

## **1、 University Mathematics(1)**

**Course Code:** 01014115

**Credit Points:** 4

### **Objectives:**

It is a course intended for those studying business, economics, or other related business majors. The following topics are presented with applications in the business world: functions, graphs, limits, derivative, local extrema. Each textbook section has an accompanying homework set to help the student better understand the material.

### **Contents:**

1.Elementary functions (Functions and the graph of a function, Elementary functions: graphs and transformations, Linear functions and straight lines, and linear inequalities, Quadratic functions and parabola, and quadratic formula)

2.Additional elementary functions (Polynomial and rational functions, Exponential functions, Logarithmic functions)

3.The first derivative, local extrema, and asymptotes (Limits, continuity, and graphs, Rate of change and slope and the derivative, Derivatives of constants, power forms, and sums, Derivatives of products and quotients, Chain rule and Implicit differentiation)

4.Applications of derivative (Monotonicity and derivative, Local extrema, Asymptotes, Marginal analysis) 5.Higher derivatives, concavity, and local extrema (The second derivative and concavity, Second derivative and graphs, Local extrema and the second derivative, Strategy of graphing a function, Optimization; Absolute maxima and minima)

## **2、 Modern Chinese 1**

**Course Code:** 15574290

**Credit Points:** 6

### **Objectives:**

- 1.students can speak many topics with Chinese.
- 2.the students can identify about 150 Chinese characters.
- 3.the students can write about 80 Chinese characters.
4. the students can grasp basic Chinese grammar.

### **Contents:**

This course will mainly focus on Chinese daily topics, Chinese characters and basic grammar.(Pinyin, Hello, number, Thank you, Strokes of Chinese Characters 1 &2, Grammar : The interrogative pronoun 什么, 谁, 哪, The structural particle “的”,Number below 100, 了 indicating a change, 多大? etc.)

## **3、 Accounting for Business**

**Course Code:** 15575024

**Credit Points:** 5

### **Objectives:**

Students are, upon the completion of the module, expected to get a thorough appreciation of various accounting principles, accounting assumptions as well as specific accounting methods with the purpose of recording business transactions, compiling major financial statements and making public material financial information.

**Contents:**

In this course, students will learn the accounting equation, double-entry recording principle, specific steps constituting the accounting cycle, and important balance sheet items such as accounts receivable, inventory as well as major income statement items such as sales revenue and cost of goods sold. In addition, topics like how to compile balance sheet, income statement and statement of cash flow will also be covered.

**4、 Business frontier--BA Introduction Session I****Course Code:** 15195109**Credit Points:** 1**Objectives:**

1. Understand the business frontier from the perspectives of new service, new media and new technology.
2. Analyze the current business trends.
3. Understand the future trends of business world.

**Contents:**

1. Understand the nature and requirements of BA major
2. New technology of business frontier, and New trends of business frontier
3. New investment opportunities of business frontier
4. Discussion of new management thinking

**5、 Discipline Introduction to Finance(1)****Course Code:** 15145044**Credit Points:** 1**Objectives:**

The purpose of this course is to let students understand the professional training goal of finance, including how important roles this major take in the national economy, the research scope, the fields involved and the development direction, as well as the professional basic knowledge and primary coverage. We expect to provide a clear professional thoughts and the future working target for students by introducing the outline of the professional knowledge as well as the teaching and learning arrangements.

**Contents:**

In this course, students will learn general introduction of professional training plan, regulations for student status management, financial professional associations, school and project selection, financial professional , financial employment ,occupation, professional certificate, studying abroad.

**6、 Linear Algebra B****Course Code:** 01013010**Credit Points:** 3**Objectives:**

1. Present and Describe the basal linear algebraic idea of economic, political, financial and engineering application.
2. Demonstrate an understanding of linear algebra principles.

3. Present and Describe information properly.
4. Develop ability to analysis and solve problems with above linear algebraic methods and idea
5. Establish necessary algebraic foundation for further study

**Contents:**

In this course, students will learn solvability of linear systems, column picture and matrix equation of linear system, counting and independence, matrix algebra, vector spaces, eigenvalues and eigenvectors, orthogonality and least squares, symmetric matrices and quadratic form etc.

