve your ability to make sound decisions and achieve effective outcomes.
7. To help you become more proficient in using personal computers to do managerial analysis and managerial work.
8. To make you more conscious about the importance of exemplary ethical principles, sound personal and company values, and socially responsible management practices.

Textbook(s):

Strategy Management: Concepts and cases, 费兰克.罗特尔特尔.中国人民大学出版社,2015

References:

1. Marketing strategy: A Decision-focused Approach, Orville C. Walker, Jr. Peking University Press.
2. Strategy: Winning in the market place,Thompson,A,清华大学出版社, 2012

Contents:

Part 1 Strategy management

CHAPTER 1: What is strategy and why is it important?

CHAPTER 2: The Strategic Management Process

CHAPTER 3 External Analysis: Industry Structure, Competitive

CHAPTER 4 Internal Analysis: Resources, Capabilities, and Activities

CHAPTER 5 Business Strategy: Differentiation, Cost Leadership, and Integration

CHAPTER 6 Corporate Strategy: Vertical Integration and Diversification

CHAPTER7 Corporate Strategy: Acquisitions, Alliances, and Networks

CHAPTER 8 Global Strategy: Competing Around the World

CHAPTER 9 Organizational Design: Structure, Culture, and Control

CHAPTER 10 Corporate Governance, Business Ethics, and Strategic Leadership

Part 2: Cases

CASE 1 IBM and the Emerging Cloud-Computing Industry ?

CASE 2Healthymagination at GE ?

CASE 3Cola Wars in China: The Future is Here

CASE 4UPS in India—A Package Deal?

CASE 5Apple after Steve Jobs ?

Assessment: The Students' performance will be evaluated on the basis of Students' team project, Class discussion, Assignment and written test.

Grading: Team project 20%;Class discussion 10%;Assignment 30%; Written test (Final exam) 40%

Syllabus for Services Marketing

Course Code: GL30260

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Marketing principal

Objectives and Requirements:

This course offers students the basic theories, techniques and strategies of services marketing, and helps students develop a better understanding of the characteristics of service and the unique challenges inherent in marketing and managing quality services. The students should master service blueprinting skill, and develop competence of understanding customer expectation, designing service process, and improving service quality. Furthermore, the course requests students to analyze service marketing environment based on a given organization, and put forward strategies for increasing customer satisfaction and retention.

Teaching Method:

This course implies case analysis teaching method and project teaching method. All Class information, lecture notes, and assignments will be posted on Blackboard system. Primary online communication is through Blackboard's "Discussion" tool.

Textbook(s):

Zeithaml, V., Bitner, M. and Gremler, D. Services Marketing (5th Edition), China Machine Press, 2012

References:

(1) James A. Fitzsimmons, Mona J. Fitzsimmons, Sanjeev Bordoloi. Service Management: Operations, Strategy, Information Technology. 8th edit. New York, McGraw-Hill, 2014

(2) Christopher H. Lovelock, Jochen Wirtz. Services Marketing (6th), China Renmin University Press, 2010.

(3) Hoffman, K. Douglas and John E. G. Bateson. Essentials of Services Marketing: Concepts, Strategies, and Cases. Peking University Press, 2006

Contents:

After an introduction of service, the course is structured around the gaps models of service quality. Topics include: customer behavior in service, customer expectations of service, customer perceptions of service, listening to customers through research, building customer relationships, service recovery, service development and design, customer defined service standards, physical evidence and the servicescape, employees' roles in service delivery, customers' roles in service delivery, managing demand and capacity, pricing of service, integrated service marketing communications, and so on. Furthermore, this course integrates real cases in airline service industry, information service industry, retail service and hospitality industry, to help students develop a better understanding of the service marketing implications.

Assessment:

The Students' performance will be evaluated on the basis of final examination; individual and group (team) assignments.

(1) Service Blueprint Assignment (Blueprint=10 & Paper=20) Student groups will construct

a detailed service blueprint for a particular service provider and present it to the class. The assignment will also involve **writing a 3-4-page paper** discussing the defects of the service process based on the blueprint, and how the blueprint might be used to improve marketing and operations in the organization.

(2) Service Innovation Assignment (Service Designs & Paper=15) Student will develop a new service base on a particular service provider, and describe the 7Ps of the new service.

(3) In-Class Assignments (In-Class Participation, Complaint Letter Assignment, & Service Encounters Record =15)

(4) Final exam = 40 Final exam will have multiple-choice, true/false questions, and case analysis. Exam will cover material from class lectures, discussions, in-class assignments, as well as assigned readings.

(5) Regular class attendance is required. Each No-Call, No-Show during the semester will result in a deduction of the total points.

Grading: Class participation, services design and blueprinting 60%, Final exam 40%

Syllabus for Republic Relationship

Course Code: GL30340

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Marketing

Objectives and Requirements:

This course offers students the basic theories and techniques of Public Relationship, and helps students develop a better understanding of the theory of Public Relationship. Students will not only be familiar with three elements in the republic relationship field—the interactive laws among organization, public and communications, but also master the basic discipline of republic relationship management. This course requests students to read plenty of literature, master tools and methodologies of communication, and students must be able to design and improve scientifically a republic relationship program, and know how to build a good relationship with public, then improving a good organization image.

Textbook(s):

Jl, Huaqiang, the theory of Republic Relationship and practice, Higher education Press, Beijing, 2006

References:

Allen. Center, Public Relations Practices, Translated by Xie XinZhou, China Renmin University Press, 2009

Professional advisor to Public Relations consulting, edited by Chen Xiangyang, Anhui Renmin Press, 2004

Scott. Katelip, A Course in Public Relations, Translated by Ming AnXiang, HuaXia Press, 2001

Frank. Janfskin, Public Relations and Successful Business, China Renmin University Press, 1989

Ye Maokang, Global—Road to Professional Public Relations, FuDan University Press, 1997

Contents:

This course is a semester course. After an introduction of the conception, history, principle and function of republic relationship. Topics include: Subject(organization) and object(public), model and key element of communication, managing and designing of republic relationship program, communication with inner and outer public, and dealing with crisis.

Assessment:

The Students' performance will be evaluated on the basis of final exam, including multiple-choices, judgment and case analyses.

Grading: Class participation 20% and homework 40%, Final exam 40%

Syllabus for Customer Management Relationship

Course Code: GL30770

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Principles of Marketing

Objectives and Requirements:

The challenges of the market environment uncertainty and losing customers are the common scenes to most enterprises. This course focuses on the knowledge of building and retaining customer trust, customer commitment and customer loyalty. The objectives of the course are to familiarize students with customer relationship management concepts and strategies. The students are requested to understand the classical data analysis methods of CRM, identify profitable customers based on customer data, and master the techniques of customer acquisition, customer retention and development. In so doing, the course structure includes readings about industry case examples around customer loyalty and win-back, analyses and discussions on data mining techniques and market information applicable to the goals of customer acquisition, customer retention and development.

Textbook(s):

- (1) Francis Buttle & Stan Maklan, *Customer relationship management: concepts and technologies*, 3rd edition, Elsevier, 2015
- (2) teaching materials compiled by the teacher

References:

- (1) Paul Greenberg. CRM at the Speed of Light, Fourth Edition: Social CRM 2.0 Strategies, Tools, and Techniques for Engaging Your Customers (4th edition), McGraw-Hill Osborne Media, 2010
- (2) Gordon S. Linoff, Michael J. A. Berry. Data Mining Techniques for Marketing, Sales, and Customer Relationship Management (3rd edition). Wiley Publishing Inc. 2011
- (3) Ryals, Lynette. Managing customers profitably. Wiley Publishing Inc. 2009

Contents:

This course introduces the strategies and operational skills of value creation, based on building, keeping and developing customer relationship. The context consists of four parts. Part 1 is about the fundamental concepts of CRM, explains what CRM is, explores what we know about relationships, and investigates the customer lifecycle. Part 2, strategic CRM address three important issues on strategic level, explores the practice of customer portfolio management (CPM), customer experience management, and the sources of customer value. Part 3, operational CRM involves the technological application of sales force automation, marketing automation and service automation. Part 4, analytical CRM introduces the process of collecting, integrating and analyzing customer-related data to increase market insight and support the operational CRM.

Assessment: The Students' performance will be evaluated on the basis of students' participation, one-to-one customer analysis assignments, CRM project plan, and comprehensive Final Examination.

(1) CRM project plan (30 points). Students will (a) collect and integrate customers' transactional data of a particular retailing organization, then build customer-related databases; (b) mine the data to identify customer portfolios and consumption features; (c) suggest recommendations on CRM implement program according to the result of data analysis.

(2) One-to-one customer analysis (15 points). Student will develop a new service base on a particular service provider, and describe the 7Ps of the new service.

(3) In-Class Assignments (In-Class Participation & CRM literature review , 15 points) .

(4) Final exam = 40 Final exam will have multiple-choice, true/false questions, and case analysis. Exam will cover material from class lectures, discussions, in-class assignments, as well as assigned readings.

(5) Regular class attendance is required. Each No-Call, No-Show during the semester will result in a deduction of the total points.

Grading: Class participation, services design and blueprinting 60%, Final exam 40%

Syllabus for Brand Management

Course Code: GL30890

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Marketing

Objectives and Requirements:

Brand is the result of marketing activity. So branding theory is very important to marketers.

The course focus on basic concepts, knowledge and theory on brand and branding. The students studied this course can use the system theory framework to explain the branding activity and use the branding tool to building brand. Course requirements:

- 1、 Listen to the teacher carefully and discuss the problem actively in classes.
- 2、 Make preparation, review well, and finish homework on time

Textbook(s):

Kevin Lane Keller, Strategic Brand Management, China Renmin University Press. 2010.

References:

- [1] Zhou Zhimin, Brand Management, Nankai University Press.2008
- [2] Aaker, D. Managing brand equity. New York: The Free Press, 1991

Contents:

Chapter1: Brands and Brand Management

Chapter2: Customer-based brand equity

Chapter3: Brand Positioning

Chapter4: Choosing Brand Elements to build brand equity

Chapter5: Designing marketing Programs to building brand equity

Chapter6: Integrating marketing communication to build brand equity

Chapter7: Leveraging secondary brand associations to build brand equity

Chapter8: Developing a Brand equity Measurement and Management System.

Chapter9: Measuring Sources of brand equity: Capturing Customer Mind-set

Chapter10: Measuring outcomes of brand equity: Capturing Marketing Performance

Chapter11: Designing and Implementing Branding Strategies

Chapter12: Introducing and Naming New Products and Brand extensions

Chapter13: Managing Brand over Time.

Chapter14: Managing Brand over Geographic Boundaries and Market Segments.

Assessment: The Students' performance will be evaluated on the basis of Students' participation, assignments, group works.

Grading: Students' participation, assignments, and group work 100%

Syllabus for Sales Management

Course Code: GL31360

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 1

Prerequisites: Management, Marketing

Objectives and Requirements:

Sales management is some managerial activities involving planning, personal arrangement, training, directing and organizational resource controlling to gain sales purpose, profit purpose and customer satisfaction purpose. This course offers students the basic ideas, knowledge, theories and techniques related to sales management, and helps students develop a better understanding of the problems and challenges faced by sales managers. The purposes of this course is to help students understand basic contents and skills, improve students' capabilities to resolve correctly selling problems, and upgrade students' overall qualities in global competition, so as to lay the foundation for students to conduct marketing practices.

Textbook(s):

Sales Management——shaping future sales leaders, Jolin F.Tarnner Jr, Publishing House of China Ren min University, May,2010.

References:

- [1] Li Xianguo, Sales Management, Publishing House of China Ren min University, Feb, 2009.
- [2] Ouyang Xiaozhen, Sales Management, Publishing House of Wu Han University, June, 2003.

Contents:

- Chapter1. An introduction to sales management
- Chapter2. Selling function and multi-environment analysis
- Chapter3. Lead and sales manager
- Chapter4. Ethics, laws and sales leaders
- Chapter5. Designing and organizing sales forces
- Chapter6. Recruiting and selecting salesperson
- Chapter7. Training and developing sales forces
- Chapter8. Supervising, managing and leading salesperson
- Chapter9. Setting goals and managing performances of salesperson
- Chapter10. Stimulating and rewarding salesperson
- Chapter11. Assessing performances of sales forces

Assessment: test and team presentation

Grading: Class Participation and assignment 60 %, Final Test: 40 %.

Syllabus for Chinese Cultural Marketing

Course Code: GL31550

Course Category: Elective course of the practice teaching module

Class Hours: 2hr. Per week, in total 16hr.

