Business Administration

（2026 Entering Class）

Curriculum

Part 1 General Basic Courses

Course code	Course Name	Compulsory/ Elective	Contact hours					Credits	Semester Offered
			Total Contact Hours	Theory	Practical	Internship	Additional		
044101383	Academic English I	C	32	32				2.0	1
044102452	Academic English II		32	32				2.0	2
084101171	Introduction to Artificial Intelligence (for Liberal Arts)		36	24			12	2.0	1
045102811	Python Programming		40	32			8	2.0	2
052100332	Physical Education I		36				36	1.0	1
052100012	Physical Education II		36				36	1.0	2
052100842	Physical Education III		36				36	1.0	3
052100062	Physical Education IV		36				36	1.0	4
040100392	Fundamentals of Calculus		64	64				4.0	1
040100401	Linear Algebra & Analytic Geometry		48	48				3.0	1
040100023	Probability Theory and Mathematical Statistics		48	48				3.0	2
	Required Ideological and Political Courses (choose 1 out of 5)	C	32	32				2.0	
General Education	Humanities and social sciences	C	96	96				6.0	
	Science and technology		64	64				4.0	

Part 2 Major Core Courses

Course code	Course Name	Compulsory/Elective	Contact hours					Credits	Semester Offered
			Total Contact Hours	Theory	Practical	Internship	Additional		
1. Disciplinary Platform Courses									
042101054	Microeconomics	C	48	48				3.0	1
042100902	Macroeconomics	C	48	48				3.0	2
042100103	Principles of Management	C	48	48				3.0	2
042100273	Accounting	C	48	48				3.0	3
042100323	Principles of Marketing	C	48	48				3.0	3
042100962	Organizational Behavior	C	48	48				3.0	3
042101763	Operations Research	C	48	48				3.0	3
042101021	Management Statistics	C	48	48				3.0	4
042100521	Human Resources Management	C	48	48				3.0	4

042100402	Financial Management	C	48	48				3.0	4
042100241	Corporate Strategic Management	C	48	48				3.0	6
042101581	Business Ethic	C	32	32				2.0	3
042104831	Data Intelligence	C	32	32				2.0	2
Total		C	592	592				37.0	
2. Core Courses for Business Management Specialization									
042106111	Industrial Engineering and Management Innovation	C	32	32				2.0	6
042102802	Management Communication	C	32	32				2.0	5
042106091	Smart Operations Management	C	32	32				2.0	6
042105061	Fundamentals of AI and Business Application	C	48	48				3.0	5
042102132	International Business	C	32	32				2.0	5
042104941	Financial Analysis and Decision Making	C	48	48				3.0	6
042103461	Organization Theory and Design	C	48	48				3.0	5
Total		C	272	272				17.0	
3. Core Courses for Financial Management Specialization									
042100211	Financial Statement Analysis	C	48	48				3.0	5
042102452	Financial Markets	C	32	32				2.0	5
042100712	Investments	C	48	48				3.0	5
042102481	Financial Modeling	C	48	48				3.0	5
042102501	International Financial Management	C	48	48				3.0	6
042102811	Econometrics	C	48	48				3.0	6
Total		C	272	272				17.0	

Part 3 Elective Courses

Course code	**Course Name**	**Compulsory/Elective**	**Contact hours**					**Credits**	**Semester Offered**
			Total Contact Hours	**Theory**	**Practical**	**Internship**	**Additional**		
1. Innovation and Entrepreneurship Category									
042101293	Entrepreneurship	E	32	32				2.0	3-8
042103181	Innovation Management	E	32	32				2.0	3-8
042104281	Business Plan Writing	E	16	16				1.0	5-7
042101671	Entrepreneurial Management	E	32	32				2.0	3-8
042104381	Innovation-Based Entrepreneurship	E	32	32				2.0	5-8
020100051	Innovation Research Training	E	32				32	2.0	7
020100041	Innovation Research Practice I	E	32				32	2.0	7
020100031	Innovation Research Practice II	E	32				32	2.0	7

