

Business Management

Curriculum

Course Type	Course Code	Course Name	Credit	Credit Hour
Public Compulsory Course	S0002046	English	3	48
	S1202181	Thesis writing and academic standard	2	32
Major Compulsory Courses	S1201006	Principle of Management(II)	2	32
	S1202121	Intermediate Microeconomics	3	48
	S1202149	Research Methodology	3	48
	S1202150	Organizational Behavioral Research	2	32
Major Elective Course	GS64002N	Introduction to Modern Organization and Management Theories	2	32
	GS64003N	Circular Economy and Sustainable Development Practice	3	48
	GS64004N	Behavioral Science Experimentation and Neuro management Research	2	32
	GS64005N	History of strategic management thoughts	2	32
	GS74799N	Econometrics	3	48
	S1202020	Marketing Management	2	32
	S1202023	Financial Management	3	48
	S1202028	Human Resource Management	2	32
	S1202086	Corporate Culture	2	32
	S1202087	Business Ethics	2	32
	S1202088	Marketing Research	2	32
	S1202090	Corporate Governance	2	32
	S1202092	Chinese Administrative Philosophy	2	32
	S1202095	Service Innovation & Management	2	32
	S1202096	Psychology in Management	2	32
	S1202097	Integrated Marketing Communications	2	32
	S1202098	Advanced Financial Management	2	32
	S1202132	the Design and Application of Business Model	2	32

Course Type	Course Code	Course Name	Credit	Credit Hour
	S1202139	Theory and Practice of Labor Relations	2	32
	S1202188	Big Data Marketing	3	48
	S1202191	Mobile Internet Context and Consumer Behavior Research	2	32
Public Elective Course	S0002029	Practical English Writing	1	36
	S0002034	Academic Communication in English	1	36
	S0002037	British and American Culture	1	36
	S0002038	English Film Appreciation	1	36
	S0002040	IELTS Study	1	36
	S0003001	Theory and Methods of Mathematical Statistics	2	54
	S0003003	Methods of mathematical physics	4	64
	S0003004	Numerical Analysis (Fundamentals of Scientific and Engineering Computing)	2	54
	S0003006	Fuzzy Mathematics	3	54
	S0003005	Mathematical Modeling and Mathematical Experiments	2	54
	S0003007	Matrix Analysis	2	54
	S0003010	Optimization Computing	2	54
	S0003012	Stochastic Processes	2	56
	S0004099	Psychology and Life	2	32
	S0004103	History and Culture in Works of Art	2	32
	WJ65002N	Introduction to Artificial Intelligence	2	32

**Subject to the official curriculum confirmed after enrollment.*