Course Credits: 1(+1)

Prerequisites: Marketing Management; Advertisement; consumer behavior

Objectives and Requirements:

This course aims to introduce the theory and method of cultural marketing, explain the value concept and basic characteristics of Chinese culture. Through class explanations and marketing planning practice, site visits, this course help students to understand the relationships between Chinese culture and Chinese brand marketing, how to market Chinese cultural products and brands by means of cultural marketing. This course requires students to complete a lot of curricular reading, to master the spirit of Chinese culture origin and its application in such kinds of Chinese culture products and brands as landscape architecture, cultural tourism, music, clothing, tea, food, medicine, education and etc, to conduct research to the Chinese enterprises marketing case, to provide actual cultural advertising and public relations strategy.

Textbook(s): Luo Jining: Chinese culture and marketing (In Press)

References:

- 1、Nan Huaijin, LunYu Bie Cai, Fudan University Press, 2002
- 2、Liao han, Cultural Marketing, Jiangxi People's Publishing House, 2004
- 3、Douglas B. Holt(2002), Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding. Journal of Consumer Research. Volume (29): (2002) 1 (June)P: 70-90
- 4、Douglas B. Holt, How Brands Become Icons: The Principles of Cultural Branding Harvard Business School Press (Sept. 2004) ISBN: 157851774

Contents: This course subject content includes the following four aspects:

1. Marketing levels and realm
2. Cultural marketing and its foundation of consumer behavior
3. Cultural marketing and marketing culture
4. The origin of Chinese culture and Chinese marketing philosophy
5. YiChing though and its application in marketing
6. Marketing Confucian culture Taoist culture and Buddhist culture
7. Culture Marketing of Chinese wushu
8. Culture Marketing of Chinese fine arts
9. Culture Marketing of Chinese brands and Chinese culture

Assessment: case study; Chinese culture Advertisement Design; Examination

Grading: Normal Score 60% ; Final Score 40%

Syllabus for Advertisement

Course Code: GL30450

Course Category: (Special Module Courses)

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: marketing

Objectives and Requirements:

The course is aimed at helping students with the capabilities and methods to master and use basic concepts and theories of advertisement, to master key issues and main tools through analyzing the global advertising cases. At the same time, the course uses exercises in class to improve students' capabilities with analyzing, making advertise, and planning advertising.

Teaching Pattern: lectures (60%), short class presentations and discussions (40%).

Textbook(s): Wangtao: *Advertisement*, wilian.weilse, The Publishing Company of Chinese People University,2006, 6st edition.

References:

- 1、*Advertisement*, W.Ronald Lane and J .Thomas Russell , The Publishing House of Qinghua University.
2. *Theory of Advertisement*, FanZhiyu, the Publishing Company of ShangHai.
- 3、*The point of Ogilvy, II*, 2000, the Publishing Company of management of entertise

Contents:

- Chapter1. Introduction to advertisement
- Chapter2. How to effect of advertisement
- Chapter3.The consumer
- Chapter4.The research of advertisement
- Chapter5. The strategy of advertisement
- Chapter6. The print media and outdoor Of advertisement
- Chapter7. The electric media advertisement
- Chapter8. The interaction media advertisement
- Chapter9. The tactics Of medium advertisement
- Chapter10.The originality Of advertisement
- Chapter11.The article Of advertisement
- Chapter12.The design and fabrication Of advertisement
- Chapter13.The direct reaction Of advertisement
- Chpater14. The sales promotion .The event and support
- Chapter16.The specifility Of advertisement
- Chapter17. Evaluateing effect Of advertisement

Assessment: school assignment and test

Grading: planning advertising: 20 points; Design: 30 points; Final Test: 50 points.

Syllabus of Marketing Planning

Course Code: GL31400

Course Category: Practice Education Modules

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 1+1

Prerequisites: Marketing management

Objectives and Requirements:

This course is practical course based on the theory of marketing management. The purpose and requirement of the course include three aspects:

1. Refining the marketing planning method. All the contents of this course focus on the students' planning theory and program to arrange the direct meaning of planning. Teaching and learning are not just to understand knowledge and master the "why", "what", but focus on grasping the marketing planning method and solves the problem of "how to do". Students are required to understand the nature and task of curriculum, including the course content and structure of the system.

2. Typical case study. With a great deal of study and discussion of various types of typical cases, students should master the marketing planning methods. Through case analysis, they can better understand the basic principles and methods of marketing planning .

3. Participating in planning practice. Through theoretical study, students are involved in marketing planning practice, training their planning skills. They should pay close attention to the latest development trend of marketing planning, and continue to adopt the innovative method of marketing planning.

Teaching method:

This course include the historical development of planning and marketing planning; the basic principle, basic program and basic method of learning approach; the skills and methods about a marketing planning book or business planning book; students share the classical marketing planning case at the same time; organizes the students to participate in enterprise marketing planning of actual combat through marketing project teaching; student counseling help enterprises completed a marketing planning books, to enhance the students' ability, improve their ability to solve the problem.

Teaching methods: Case discussion; project participation.

Content:

(1) Theoretical lesson:

Chapter1: The development and connotation of marketing plan

Chapter2: The process and organization of marketing planning.

Chapter3: The creative marketing planning

Chapter4: Market Research Plan

Chapter5: Marketing strategy planning

Chapter6: Brand planning

Chapter7: Enterprise image planning

Chapter8: Promotion plan

Chapter9: Network marketing planning

Chapter10: Advertising planning

Chapter11: Public relations planning

Chapter12: The type and formulation of marketing plan

(2) Practical lesson:

1 organize the students to visit the enterprise 1-2 times

2 help students participate in enterprise project planning and organize discussion 1-2 times

3 invite enterprise leaderships to listen to the students marketing plan 1 times

Assessment of the way:

case discussion in classroom, enterprise project planning

Score distribution:

Total score = 10% classroom case discussion +15% project discussion +15% marketing planning and demonstration +60% marketing planning case (including marketing project planning, final marketing planning two times, each accounted for 30%).

Syllabus for Internet Marketing

Course Code: GL33370

Course Category: Practice Education Modules

Class Hours: 2 per week, 32 in total

Course Credits: 2

Prerequisites: Management, Marketing, Consumer Behavior, Computer Basic Course

Objectives and Requirements:

The course is aimed at helping students with the capabilities and methods to master and use internet to make marketing on the basis of learning about the basic concepts and theories of internet marketing. The purpose is to introduce and help students to master key issues and main tools through analyzing cases. At the same time, the course uses exercises in class to improve students' capabilities with operating internet marketing. Accordingly, this course requires students to take part in discussing and answering some questions in class as a unit of studying teams, and to write some reports of case analysis and take a practice through some projects.

Teaching Pattern: Instruction in class; case discussion; write analytic report of case after class; to join in project operation.

Textbook(s):

- (1) Liu Xingyan. Internet Marketing(the second edition). Huazhong University of Science and Technology press,2013-09-01.
- (2) Optional material of cases

References:

- (1) Su Rui, Internet Marketing--the succed way of internet business (the 3rd edition),. Electronic Industry Press. 2011-10-1
- (2) Rand Fishkin; Eric Enge; Stephan Spencer; Stricchiola Jessie, The Art of SEO,. Electronic Industry Press. 2012-4-1
- (3) Wen Wuzhao, Micro-blog Marketing Handbook, Huangshan Publishing House, 2011-10-1
- (4) Zac, the Sectary of SEO.(the second edition) , Electronic Industry Press. 2012-5-1
- (5) Jiang Likun, the collection of real internet marketing, Electronic Industry Press. 2012-1-1
- (6) Zhao Li. the sectary of Wechat marketing. Petroleum industry press,2013-5-1
- (7) Chen Xiaoyong, Li Guojian, the unlock of the sectary of Wechat marketing: the marketing revolution of mobile internet times. China Mechine Press. 2013-4-1

Contents:

The course contents are arranged according to the theory framework of the textbook. and there are many latest cases on the course.

The contents are as following: the summary of Internet Marketing; consumer behavior analysis on internet; marketing planning and marketing strategy on the internet marketing; the information system of internet marketing; product tactics; services tactics; price tactics; place tactics online; internet advertisement; loyalty management of internet customer; management and control of internet marketing.

Students are mainly instructed with some methods and tools about market analysis, making strategies and the mix of marketing tactics through case analysis. At the same time, a case discussion is arranged during the midterm.

Assessment: written examination

Grading: Check on class attendance, 10%; discussion and exercises, 50%; final performance, 40%

Syllabus for Business Etiquette

Course Code:GL34010

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total (of which practice hrs 16)

Course Credits:2

Prerequisites:

Objectives and Requirements: This module is to provide the latest and the modern international business etiquette norms, principles and skills to students. By explaining the basic etiquette standard in China and other countries in the world, the students are guided to reduce errors or misunderstandings and get more opportunities to win in the future business activities . Through business etiquette learning, personal quality and corporate image are expected to be improved, the abilities to adapt to social and occupational changes are expected to be enhanced.

Teaching Method: Lecture, Practice and training

Textbook(s): Xiulian TANG, Business Etiquette, Tsinghua University Press, 2012

References:

- (1) Zhengkun JIN, Business Etiquette, Peking University Press,2005
- (2) Hao GONG, International Business Etiquette Training, University of International Business and Economics Press,2012
- (3) Xiaomei Zhang, Xiao Mei said the etiquette,China Youth Press,2008

Contents:

1. Theoretical Course:

- Chapter 1. Introduction of business etiquette
- Chapter 2.The image courtesy of business people
- Chapter 3.Social etiquette in business
- Chapter 4.Official business etiquette
- Chapter 5.Office etiquette in business
- Chapter 6.Dining etiquette for business occasions
- Chapter 7.Foreign etiquette for business

2.Practical course:

- Chapter 1.Tie and makeup
- Chapter 2. Posture training
- Chapter 3. Meet etiquette
- Chapter 4.Telephone etiquette
- Chapter 5.Banquet etiquette
- Chapter 6.Interview skills

Assessment: Students' performance

Grading: Class participation (30%), practical performance (30%), personal summary (40%)

Syllabus for Corporate Culture

Course Code:GL32530

Course Category: Special Module Courses

Class Hours:2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management, Human Resource Management, Organizational Behavior

Objectives and Requirements:

The course focuses on the impact of economic globalization on managerial behaviors in enterprises. It aims to (1)introduce the influences of culture on managerial behaviors in enterprises, (2) help students to analyze and solve cross-cultural problems in international operations. It requires students to grasp the basic research methods of cross-cultural management and the main content of cross-cultural management, apply relevant theories of cross-cultural management to analyze some problems in the internalization of businesses and cultivate students' analysis and communication ability through case discussion.

Textbook(s):

Chen Xiaoping(2009). *Managing Across Cultures*.Tsinghua University Press.

References:

(1)Fred Luthans, Jonathan P.Doh, Zhao Shuming, Cheng Dejun(2009). *International Management: Culture, Strategy and Behavior*.China Machine Press

(2) Ma Chunguang(2004).Cross-Cultural Management in International Business.University of International Business and Economics Press

Contents:

This curriculum takes corporate culture and cross-culture management as the foothold of teaching design and organization. Main contents include: introduction to Corporate Culture (2 hours), introduction to Cross-Cultural Management (2 hours), Cultural Comparison (2 hours), the Diversity of Managerial Culture and Cross-Border Management (3 hours), the Cross-Cultural Comparison in Enterprise System (3 hours), the Effectiveness of Cross-Cultural Communication (3 hours), Cross-Cultural Motivation and Leadership (3 hours).

Assessment: Assignment and final exam.

Grading: Attendance: 10%; Assignments:60%; Final examination:30%

Syllabus for Employment Relations Management

Course Code: GL30800

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: management, human resource management, organizational behavior

Objectives and Requirements:

Students are required to (1) compare and analyze different theories, schools, and basic patterns of employment relations, (2) understand acts, policies and experiences of employment relations in different nations, (3) master basic policies and rules in adjusting employment relations, (4) explore the frontier, policies and adjustment modes of employment relations.

Teaching Pattern:

lectures (60%), short class presentations and discussions (40%).

Textbook(s):

Cheng Tingyuan(2011). *Labor Relations*, China Renmin University Press.

References:

John A. Fossum(2005). *Labor Relations: Development, Structure, Processes*, 10th edition, McGraw-Hill/Irwin-McGraw-Hill Publishers.

Chang Kai(2005). *LaborRelation·Laborer·Labor Right*, China Labor Press.

Chen Shuxiang, Yang Peilei(1998). *Research on Labor Relations in Current Western Developed Countries*, Wuhan University Press.