## **7、 Modern Chinese 4**

**Course Code:** 15574294

**Credit Points:** 4

**Objectives:**

1. students can speak many topics with Chinese.
2. the students can identify about 800 Chinese characters.
3. the students can write about 500 Chinese characters.
4. the students can grasp Chinese grammar and words with the same character

**Contents:**

This course will mainly focus on Chinese daily topics, new words, words with the same character, grammar and culture. (Word with the same character: 感冒, 感动, 感到, 感兴趣。 Grammar : 不仅.....而且.....; 即使.....也.....; 在.....上; 刚、刚才。 Culture : 七夕节; Word with the same character: 联系, 关系, 没关系。 Grammar : 正好; 差不多; 尽管; 却 ; 而。 Culture : 在家靠父母, 出门靠朋友 etc.)

## **8、 International Trade Theory**

**Course Code:** 15575025

**Credit Points:** 4

**Objectives:**

1. What is the Globalization .
2. The classical and modern international theory .
3. The political economy of international trade.

**Contents:**

This course will cover the basics of international trade theory and policy. It will introduce students to the main theoretical concepts in international trade, ranging from the Ricardian comparative advantage theory to the new trade. This course will explore the patterns of trade among countries, policies that impede or promote free trade as well as their welfare and distributional implications.

## **9、 Economics for Business 1**

**Course Code:** 15575193

**Credit Points:** 5

**Objectives:**

1. Grasp the essential concepts and theories of economics outlined in academic literature and their practical application to the business environment.

2. Analyze the basic economics analytical models, such as the supply-demand model, AD-AS model, IS-LM model, etc.
3. Understand the main economic problems in the business world and can think more coherently and consistently with theories of economics.

**Contents:**

In this course, students will learn first principles, economic models: tradeoffs and trade, supply and demand, consumer and producer surplus, price controls and quotas: meddling with markets, elasticity, taxes, decision making by individuals and firms, the rational consumer, appendix, consumer preferences and consumer choice, behind the supply curve: inputs and costs, perfect competition and the supply curve, macroeconomics -the big picture, GDP and CPI: tracking the macroeconomy, income and expenditure, aggregate demand and aggregate supply, fiscal Policy, money, banking, and the federal reserve system, monetary policy.

## **10、 Cross-Culture Management**

**Course Code:** 15575177

**Credit Points:** 4

**Objectives:**

1. Demonstrate an understanding of the influential models of cultural differences and the perceived potential impact of cultural influences on human behaviour.
2. Use these models and frameworks to explain and analyse differences in cultural variables between countries.
3. Appreciate the trends for cultural convergence and divergence and the growing importance of diversity management in global organizations
4. Consider the importance of culture in assessing organizational approaches to structure, communication, motivation and leadership.

**Contents:**

In this course, the students will learn the global manager's environment, the cultural context of global management: understanding the role of culture, formulating and implementing strategy for international and global operations, global human resources management.

## **11、 Marketing Foundations**

**Course Code:** 15195044

**Credit Points:** 5

**Objectives:**

1. To analyze the role of marketing within the firm and society.
2. To expose you to the two parts of a marketing strategy: the STP strategy and the marketing mix.
3. To study the four basic variables in the marketing mix: product, promotion, price, and distribution.
4. To exercise analytical, communication, and presentation skills (through use of technological aids, such as Microsoft Word, PowerPoint, and the Internet) – the basic tools of marketing.

**Contents:**

In this course, the students will learn the defining marketing and the marketing process,

company and marketing strategy: partnering to build customer relationships, the marketing environment & managing marketing information, consumer buyer behavior & business buyer behavior, customer-driven marketing strategy: creating value for target customers, product strategies, price strategies, place strategies, promotion strategies.

## **12、 Business Statistics**

**Course Code:** 15205016

**Credit Points:** 5

### **Objectives:**

This course aims to give a non-mathematical student a grounding in statistics. It aims to develop genuine understanding of statistical methods rather than merely to provide sets of formal procedures. Accomplishment of the following contents will equip students with an understanding of the fundamental knowledge. Students should be able to carry out the specific process, and should also be capable of applying the principles far more widely.

### **Contents:**

This course covers:

- 1、 Some basic statistical concepts such as population and sample, parameter and statistic, randomness etc
- 2、 Presentation of data
- 3、 Measures of central tendency and dispersion
- 4、 Discrete distribution and normal distribution
- 5、 Statistical inference

## **13、 Management Skills**

**Course Code:** 15195024

**Credit Points:** 4

### **Objectives:**

This subject develops an understanding of the nature of intrapersonal and interpersonal competencies and their relevance to management practice in contemporary organizations.

