

Undergraduate Program in Business Administration

(International Students)

I Training Objective

The Business Administration major is designed to provide professional students with broad education across all the key aspects of business environment as preparation for a variety of positions in the government sectors, enterprises, or institutions involved with China trade. A solid basis is provided to develop interests in the business fields including economics, laws and enterprise management, acquaint with the characteristics of Chinese enterprises and market economy, and cultivate creative and practical talents with global vision.

II Requirement and Features

Students are exposed to a series of foundation subjects including economics, enterprise management, strategic planning, marketing, manufacturing, human resource management and financial management, cross-disciplinary management train and business practice. Students will be able to:

1. Communicate in Chinese proficiently;
2. Acquaint with the relevant policies and regulations of Chinese business management, and the rules and regulations of international business operation.
3. Have a good mastery of the basic principles of management and economics and modern techniques related to management issues.
4. Possess abilities to deal with the complex business environment.

Features:

- Proficient in Chinese Culture
- With Global Vision
- Of Outstanding Practical Skills

III Length of Schooling and Degree

Duration: 4 years

The lowest total credit: 120 credits

Degree conferred: Bachelor of Management

IV Major Disciplines

Economics, Management

V Core Courses

Principle of Management, Economics, Global Marketing, Operations Management, Global Human Resource Management, Enterprise Strategy Management, Financial Management and International Enterprise Management

VI Internship and Practical Training

Enterprise Operation Sand Table Simulation, Enterprise Production Management Practice, Comprehensive Practice in Enterprise Management, Graduation Field Work

VII Credit Composition Table

Courses Classified	General Subjects	Basic Subjects	Core Subjects	Practical Teaching	Total Credits
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Compulsory Courses	41.5	32.5	18.5	21.5	120
Optional Courses			6		

VIII Teaching Schedule Tables

Table 1 General Subjects

Code	Subject	Crs.	Hrs.	Period Classification				Division of class-hour in Every Week of Each Term								Notes		
				Lec.	Exp.	Ope.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th			
	Chinese Characters 1	4	64	64				4										
	Chinese Synthesis 1	4	64	64				4										
	Chinese Listening 1	4	64	64				4										
	Chinese Speaking 1	4	64	64				4										
	Chinese Calligraphy	1	16	8			8	2										Choose two courses freely.
	Chinese Paper-cut	1	16	8			8	2										
	Chinese National Art Appreciation	1	16	16				2										
	Chinese Characters 2	4	64	64					4									
	Chinese Synthesis 2	4	64	64					4									
	Chinese Listening 2	4	64	64					4									
	Chinese Speaking 2	4	64	64					4									
	Chinese National Sports(Kong fu)	/1	32				32	2										
	China Introduction	2	32	32						2								
	Computer Basis and Programming Language	2/0.5	48	32			16		4									
	Chinese Minority Nationality Culture	2	32	32							2							
Whole Class Hours:704 (Theory class hours / Practice hours) 640/64		Class Hours Each Term						22	18	6	2	0	0	0	0			

<p style="text-align: center;">Whole Credits: 41.5 (Theory class hours /Practice hours) 40/1.5</p>	<p style="text-align: center;">Credits Each Term</p>	19	17	4.5	2	0	0	0	0	
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Table 2 Basic Subjects

Courses Classified	Code	Subject	Crs.	Hrs.	Period Classification				Division of class-hour in Every Week of Each Term								Notes	
					Lec.	Exp.	Ope.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th		
Compulsory Courses		Principle Of Management	3	48	48				3									
		Economic Math 1	4	64	64					3								
		Basic Principle Of Economics	3	48	48					3								
		Economic Math 2	4	64	64						3							
		Principles Of Accounting	3/0.5	64	48	16						4						
		Basic Principle Of Chinese Law	2	32	32							2						
		Management Information System	2/0.5	48	32		16						3					
		Statistics	3/0.5	64	48		16						3					
		Organizational Behavior	2	32	32								2					
		Finance	3	48	48									3				
		Economic Law	2	32	32										2			
Whole Class Hours:			Class Hours Each Term:						6	6	9	8	3	2	0	0	0	
Whole Credits: 32.5			Credits Each Term:						6	6	8.5	8	3	2	0	0	0	
Demand of Credit:			Credits: 32.5			Required: 32.5												

Table 3 Core Subjects

Courses Classified	Code	Subject	Crs.	Hrs.	Period Classification				Division of class-hour in Every Week of Each Term								Notes	
					Lec.	Exp.	Ope.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th		
Compulsory Courses		Global Marketing	3	48	48								3					
		Enterprise Strategy Management	3	48	48								3					
		Operation Management	3	48	48								3					
		Financial Management of International Enterprises	3	48	48									3				
		Project Management	2/0.5	48	32			16						3				
		Global Human Resource Development	3	48	48									3				
		Enterprise Management Simulation Training	/1	32		32								4				
Optional Courses		Marketing Program	2	32	32												2	Courses in Chinese Available. Choose three courses freely.
		Marketing Survey	2	32	32												2	
		E-Commerce	2	32	32												2	
		E-Marketing	2	32	32												2	
		Financial Accounting	2	32	32												2	
		Managerial Accounting	2	32	32												2	
		International Trade	2	32	32												2	
		International Finance	2	32	32												2	
		International Business Etiquette	2	32	32												2	
		Quality Of Personnel Evaluation	2	32	32												2	
		Management Communication	2	32	32												2	
		Supply Chain Logistics Management	2	32	32												2	
		Business Ethics	2	32	32												2	
	Insurance	2	32	32												2		
Whole Class Hours: 416			Class Hours Each Term						0	0	0	0	9	13	6	0		

Courses Classified	Code	Subject	Crs.	Hrs.	Period Classification				Division of class-hour in Every Week of Each Term								Notes
					Lec.	Exp.	Ope.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th	
Whole Credits: 18.5/6			Credits Each Term		0	0	0	0	9	9.5	6	0					
Demand of Credit: Credits: 24.5 Required: 18.5 Optional: 6																	

Note: The course signed “*” means it is optional.

Table 4 Practical Teaching

Category		Practical Teaching Name	Crs.	Total Period	Type of Period		Division of Class-hour in Every Week of Each Term							
					Exp.	Pra.	1st	2nd	3rd	4th	5th	6th	7th	8th
Teaching Practice	Social Practice	Practice in Ethnic Areas in China	0.5	0.5W				√						
		Basic Practice of Management Science	0.5	0.5W					√					
		Marketing Survey Practice	0.5	0.5W									√	
	Curriculum Design	Human Resource Management Curriculum Design	1	1W							√			
		Enterprise Strategy Management Curriculum Design	1	1W								√		
	Subtotal			3.5	3.5W									
Teaching Fieldwork	Teaching Fieldwork	China Manufacturing Internship	1	1W							√			
		Comprehensive Internship	1	1W								√		
	Graduation Fieldwork		8	8W									√	
	Graduation Thesis		8	8W										√
	Subtotal			18	18W									
Amount			21.5	21.5W										

Credits counting: 41.5+32.5+24.5+21.5=120