Daniel ,Quinn&Mills(1998). *Labor-Management Relations*, China Machine Press.

Philip ,Lewis, etc(2005).. *Employee Relations – Analyzing Employment Relation*, DongbeiUniversity of Finance & Economics Press.

GuoQinsong(2002). *Enterprise Labor Relation Management*, Fudan University Press.

www.laboroot.com

www.zgldfl.com

www.molss.gov.cn

www.chinalabor.cc

Contents:

Chapter1. Introduction of Employment Relations

Chapter2. Theories of Employment Relations

Chapter3. The Nature of Employment Relations – Conflicts and Cooperation

Chapter4. Employment Relations from Historical Perspective

Chapter5. Managers

Chapter6. Labor Union

Chapter7. Government

Chapter8. Labor Law: The Regulation of Employment Relations

Chapter9. Labor Contract Law System

Chapter10. Labor Dispute Resolution System

Chapter11. Collective Bargaining

Chapter12. Industrial Action

Chapter13. Alternatives from Comparative perspective

Chapter14. Contemporary Development and Problems

Assessment: Test

Grading: Class Participation: 10 points, Assignment: 60 points, Final Test: 30 points.

Syllabus for Labor Economics

Course Code: GL30810

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Advanced Mathematics, Economics, Human Resource Management.

Objectives and Requirements:

Students are required to (1) understand the market process of wage determination through the interaction of labor supply and labor demand, (2) analyze the impact of labor market imperfections and various government policies on wages and incentives to work, (3) understand and appreciate implications of various political and economic institutions on wages and employment.

Teaching Pattern:

lectures (60%), short class presentations and discussions (40%).

Textbook(s):

Hu Xueqin, Qin Xingfang(2004): *Labor Economics*, Higher Education Press, 1st edition..

References:

Ehrenberg, Ronald G. and Smith Robert S.(2003). *Modern Labor Economics: Theory and Public Policy*, HarperCollinsCollege Publishes.

Borjas, George J.(2000).*Labor Economics*, McGraw-Hill, International Editions.

Bosworth, Derek, Peter Dawkins, and Thorsten Stromback(1996).*The Economics of the Labor Market*. Longman Publisher,.

Becker, Gary S.(1991), *A Treatise on the Family*, Cambridge: HarvardUniversity Press.

Killingsworth, Mark(1983).*Labor Supply*, Cambridge University Press.

Contents:

Chapter1. Introduction

Chapter2. Labor and Human Resources

Chapter3. Labor Quantity

Chapter4. Labor Quality – Human Capital

Chapter5. Labor Demand

Chapter6. Labor Market

Chapter7. Labor Migration

Chapter8. Rewards to Common Laborers – Wage

Chapter9. Rewards & Incentives to Special Laborers

Chapter10. Occupation

Chapter11. Employment

Chapter12. Unemployment

Assessment: Test

Grading: Class Participation: 10 points, Assignment: 60 points, Final Test: 30 points.

Syllabus for Theory of Leadership

Course Code: GL30850

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Strategy Management, Human Resource Management, Organizational Behavior

Objectives and Requirements:

The course aims to introduce the concept, theory of leadership, and let students understand the science and art aspects of leadership. The students should be able to master the basic principles of leadership and analyze the practical issues and cases.

Teaching Pattern: Lecture

Textbook(s):

Liu, Jianjun (2007). *Theory of Leadership-Science and Art*. Fudan University Press.

References:

Chen, Rongqiu (2007). *Leadership: Theory and Practice*, Tsinghua University Press.

Contents:

This course is composed of the following chapters: conception, theory, principal, process, circumstance. Theory and process is the core of the course, it contains the essence of leadership, the pattern of leadership, and the process of leadership.

Conception will be introduced in the first 2 weeks, and the theory of leadership will be introduced from the 3rd week to 8th week, the principal of leader followed the next 2 weeks, and in the next following 5 weeks, the science and art of leadership will be introduced. In the final 3 weeks the circumstance and future of leadership will be introduced.

Assessment: Course paper writing

Grading: Assignment (60%)+Course paper(40%)

Syllabus for Thesis writing and management research methodology

Course Code: GL33740

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Statistics

Objectives and Requirements:

Students are able to (1) master the requirements and formats of academic dissertations, (2) understand how to write a thesis, (3) master several basic research methods in management.

Textbook(s):

Li, Y. Q. (2006). *Thesis writing and model examples*. Xiamen University Press.

References:

- (1) Shandez, Mark et al., translated by Yang, X. Y. (2005). *Introduction to research methodology* (3rd edition). Beijing: China Foreign Economic Trade Press.
- (2) W, M. L. (2000). *SPSS and its application*. China Railways Press.

Contents:

- Chapter1. Introduction to thesis writing
- Chapter2. Thesis structure and formats
- Chapter3. How to choose a thesis topic
- Chapter4. Data collection and processing
- Chapter5. Process of thesis writing
- Chapter6. Introduction to research methodology
- Chapter7. Literature review
- Chapter8. Questionnaire survey
- Chapter9. Interviews
- Chapter10. Case study
- Chapter11. SPSS
- Chapter12. Qualitative data analyses

Assessment: Course paper

Grading: Class participation and performance 10%; Assignments 60%; and course paper 30%.

Syllabus for Entrepreneur coaching

Course Code: GL32700

Course Category: (Special Module Courses)

Class Hours: 2 hrs per week, 32hrs in total (including 2 hours of practice)

Course Credits: 2

Prerequisites: management, human resource management, employee training and development

Objectives and Requirements:

Students are able to (1) know the development and importance of entrepreneur coaching, (2) master some basic knowledge, methods and techniques in coaching, (3) understand its applications in management.

Textbook(s): Chen, G . H. & Liu, C. Y. (2005). Entrepreneur coaching.Jinan University Press.

References:

(1) Zhang, X. Q. &Shen, J. (2006). Introduction to training of international registered entrepreneur coaching.Mechanical Industry Press.

(2) Perry Zeus & Suzanne Skiffington (2002). The coaching at work toolkit: a complete guide to techniques and practices. Sydney, Australia: McGraw-Hill Book Company.

(3) Zeus, Perry & Suzanne Skiffington (2000). *The Complete Guide to Coaching at Work*.Sydney, Australia: McGraw-Hill Book Company.

(4) Thomas G. Crane &L. N. Patrick (1998).*The Heart of Coaching: Using Transformational Coaching to Create a High-performance Culture*.San Diego, CA: FTA Press.

(5) Chen, G.H. & Chen, M.Z. (2011). Entrepreneur coaching in China. Beijing: Qinghua University Press.

Contents:

Chapter1. Introduction

Chapter2. Coaching models and techniques

Chapter3. Manager as a coach

Chapter4. CEO coaching

Chapter5. Peer coaching

Chapter6. Team coaching

Chapter7. Performance coaching

Chapter8. Career coaching

Chapter9. Coaching evaluation

Assessment: Exam

Grading: Class Participation: 10 points, Assignments: 60 points, Final exam: 30 points.

Syllabus for Management of Entrepreneurial Organization

Course Code: GL30180

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Management, Economics, Marketing

Objectives and Requirements:

The teaching objective of entrepreneurial management is to (1) help students understand entrepreneurship and the problems and obstacles of it, (2) help students form the proactive and creative consciousness and strengthen their entrepreneurship. Specially, this course aim to (1) teach students the skills of recognizing opportunity, innovating, integrating resources and knowledge, and team building, (2) guide them to work with an entrepreneurial thought, (3) improve their competence of analyzing and solving problem creatively.

Textbook(s):

Zhang Yuli, *Entrepreneurship*, China Machine Press, the latest edition.

References:

- (1) Robert A. Baron & Scott A. Shane, *Entrepreneurship: a Process Perspective*, China Machine Press.
- (2) Jiang Yanfu, Zhang Wei, *Entrepreneurial Management*, Tsinghua University Press.
- (3) Ding Donghong, *Entrepreneurial Management*, Tsinghua University Press.

Contents:

The main contents of this course include: introduction of entrepreneurship and entrepreneur, identification and evaluation of entrepreneurial opportunity, business model, entrepreneurial team, business plan, obtainment of entrepreneurial resources, building and management of a new venture, etc.

This is a semester course, and the necessary interactive learning methods can be arranged according to the teaching goals.

Assessment: The assessment methods of this course are Case Analysis & Paper Work.

Grading:

Class Attendance	10%
Homework & Mid-term Examination	60%
Case Analysis & Paper Work	30%

Syllabus for Team and Project Management

Course Code: GL31330

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management and Economics related courses

Objectives and Requirements:

The course aims to (1) introduce the basic theories and skills of project management, (2) help students to master the theory of project management and obtain the skills of conducting project management in practice through simulation, (3) cultivate students to apply the theories and skills of Project Management to solving complex problems in the workplace. It requires students to grasp some basic theories and skills of project management before class and have some experience in project management related work. As time in class is limited, the course requires the students to preview each new lesson and related cases, read case studies and case study literature after class, and interact with the teacher actively in class.

Textbook(s):

Song Wei (2007). *Project organization and team management*. Machinery Industry Press

References:

Kathy Schwalbe (2002). *IT Project Management*. China Machine Press

Contents:

This curriculum contains project management body of knowledge and relevant skills of Project Management. Project Management Body of Knowledge (PMBOK) include: the scope, schedule, cost, quality, risk, communication, procurement and integration of project and human resource management. Week 1-2 introduction to project management; week 3-4: the scope, schedule and cost of team and project management; week 5-9: the quality, risk and communication of team and project management; week 10-12: the procurement and integration of project; week 13-14: human resource management; week 15-16: review and conclusion.

Assessment: Assignment and final exam.

Grading: Attendance: 10%; Assignments: 60%; Final examination: 30%

Syllabus for Human Resource Management Informatization (IND Computer training)

Course Code: GL34020

Course Category: Elective Course

Class Hours: 2 hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Human Resource Management

Objectives and Requirements:

This course instructs students to grasp the basic job duties and processes of human resource management with Yonyou ERP system, which is paving the way for their careers.

It requires students to master the routine processing of human resources management, especially experience how to integrate various data into a unified information platform. On the premise of integrated application of different modules, it also requires students to be proficiency in different human resource management modules, particularly to clarify how the data transfer and accurately check the flow of data to ensure its security and integrity.

Software:

Yonyou ERP U8 (HRM modules)

References:

Jun Jiang, *Human Resource Management Exploitation and Operation*. Economic Science Press, 2008.

Contents:

- (1) Wk 1: System Establishment
- (2) Wk 2: Administration
- (3) Wk 3: Attendance Management
- (4) Wk 4-6: Compensation Management
- (5) Wk 7-8: Recruitment
- (6) Wk 9-10: Training
- (7) Wk 11-12: Welfare Management
- (8) Wk 13-15: Performance Management
- (9) Wk 16: Contract Management

Assessment: attendance, practice and test.

Grading: Class participation: 60 points, Final Test: 40 points.

Syllabus for Talent services

Course Code: GL33910

Course Category: Major Elective Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites:

Objectives and Requirements:

The purpose of this course is to make students understand and master the talent service discipline system and research methods; help students to master theoretical research and practices of various kinds of talent service forms.

Textbook(s):

Guohai Chen, Haigang Ma. Talent Services [M]. Beijing: Qinghua University Press, 2016.

References:

Contents:

This course in accordance with the relevant background and problems as well as talent service discipline system and research methods for teaching.

This course is the semester curriculum. Week 1-5: ensuring the student know the comparison of domestic and foreign service learning development and trends ;explains the employee career development service and talent planning ,talent assessment services in detail ; Week 6-12:showing recruitment and configuration services, employee performance management service, personnel salary welfare management service, personnel training service; Week 13-18: showing labor relations management services, talent information services, employee dispatching service, talent of electronic information technology service, human resources business partner services.

Assessment: Assignments and course paper.

Grading: Attendance and Assignments: 60%; course paper: 40%

Syllabus for Official document writing

Course Code: GL33920

Course Category: Major Elective Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites:

Objectives and Requirements:

The course aims to make the students understand and master the basic knowledge of official document writing and master the concrete practice of document writing methods and skills.

Textbook(s):

Xia Yang. Official document writing regulations and case analysis [M]. Beijing: Beijing University Press, 2013.

References:

Haixiang Yue et al. Official document writing techniques and formats [M]. Beijing: China Quality Security Press, 2015.

Haixiang Yue. New official document writing [M]. Beijing: China Literature and History Press, 2013.

