

**Business Administration**  
**( 120202 )**

**I. Research Directions :**

1. Marketing
2. Commercial Service Management
3. Logistics and Supply Chain Management
4. Human Resources Management
5. Strategic management

**II. Education System and Credit**

Length of Schooling: 3 years;

The Required Graduate Credit: 38 credits, including 35 credits for the Course, 1 credit for Practical Activity, 1 credit for Academic Activity, and 1 credit for Literature Reading.

**III. Curriculum design**

| <b>Course Category</b>         | <b>Course Code</b> | <b>Course Name</b>                     | <b>Periods</b> | <b>Credits</b> | <b>Term</b> |
|--------------------------------|--------------------|--|----------------|----------------|-------------|
| <b>Basic Degree Course</b>     | S0001001           | Intermediate Micro-economics           | 54             | 3              | 1           |
|                                | S3101001           | Research Methods of Management Science | 54             | 3              | 2           |
| <b>Specialized Core Course</b> | S3103001           | Study of Modern Business Theory        | 54             | 3              | 1           |
|                                | S3103002           | Study of Marketing Management          | 36             | 2              | 2           |
|                                | S3103003           | Supply Chain Management                | 36             | 2              | 2           |
|                                | S3103004           | Human Resources Management             | 36             | 2              | 2           |
| <b>Specialized</b>             | S3102001           | Study of Organizational                | 36             | 2              | 2           |

|                        |          |  |    |   |   |
|------------------------|----------|--|----|---|---|
| <b>Elective Course</b> |          | Behaviour  |    |   |   |
|                        | S3102002 | Corporate Governance   | 18 | 1 | 2 |
|                        | S3102003 | Management of Organizations  | 18 | 1 | 2 |
|                        | S3102004 | Strategic Brand Management   | 18 | 1 | 3 |
|                        | S3102005 | Management of Relation and Service Marketing                                     | 18 | 1 | 3 |
|                        | S3102006 | Internet Marketing   | 18 | 1 | 3 |
|                        | S3102007 | Monographic study of Commercial Enterprise Management                            | 18 | 1 | 3 |
|                        | S3102008 | Commercial Innovation Internet Thinking  | 18 | 1 | 3 |
|                        | S3102009 | Management of Products and Operation   | 18 | 1 | 3 |
|                        | S3102010 | Supply Chain Finances  | 18 | 1 | 3 |
|                        | S3102011 | Monographic Study of Performance Management                                      | 18 | 1 | 3 |
|                        | S3102012 | Monographic Study of Labor Relations   | 18 | 1 | 3 |
|                        | S3102013 | Leadership Development   | 18 | 1 | 3 |
|                        | S3102014 | Project Management   | 18 | 1 | 3 |
|                        | S3102015 | Monographic Study of the Capital Operation and Enterprise Merger and Acquisition | 18 | 1 | 3 |
|                        | S3102016 | Monographic Study of Entrepreneurship and Enterprise Growth                      | 18 | 1 | 3 |
|                        | S3102017 | Strategic Management   | 36 | 2 | 4 |
|                        | S3102018 | International Marketing And International Business Management                    | 18 | 1 | 4 |
|                        | S3102019 | Channel Management   | 18 | 1 | 4 |
|                        | S3102020 | Introduction of Commercial Circulation Service                                   | 18 | 1 | 4 |
|                        | S3102021 | Operation and Management of Service  | 18 | 1 | 4 |
|                        | S3102022 | Analysis and Optimization of Logistic  | 18 | 1 | 4 |

|                                 |          |   |     |   |     |
|---------------------------------|----------|---|-----|---|-----|
|                                 |          | System  |     |   |     |
|                                 | S3102023 | International Purchasing and Supply Management                | 18  | 1 | 4   |
|                                 | S3102024 | Monographic Study of Performance Management                   | 18  | 1 | 4   |
|                                 | S3102025 | Evaluation in Organizations                                   | 18  | 1 | 4   |
|                                 | S3102026 | Strategic Human Resources Management                          | 18  | 1 | 4   |
|                                 | S3102027 | Risk Management of Enterprises                                | 18  | 1 | 4   |
| <b>Public Compulsory Course</b> | S4105001 | Basic English   | 108 | 3 | 1.2 |
|                                 | S2205002 | Theory and Practice of Socialism with Chinese Characteristics | 36  | 2 | 1   |
| <b>Public Elective Course</b>   | S2204001 | Marxism And Social Science Methodology                        | 18  | 1 | 2   |
|                                 | S2204002 | Dialectics of Nature  | 18  | 1 | 2   |
|                                 | S0004003 | Scientific Research Methods and Academic Standards            | 36  | 2 | 3   |
|                                 | S0004004 | Economic Application Software                                 | 36  | 2 | 3   |
|                                 | S0004005 | ERP   | 36  | 2 | 3   |
|                                 | S0004006 | Japanese Language   | 36  | 2 | 4   |
|                                 | S0004007 | Monographic Project of Sociology                              | 36  | 2 | 4   |
|                                 | S0004008 | Educational Principle   | 36  | 2 | 4   |
|                                 | S0004009 | SYB and Entrepreneurship Simulation Training                  | 36  | 2 | 4   |