### **Contents:**

It explores behavioral skill learning in order to establish a platform for continued development on the part of the student. Cultural and gender issues are also explored in this context. Topics covered include the nature of intrapersonal and interpersonal competence; theoretical underpinnings of behavioral skills learning; self-management skills; basic interpersonal communications skills; assertion and influence skills; and the applied skills of small group management, presentation, negotiation and conflict resolution, interviewing, networking and leadership.

## **14、 Quantitative Techniques for Finance and Economics**

**Course Code:** 15575087

**Credit Points:** 4

### **Objectives:**

Students should be familiar with the basic principle of Ordinary Least Square method and can build appropriate economic model by Eviews. Students are also required to test this model and do

forecast with it.

**Contents:**

This subject is an introduction to the science and art of building and using models. Students should know the relevant basic theories and basic technologies. Specific topic areas include simple regression model, hypothesis testing of coefficients, multivariable regression model, regression of dummy variables, different model forms, linear relationship between two or more independent variables, the heteroscedasticity, and serial correlation.

## **15、 Integrating Business Perspectives**

**Course Code:** 15195126

**Credit Points:** 4

**Objectives:**

1. An overview of the business landscape with its various economic, legal and regulatory dimensions, and the private, public and non-profit sectors;
2. An introduction to the relationship between the various business functions and disciplines and their contribution to the value of the firm and society; and
3. Development of generic skills, in particular, those relating to (business) written communication, oral presentations, group work and critical and creative thinking.

**Contents:**

The introduction to the business landscape and the interrelationship of the various business functions and their contributions to the value of the firm;

The development of generic skills including written, oral communication and team work skills.

## **16、 International Finance Management**

**Course Code:** 15576319

**Credit Points:** 4

**Objectives:**

This subject provides an understanding of the international financial management aspects of international business. It integrates learning outcomes from accounting, economics, management, marketing and other finance areas to enable students to successfully analyze international financial studies. The most important parts of this subject include the following. The foreign exchange market is introduced and explained. Key basic parity relationships between spot and forward exchange rates, interest rates and inflation rates are analyzed.

**Contents:**

International investment decisions including cash flow forecasts, working capital management issues and discounting using a cost of capital for foreign investment, are examined. These features are integrated into foreign capital budgeting proposals to determine the viability of international investments. Different methods of financing foreign operations through global capital markets like Euromarkets are considered, i.e., borrowing, lending, special financing vehicles like swaps.

## **17、 Intermediate Microeconomics**

**Course Code:** 15576296

**Credit Points:** 4

**Objectives:**

Microeconomics is the study of how individuals and firms make decisions in a world of scarcity and how these decisions affect markets. We will deal with important questions such as how do people decide what goods to buy? How do firms decide how much to produce and how many workers to hire? Why do some industries grow while others decline? Is monopoly power harmful? Is government regulation harmful? The objective of this course is to equip you with a set of concepts and analytical tools that will help you answer these and other important economic questions.

**Contents:**

We will focus on the analysis of consumer and producer choices in market economies and on the nature of equilibria in competitive and monopolistic markets. The course starts with revisiting in a more mathematical way the basic supply and demand model that you should be familiar with from Econ 1. We initially look at the theory of individual consumer choice and the derivation of individual and market demand curves. We then look at the theory of individual firm choice and present an analysis of the economics of production and the derivation of cost functions and supply curves. Market equilibrium concepts will then be discussed as they apply to markets characterized by perfect competition and monopoly.

## **18、 Urban and Regional Economics**

**Course Code:** 15576286

**Credit Points:** 4

**Objectives:**

- 1.To uncover the rationales for the existence of peaks and troughs in the spatial distribution of economic activities.
- 2.To introduce students to the basic models in economic geography and trade theory, ranging from the introduction of core-periphery to firm behaviors in the global markets.
- 3.To explore the patterns of firm location, capital movement across countries as well as firm performance during the trade liberalization and regional integration.

**Contents:**

In this course, the students will learn Model Basis, Core-periphery Model, Capital Movement and Agglomeration ,Firm Heterogeneity and International Trade, Firm Performance in Global Market, Multiproduct Firm and Geography of Supply Chain ,Empirics, The Way Forward.

## **19、 The Financial System**

**Course Code:** 15145035

**Credit Points:** 4

**Objectives:**

- 1.Discuss how the financial system performs its core financial functions; the settlement of transactions, the flow of funds and risk transfer.
- 2.Explain the roles and principal operations of deposit-taking financial institutions, fund management institutions and the major financial markets including the markets for derivative contracts.
- 3.Describe the structure of the main financial instruments and demonstrate their use in the flow of funds and risk-transfer functions.