Contents:

This course is the semester curriculum. Week 1: understanding the basic concept, the nature and characteristics of document writing and tasks; week 2-6: introducing document type, format and style rules; week 7: knowing about confusing concept and practice to contend; week 8-16: showing legal documents and document writing techniques and the related typical example and evaluating all kinds of documents of the errors.

Assessment: Assignments and course paper.

Grading: Attendance: 10%; Assignments: 60%; course paper: 30%

Syllabus for Human Resources Management Consulting

Course Code: GL33930

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: special module courses.

Objectives and Requirements:

The course aims to (1) help students understand and master theory, model and methods about human resources management consulting; (2) help students to enhance the comprehensive ability of human resource management.

Textbook(s):

Dong-ya Ding (2013). Management Consulting (3rd edition) . Beijing: Tsinghua University Press.

References:

Contents:

This curriculum contains introduction to international human resource management.

This course is the semester curriculum.

Week 1: Consulting qualities; Week 2: Consulting positioning; Week 3: Consulting industry; Week 4: Consulting bidding; Week 5: Consulting question; Week 6: Consulting investigation; Week 7: Consulting scheme; Week 8: Consulting implementation; Week 9: Product Consulting; Week 10: Talent Consulting; Week 11: Value Consulting; Week 12: Positioning Consulting; Week 13: Consulting team; Week 14: Consulting knowledge; Week 15: Consulting marketing; Week 16: Consulting services. Week 17-18 :Course papers.

Assessment: Assignments and course paper.

Grading: Attendance: 10%; Assignments: 60%; course paper: 30%

Syllabus for Human Resource Accounting

Course Code: GL33940

Course Category: Major Elective Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Human Resource Management, Principles of Accounting

Objectives and Requirements:

- To providing understanding basics of HRA
- To understand measuring and reporting Human Resources

Textbook(s):

Zhang Wenxian. Human Resource Accounting [M]. Beijing: Science Press, 2015.

References:

Liu Zhongwen. Human Resource Accounting[M]. Beijing: China Labour & Social Security Publishing House, 2007.

Zhang Yan. Research of Enterprise Human Resource Accounting[M]. Beijing: Social Sciences Documentation Publishing House, 2008.

Li Xiyuan, Wang Yongmei. Human Resource Accounting[M]. Wuhan: Wuhan University Press, 2010.

Wang Yuewu. Application Research of Human Resource Accounting: Theory, Methodology and Trail[M]. Changsha: Hunan University Press, 2015.

Contents:

CH1 Human Capital Theory and Human Resource Accounting (2 hrs)

CH2 Fundamentals of Human Resource Accounting (4 hrs)

CH3 Human Resource Cost Accounting (4 hrs)

CH4 Human Resource Investment Accounting (4 hrs)

CH5 Human Resource Value Accounting (4 hrs)

CH6 Human Resource Equity Accounting (4 hrs)

CH7 Human Resource Management Accounting (4 hrs)

CH8 Human Resource Accounting Analysis (2 hrs)

CH9 Human Resource Accounting Report and Audit (2 hrs)

CH10 Human Resource Accounting System Design (2 hrs)

Assessment: Final Exam.

Grading: Attendance: 10%; Assignments: 60%; Final exam: 30%

Syllabus for Operations Research

Course Code: GL31510

Course Category: Special Module Courses

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Calculus; Linear Algebra; Probability Theory

Objectives and Requirements:

Students are to (1) have a good understanding of the importance of operations research in modern management, (2) understand the fundamental principles and basic methods in operations research., (3) learn to apply theoretical knowledge into practical problems through a variety of course activities, including lectures, case studies, class discussions and software application.

Textbook(s):

Han Botang, *Operations Research in Management*, Higher Education Press, 2010.

References:

- (1) Qian songdi, *Operations Research*, Tsinghua University Press
- (2) Hu yunquan, *Operations Research*, Tsinghua University Press
- (3) David R. Anderson & Dennis J. Sweeney, *An Introduction to Management Science: Quantitative Approaches to Decision Making*; 11 edition, Machinery Industry Press
- (4) Hu yunquan, *Case Studies on Operations Research*, Tsinghua University Press
- (5) Hu yunquan, *Exercise Book for Operations Research*, Tsinghua University Press

Contents:

- (1) Linear Programming;
- (2) Transportation Problem;
- (3) Integer Programming;
- (4) Goal Programming;
- (5) Shortest-route Problem;
- (6) Minimal Spanning Tree Problem;
- (7) Maximal Flow Problem;
- (8) Project scheduling (PERT/CPM);
- (9) Inventory Models.

Assessment: test

Grading: Class Participation and Assignments: 60%, Final Exam: 40%.

Syllabus for Operation Management

Course Code: GL33500

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Economics, Management, Statistics, Advanced mathematics

Objectives and Requirements:

The teaching purpose of production and operation management (POM) is to help students grasp the theories of POM, particularly in command modern thinking and methods in manufacturing and service management. Have the ability to make use of the knowledge in the course to analyze and think practical problems in modern manufacturing and service enterprises. And to some degree, understand the practical status of companies' operation processes, criterion's establishment, control measures' upgrade, operation support and guidance, operation process's optimize and innovation, etc.

Textbook(s):

(1) Chen Zhixiang, *Foundation of Production and Operations Management*, Pubushing House of Electronics Industry, 2010.

(2) Chen Rongqiu, Ma Shihua, *Production and Operations Management*, Higher Education Press, 2005.

References:

(1) Ye shouli, *Corporate Operation Management*, Higher Education Press, January, 2006;

(2) William J. Stevenson, *Operations Management*, China Machine Press. January 1st, 2005.

Contents:

The main contents of this course include the modern development status of POM management, basic processes, criteria, strategies, enterprises' R&D management, job design, the principle and its basic handle measures of corporations' site choose, work organizing and ration, POM plan, MRP/MRP II/ERP, JIT and workplace management, as well as case study of every chapter.

This is a semester course.

Assessment: The assessment method of this course is examination.

Grading:

Class Attendance	20%
Homework & Mid-term Examination	40%
Final Examination	40%

Syllabus for Supply Chain Management

Course Code: GL30380

Course Category: Special Module Courses

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Production and Operation Management

Objectives and Requirements:

Students must (1) understand the basic theories and means of Supply Chain Management, (2) read through appointed textbook and a overseas original edition textbook, (3) skim through Supply Chain network, newspaper and magazine, (4) analyze and solve the correlative question in Supply Chain Management, (5) know the Supply Chain Management developments in domestic and overseas.

Textbook(s):

Ma Shihua: Supply Chain Management, Huazhong University of science & technology Press, 2010

References:

(1) David Simchi-Levi, Philip Kaminsky, Edith Simchi-Levi. Designing and Managing the Supply Chain. China Renmin University Press, 2011.

(2) Fawcett.S.E, Ellram.L.M, Ogden.J.A. Supply Chain Management: From Vision to Implementation. Tsinghua University Press, 2009.

Contents:

- (1) Introduction to Supply Chain Management;
- (2) The system design of Supply Chain;
- (3) Coordination management of Supply operation;
- (4) The choice of Supply Chain Partnerships;
- (5) Purchase management under the supply chain circumstance;
- (6) Production planning and control under the supply chain circumstance;
- (7) Logistic management under the supply chain circumstance;
- (6) The technique of Supply Chain Management;
- (7) Supply chain performance measurement.

Assessment: attendance, practice and test

Grading: Practice: 20 points, Attendance : 40 points, Final Test: 40 points.

Syllabus for International Purchasing

Course Code: GL31680

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, Microeconomics, Economic Law, Management Science, Marketing, Financial Management.

Objectives and Requirements:

Students are to (1) understand basic knowledge, theories and technique of international purchasing; (2) understand concept, characteristics and importance of international purchasing; (3) be able to apply theories, knowledge, technique to solve the problems in international purchasing; (4) get familiar with the trend of international purchasing development.

Textbook(s):

- (1) Alan E. Branch: *International Purchasing and Management*, China Machine Press, 2003
- (2) Chartered Institute of Purchasing and Supply: Textbooks for 'The International Certificate in Purchasing and Supply'

References:

- (1) Robert B. Handfield et al.: *Sourcing and Supply Chain Management*, Tsinghua University Press, 2010.
- (2) Hu Jun and Bai Lijun: *International Purchasing Management*, Tongji University Press, 2007.

Contents:

- (1) Fundamental principles of international purchasing
- (2) International market investigation and choosing
- (3) Purchasing strategy and planning
- (4) Logistics and globalization
- (5) Contractual negotiation
- (6) Import financing
- (7) International logistics and strategy
- (8) Import cargos processing
- (9) International purchasing promotion organizations

Assessment: Test

Grading: Class Participation: 10 points, Assignment: 50 points, Final Test: 40 points

Syllabus for Import and Export Business Management Practice Training

Course Code: GL33950

Course Category: Practice Education Modules

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: International Business and Trade Management

Objectives and Requirements:

Students are to (1)On the basis of theory course study throng experiment and practice training furture understand basic knowledge, theories and technique of our country's imports and exports business management, (2)realize that international goods transaction contract and its management is the core of this course, understand each international trade terms, international goods transaction contract, agreement and the fulfillment of the import and export contract, get familiar with all kinds of international trade pattern, (3)be able to apply theories, knowledge, technique to the whole business management process, (4) through practice training gain good knowledge about our country's import and export policy and law and regulation, and to have the ability to engaged in our country's import and export business and management.

Textbook(s):

- (1) Zhang Liangwei, Import and Export Business Management, University of China's People Press, 2013
- (2) Self-Compiling textbook and tutorial textbook

References:

- (1) Li Xiaoxian, International Trade Practice, University of international business and economics press, 2007
- (2) Wu Baifu, Import and Export Businesses, Shanghai People's Publishing House, 2006
- (3) College of international business and economics in Guangdong university of foreign studies, International Trade Practice, Guangdong Higher Education press, 2001
- (4) Hong Datong, Sales Law of International Goods, International Trade Education Press
- (5) Smitov, Export Trade, International trade Press
- (6) Liu Min, International Trade Practice Training Guide, Foreign Trade and Economic University Press, May 2009
- (7) Chen Ping, import and export business training tutorial, Huazhong University Press, January 2009.

Contents:

The course of the experiment (training) mainly includes four parts of contents:

- (1) practice training of utilization of main international trade terms;
- (2) practice training of international goods transaction contract and other regulations in this field;

(3)practice training of the agreement and fulfillment and its management of the import and export contract;

(4)practice training of utilization and relation management of each international trade pattern.

Assessment: The curriculum assessment methods for experimental or training test.

Grading: Assignment: 60 points, Final Text: 40 points.

Syllabus for International Purchasing Practice

Course Code: GL31690

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, Financial Management, Purchase Management, Marketing

Objectives and Requirements:

Students are to: (1) understand the main applied strategies of purchasing management used in enterprises, (2) cultivate problem analysis and solving abilities, (3) improve negotiation skills and team cooperation ability

Textbook(s):

Gong Songdong, editor in chief *Purchasing Management*, Machine Industry Publishing Company, 2005; Optional case information.

References:

(1) Emiko Banfield, *Strategic Purchasing Management*, Finance and economy Publishing Company of China, 2003

(2) Wang Huailin, *Purchasing Management and Inventory Control (Second Edition)*, Material Publishing Company of China, 2004

(3) *Serial Teaching Material for International Qualification Attestation of Purchasing and Supply Chain Management*, 1—9 module ITC U.N. Trading Development Organization/WTO Material Publishing Company of China, 2005

Contents:

(1) introduction to the major sequence of purchasing strategy of enterprises;
(2) concept of purchase, concept of purchasing management, types of purchase;
(3) establishing of purchase demands and supply plan;
(4) supplier classification, evaluation and selection of suppliers;
(5) bid inquiry and selection, negotiation, conclusion of contract and contract management etc.

Assessment: Closed-book exam, including objective items(true or false, single and multiple choices) and subjective items(case study, treatise etc.).

Grading: Check on work attendance 15%, school assignment 40%, case study 5%, final examination 40%.

Syllabus for Transportation Management

Course Code: GL32720

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Operations Research, Logistics Management

Objectives and Requirements:

Students are to (1) understand basic transportation economic theories, (2) understand various modes of transportation, organizational structure and operation of private and public carriers, (3) be able to plan and design transportation network, (4) be able to select the most appropriate modes of transportation for various products.

