

Teaching Program for Culture Industry Management

(2014)

1. Training Goal: This major provides the basic theories and methods of culture, management and economics, improves cultural qualities and a cultural perspective, and trains good management skills. After graduation, you can engage in business management, cultural marketing and marketing development, cultural project planning and corporate culture construction, etc.

2. School Years: 4 years full-time

3. Degree Awarded: Bachelor of Management

4. Credit Requirements: The students should obtain 155 credits (off-class credits not included), including liberal compulsory courses for 53 credits, liberal optional courses for 9 credits, the foundational courses for 37 credits, compulsory courses for 37 credits, optional courses for 8 credits and synthetically applied courses for 11 credits. In the meantime, students should obtain 10 credits from off-class programs, and take the course “Health Education for Undergraduates”.

5. Requirements for Students from Hong Kong, Macao and Taiwan

According to the Education Department of Guangdong Province, the students from Hong Kong, Macao and Taiwan need not take courses from the sections of “Education of National Defense” and “Theory of Ideology and Politics”. The students should strictly follow the teaching program, taking courses in the other sections.

6. Requirements for Overseas Students

According to the Ministry of Education and Education Department of Guangdong Province, overseas students need not take courses from the section “Education of National Defense”. Overseas students of economic disciplines should take courses of political theory, while the students of other disciplines could apply to be excused from it. The overseas students who receive education with record of formal schooling should take courses “Chinese” and “A Survey of China”. Other courses should be taken strictly according to teaching program

Table 1: The Reference Table of Culture Industry Management

Course Type	Course Nature	Due Credit	Due Credits for Each Term								Total
			1	2	3	4	5	6	7	8	
Public Courses	compulsory	53	14.5	14	6	7	7	4.5	0	0	53
	Limit	9	0	0	3	2	0	2	2	0	9
Discipline-Based Courses	compulsory	37	4	10	7	8	8	0	0	0	37
Specialized Courses	compulsory	37	4	0	3	3	12	15	0	0	37
	Limit	8	0	0	0	0	3	3	2	0	8
Comprehensive Application Courses	compulsory	11	0	1	0	1	0	2	0	7	11
Total		155	22.5	25	19	21	30	26.5	4	7	155

7. Schedule of major

teaching plan

Table 2: The Teaching Program Schedule of Culture Industry Management

Course Category	Course Nature	Course Type	Course Identifier	Course Name	Credit	Weeks for Studying	Total Credit	Allocation of Hours			Allocation of Each Term by Weeks								Way of Assessment	
								Lecturing	Experiment	Practice	1	2	3	4	5	6	7	8		
											15	16	16	16	16	16	16	15		
Public Courses	Compulsory	EOND	140471	Military Theory (military training included)	1.0	15	15	15	0	0	1								☆	
		TOIAP	140193	Basic Principle of Marxism	3.0	15	45	30	0	15	3									★
			140464	Ideological and Moral Cultivation and Legal Basis Theory	4.0	16	64	48	0	16	4									★
			140222	Outline of Chinese Modern History	2.0	16	32	32	0	0			2							★
			140473	Mao Zedong Thought and An introduction to the Theoretical System of Socialism with Chinese Characteristics	3.0	16	48	32	0	16				3						★

			I															
			Mao Zedong Thought and An Introduction to the theoretical system of Socialism with Chinese Characteristics															
		140483	II	3.0	16	48	32	0	16					3				★
		140242	Situation and Policy	2.0	16	32	32	0	0						2			☆
		Langua ge and Skills I	121542	Chinese	2.0	15	30	30	0	0	2							★
			119612	Computer Application Basics	2.0	15	30	8	22	0	2							★

			121552	Application Writing	2.0	16	32	32	0	0			2					★	
			119463	Data Technology and Application	3.0	16	48	48	0	0		3						★	
		Language and Skills II	090834	College English III a	4.0	15	60	60	0	0	4							★	
			090864	College English II b	4.0	15	60	60	0	0	4							★	
			090844	College English Iva	4.0	16	64	64	0	0		4						★	
			090874	College English III b	4.0	16	64	64	0	0		4						★	
			090884	College English IV b	4.0	16	64	64	0	0			4					★	
			180264	Translation between English and Chinese	4.0	16	64	64	0	0			4						★
			180412	English for Academic Purposes EAP	2.0	16	32	32	0	0				2					★
			Educat	400015	College Student's Career Development	0.5	8	8	8	0	0	1							★

