## **Business Administration (Innovative Experimental Class) Curriculum (2013-2017)**

# **School of Entrepreneurship Education**

1. Educational Goals: to cultivate the "compound and practical talents" who enjoy solid knowledge base, strong practical and innovative skills, international vision and entrepreneurial potential which meets the needs of economic and social development, and are familiar to the economy and culture of the Lingnan (Guangdong) area. The students will be able to contribute to companies they work for as soon as they graduate. Some students will open their own business and 30% of the graduates are expected to move into middle management positions in companies.

2. Length of Study: 4 Years

3. Degree Awarded: B.A in Management

### 4. Credit Requirement

155 credits in total is required. General courses take up 49 credits, discipline-based courses take up 42 credits, specialized courses take up 31 credits, specialized extension courses take up 9 credits, and comprehensive application courses take up 24 credits. 10 credits for quality development courses including reading party, forum, training, career planning, entrepreneurial planning competition, volunteering activities, innovative and entrepreneurial activities, math modeling completion, university English competition, CCTV English speaking contest, interpretation completion, SIFE completion, etc.

Table 1: Reference Table of Business Administration (Innovative Experimental Class) required credits for graduation

Carrier Trus	Minimu m	Minim	um C	redits	Required	d Per	Semeste	er		Т-4-1
Course Type	Credits for	1	2	3	4	5	6	7	8	Total

		Graduati									
		on									
General Courses	Compulso ry	49	7	13	15	9	2	3	0	0	49
Discipline-Based Courses	Compulso ry	42	4	11	11	6	4	6	0	0	42
Specialized Courses	Compulso ry	31	0	4	3	6	10	8	0	0	31
Specialized Extension Courses			0	0	2	3	2	2	0	0	9
Comprehensive Application Courses	Compulso ry	24	0	0	0	0	4	3	11	6	24
Total		155	11	28	31	24	22	22	11	6	155

# **5. Teaching Schedule**

Table 2: Teaching Schedule for Business Administration (Innovative Experimental Class)

Sort of Course	Course Nature Course Type	Same of Course	Credit	Weeks	Total		ach:	•	Wee	-	eacl				s in	ssessmen t
S Z	J Z J F		(C	M		ac hi	Π.	ns	1 2	3	4	5	6	7	8	Asse
General Course	Compulsory 49 Language Culture and	095 024 College English II	4	15	60	60	0	0	4							*
Gen	Compul 49 Langua Culture	College English III	4	16	64	64	0	0								*

	095 044	College English IV	4	16	64	64	0	0		4					*
	098 982	Major Countries	2	9	27	27	0	0			3				*
	098 372	Cross-cultural Communication(Eng lish)	2	9	27	27	0	0				3			☆
		Business Negotiation (English)	2	9	36	36	0	0					4		☆
	204 382	Applied Writing I	2	16	32	32	0	0	2						☆
	204 391	Applied Writing II	1	16	16	16	0	0		1					☆
		Speech and Eloquence	2	9	36	36	0	0		4					☆
	119 592	Multi-media Technology and Application	2	16	32	20	12	0	2						☆
and	140	Ideological & Moral Cultivation and Basic Laws		1	15	15	0	0			15				*
Ideological Political Theorv	140 193	Basic Principles of Marxism	3	16	48	48	0	0	3						*
   Ideo   Poli	140	Introduction to Mao's	4	16	64	40	0	24		4					☆

	454	Thought, Theory of Socialism with													
		Chinese Characteristics													
		Chinese Modern History Outline	2	8	32	26	6	0				4			☆
	140 241	Situation and Policy	1	16	16	16	0	0					1		☆
	130 452	Optional P.E.I	2	15	30	30	0	0	2						*
P.E.	130 462	Optional P.E.II	2	16	32	32	0	0		2					*
1.2.	130 472	Optional P.E.III	2	16	32	32	0	0			2				*
	130 482	Optional P.E.IV	2	16	32	32	0	0				2			*
National Defense	140 011	Military Theory	1	15	15	15	0	0	1						☆
Science and Humanities	190 032 190	Special topics on Humanities and Social Sciences	2	9	36	36	0	0			4				*
Scien	190 022	Special topics on Natural Sciences	2	12	48	48	0	0				4			*

			100 214	Calculus I	4	15	60	60	0	0	4							*
			061 083	Microeconomics	3	16	48	48	0	0		3						*
			100 024	Calculus II	4	16	64	64	0	0		4						*
				Operation Management	4	16	64	40	24	0					4			*
		ses	028 014	Accounting	4	16	64	64	0	0		4						*
	sory	Discipline-Based Courses	061 093	Macroeconomics	3	16	48	48	0	0			3					*
	Compulsory 42	ine-Bas	101 044	Liner Algebra	4	16	64	64	0	0			4					*
		Discipl		Financial Management	4	16	64	48	16	0			4					*
			070 343	Economic Law	3	16	48	48	0	0						3		*
				Theory of Probability and Mathematical Statistics	4	16	64	64	0	0				4				*
Subject			040 223	Econometrics	3	16	48	30	18	0						3		*
Su			112	Management and	2	16	32	32	0	0				2				