Textbook(s):

Bao XiangTai: Transportation Organization, Southeast University Press, 2009

References:

- (1) Li WeiBin, Highway Transportation Organization, China Communications Press, 2008
- (2) Yin QiTai, railway transportation Organization, Southwest Jiaotong University Press, 2009
- (3) Hang Wen, transport economics, Southeast University Press, 2008

Contents:

- (1) transportation economics theories
- (2) analysis of transportation demand
- (3) design transportation network
- (4) technology of transportation organization
- (5) analysis of transportation cost

Assessment: test

Grading: Class Participation: 60 points, Final Test: 40 points.

Syllabus for International Logistics Management(EN)

Course Code: GL32740

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, International Trade Practice

Objectives and Requirements:

Students are to (1) have good understanding the basic knowledge and professional English in the domain of international logistics, including the international logistics network, international logistics operation, import and export cargos inspection, custom declaration, international cargos transportation, insurance ,international payment and other logistics services; (2) to be able to read and compose major international logistics contract and documents ;(3) to be able to apply the knowledge into international logistics management operation.

Textbook(s):

Pierre A. David, *International Logistics: Management of International Trade Operations*, Atomic Dog Publishing, 2010

References:

- [1] Zhang Liangwei, *International Logistics*, Higher Education press, 2011.
- [2] Donald F. Wood, *International Logistics*, Amacom Press, 2008
- [3] Shen Yajun. *International Logistics*. Qinghua University Press, 2006.
- [4] Lu Junwei. *International Logistics Operation Management*. China Economy Press, 2005.
- [5] Yang Xiafang. *International Logistics Management*. Tongji University Press, 2004.

Contents:

- (1) general introduction to international logistics and international supply chain ;
- (2) general introduction to international logistics network and facilities;
- (3) international trade operation;
- (4) custom declaration and control for international cargos;
- (5) international cargos transportation and insurance;
- (6) international payment
- (7) international logistics contract and documents

Assessment: test

Grading: Class Participation: 20points, Assignment: 40 points, Final Test: 40 points.

Syllabus for Enterprise Research

Course Code: GL40190

Course Category: Practice Education Modules

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management ; Economics; Logistics Management; Statistics

Objectives and Requirements:

Enterprise research is a course with tight integration of theory and practice, aiming to cultivate the application ability and to improve the overall capability of students. Tailored to the needs of enterprise research, this course systematically introduces students to techniques, software programs and research protocol commonly used in enterprise research, enabling them to incorporate pre-existing knowledge into the real situation of enterprise research with the utilization of appropriate social resources. This course is designed to develop students' skills in discovering, analyzing and solving real problems in enterprise research.

Textbook(s):

Uma Sekaran.. *Research Methods for Business*, Tsinghua University Press.

References:

- (1) CarlMcDaniel . *Contemporary Marketing Research*, Machinery Industry Press
- (2) Fan Bing, Fan Weida. *Marketing Research*, Fudan University Press
- (3) Wang Gongda. *Marketing Research*, Fudan University Press
- (4) Jane Ming etc. *Research Methods for Marketing* , Renmin University of China Press

Contents:

Basic theories, methods and techniques of enterprise research, as well as the use of related software, including generation of clearly defined survey questions, designing of survey plan and questionnaire, selection of survey methods, data collection and processing, analysis and interpretation of survey results using relevant software, writing of research reports. Provide supervision for in-depth on-site research of the real situations in corporate business combining theories with practice.

Assessment: examination.

Grading:

Class participation	10%
Survey planning report	15%
Survey questionnaire design	15%
Participation in on-site survey	20%
Final survey report	40%

Syllabus for Logistics System Model and Simulation

Course Code: GL40210

Course Category: Practice Education Modules

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Calculus; Probability and Statistics; Operations Research.

Objectives and Requirements:

Students are to (1) understand the concept of logistics system, (2) understand the methods of constructing logistics system models, (3) can use the logistics simulation software: Flexsim, (4) can construct logistics system model by using simulation software, (5) can analyze some cases and real-life problems and propose optimized and reasonable solutions for logistics system .

Textbook(s):

Zhang Xiaoping, Shi Wei, Lui Yukun: *Logistics Systems Simulation*, Tsinghua University Press, 2008.

References:

(1) Zhang Xiaoping, Lui Yukun: *A Practical Tutorial on Systems Simulation Software Flexsim 3.0*, Tsinghua University Press, 2006.

(2) Wang Henglin, Cao Jian: *Design and Applications of Simulation Systems*, Beijing Science Press, 2003.

(3) Peng Yang, Wu Bei: *Logistics Systems Optimization and Simulation*, China Logistics Publishing House, 2004.

(4) Zhang Xiaoping etc: *Simulation Principle of Logistics Systems and Its Applications*, China Logistics Publishing House, 2005.

(5) Jun Zhicai, Sun Baofeng: *Logistics Systems Simulation*, Publishing House of Electronics Industry, 2007.

(6) Wang Zhuan, Cheng Guoquan, Feng Ailan: *Logistics Systems Engineering*, Higher Education Press, 2004.

Contents:

- | | |
|--|--|
| (1) An introduction to logistics systems; | (7) Traffic systems models and Simulation |
| (2) The technique of logistics system simulation | (8) Storage systems models and Simulation |
| (3) The logistics system simulation software: Flexsim. | (9) The case analysis on logistics system simulation |
| (4) Models and Simulation on waiting for Service | |
| (5) Distribution systems models and Simulation | |
| (6) Packaging systems models and Simulation | |

Assessment: Computer test, cases analysis report.

Grading: Class Participation and Assignment: 60 points, Computer test: 20 points, The cases analysis report: 20 points.

Syllabus for sand table of Supply Chain

Course Code: GL40360

Course Category: Practice Education Modules

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Supply Chain Management, sand table of Business Management

Objectives and Requirements:

Students must: (1) understand the basic theories and means of Supply Chain; (2) study how to establish Supply Chain; (3) solve the correlative questions in Supply Chain; (4) understand the operating model of different company; (5) learn how to cooperate with other companies in Supply Chain.

Textbook(s):

Our own handout

References:

[1] Wang Yan. Integrated Supply Chain Strategy Design and Management. China Logistics Publishing House, 2009.

[2] Wang Daoping, Li Miao. Theory and Methods of Supply Chain Design. Peking University Press, 2012.

Contents:

- (1) Introduction to Supply Chain Management;
- (2) History of sand table;
- (3) Structure of Supply Chain's sand table;
- (4) Role playing;
- (5) Operation process of Supply Chain Simulation;
- (6) Rules of Supply Chain Simulation;
- (7) Supply Chain Simulation;

Assessment: practice and summary report.

Grading: Practice: 60 points, summary report: 40 points.

Syllabus for Inventory Management

Course Code: GL33960

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management、Management Information System、Accounting、Application Statistics.

Objectives and Requirements:

Students are to (1) understand basic theories and practices of warehousing and inventory management, (2) by integrating modern warehousing management skills with enterprises' practical cases, students should get a comprehensive, clear understanding of warehousing management, and develop basic skills needed for launching a specific warehousing project, (3) be able to apply these knowledge to analyzing practical enterprises' cases, identifying problems, analyzing problems and solving problems. (4) participant in "Group Project", and make presentation in class.

Textbook(s):

- (1) Waters, D. *Inventory Control and Management*. China Machine Press, 2006.
- (2) Audiovisual Information on hand

References:

- (1) Wang Wenxin: *Warehousing Management*, Xiamen University Press, 2006.
- (2) Liu Lili: *Efficient materials and warehouse management*, Peking University Press, 2004.
- (3) Deng Shizhen: *Effective inventory management techniques*, Guangdong Economy Book Concern, 2002
- (4) Zhang Yuanchang: *Warehouse management and inventory control*, Donghua University Press, 2004.
- (5) Muller, M. *Essentials of Inventory Management*. New York: American Management Association, 2003.

Contents:

- (1) introduction to warehousing management;
- (2) warehousing facilities and equipments;
- (3) basic processes of warehousing operation;
- (4) warehousing planning;
- (5) warehousing management institution;
- (6) warehousing performance management;
- (7) basic inventory concept;
- (8) basic model of inventory control;
- (9) bonded warehouse.

Assessment: Test (include case analysis, computation and essay).

Grading: Class Participation: 10 points, Assignment: 50 points, Final Test:40 points.

Syllabus for Logistics Engineering

Course Code: GL31260

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, Production and Operation Management, Supply Chain Management

Objectives and Requirements:

Students are to (1) understand the basic theories of logistics engineering, (2) master the method to analyze logistics engineering, (3) be able to design and analyze material handling system, (4) be able to plan, design and analyze logistics system, warehouse system, and so on..

Textbook(s):

Yi Junmin: Logistics Engineering, 2009.

References:

- (1) Wang Guohua, Modern Logistics Engineering,, National Defense Industry Press 2005
- (2) Qi Ershi, Engineering and Management of Modern Industry, Tian Jin University Press, 2007
- (3) Zhou LingYun, Plan and Design of Logistics Center, Tsinghua University Press, 2010
- (4) You JianXin, Plan and Design of Logistics System, Tsinghua University Press, 2011

Contents:

- (1) facilities for logistics engineering
- (2) the technology of facilities plan and design
- (3) material handling system design
- (4) logistics system design and analysis;
- (5) accessorial facilities design ;

Assessment: test

Grading: Class Participation: 60 points, Final Test: 40 points.

Syllabus for International Trade in Services

Curriculum code: GL33410

Curriculum nature: Special Module Courses

Teaching hour: 2 hrs per week, 32 hrs in total

Credits: 2

Prerequisites: Principle of Economics, Industrial Economics, Service Economics, International Trade

Teaching purposes and requirements:

Students are to (1) understand the status and basic principles of international trade in services (2) get familiar with related agreements and policies, (3) gain knowledge about Chinese service trade policies and management system, including the development regulations and open policy of major service industries, (4) be able to apply these knowledges into theoretical research and practise.

Textbooks used in this course:

Rao You-Ling Zhang Baiwei , *International Trade in Services*, the Capital Economic and Trade University Press, August 2005 Release 1.

References:

(1) Chenxian ,*The International Trade in Services - Principles, Policies, Industry*, Ericsson accounting Press in July 2003 Release 1.

(2) General Agreement on Trade in Services.

(3) Zhang Hanlin, *The International Trade in Services*, Chinese Foreign Economic and Trade Press, November 2002 Release 1.

(4) Xie Kang, *International Trade in Services*, Sun Yat-sen University Press, March 1998 Release 1.

(5) (US) Robert J. Carbaugh, *International Economics*, Machinery Industry Press, October 2002 Release 1.

Contents:

- (1) introduction to the service industry;
- (2) basic concepts and principles of international trade in services;
- (1) trade in education services;
- (2) trade in communication services;
- (3) trade in financial services;
- (4) trade in logistics services ;
- (5) trade in sports and media services;
- (6) trade in health services;
- (7) International Service Outsourcing
- (8) General Agreement on Trade in Service

Examination: Test.

Distribution results: usual achievements of 60 per cent, 40 per cent of the end results.

Syllabus for Game Theory

Course Code: GL33970

Course Category: Special Elective Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Calculus; Linear Algebra; Probability Theory; Management; Economics

Objectives and Requirements:

Students are to (1) have a good understanding of the importance of Game Theory in modern management. (2) understand the fundamental principles and basic methods in Game Theory. (3) learn to apply theoretical knowledge into practical problems through a variety of course activities, including lectures, case studies, class discussions and software application.

Textbook(s):

Lang YanHuai, *Game Theory And Applied*, Shanghai University of Finance and Economics press, 2015.

References:

- (1) Li Bang Yi, *Game Theory And Applied*, Machinery Industry Press.
- (2) Xie ZhiYu, *Economy Game Theory*, FuDan University Press
- (3) David R. Anderson & Dennis J. Sweeney, *An Introduction to Management Science: Quantitative Approaches to Decision Making*; 11 edition, Machinery Industry Press

Contents:

- (1) Complete Information Static Game;
 - (2) Complete Information Dynamic Game;
 - (3) Incomplete Information Static Game;
 - (4) Incomplete Information Dynamic Game;
 - (5) Game Theory Applied.

Assessment: test

Grading: Class Participation and Assignments: 60%, Final Test: 40%.

Syllabus for Logistics System Planning and Design

Course Code:GL34030

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management、Supply chain Management、Operations Management、Operations Research

Objectives and Requirements:

Students are to (1) understand basic theories and methods of logistics system planning, (2) obtain a comprehensive and clear understanding of logistics system planning through real-life cases and materials, (3) possess the knowledge of logistics advisory methodology, advisory tools and advisory practical knowledge through the practice of logistics advisory, (4) complete the “extra-curricular practice”, and make presentation in class.

