

Education Plan for Academic Graduate in Business Administration

(Discipline Code:1202,Award Master Degree of Management)

I Objectives

The Master of Business Administration Degree for foreign students is to train high-level specialized personnel in all kinds of enterprises and various areas, including marketing management, financial management, strategy management, production management, technological innovation management, human resources management, and investment decision management. The concrete requirements for the Master of Business Administration Degree are: (1) the candidates have the spirit of devoting, developing and cooperating; (2) good moral qualities; (3) a good command of basic theories and systematic professional knowledge, and understanding of the frontier trends in the profession; (4) the ability of doing scientific research and taking on professional or instructional tasks independently; (5) a fairly good grasp of one or two foreign languages (including Chinese); and (6) good health.

II Disciplinary Research Areas

- 1、 Human Resource Development and Management
- 2、 Organizational Behavior and Corporate Culture
- 3、 Marketing Management
- 4、 Strategy for Enterprise Development
- 5、 Management Information and System
- 6、 Corporation Finance

III Educational System and Years of Study

Generally the Master of Business Administration Degree is a two year postgraduate program. The maximum study period is no more than 4 years. The credit system is carried out during the academic study period, and the total credits are no less than 33, including the credits, more than 25 credits, for required core courses..

IV Curriculum System and Credit Requirements

(1) Required Core Courses

Description of Courses	Classroom Hour	Credit	Scheduled Semester	Teaching Unit
No.1 Foreign Language (Chinese)	96	6	1	School of International Education

Introduction to China	36(courses) +18(activities)	3	1	School of Foreign Language
Introduction to Management Science	36	2	1	School of Management
Advanced Management	36	2	2	School of Management
Macroeconomics	36	2	1	School of Economics
Management Economics	36	2	1	School of Management
Marketing Management	36	2	2	School of Management
Strategic Management for Enterprises	36	2	2	School of Management
Organizational Behavior	36	2	1	School of Management
Academic Thesis Writing	36	2	1-2	School of Management

(2) Elective Courses

Description of Courses	Classroom Hour	Credit	Scheduled Semester	Teaching Unit
Management Information System	36	2	2	School of Management
China: Culture& Enterprises	36	2	1	School of Management
Accounting	36	2	1	School of Management
Project Management	36	2	2	School of Management
Financial Management	36	2	2	School of Management
Business and Administrative Communication	36	2	1	School of Foreign Language
Logistics Management	36	2	2	School of Management

Development and Management of Human Resources	36	2	2	School of Management
E-Commerce and Internet Marketing	36	2	2	School of Management
International Trade and Finance	36	2	2	School of Management
Taijiquan and its	18	1	1	Department of Physical Education