020100061	Entrepreneurship Practicum	E	32				32	2.0	7
042104411	Systems Thinking and Theoretical Logic in Innovation	E	32	32				2.0	1-2
042104691	Technology Innovation and Entrepreneurship	E	32	32				2.0	3-8
042104471	Product Innovation: Thinking and Methods	E	32	32				2.0	3-8
042104881	Extension Innovation: The Magical Key to Breaking Cognitive Boundaries	E	32	32				2.0	3-8
042104911	Economics of Innovation	E	32	32				2.0	3-8
Subtotal		E	Each student must Take an entrepreneurship education course, Complete an innovation and entrepreneurship research report, and Submit and present a business plan.						
2. Big Data Management									
042104741	Advanced Financial Time Series Methods and Frontiers	E	32	32				2.0	3-8
042102811	Econometrics	E	48	48				3.0	3-8
042102541	Spreadsheet Modeling and Business Applications	E	48	32			16	2.5	3-8
042104431	Algorithm Design for Business Data Mining	E	32	32				2.0	3-8
042102605	Database Principles and Applications	E	32	24			8	1.5	3-8
042104102	Applied Data Science	E	52	40	12			3.0	3-8
042104521	Big Data Analytics and Data Mining	E	32	32				2.0	3-8
042104072	Big Data Marketing	E	40	32			8	2.0	3-8
042106121	No-Code AI Analytics for Business	E	32	32				2.0	3-8
042105071	Case Studies in Web Scraping	E	32	32				2.0	3-8
042106011	Smart Markets: Data-Driven Consumer Insights	E	32	32				2.0	3-8
Subtotal		E	The minimum requirement for the Business Management is 4.0 credits. The minimum requirement for the Financial Management is 4.0 credits.						
3. Artificial Intelligence Decision-Making									
042106071	Natural Language Processing and Intelligent Decision-Making	E	32	32				2.0	3-8
042105061	Fundamentals of AI and Business Applications	E	48	48				3.0	3-8
042104811	Intelligent Operations Decision-Making and Analytics	E	32	32				2.0	3-8
042104851	AI-Powered Investment and Wealth Management	E	48	48				3.0	3-8
042104891	Enterprise Risk Management: Unlocking Risk Insights and Intelligent Decision-Making	E	32	32				2.0	3-8
042101141	Business Analytics and Decision-Making	E	32	32				2.0	3-8

042104531	Big Data-Driven Intelligent Financial Decision-Making	E	32	32				2.0	3-8
042106021	AI-Powered Marketing	E	32	32				2.0	3-8
042106041	Intelligent Management Accounting	E	32	32				2.0	3-8
042104921	Large Language Models and Intelligent Knowledge Mining	E	32	32				2.0	3-8
042106141	No-Code AI System Building for User Analytics and Service	E	32	32				2.0	3-8
04216181	Digital and Intelligent Supply Chain Management	E	32	32				2.0	3-8
Subtotal		E	The minimum requirement for the Business Management is 4.0 credits. The minimum requirement for the Financial Management is 4.0 credits.						
4. Economic and Management Practice									
042105011	Decision Simulation	E	32	32				2.0	3-8
042105051	The Art of Decision-Making: Consumer Cognition and Risk	E	32	32				2.0	3-8
042104541	Behavioral Finance and Investment Decision-Making	E	32	32				2.0	3-8
042104401	Entertainment Experience and Decision Behavior	E	32	32				2.0	3-8
042102941	Financial Case Analysis	E	32	32				2	3-8
042104181	Classics and Anomalies in Finance and Investment	E	16	16				1	1-2
042104421	Corporate Governance	E	32	32				2	3-8
042102091	Investment Fund Management	E	32	32				2	3-8
042102281	Investment Banking Operations	E	32	32				2	3-8
042101691	Securities Investment	E	32	32				2	3-8
042100451	Job Analysis and Staffing	E	32	32				2	3-8
042102532	Internationalization Strategy	E	48	48				3	3-8
042104711	Business Management Practicum	E	16	16				1	3-8
042104291	Business Simulation	E	32	32				2	3-8
042102493	Financial Accounting	E	32	32				2	3-8
042101062	Financial Statement Analysis	E	32	32				2	3-8
042102141	Tax Planning	E	32	32				2	3-8
042104301	Real Estate Investment	E	32	32				2	3-8
042104761	iBizSim Business Simulation	E	16	16				1	3-8
042104751	Portfolio and Risk Management	E	32	32				2	3-8
042103132	Services Marketing	E	32	32				2	3-8
042100032	International Marketing	E	32	32				2	3-8
042103991	Destination Marketing	E	32	32				2	3-8
042104171	Sports and Entertainment Marketing	E	32	32				2	3-8

042101892	Digital Marketing	E	32	32				2	3-8
042104191	Principles and Practices of Marketing	E	16	16				1	1-2
042100572	Marketing Research	E	32	32				2	3-8
042104721	Marketing Management	E	32	32				2	3-8
042103983	Integrated Marketing Communications	E	32	32				2	3-8
042104121	Business-to-Business Marketing	E	32	30			2	1.5	3-8
042105091	New Media Marketing	E	32	32				2	3-8
042106161	Theory and Case Studies in Digital-Intelligent Operations Management	E	32	32				2	3-8
042104451	End-to-End Supply Chain Simulation	E	24	8			16	1	3-8
042105111	Modern Business Practices and Analytics	E	32	32				2	3-8
042105031	Corporate Digital-Intelligent Strategy	E	32	32				2	3-8
042106081	Financial Strategy Analysis	E	32	32				2	3-8
Subtotal		E	The minimum requirement for the Business Management is 2.0 credits. The minimum requirement for the Financial Management is 2.0 credits.						
5. Comprehensive Development									
042104131	Frontiers in Marketing Theory Seminar	E	32	32				2	3-8
042101151	Introduction to FinTech	E	32	32				2	3-8
042103431	Derivatives and Risk Management	E	48	48				3	3-8
042102681	Asset Valuation	E	32	32				2	3-8
042100991	ERP Principles and Applications	E	48	32	16			2.5	3-8
042102082	Supply Chain Management	E	32	32				2	3-8
042104841	Computational Problem Solving	E	48	48				3	3-8
042102832	Quality Management	E	32	32				2	3-8
042100122	Introduction to Systems Engineering	E	32	32				2	3-8
042102802	Managerial Communication	E	32	32				2	3-8
042102331	Philosophy of Management	E	32	32				2	3-8
042104012	Performance and Compensation Management	E	32	32				2	3-8
042104061	Leadership Studies	E	32	32				2	3-8
042101272	Corporate Culture	E	32	32				2	3-8
042102123	Fundamentals of Psychology	E	32	32				2	3-8
042104611	Modern Talent Assessment	E	16	16				1	3-8
042104481	Principles and Practices of Behavioral Science	E	16	16				1	1-2
042104651	Frontiers in Metaverse Management	E	32	32				2	3-8
042104041	Career Management	E	32	32				2	3-8
042104671	Frontiers in Organizational Management	E	16	16				1	3-8
042100481	Cost Management	E	32	32				2	3-8
042102052	Management Accounting	E	32	32				2	3-8
042101521	Corporate Internal Control	E	32	32				2	3-8
042104871	Empirical Accounting Theory and Literature	E	32	32				2	3-8