Textbook(s):

[1] Dong Weizhong: *Logistics System Planning and Design*, Electron Industry Publishing Company, 2011.

References:

[1] WU Chengjian: *Logistics System Planning and Design*, China Material Press, 2011.

[2] YOU Jainxin, ZHU Yanmei: *Logistics System Planning and Design*, Tsinghua University Press, 2019.

[3] SHAO ZHengyu, ZHOU Xxingjian: *Logistics System Planning and Design*, Beijing Jiaotong University Press, 2014.

[4] ZHANG Li: *Logistics System Planning and Design*, Tsinghua University Press, 2014.

Contents:

- (1) Logistics system;
- (2) Logistics system Planning and Design
- (3) customer service system Planning and Design
- (4) inventory service system Planning and Design
- (5) transportation service system Planning and Design
- (6) transportation service system Planning and Design
- (7) Logistics Nodes Planning and Design
- (8) Logistics Organization Planning and Design
- (9) Logistics system Accessing and Controlling

Assessment: non-test

Grading: Class Participation: 20 points, Assignment: 40 points, the cases analysis report: 40 points.

Syllabus for Internet of Things

Course Code: GL33980

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management , Fundamental Computer Network 、 Management Information System

Objectives and Requirements:

Students are to (1) understand basic knowledge, theories of internet of things (IOT)(2) understand current situation and development of IoT (3) be familiar with key technology of IoT (4) understand the application of IoT through case studies (5) be able to apply theories, knowledge, technique to solve real world problem and have the ability to engaged in related careers in the future.

Textbook(s):

Ma Jian, Introduction to Internet of Things Technology, The mechanical industry press,2015

Wang Xifu, Shu Shuping, Qin Yuyang, Internet of Things and Modern Logistics , Electronics Industry Press,2013

References:

Wei Feng, Internet of Things and Modern Logistics, Electronics Industry Press,201

Wu Gongyi, Introduction to Internet of Thing Engineering, The mechanical industry press,2012

Contents:

- (1) Basic concepts of IoT.
- (2) The process of development of IoT.
- (3) IoT system and structure
- (4) Global good encoding
- (5) Key technologies of IoT
- (6) Sensor and wireless sensor network
- (7) Communications of IoT
- (8) Application of IoT technologies in modern logistics

Different methods, such as teaching , class discussions, case studies and lab computer experiment will be involve to deliver this course.

Assessment: Test

Grading: Assignment: 60 points, Final Text: 40 points.

Syllabus for Transnational Business Management

Course Code: GL30780

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

International business is taking on increasingly greater significance in theory of globalization. This course focuses on the working knowledge of managing transnational business activities effectively. It will introduce the basic theories and “rules of the game” in the field of international business by emphasizing the management issues inherent in cross-border operations. Through case studies and transnational corporation research and presentation, students will be exposed to a wide variety of practical issues including global strategy, ways of global management, evaluation of global environment, and international business functions.

Textbook(s):

International Business (9th Edition) Charles. W.L. Hill.

References:

1. WANG Sheng-lin, The Theory and Practice of Transnational Business, University of International Business and Economics Press, 2003.
2. Fred Luthans, Jonathan P. Doh, Published by Industry Press, International Business Management, People's University of China Express ,2010
3. JIN Run-gui, International Business Management(Second Edition), People's University of China Express ,2009.

Contents:

Chapter 1 Globalization
Chapter 2 International Trade Theory
Chapter 3 Foreign Direct Investment
Chapter 4 The Strategy of International Business
Chapter 5 The Organization of International Business
Chapter 6 Entry Strategy and Strategic Alliances

Assessment: Test

Grading:

Team work	60%
Test	40%

Syllabus for International Freight Forwarding

Course Code: GL30510

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Import-export Business Management、International Sea Transportation、International Logistics Management

Objectives and Requirements:

Students are to (1) understand basic knowledge, theories and technique of international freight forwarding, (2) understand the evolvement of international freight forwarding business, and the business operation of international freight forwarder and non-vessel operating common carrier, (3) get familiar with forwarder's documents and freight forwarder's contract, (4) get familiar with international freight forwarder organization, (5) be able to apply theories, knowledge, technique to international forwarding business, (6) comprehend the policy of our country's international freight forwarding, to have the ability to be engaged in international freight forwarding business and management.

Textbook(s):

- (1) China international freight forwarders association, *International Freight Forwarders Descriptions*, China Commerce and trade press, 2010
- (2) Self-Compiling textbook and tutorial textbook

References:

- (1) Sun Jiaqing. *New International Freight Forwarders Practice*, Science press, 2009
- (2) China international freight forwarders association, *International Maritime Freight Forwarders Theory and Practice*, China commerce and trade press, 2010
- (3) Zhang Liangwei, *International Logistics Practice*, Electronics industry press, January 2008.1
- (4) China international freight forwarders association, *International Freight Forwarders Theory and Practice*, China commerce press, 2007

Contents:

- | | |
|---|--|
| (1) Development of international freight forwarding business; | (7) International freight forwarders organization; |
| (2) The characteristic of China International Freight Forwarders; | (8) Rules and regulation of international freight forwarders, international freight insurance and claim. |
| (3) Introduction of different parties evolved in international freight forwarding business; | |
| (4) Introduction of operation process; | |
| (5) Shipping documents; | |
| (6) Dangerous goods transportation; | |

Assessment: Test

Grading: Assignment: 60 points, Final Text:40 points.

Syllabus for Global Business Ethics

Course Code: GL30970

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management, Managerial Economics

Objectives and Requirements:

- (1) Understanding of enterprise ethics to the enterprise management role;
- (2) Master the identification of different culture and the real ethical norms and forms the corresponding capacity method;
- (3) Master the identification of standard method and the formation of the corresponding ability;
- (4) Master of business ethical decision-making method, culture to make the correct business ethics behavior selection and evaluation ability

Textbook(s):

Quasi self compiling teaching material

References:

- (1) Thomas Donaldson, Thomas Deng Fei (M). The binding relations.
- (2) David J Fritzsche:" business ethics"

Contents:

Global Business Ethics Teaching Program

——From the Confucian's perspective of ethics

Cycle time	Content
1	Chapter 1 Introduction The first section of Giving and Ethical dilemma Section second Business ethics nature
2、3	The second chapter Enterprise ethics The first section of basic concept section second basic theory
4、5	The third chapter Ethical community and stakeholders The first section of ethical community Section second stakeholders
6、7	The fourth chapter culture and real code of ethics The first section of real ethical norms and its identification method Section second Chinese culture in real code of ethics Section third of western culture in the real ethical norms
8	The fifth chapter super norms and social system The first section of super specification and its identification method

	Section third	market economy and super specification
9	The sixth chapter	space of moral liberty
	The first section of	real ethics standard and morality in free space
	Section second	super standard and the space of moral liberty
	Section third	enterprises in the space of moral liberty choice
1	The seventh chapter	enterprise ethical decision models and methods
0、11	The first section of	single specification dominate the decision model
	Section second	conflicting multiple legal normative decision model
1	The eighth chapter family enterprise ethics	
2	The first section of family enterprises pay attention to ethical issues	
	Section second pan familism and ethical leadership	
	Section third pan familism and occupation of	
1	The ninth chapter of modern corporation ethics	
3	The first of the modern company pays close attention to ethical issues	
	Second section of institutional ethics and the real ethical norms	
	The third festival of modern corporate ethical decision making model	
1	Chapter tenth joint venture enterprise ethics	
4	The first joint ventures pay attention to ethical issues	
	Second different culture real ethical norms conflict	
	Section third joint venture model of ethical decision making	
1	The eleventh chapter of multinational company ethics	
5	The first section of international corporations pay attention to ethical issues	
	The second festival multicultural real ethics	
	The third festival of multinational company ethics decision model	
1	The twelfth chapter business ethics Globalization	
6	The first section : the ethics of Globalization	
	Second section of enterprise ethical Globalization	
	Third section of enterprise ethical risks of globalization.	
	Review	
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hours		

Assessment: Investigation

Grading:60% grades The final exam 40%

Syllabus for Lectures Specialized on Logistics Management

Course Code: GL32760

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management

Objectives and Requirements:

Students are to: (1) acquaint themselves with the latest development of logistics management theories, and the topics of the day about firm's logistics management practices, (2) broaden the field of vision with which students understand the logistics management knowledge, (3) inspire the innovative spirit of students in application of logistics management knowledge, (4) choose an interested topic related to one of the special issues, and to compose a paper based on relevant knowledge.

Teaching Pattern: Lectures

Textbook(s):

- (1) Informal written teaching materials compiled by lecturers;
- (2) Teaching videos chosen by lecturers.

References:

Informal materials

Contents:

This course consists of several research topics on frontier of logistics management science.

Topics include:

- (1) supply chain management;
- (2) logistics strategy;
- (3) purchasing management;
- (4) warehousing and delivery;
- (5) transportation;
- (6) logistics technology and equipment.

Assessment: Test, each student is required to submit a paper no less than 3000 words.

Grading: Final examination (paper) 100%

Syllabus for Regional Logistics Management

Course Code: GL33590

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, International Logistics Management

Objectives and Requirements:

The goal of this course is to understand the regional logistics practice of our country, especially the practice of Guangdong Pearl River Delta region, to master the general theories of development and management of regional logistics in our country and at the same time learn from the practical experience. This course is going to equip students with basic knowledge and theories of regional logistics, strategic management and system planning of regional logistics, the symbiosis principal of regional logistics system and industrial system, the construction of regional logistics center, the analysis of regional logistics competitiveness, regional logistics information system, regional logistics and industrial development, cooperation and development of regional logistics, shipping center and financial center, regional bonded logistics system and the construction of modern regional logistics system.

Textbook(s): Zhang Liangwei, Regional Logistics-Development and Management, Wuhan University Publishing House, 2012,1

References:

- 【1】 Luan Guiqin, Regional Logistics, Qinghua University Publishing House, 2008.
- 【2】 An Husen, Spatial Economics, Economic and Science Publishing House, 2006
- 【3】 Zhang Liangwei, International Logistics, Higher Education Publishing House, 2011
- 【4】 Sun Jiuwen, Ye Yumin, Regional Logistics, Renmin University of China Press, 2010.
- 【5】 Li Xia, Regional Logistics Planning and Management, Economic and Science Publishing House, 2008

Contents: General theories of regional logistics, strategic management and system planning, the symbiosis principal of regional logistics system and industrial system, the construction of regional logistics center, analysis of the regional logistics competitiveness, regional logistics information system, regional logistics and industrial development, cooperation and

development of regional logistics, shipping center and financial center, regional bonded logistics system and the construction of modern regional logistics system, etc.

Assessment: test or examination

Grading: class attendance and participation 60%, final exam 40%

Syllabus for Supply Chain Finance

Course Code: GL33870

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Null

Objectives and Requirements:

Internet finance brought in China has achieved rapid development through constant improvement and innovation. The future global Internet finance rules will be made by China and China will definitely lead the trend of world Internet finance. Internet finance offers bankers, mutual fund managers, individuals and other financial services decision-makers insight on crafting effective online commerce strategies of their own. With topics by authorities from the worlds of electronic commerce and academia, Internet finance addresses the most pressing online financial services topics.

This course teaches students how financial processes are conducted using computer networks. The course builds on basic concepts of Internet finance and provides integrated view of the far-reaching influence brought by it.

Textbook(s):

Self-help teaching leaflets, documentations and teaching materials

References:

1. LI Yao-dong, LI Jun. Internet Finance: Framework and Practice. Electronic Industry Press, 2014.
2. LI Lin, QIAN Feng. Mobile Banking: Creating New Financial Service Model in the Age of Mobile Internet. Tsinghua University Press, 2013.

Contents:

15. Payment and settlement services via Internet
16. Microcredit
17. Supply chain financing
18. P2P lending platform
19. Crowdfunding
20. Third party payment
21. Sales of investment products

Assessment: Test

Grading:

Class Participation	20%
Assignment	40%
Case Analysis	40%

Syllabus for Logistic Insurance

Course Code: GL32770

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Import and Export Business Management

Objectives and Requirements:

Enable the student through the teaching to have the correct understanding and the understanding to the physical distribution risk, understood the common each kind of physical distribution risk, the risk loss and the expense lose, the grasping physical distribution insurance elementary theory, the elementary knowledge and the essential method, have using the physical distribution insurance theory knowledge and the method are engaged in the physical distribution insurance work, has in the analysis solution physical distribution and the supply chain management physical distribution risk question ability.