**Contents:**

In this course, the students will learn the introduction of financial system, direct financing and funds management, authorized deposit-taking institutions, the money market, the bond market, shares and the share market, foreign exchange and global capital markets, interest-rate risk management, financial futures and SWAPS, exchange-traded options.

## **20、 Investment Analysis**

**Course Code:** 15145047

**Credit Points:** 4

### **Objectives:**

The objective of the course is to provide knowledge about investments by introducing theory and mathematical tools useful for conducting analysis on various topics in this field. The topics start with the measurement of returns (which is random in general), followed with market efficiency, equity valuation, fixed-income securities analysis, derivative pricing, financial risk management, and others. Since most topics are in a highly empirical discipline, the econometrical models dealing with empirical analysis are also introduced in the course. The most popular asset pricing models, such as CAPM and APT, are introduced in the course. The students should also learn about the basic concept, such as mean-variance analysis, in forming portfolio. Besides the equity market, this course also introduces the bond market and the derivative market. In addition, the theory and practice in financial risk management are also covered in the course.

### **Contents:**

In this course, the students will learn the financial markets and its function, how securities are issued and traded, how to measure risk and return, mean-variance analysis, CAPM and APT, the bond market, the derivative market, equity evaluation, portfolio management, other relevant issues.

## **21、 Quantitative Business Analysis**

**Course Code:** 15145046

**Credit Points:** 4

### **Objectives:**

1. To use quantitative methods to analyze data and make better management decisions.
2. To grasp empirical methods that are commonly employed in quantitative research, with a focus on causal inference.
3. To honing your understanding of key concepts, your managerial judgment, and your ability to apply course concepts to real business problems.

### **Contents:**

In this course, the students will learn Data Visualization and Communication, Correlation, Causality and Causal Inference, Sampling, Estimation and Hypothesis Testing, Simple Linear Regression Content ,Multiple Regression, Addressing Endogeneity I: instrumental Variable, Addressing Endogeneity II: Panel data ,Finding more approaches, The Other Tools for BA and Advanced Topics .

## **22、 International Finance**

**Course Code:** 15576091

**Credit Points:** 4

**Objectives:**

After the study of international finance ,the students can use the theories and know-how knowledge of international finance to analyze and resolve the problems in the foreign financial affairs ,and it is also a useful preparations for their occupations.

**Contents:**

The aim of this subject is to assist students in their understanding of the environment that international firms are subject to and how financial institutions can provide the services and products that they require. The course provides comprehensive coverage of all the important topics of international finance including:

- (1) The international monetary system and the international balance of payments
- (2) Foreign exchange and Eurocurrency markets and their linkages
- (3) Foreign exchange movements and the nature of foreign exchange risk
- (4) Derivative securities including futures, options and swaps
- (5) Measuring and managing exposure to currency risk

**23、 Human Resource Management**

**Course Code:** 15195013

**Credit Points:** 4

**Objectives:**

The course is designed to enable students to understand strategic role played by human recourse management in organizations, to grasp the theoretical and conceptual knowledge and get the relevant skills in the process of HRM.

**Contents:**

This subject introduces students to the theory and practices utilized to manage an organization's human resources. It establishes the nature and function of the various components of typical human resource management (HRM) practices, and exposes students to the skills of HRM through the use of structured exercises. It also considers the future direction and strategic application of HRM.

**24、 Marketing Decision Simulation Game**

**Course Code:** 15196114

**Credit Points:** 3

**Objectives:**

1. Increase the students' awareness of the complexity of operating an international company from a strategic and general management perspective.
2. Enhance fact based analytical decision making and crystallize the financial implications of business decisions by linking the decisions to cash flows and bottom line performance.

**Contents:**

In this course, the students will learn Introduction of business simulation, General Trend, The Characteristics of the Product, The implementation of Marketing Mix Estimate the demand, Marketing strategy, Financial strategy and risk control, Terms of Payment, Case analysis: Xiaomi and Apple, Marketing simulation summary and group presentation.

**25、 Research Methodology: Quantitative Methods**

**Course Code:** 15195121

**Credit Points:** 3

**Objectives:**

Research methodology and relevant quantitative methods in management studies will be discussed. Students are expected to learn how to design studies, collect and analyze data, and interpret the research results accordingly. This course enables students to practice their critical thinking and apply proper methods when doing their own research projects.