042102001	Managerial Economics	E	48	48				3	3-8
042101131	Economic Thought and Methodology	E	32	32				2	1-2
042102071	Office Productivity Software	E	32	32				2	3-8
042104861	Introduction to Low-Altitude Economy	E	32	32				2	3-8
042100693	E-Commerce	E	32	32				2	3-8
042104561	Service Operations Simulation	E	32	32				2	3-8
042101711	Service Operations Management	E	32	32				2	3-8
042101503	Management Information Systems (MIS)	E	32	32				2	3-8
042104081	Introduction to Machine Learning	E	48	48				3	3-8
042104091	Frontiers in Information Technology Application and Research	E	32	32				2	3-8
042101652	Information Resource Management	E	32	32				2	3-8
042100921	Knowledge Management	E	32	32				2	3-8
042100392	Project Management	E	32	32				2	3-8
042101352	Retail Management	E	32	32				2	3-8
042100751	Brand Management	E	32	32				2	3-8
042100082	Channel Management	E	32	32				2	3-8
042101172	Consumer Behavior	E	32	32				2	3-8
042104981	Managerial Game Theory	E	32	32				2	3-8
042106091	Smart Operations Management	E	32	32				2	3-8
042105021	Leadership Development	E	32	32				2	3-8
042106031	Smart Logistics and Modern Supply Chain	E	32	32				2	3-8
042104961	Service Design and Management	E	32	32				2	3-8
042105101	Labor Economics in the AI Era	E	32	32				2	3-8
042104051	Research Methods in Social Sciences	E	32	32				2	3-8
Subtotal		E	The minimum requirement for the Business Management is 2.0 credits. The minimum requirement for the Financial Management is 2.0 credits.						
6. English-Medium Instruction Course Module									
042104421	Corporate Governance	E	32	32				2.0	3-8
042102811	Econometrics	E	48	48				3.0	3-8
042101691	Securities Investment	E	32	32				2.0	3-8
042101671	Entrepreneurial Management	E	32	32				2.0	3-8
042104363	Spreadsheet-based Decision Modeling	E	48	32			16	2.5	3-8
042102081	Supply Chain Management	E	48	48				3.0	3-8
042102123	Fundamentals of Psychology	E	32	32				2.0	3-8
042104931	Financial Statements and Capital Market	E	32	32				2.0	3-8
042102051	Management Accounting	E	48	48				3.0	3-8
042101151	Introduction to FinTech	E	32	32				2.0	3-8
042100391	Project Management	E	48	48				3.0	3-8
042101501	Management Information Systems (MIS)	E	48	48				3.0	3-8
042101171	Consumer Behavior	E	48	48				3.0	3-8

042101741	Services Marketing	E	48	48				3.0	3-8
Subtotal		E	There is no minimum credit requirement for English-taught course modules.						
Total		E	A minimum of 27.0 credits is required for elective courses.						

Note:

Students may apply to convert their participation in scientific research training projects, academic competitions, published papers, granted patents, or independent entrepreneurial activities into credits for designated elective courses (such as Innovation Research Training, Innovation Research Practice I, Innovation Research Practice II, Entrepreneurship Practice, and other innovation and entrepreneurship practice courses). The total credits converted to electives shall not exceed 4 credits per student. Projects, competitions, and other activities that have been approved and recognized as elective course credits by the university shall not be awarded additional innovation credits under the Second Classroom.

Part 4 Centralized Practical Training Component

Course code	Course Name	Compulsory?	Contact hours		Credits	Semester Offered
			Practical	Teaching		
031102201	Practical Education in the New Era	C	2 weeks		2.0	1
030100702	Engineering Practicum I	C	2 weeks		2.0	4
042102193	Professional Internship	C	2 weeks		2.0	6
042101445	Graduation Internship	C	5 weeks		5.0	7
042101577	Graduation Thesis	C	16 weeks		10.0	8