Textbook(s):

(1)Zhang Liangwei, Logistics Insurance, China Material Press 2010.3

(2) Self-Compiling textbook and tutorial textbook

References:

Wang xuefeng, International *Logistic Rick and insurance*, Shanghai Jiao Tong University Press, 2006.3

XinYao Yao, International Trade Insurance, Foreign Economic and Trade University Press, 2006.2

Risk management and insurance., (U.S.) Harrington, (U.S.) Niehaus book, Chen Bingzheng translated. Tsinghua University Press, 2005.1

Liu xinli, *Risk Management*, Beijing University Press, 2006.3

Contents:

Mainly teach basic principles of insurance, as well as procurement, transportation, warehousing, and other logistics major chain on risk and insurance, logistics risks and responsibilities with credit risk insurance and logistics Guarantee Insurance, comprehensive insurance, and introducing logistics insurance incident handling methods.

Assessment: test or Course Study Paper.

Grading: Class Participation and Assignments: 60%, Final test or paper: 40%.

Syllabus for Entrepreneurial Management

Course Code: GL30180

Course Category: Specialized Compulsory Course

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Management

Objectives and Requirements:

The purpose of this course is to help students understand entrepreneurial process, to understand the problems and obstacles encountered in the process of entrepreneurship. Cultivate entrepreneurial consciousness, strengthen entrepreneurial spirit, develop and master the basic skills needed by start-up business, enhance the students' ability to analyze and solve problems. Teaching Pattern: Lectures (60%), discussions and project activities (40%)

Textbook(s):

Zhang Yuli, Entrepreneurial Management, China machine press, 2006.

References:

1. William A. Sahlman, Howard H. Stevenson, Michael J. Roberts, Amar Bhide: The Entrepreneurial Venture, Second Edition, People's University of China Press, 2005.
2. Donald F. Kuratko, Richard M. Hodgetts: Entrepreneurship Theory, Process and Practice, Sixth Edition, Tsinghua University Press, 2006
3. Jeffry A. Timmons, Stephen Spinnelli: New Venture Creation, Sixth Edition, Posts & Telecom Press, 2005.
4. Zhang Yuli, LI Xinchun: Entrepreneurial Management, Tsinghua University Press, 2006.
5. Han Guowen: Entrepreneurship, Wuhan University Press, 2007.

Contents:

Chapter1. Entrepreneurial Perspective

Chapter2. Entrepreneurial Opportunities

Chapter3. Entrepreneurial Resource

Chapter4. Entrepreneurial Team

Chapter5. Business Model

Chapter6. Business Plan

Chapter7. Fund Raising

Chapter8. Technological Innovation and Entrepreneurship

Assessment: Exam

Grading:

Usually results	60%; Final Examination	40%
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Syllabus for Innovation Management

Course Code: GL32790

Course Category: Specialized Elective Course

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Management

Objectives and Requirements:

The 21st century is an age of knowledge and also an age of innovation. With the development of economy and technology, management of technology and innovation becomes an important part of strategic and operational management. The teaching purpose of technology and innovation management is to help students grasp the basic knowledge of technology and innovation management, can apply the managerial skills and innovative consciousness to transform the technological and market opportunities into successful products or services and moreover improve the core competence or successful rate of entrepreneurship. The course requires students enrich their knowledge and skills of innovation management from the aspects of strategy and organization, and know the integration of technological, market and organizational innovation.

Textbook(s):

Schilling, M.A., Strategic Management of Technological Innovation, Tsing Hua University Press.

References:

1. Xu Qingrui, Research Development and Management of Technology Innovation, Higher Education Press, the latest edition.
2. James M. Utterback, Mastering the Dynamics of Innovation, Tsing Hua University Press.

Contents:

The main contents of this course include the basic knowledge of innovation, strategies of technological innovation, R&D and marketing of new product, technology transferring and transaction, establishment of innovative capability and culture, organizational management and technological innovation system and so on. This is a semester course, and the necessary interactive learning methods can be arranged according the teaching purpose.

Assessment: Paper work or open book exam.

Grading:

Mid-term Examination	60%
Final Examination	40%

Syllabus for Merchandising

Course Code: GL34000

Course Category: Special Module Courses

Class Hours: 3 hrs per week, 48 hrs in total

Course Credits: 3

Prerequisites: Marketing;

Objectives and Requirements:

Students are to

- (1) Comprehensively understand the system and structure of this course and the framework of retailing;
- (2) Master certain operation skills and methods of retailing and manage daily operations in retailing industry;
- (3) Master basic concepts, principles and methods of this course, including the frontier dynamic of retailing theory and practice domestically and internationally.
- (4) Integrate theory with practice, solve actual problems through case analysis, apply theory studying of this course to research and understanding of enterprise operations, enhance the ability to analyze, solve and manipulate problems.

Teaching method : classroom instruction , case study and discussion, on-the-spot investigation, etc.

Textbook(s):

(1) Barry Berman, Joel R. Evans. Retailing Management-A Strategic Approach. China Renmin University Press, 2011.

(2) Lusch, R.F., Dunne, P.M., Carver, J R. Instruction to Retailing (7th edition). Tsinghua University Press, 2010.

References:

- (1) Xiao Yi. Retailing. Higher Education Press, 2013.
- (2) Wang Weihong. Retailing Marketing Course. China Commerce and Trade Press ,2009.
- (3) Michael Levy, Barton A. Weitz, Retailing Management. Posts & Telecom Press, 2004.
- (4) Zhou Xiaolian and Zhuang Guijun, Retailing, Beijin: Peking University Press, 2009
- (5) David E. Bell, Retailing. Dongbei University of Finance & Economics Press. Translated by Chicheng, Sun Xiaomei et al. 2001.

Contents:

Chapter1. An introduction to retailing

Chapter2. Retailing Strategy

Chapter3. Market area analysis and location in retailing

Chapter4. Layout and display of retail store

Chapter5. Commodity identification and planning of retail store

Chapter6. Commodity purchasing process and actual operation

Chapter7. Price system and pricing strategy of retail store

Chapter8. Promotion management of retail store

Chapter9. Management of flow of operations in retail store

Chapter10. Service management and customer complaints management

Assessment: The Students' performance will be evaluated on the basis of Students' participation, Individual Assignment, Group project, and Comprehensive Final Examination.

Grading: Class Participation: 10 points, Individual Assignment 20: Group project: 30 points, Final Test: 40 points.

Syllabus for Procurement Project Management

Course Code: GL31710

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Project Management, Procurement Management, Logistics management.

Objectives and Requirements:

Students are to: (1) master the basic theory, methods, processes and tools of procurement project management; (2) participate in social practice, cultivate a basic ability to manage procurement projects; (3) be able to apply the knowledge into procurement project management, improve problem analysis and solving abilities.

Textbook(s):

UK CIPS certification series of textbooks, Procurement Project Management, Machinery Industry Press, the latest edition.

References:

(美) Robert Monczka, Robert Trent, Robert Ahandfield. Sourcing and supply chain management, Tsinghua University Press, the latest edition.

(美) Kerzner, H. Project management: A systems approach to planning, scheduling and controlling, Electronics Industry Press, the latest edition.

Contents:

The main contents of this course include: power and influence in the Procurement project; procurement project life cycle; procurement project evaluation and risk management; procurement project plan, schedule and resource management; procurement organization and communication management; procurement supervision and control; purchases cost management; learning organization and procurement projects.

Assessment: Test

Assessment: Class Participation: 10 points, school Assignment: 50 points, Final Test: 40 points

Syllabus for International Business Law

Course Code: GL31730

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Civil Law, Contract Law, Commercial Law

Objectives and Requirements:

The objectives of the course is to understand and master the uniform laws of international trade, to know the main laws and treaties related of the west countries, and know the regulation and management on the world trade, and the arbitration and/or procedures in settling the trade disputes, to analyse the practical problems, training and enhancing the students' capability in solving practical problems.

Textbook(s): International Commercial Law(2nd Edition), by Wu Xinguang, Zhongshan University Press,2008

References:

International Business Law, by Shen Sibao, International Business & Economics University Press.2010

International Business Law, by Qian Xiaoying, Tsinghua University Press.2011

International Business law and Its Invironment （4th edition）, Richard Schaffer and the others: West publishing Company, 1999.

Interpretation of the United Nations Convention on Contracts for the International Sale of Goods(CISG) , by Zhang Yuqing, China Business Press ,2009.

Contents:

This course discusses, with the Uniform Law of International Sale of Goods as the main part, the important laws, treaties and customs about the international trade affairs, including the contract law, sales law, product liability law, agency law, documentary law, business organization law, trade regulation law and the arbitration and procedural laws.

Assessment: Final test and discussion

Grading: Final test 40%, discussion 60%

Syllabus for Transportation Management

Course Code: GL32720

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Operations Research, Logistics Management

Objectives and Requirements:

Students are to (1) understand basic transportation economic theories, (2) understand various modes of transportation, organizational structure and operation of private and public carriers, (3) be able to plan and design transportation network, (4) be able to select the most appropriate modes of transportation for various products.

Textbook(s):

Bao XiangTai: Transportation Organization, Southeast University Press, 2009

References:

- (1) Li WeiBin, Highway Transportation Organization, China Communications Press, 2008
- (2) Yin QiTai, railway transportation Organization, Southwest Jiaotong University Press, 2009
- (3) Hang Wen, transport economics, Southeast University Press, 2008

Contents:

- (1) transportation economics theories
 - (2) analysis of transportation demand
 - (3) design transportation network
 - (4) technology of transportation organization
 - (5) analysis of transportation cost

Assessment: test

Grading: Class Participation: 60 points, Final Test: 40 points.

Syllabus for Business negotiations

Course Code: GL33460

Course Category: Special Module Courses

Class Hours: 2 per week, 32 in total

Course Credits: 2

Prerequisites:

Mathematics, Economics, Financial Management, Principles of Management, Procurement Principles.

Objectives and Requirements:

This course aims to explain the practical applications and the general principles of Business Negotiation. Through theoretical explanation and case studies this course makes students to solve or interpret practical problems by the methods of Business Negotiation, especially problems about Procurement negotiations. This course requires students to read a lot of literatures about Business Negotiation, to study the cases about negotiations, and try to use the general principles of Business Negotiation in practice.

Teaching Pattern

Multimedia Teaching, Case Study, Practice Teaching.

Textbook(s):

《International Business Negotiation (5th Edition)》, Roy J.Lewicki, (David M.Saunders, Bruce Barry, China RenMing University Press, 2008-11.

References:

《Sixty Strategies of Game about negotiation》 ShengAnZhi, Enterprise Management Press, 2008-01.

《Business Negotiation》 YangJing, Tsinghua University Press, 2006-06.

《Wise Choice: Decisions, Games and Negotiations》, Zeckhauser Richard J., 2004-01.

Contents:

The basis of Business Negotiation, The strategies of Business Negotiation, The practice of Business/ Procurement Negotiation, Business/ Procurement Negotiation cases.

Assessment:

Assignment and course paper.

Grading:

Attendance (10%), assignment/homework (50%), and final paper (40%)

Syllabus for Government Procurement

Course Code: GL32750

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Procurement Management, Logistics management.

Objectives and Requirements:

Students are to: (1) understand the Basic framework of government procurement; (2) master the basic theory, methods, processes and tools of government procurement project management; (3) familiar with government procurement procedures; (4) knowledge of foreign and international government procurement laws and regulations; (5) be able to apply the knowledge into government procurement management, improve problem analysis and solving abilities.

Textbook(s): Ma Haitao, Jiang Aihua, government procurement management , Peking University Press, the latest edition.

References:

Zhang lu, Theory and Practice of Government Procurement, University of Economics and Business Press, the latest edition.

Liu Yali, Government procurement cases, China Financial Press, the latest edition.

Contents:

The main contents of this course include: government procurement principles and functions, scope; government procurement budgets and plans, government procurement contracts and project acceptance and settlement; government procurement market access, information management, supervision mechanism, performance evaluation; the government procurement system of Developed country.

Assessment: Test

Grading: Class Participation: 10 points, school Assignment: 50 points, Final Test: 40 points

Syllabus for International Logistics Management(EN)

Course Code: GL30630

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, International Trade Practice

Objectives and Requirements:

Students are to (1) have good understanding the basic knowledge and professional English in the domain of international logistics, including the international logistics network, international logistics operation, import and export cargos inspection, custom declaration, international cargos transportation, insurance ,international payment and other logistics services; (2) to be able to read and compose major international logistics contract and documents ;(3) to be able to apply the knowledge into international logistics management operation.