**Contents:**

- (1) Statistics in Behavioral Science (Parametric and Non-parametric statistics)
- (2) SPSS for data analyses
- (3) Research Methodology in Social Science
- (4) Steps of Doing Management Research

## **26、 Financial Econometrics**

**Course Code:** 15576258

**Credit Points:** 4

**Objectives:**

1. To know how to model variables observed and which models to choose.
2. To understand the merits and limitations of financial linear models.
3. To understand econometric techniques for panel data model and endogeneity issue.
4. To apply these techniques to various fields of financial economics.

**Contents:**

In this course, the students will learn the Introduction on financial econometrics, Classical linear regression model, Classical linear regression model assumptions and diagnostics, Univariate time series modelling and forecasting, Modelling long-run relationship in finance, Modelling volatility and correlation, Nonlinear models, Panel data.

## **27、 Behavioral Finance**

**Course Code:** 15576288

**Credit Points:** 4

**Objectives:**

1. To learn to use behavioral financial core theory to analyze problems.
2. To cultivate the critical thinking ability of analytical problems under the behavioral financial academic background.

**Contents:**

In this course, the students will learn Behavioural Finance : Introduction, EMH or not? ,Expected Utility, (Asset Pricing under ) Prospect Theory ,Cognitive Biases, Psychological Biases, Individual Investor Behaviour, Stock return anomaly, Group behaviour and financial bubble .

## **28、 Financial Risk Management**

**Course Code:** 15576255

**Credit Points:** 4

**Objectives:**

1. To present modern techniques for managing financial risks.

2. To cover measurement techniques for different types of financial risk.
3. To cover tools and methods such as value at risk (VaR), portfolio beta, Monte Carlo methods, portfolio distribution analysis, and volatility and correlation.
4. To discuss how risk measurement tools can be used for management of the risk/return profile of financial institutions.

**Contents:**

In this course, the students will learn Introduction of Financial Instruments, How Traders Manage Their Exposures Interest Rate Risk, The VaR Measure Scenario Analysis and Stress Testing, Volatility Correlations and Copulas, Financial risk Regulation, Market Risk VaR, Credit risk, Operational Risk & Liquidity Risk, Model Risk & Risk Management Mistakes to Avoid.

## **29、 Hedge Funds and Fund Management**

**Course Code:** 15146041

**Credit Points:** 4

**Objectives:**

To learn to use hedge thought to analyze problems. 2. To cultivate the critical thinking ability of analytical problems under the real trading environment.

**Contents:**

In this course, the students will learn Hedge funds : Course Introduction, Hedge Funds Overview, Hedge Fund Investment Strategies, Shareholder Activism, Risk, Regulation and Organizational Structure, Hedge Fund Issues and Performance.

## **30、 Service Innovation and Change Management**

**Course Code:** 15196124

**Credit Points:** 3

**Objectives:**

In the current era of high uncertainty, rapid iteration of survival ecology leads to great pressure of change for enterprises. Therefore, large enterprises have set up internal incubators, such as Haier Sea earn foreign exchange, Xinsongxing Zhihui, China Telecom innovation incubator and Tencent's space for mass innovation to enumerate. On the basis of an in-depth understanding of the business environment of Chinese enterprises, the course of service innovation and reform will use cutting-edge service innovation theory to develop ideas, explore the real problems of enterprises and the service nature of the problems, and guide students to integrate cutting-edge technologies/theories, explore solutions to enterprise problems by using various tools and linking real business resources.

**Contents:**

1. Cutting-edge technology and management theory. With the way of case sharing, this course selects typical Chinese and foreign cases of The Times to discuss the ecological change and trend of enterprises. Combined with typical cases to discuss the basic theory of service science and business model, It includes: the core thinking mode of service science, such as service cost and benefit, service communication mode, service value extinction mode; Keywords of service science, such as value co-creation, closed loop, service exchange, customer journey, emergence and modularization, customer path, interface design, etc., understand the process of business model formation based on the thought of the construction school.

2. Problem refining and problem discussion. Real enterprise transformation problem and service innovation path. Each group of students selected specific enterprises to explore the authenticity, nature and service innovation path of enterprise problems.

3. Problem solution design. Learn the theoretical system of problem solving: business canvas, organizational culture (business logic), organizational structure (dual/multiple organizational structure)/product direction/entrepreneurship; Focus on the problems encountered by the enterprise, discuss solutions to the problems, including vision, business model, implementation path and landing project, define phased goals and next arrangements

### **31、 Internet and New Media Marketing**

**Course Code:** 15196102

**Credit Points:** 4

**Objectives:**

1. Analyze the role of marketing in the new era.
2. Differentiate e-marketing from traditional marketing.
3. Understand how new media shapes our business strategy, consumers, and social welfare.
4. Learn to make use of new media in their own business ideas/projects.