			T			1											
				Information System													
			012	Professional Introduction to Business Administration	1	9	18	0	18	0	2						☆
			010 013	Management	3	16	48	48	0	0	3						*
			012 453	Marketing (English)	3	16	48	42	6	0		3					*
ourses	,31		010	Production and Operations Management	3	16	48	40	8	0			3				*
Specialized Courses	Compulsory	Basic		Human Resource Management	3	16	48	40	8	0			3				*
Specia	Con			Logistics and Supply Chain Management	3	16	48	48	0	0				3			*
			044	Strategic Management	4	16	64	64	0	0				4			*
			503	E-business Operation	3	16	48	32	16	0					3		
				Case Reading on Management	2	16	32	32	0	0					2		☆
			010 111	Capital Operation	3	16	48	48	0	0					3		$\Rightarrow$
			061	Business Statistics	3	16	48	36	12	0				3			*

			022	137 1 (D 1							Т						1
			823	and Market Research													-
Specialized Extension	Electives 9	Extension	000	Select from other disciplines' courses, among which 3 credits from limited electives	3	0	0	0	0	0	2	1				☆	
Specialized		Exte	000	Select from other disciplines' courses, among which 6 credits from all other disciplines.	6	0	0	0	0	0		2	2	2		☆	
cation	4		190 141	Social Practice in Summer Vacation I (including research method on social practice)	1	3	0	0	0	0			0			☆	
e Appli	ory 24	Application		Social Practice in Summer Vacation II	1	3	0	0	0	0				0		☆	
Comprehensive Application	Compulsory	Applic		Enterprise Resource Planning I	1	9	36	0	36	0			4			☆	
Comp				Enterprise Resource Planning II	1	9	36	0	36	0			4			☆	
			360 152	On-campus Comprehensive Simulative Practice	2	6	0	0	0	0					0	☆	

	(The first 6 weeks)												
190 183	Project Development and Creative Design	3	4	0	0	0	0		0	0	0		☆
190 013	Off-campus Practice	3	12	0	0	0	0					0	☆
	Graduation Thesis (Design)	3	5	0	0	0	0					0	☆
	Business Quality and Business Negotiation (Every short semester)		4	0	0	0	0			0			☆
010	Comprehensive Experimental Course on Business Administration	2	9	0	0	0	0				4		₩
	Comprehensive Writing Training	1	2	0	0	0	0			0			☆
190	(Every short	1	3	0	0	0	0			0			☆
190	Fntrenreneurs(Every	1	5	0	0	0	0			0			☆
	Topics on Latest Economic Issues	1	2	0	0	0	0			0			☆

	(Every short semester)											
190 172	Entrepreneurship Education(Every short semester)	2	10	40	20	0	20				0	$\stackrel{\sim}{\sim}$

#### Note:

- 1. English courses should be scheduled in 6 semesters consecutively in order to ensure English teaching and study efficiency.
- 2. Some of the ideological and political courses could be delivered by practical teaching, lectures on special topics and self-study.
- 3. A three-semester-system will be adopted. It will be divided into two long semesters and one short semester: fall semester, spring semester and summer short semester. Hence, the theory study courses will be finished within 16 weeks in spring semester (No.2, 4, 6 semester), exams will be scheduled in the 17<sup>th</sup> week. Summer short semester will start from 18<sup>th</sup> week. The second and third semester will continue and the summer semester will end in the 20<sup>th</sup> week. Summer semester is 3 weeks. The third semester is to encourage students self-study and individual development. There are 3 short semesters within 4 years. Specific arrangement of each short semester is shown in the teaching arrangement of the short semester for Business Administration (Innovative Experimental Class) of Guangdong University of Finance and Economics. Some of the teaching content include:
  - 1. Lectures by reputable lecturers from home and abroad, professional managers or CEOs.
  - 2. Teachers and student international exchange, study abroad program and paid-internship, etc.
  - 3. Outdoor expansion activities with the aim to educate student's team spirit, leadership, etc.
  - 4. Social practice, companies visit, industry research, research on entrepreneur, project development and career planning.
  - 5. Business quality and business negotiation training including: etiquette, fitness, visit companies, business etiquette, golf practice, etc.
  - 6. Entrepreneurial education include entrepreneurial theory, policy, market environment, capital operation, taxation system, entrepreneurial project development, etc.
  - 7. Comprehensive writing training including business proposal, report, meeting material, etc.
- 4. Credits can be given or exchanged to encourage entrepreneurial activities.
- 5. Students are encourage to participate in intercollegiate exchange. The maximum time length could be one year if all the necessary formalities are complete.