Textbook(s):

Pierre A. David, *International Logistics: Management of International Trade Operations*, Atomic Dog Publishing, 2010

References:

- [1] Zhang Liangwei, *International Logistics*, Higher Education press, 2011.
- [2] Donald F. Wood, *International Logistics*, Amacom Press, 2008
- [3] Shen Yajun. *International Logistics*. Qinghua University Press, 2006.
- [4] Lu Junwei. *International Logistics Operation Management*. China Economy Press, 2005.
- [5] Yang Xiafang. *International Logistics Management*. Tongji University Press, 2004.

Contents:

- (1) general introduction to international logistics and international supply chain ;
 - (2) general introduction to international logistics network and facilities;
 - (3) international trade operation;
 - (4) custom declaration and control for international cargos;
 - (5) international cargos transportation and insurance;
 - (6) international payment
 - (7) international logistics contract and documents

Assessment: test

Grading: Class Participation: 20points, Assignment: 40 points, Final Test: 40 points.

Syllabus for Supplier Relationship Management

Course Code: GL33550

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, Microeconomics, Economic Law, Management Science, Marketing, Financial Management.

Objectives and Requirements:

Students are to (1) understand basic knowledge, theories and technique of supplier relationship management; (2) understand concept, characteristics and importance of supplier relationship management; (3) be able to apply theories, knowledge, technique to solve the problems in supplier relationship management; (4) get familiar with the trend of supplier relationship management.

Textbook(s):

10、 *Purchasing and Supply Relationship Management*, China Machine Press, 2008

References:

(1) Robert B. Handfield et al.: *Sourcing and Supply Chain Management*, Tsinghua University Press, 2010.

Contents:

- (1) Concepts of supplier relationship management
- (2) Evolution of supplier relationship
- (3) Supply risk management
- (4) Strategic partnership management
- (5) Purchasing relationship life cycle
- (6) Conflict management
- (7) Supplier assessment

Assessment: open-book examination

Grading: Class Participation: 20 points, Assignment: 40 points, Final Test: 40 points

Syllabus for Purchase Cost Management

Course Code: GL31700

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, Supply Chain Management, Purchase Management, Financial Management, Accounting Principium

Objectives and Requirements:

Students are to: (1) understand the enterprises' frequently-used methods of logistics costs control, (2) get familiar with enterprises' frequently-used methods of performance appraisal, (3) cultivate their abilities of analyzing and solving problems (4) improve their data analysis ability through this course.

Textbook(s):

Optional case information.

References:

(1) Bao Xinzong ,*Logistics Cost Management and Control* , Electron Industry Publishing Company, 2006

(2) (Japan) Diagnoses master logistics seminar, *Logistics Cost Analysis and Control* , Electron Industry Publishing Company, 2005

Contents:

- (1) concept of purchase costs;
- (2) concept of purchase costs management;
- (3) types of purchase costs information and purchase costs;
- (4) calculation of purchase costs;
- (5) methods to reduce purchase costs;
- (6) purchase costs analysis and forecasting;
- (7) purchase costs control, etc.

Assessment: Final examination

Grading: Check on work attendance 15%, school assignment 40%, case study 5%, final examination 40%.

Syllabus for International Purchasing

Course Code: GL32710

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, Microeconomics, Economic Law, Management Science, Marketing, Financial Management.

Objectives and Requirements:

Students are to (1) understand basic knowledge, theories and technique of international purchasing; (2) understand concept, characteristics and importance of international purchasing; (3) be able to apply theories, knowledge, technique to solve the problems in international purchasing; (4) get familiar with the trend of international purchasing development.

Textbook(s):

(3) Alan E. Branch: *International Purchasing and Management*, China Machine Press, 2003

(4) Chartered Institute of Purchasing and Supply: Textbooks for 'The International Certificate in Purchasing and Supply'

References:

(3) Robert B. Handfield et al.: *Sourcing and Supply Chain Management*, Tsinghua University Press, 2010.

(4) Hu Jun and Bai Lijun: *International Purchasing Management*, Tongji University Press, 2007.

Contents:

- (10) Fundamental principles of international purchasing
- (11) International market investigation and choosing
- (12) Purchasing strategy and planning
- (13) Logistics and globalization
- (14) Contractual negotiation
- (15) Import financing
- (16) International logistics and strategy
- (17) Import cargos processing
- (18) International purchasing promotion organizations

Assessment: Test

Grading: Class Participation: 10 points, Assignment: 50 points, Final Test: 40 points

Syllabus for International Sea Transportation

Course Code: GL30490

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Import and Export Business Management

Objectives and Requirements:

Students are to (1) understand the basic knowledge, theories and technique of our country's international sea transportation business. (2) acquaint themselves with different operational patterns of international sea transportation (3) get familiar with important document used in sea transportation, such as Bill of lading, contract of international sea freight transportation (4) understand international convention and treaty of international sea transportation. (5) be able to apply theories, knowledge, technique to international sea freight transportation (6) get to know the policy of our country's international sea freight transportation, to have the ability to be engaged in business and management.

Textbook(s):

(1) Zhang Liangwei, *International Ocean Transportation*, China Commerce and Trade Press, April 2007

(2) Self-Compiling textbook and tutorial textbook

References:

(1) Wang Yiyuan, *Sea Transport Business*, China communications press, 2007

(2) Yao Xinchao, *International Trade and Transportation*, University of international business and economics press, 2003

(3) *China Maritime Law*, Law press, 1999

(4) *China Annual marine trial*, China communications press, all annuals from 2000

(5) *China typical marine cases*, Law prsee, 1998

Contents:

- (1) concept, function and characteristics of sea transportation;
- (2) sea transport operation pattern;
- (3) liner transportation;
- (4) shipping document and receipt;
- (5) international sea transport convention ,treaty and rule;
- (6) Maritime Law;
- (7) chartering transport, charter contract;
- (8) trade contract;
- (9) sea transport claim and case analysis.

Assessment: Test

Grading: Assignment: 60 points, Final Text: 40 points.

Syllabus for International Air-Land Transport

Course Code: GL30520

Course Category: Special Module Courses

Class Hours: 2hrs per week, 32hrs in total

Course Credits: 2

Prerequisites: Import-export Business Management、 International Sea Transportation、 International Logistics Management

Objectives and Requirements:

Students are to (1) understand the basic knowledge and technique of our country's international air-land transportation. (2) acquaint themselves with different operational patterns of international air-land transportation (3) get familiar with important documents used in air-land transportation, such as air waybill and contract (4) have a good understanding of international convention and treaty of international air-land transportation. (5) be able to apply theories, knowledge, technique to international air-land freight transportation (6) get to know the policy of our country's international air-land freight transportation, to have the ability to be engaged in business and management.

Textbook(s):

- (1) Shen Xin, Xu Lingling, ; *International Land and Air Cargo Transportation*; Chemical industry Press(2010-08)
- (2) Self-Compiling textbook and tutorial textbook

References:

- (1) Yang Zhanlin; *International Logistics Air Freight Practice*; China commerce press; 2004
- (2) Shi Bo, Zhou Tijiang; *International Railway Cargo Multimodal Transport*; China railway publishing house; 2010-04
- (3) China freight forwarders association; *International Aviation Freight Forwarders Theory and Practice*; China commerce press; 2010

Contents:

- (1) general introduction of railway, highway, pipeline, airline freight transportation
- (2) transportation pattern and the business flow about rail transport, railway container transport, highway transport, pipeline transport and air transport
- (3) documents used in various kind of air-land transportation and multimodal transportation;
- (4) international convention of air transport and claim ect..

Assessment: Test

Grading: Assignment: 60 points, Final Text: 40 points.

Syllabus for International Purchasing Practice

Course Code: GL31690

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Logistics Management, Financial Management, Purchase Management, Marketing

Objectives and Requirements:

Students are to: (1) understand the main applied strategies of purchasing management used in enterprises, (2) cultivate problem analysis and solving abilities, (3) improve negotiation skills and team cooperation ability

Textbook(s):

Gong Songdong, editor in chief *Purchasing Management*, Machine Industry Publishing Company, 2005; Optional case information.

References:

(1) Emiko Banfield, *Strategic Purchasing Management*, Finance and economy Publishing Company of China, 2003

(2) Wang Huailin, *Purchasing Management and Inventory Control (Second Edition)*, Material Publishing Company of China, 2004

(3) *Serial Teaching Material for International Qualification Attestation of Purchasing and Supply Chain Management*, 1—9 module ITC U.N. Trading Development Organization/WTO Material Publishing Company of China, 2005

Contents:

(6) introduction to the major sequence of purchasing strategy of enterprises;
(7) concept of purchase, concept of purchasing management, types of purchase;
(8) establishing of purchase demands and supply plan;
(9) supplier classification, evaluation and selection of suppliers;
(10) bid inquiry and selection, negotiation, conclusion of contract and contract management etc.

Assessment: Closed-book exam, including objective items(true or false, single and multiple choices) and subjective items(case study, treatise etc.).

Grading: Check on work attendance 15%, school assignment 40%, case study 5%, final examination 40%.

Syllabus for Logistics Technology and Equipment

Course Code: GL31280

Course Category: Special Module Course

Class Hours: per week 2, in total 32

Course Credits: 2

Prerequisites: Logistics Management, Logistics Engineering

Objectives and Requirements:

Students are to (1) understand the concept of logistics technology, get to know a big variety of technology equipments, (2) get familiar with the characteristics and application of a variety of technology equipments, (3) can choose appropriate equipments for given situations.

Textbook(s): Zhou QuanShen, Modern Technology and Equipment for Logistics, China Material Press, 2007

References:

- (1) Zhen Hong, Logistics Material Handling , China Material Press, 2004
- (2) Li Yuming, Logistics Technology and Equipment, Shanghai University of Finance & Economics Press Co.Ltd, 2008.
- (3) Wei Guochen, The Usage and Management of Logistics Equipment, China Material Press 2007

Contents:

- (1) the concept and development of logistics technology and equipment;
- (2) equipments for transportation, storage, packaging, material handling and so on;
- (3) technique of containerization, container and relevant equipments;
- (4) logistics information technology;
- (5) technology for environmental logistics.

Assessment: test

Grading: Class Participation: 60 points, Final Test: 40 points.

Syllabus for Distribution Management

Course Code: GL30880

Course Category: Special Module Courses

Class Hours: 2 hrs per week, 32 hrs in total

Course Credits: 2

Prerequisites: Operation Research; Logistic Management; Warehouse and Stock Management; Transportation and Package.

Objectives and Requirements:

Students are to (1) understand the concept, types and process of distribution, (2) understand the special principles and technologies of distribution, (3) be able to propose optimized program and reasonable solutions to meet different distribution requirement.

Textbook(s):

Yu Baoqin and Wu Jinjin: *Logistic Distribution Management*, Beijing University Press, 2009.

References:

- (1) Ru Yihong and Song Bohui: *Distribution Management*, Machinery Industry Press, 2005.
- (2) Tian Hongying and Li Anhua: *Logistics Distribution Management*, Sichuan University Press, 2006.

Contents:

- (1) Concept, types and process of distribution;
- (2) Special principles and technologies of distribution;
- (3) Routing optimization for distribution and its application;
- (4) Cases Analysis concerning distribution management

Assessment: test

Grading: Class Participation: 10 points, Assignment: 50 points, Final Test: 40 points.

Syllabus for Logistics Cost Management

Course Code: GL31240

Course Category: Special Module Courses

Class Hours: 2 per week, 32 in total

Course Credits: 2

Prerequisites: Logistics Management, Supply Chain Management, Financial Management, Accounting Principium

Objectives and Requirements:

Students are to: (1) understand the enterprises' frequently-used methods of logistics costs control, (2) get familiar with enterprises' frequently-used methods of performance appraisal, (3) cultivate their abilities of analyzing and solving problems (4) improve their data analysis ability through this course.

Textbook(s):

(1) Li Song editor in chief *Logistics Cost Management*, Machine Industry Publishing Company, 2005

(2) Optional case information.

References:

(1) Bao Xinzong, *Logistics Cost Management and Control*, Electron Industry Publishing Company, 2006

(2) (Japan) Diagnoses master logistics seminar, *Logistics Cost Analysis and Control*, Electron Industry Publishing Company, 2005

Contents:

- (1) concept of logistics costs;
- (2) concept of logistics costs management;
- (3) types of logistics costs information and logistics costs;
- (4) calculation of logistics costs;
- (5) methods to reduce logistics costs;
- (6) logistics costs analysis and forecasting;
- (7) Logistics costs control, etc.

Assessment: Final examination

Grading: Check on work attendance 15%, school assignment 40%, case study 5%, final examination 40%