**Contents:**

In this course, the students will learn E-marketing in context, E-Marketing Research, Online Consumer Behavior, STDP (1),STDP (2),Product, Place, and Price, Owned Media, Paid Media, Earned Media.

### **32、 Brand Management**

**Course Code:** 15196092

**Credit Points:** 4

**Objectives:**

1. To demonstrate understanding of brand and strategic brand management process and issues relevant to brand building.
2. To demonstrate understanding of the concept of brand equity and basic models of brand planning.
3. To choose appropriate brand elements, apply product, pricing, and channel strategies, and integrate marketing communication to build brand equity.
4. To apply qualitative and quantitative techniques to measure and interpret brand performance.
5. Demonstrate understanding of how to design and implement brand architecture strategies and manage brands over time .
6. Build up a new brand or develop a current brand both orally and in writing through presentations, formal reports and team work.

**Contents:**

In this course, the students will learn Teams forming, Team Logo design, Understanding customer-based equity and brand positioning, Choosing brand elements to build brand equity, Integrating marketing communications to build brand equity, brand equity measurement and management system, Measuring outcomes of brand equity: capturing market performance, Introducing and naming new products and brand extensions, Managing brands over geographic boundaries and market segment.

### **33、 Accounting Transactions and Business Decisions**

**Course Code:** 15205008

**Credit Points:** 5

**Objectives:**

The objectives of the course are to enable each student to demonstrate the knowledge and application of the managerial accounting concepts by the end of the class term. The students will learn how to interpret and apply financial results to enhance business decision-making.

**Contents:**

In the Managerial Accounting course, the student will learn how accounting not only records the profitability of the company but also contributes to effective management via decision-making and recommendations. In addition to learning more about accounting procedures, the course will help the student to interpret the financial information to make informed business decisions with respect to planning, controlling and improving the organization.

### **34、 University Mathematics(2)**

**Course Code:** 01014116

**Credit Points:** 4

**Objectives:**

1. It is a course intended for those studying business, economics, or other related business majors.
2. To help the students grasp exponential and logarithmic functions, trigonometric functions, differentiation, integration, techniques and applications of integration, improper integration, and the calculus of several variables.

**Contents:**

In this course, the students will learn Additional derivative topic, Mean-value theorem and theory of approximation of functions, Antiderivatives and indefinite integral and its applications, Definite integral and its applications, Multivariable calculus.

### **35、 Information Technology Foundations**

**Course Code:** 15174090

**Credit Points:** 4

**Objectives:**

1. To understand and grasp the basic concepts and techniques of computer science, the history of computer, and some basic concepts including: computer hardware, computer software, network, operation system, e-commerce, digital media, and information management and some new information technology, such as cloud computing and Big Data.
2. To master the skills of office 2016 to meet the needs of daily working and understand the newest techniques and application concerned with us.
3. To especially understand the techniques and skills of excel 2016.
4. To grasp the skills of allocating, retrieval, analysis and expression to the business information.

**Contents:**

In this course, the students will learn Introduction of computer, Computer hardware, Computer software, Office 2016, OS & File Management, Network & Internet, Web & e-commerce & Digital

media, New technology and future----- cloud computing、 Internet of Things、 new social media, New technology and future----- Big data、 new social media, Formulas and Functions Foundation, Data Basic Management and Analysis, Excel Charts.

### **36、 Discipline Introduction to International Economics and Trade**

**Course Code:** 15575252

**Credit Points:** 1

**Objectives:**

To help students to understand training goals of the major in the international economy and trade, including the roles this major takes in the national economy, the research scope, the fields involved and the development directions, and the basic professional knowledge.

**Contents:**

In this course, the students will learn Training program for international economy and trade, The Training Plans and Courses Offered by Finance, Economics in life, International trade practice in the company.

### **37、 Modern Chinese 2**

**Course Code:** 15575292

**Credit Points:** 4

**Objectives:**

1. Students can speak many topics with Chinese.
2. The students can identify about 300 Chinese characters.
3. The students can write about 300 Chinese characters.
4. The students can grasp basic Chinese grammar.