		ion of Health	and Planning																
		130452	Optional Sports I	2.0	15	30	30	0	0	2								☆	
		130462	Optional sports II	2.0	16	32	32	0	0		2							☆	
		340031	The Psycho-logical Healthy Education of College Students	1.0	16	16	16	0	0		1							☆	
		130472	Optional Sports III	2.0	16	32	32	0	0					2				☆	
		400002	Know About Business	2.0	16	32	32	0	0					2				☆	
		130482	Optional Sports IV	2.0	16	32	32	0	0						2			☆	
		400025	Careers Guidance	0.5	8	8	8	0	0						1			☆	
		Sub-Total		53		834	725	22	87	15	14	6	7	7	5				
Limit	Public Courses	990062	General Elective Courses (2)	3.0	16	48	48	0	0			3						☆	
		000001	Humane Studies Courses	2.0	16	32	32	0	0				2						☆
		000002	Natural Science Courses	2.0	16	32	32	0	0							2			☆

			000003	Courses of Methodology	2.0	16	32	32	0	0						2		☆	
	Sub-total				9		144	144				3	2			2	2		
Discipline-Based Courses	Compulsory	Discipline-Based Courses	109415	Calculus I a	5.0	15	75	75	0	0	5							★	
			109425	Calculus II a	5.0	16	80	80	0	0		5							★
			061103	Introduction to economics	3.0	16	48	48	0	0			3						★
			100024	Calculus II	4.0	16	64	64	0	0		4							★
			100214	Calculus I	4.0	15	60	60	0	0	4								★
			101044	Linear Algebra	4.0	16	64	64	0	0			4						★
			010013	Principles of Management	3.0	16	48	48	0	0		3							★
			109235	Linear Algebra A	5.0	16	80	80	0	0			5						★
			109445	Probability and Statistics A	5.0	16	80	80	0	0				5					★
			032603	Introduction of Culture	3.0	16	48	48	0	0		3							★
105014	Probability and Statistics	4.0	16	64	64	0	0				4					★			

			028014	Basic Accounting	4.0	16	64	64	0	0				4				★	
			070343	Law of Economics	3.0	16	48	48	0	0					3			★	
			112012	Management Information System	2.0	16	32	32	0	0					2			★	
			040013	General theory of statistics	3.0	16	48	48	0	0					3			★	
			Sub-total			37		588	588			4	10	7	8	8			
Specialized Courses	Compulsory	Specialized Courses	032643	History of Chinese Culture	3.0	15	45	45	0	0	3							★	
			150151	Professional Introduction	1.0	5	15	15	0	0	3								☆
			033203	Public relations of public department	3.0	16	48	48	0	0			3						★
			150413	Cultural Market Research	3.0	16	48	48	0	0				3					★
			032633	Introduction to	3.0	16	48	48	0	0					3				★

				Cultural industry														
		150453	3.0	Cultural Economics	16	48	48	0	0					3				★
		150533	3.0	Cultural Administration	16	48	48	0	0					3				★
		032713	3.0	Introduction to Cultural Resources	16	48	48	0	0					3				★
		032723	3.0	Cultural Policies and Regulations	16	48	48	0	0						3			★
		032763	3.0	Cultural Project Strategy	16	48	48	0	0						3			★
		032783	3.0	Human Resource Management of Cultural Industry	16	48	48	0	0						3			
		032793	3.0	Business finance and capital operation in	16	48	48	0	0						3			★

				Cultural Enterprise														
			032673	Cultural Marketing	3.0	16	48	48	0	0					3			★
			Sub-total		37		588	588			6		3	3	12	15		
Limits	Elective Course		032562	The Science of Corporate Culture	2.0	16	32	32	0	0					2			☆
			150403	Cultural International Trade	3.0	16	48	48	0	0					3			☆
			032752	Introduction to Religious Culture	2.0	16	32	32	0	0					2			☆
			150642	Cultural Business English	2.0	16	32	32	0	0					2			☆
			033142	Managerial Psychology	2.0	16	32	32	0	0					2			☆
			032593	Introduction to Western Culture	3.0	16	48	48	0	0					3			☆
			032412	Introduction to Folklore	2.0	16	32	32	0	0					2			☆

			Field Work																
		150103	Thesis	3.0	5	0	0	0	0									0	☆
		150491	Investigation and Study I	1.0	3	0	0	0	0		0								☆
		150501	Investigation and Study II	1.0	3	0	0	0	0				0						
	Sub-total			11															

Note:

★: Examination

☆: Investigation

Program Chief:

Vice Dean: Fang Dong

Dean: Zhuang Dachang