**Contents:**

This course will mainly focus on Chinese daily topics( September is the best time to visit Beijing,I get up at six every day , The red one on the left is mine,He recommended me for the job, Take this one,etc.), Chinese characters and basic grammar(是不是,“ 的”Phrase,The Adverb “就” “还” “有点儿”,The interrogative Pronoun,The “比”Sentence (1),Complements of State,etc).

### **38、 Management Thinking--BA Introduction Session II**

**Course Code:** 15195110

**Credit Points:** 1

**Objectives:**

1. To learn how to define problems by six powerful questioning method and identified challenges and opportunities of individuals and companies in specific industry.
2. To understand the connotation of blue ocean strategy and differentiated capabilities required to develop a blue ocean strategy as well as how to use the IOGSMT tool to implement the blue ocean strategy.
3. To develop and enhance their critical thinking skills through the debate on second-generation successors versus professional managers.

**Contents:**

In this course, the students will learn Introduction of Management Thinking and Problem

Definition, Problem Definition, Blue Ocean Strategy: Ideas, Capabilities and Implementation, Second-generation Successors versus Professional Managers.

### **39、 Economics for Business 2**

**Course Code:** 15575194

**Credit Points:** 4

**Objectives:**

After completing Microeconomics, students should be able to:

- (1) Understand the different structures and how the monopolistic or oligopolistic companies make decisions;
- (2) Explain the consumers' and firms' behavior as well as give some suggestions to improve market actors' welfare;
- (3) Examine the process of analysing economic data and consider how it is applied in real life.
- (4) Explain the reasons of economic long-run growth and short-run fluctuations as well as put forward some suggestions to deal with economic problems.

**Contents:**

The content covers the following topics:

Market structure including monopoly and oligopoly;

Explain the consumers' and firms' behavior as well as give some suggestions to improve market actors' welfare;

Economic growth models;

The goods market, asset market, and the basics of monetary and fiscal policy;

The details for consumption and investment;

ISLM analysis of the above economic effects upon interest rates;

Open Economy Macroeconomics.

### **40、 Managing People and Organizations**

**Course Code:** 15195016

**Credit Points:** 5

**Objectives:**

The course aims to give students an idea of how the organizational effectiveness can be improved through the introduction of basic theories of Management. The four fundamental functions of Management including planning, organizing, leading and controlling will be delivered. Such principles will be combined with the three levels of organizational behavior: individual level, group level and structural level.

**Contents:**

The main contents include: individual difference, personality, perception, value and work attitude, motivation and its application, group dynamics, work terms, decision-making, communication, conflict, leadership, power and politics, organizational structure and design, human resource management, and organizational culture, etc. As a practical course, there will be case studies and company research, which aims to enable the students to further their understanding and applying their knowledge.

### **41、 International Trade Practical A**

**Course Code:** 15575123

**Credit Points:** 4

**Objectives:**

The chief characteristic is that, lecturer not only give the introduction of the basic theories, but ask students to analyze and find the problems through case study, which will improve students' capability of applying the theories to practice. Students will be qualified to the work on this aspect after the study.

**Contents:**

This course mainly introduces the procedures of importing and exporting goods, which students have to know. Through the theory study, students should know and pay attention to what kinds of aspects they will talk and negotiate with foreign companies. The important terms of the contract of importing and exporting goods cover the dominating topics, like price terms, calculating of freight, bill of lading, insurance classes, claims and so on.

## **42、 International Business**

**Course Code:** 15575307

**Credit Points:** 4

**Objectives:**

The objective of the course is to introduce the related disciplines, basic problems and framework of analysis for international business.

**Contents:**

Based on practices facing firms, this course integrates the subjects of international trade, international marketing, international law and international investment, and introduces the environment and characteristics of international business activities.

## **43、 Modern Chinese 5**

**Course Code:** 15575329

**Credit Points:** 4

**Objectives:**

1. Students can speak many topics with Chinese.
2. The students can identify about 1000 Chinese characters.
3. The students can write about 700 Chinese characters.
- 4.the students can grasp Chinese grammar and words with the same character 1.

**Contents:**

This course will mainly focus on Chinese daily topics(It's good to read; read good books and like reading, Discover the world with your heart , Drink tea while watching Beijing opera , Protect our Mother Earth, The art of educating children, Life can be better, Humans and nature, Science, technology and the world, Taste of life, The view along the way),new words with the same character (同:同意、共同、相同、同时, 用:信用卡、作用、使用, 量:商量、数量、质量, 度:速度、温度、态度, 护:护照、保护、护士, 重:严重、重点、重视、尊重, 然:既然、竟然、仍然、突然, 点:地点、特点、优点、缺点、重点, 发:沙发、发生、发展、理发, 格:性格、价格、表格、合格、严格), grammar(1.连;2.否则;3.无论;4.然而; 5.同时, 1.并且;2.再.....也.....; 3. 名量词重叠;4.对于;5.相反, 1.大概;2.偶尔;3.由;4.进行;5.随着, 1 够;2.以;3.于是;4..既然;5.什么的, 1.想起来;2.弄;3.千万; 4.于是, 5.左右, 1.可;2.恐怕;3.到底;4.拿.....来说; 5.敢, 1.倒; 2.趟;

3.干; 4.仍然; 5 为了.....而....., 1.是否;2.受不了;3.接着;4.除此以外;5.把.....叫作..., 1.疑问代词活用表示任指;2.上;3.出来; 4.总的来说;5.在于, 1.V+着+V+着;2.一.....就.....;3.究竟;4.起来;5.V+起 and culture(A Classic Work in Chinese Literature-Journey to the West, Confucius' Individualized Teaching, Chopsticks in Chinese Culture, "The Unity of Heaven and Man"-Chinese Philosophy about the Relationship between Humans and Nature, Mencius' Mother Moved Thrice, As Long as You Work Hard Enough, an Iron Pestle Can Be Ground Down to a Needle, The National Treasure of China-Giant Panda, Weibo and WeChat, A Bite of China – Jiaozi, Ethnic Minorities in China.)

#### **44、 Managerial Psychology**

**Course Code:** 15196003

**Credit Points:** 4

##### **Objectives:**

Managerial Psychology is the science that studies the rules of personal psychological behavior in the field of management; it studies how to motivate the personal activity and creativity. Managerial psychology will improve the level of modern management, motivate personal activity and creativity, and it can improve the standard of management and realize higher working efficiency.

##### **Contents:**

This course introduces the basic theory and the subject in managerial psychology; it also includes the theory about human personality, personal demand, personal expectation, personal frustration and personality management. It will help the students to master the behaviors of motivation, decision making, leadership, creativity and group psychology.

#### **45、 Global Operations and Supply Chain Management**

**Course Code:** 15195040

**Credit Points:** 4

##### **Objectives:**

This subject complements the subject 'Innovation and Entrepreneurship' and builds on the knowledge of the external environment provided in the core subject Integrating Business Perspectives. It provides students studying in the Management, Human Resource Management and International Business majors with an opportunity to develop their understanding of sustainable business operations management from a systems perspective. Through a blended process of experiential, engaging and reflective learning, this subject further assures problem based learning skills, added with the ability to manage the development of higher order capabilities for addressing complex operational issues in a real business context.

1. Discuss how global organisations create business processes that result in value creation through application of a number of analytical methods and tools;
2. Explain approaches to design, plan, control and continuously improve global business operations inter- and intra- organisations - across supply chains and value networks;
3. Develop an appreciation of the life cycle thinking framework as a systems perspective involving the enterprise, resources, and corporate stakeholders in its relationships with customer, suppliers and other stakeholders, networks, interconnections, and subsystems;
4. Appraise the importance of dynamic capability building as a means of innovation, productivity

and competitive advantage in a challenging global context

**Contents:**

- The strategic role of operations – goods, services and products;
- Process design, process technology, scheduling, inventory and capacity management;
- Design, planning and control - supply chains and value networks;
- Dynamic Capability Building – innovation, productivity and competitive advantage;
- Sustainable business development through life cycle thinking and associated frameworks;
- Methods of measuring and improving performance of supply chain and value networks;
- ‘Smarter Planet’ and contemporary issues and the role of ICT, human capital, current issues and global trends.

**46、 The Global Context of Management**

**Course Code:** 15195039

**Credit Points:** 4

**Objectives:**

Explain the connections and impacts of global social, economic and environmental forces on management processes.

Discuss the relationship between key Australian legislative and statutory bodies and their impacts on managerial and organizational practice

Contrast key dimensions of major economic systems and their relationship to government public policy and the business regulatory environment.

Interpret the social, economic and ethical impacts of multinational and international organizations with reference to responsible business practices

Develop managerial capabilities in dealing with business decisions and differing international business practices in a challenging global context

**Contents:**

Differing perspectives on the emergence of global business

The global economy context as a complex system

International trade policy

Methodologies for understanding the global context of managing: The PESTLE framework.: Integrating frameworks within a stewardship approach

Sustainable business development

Multicultural workplaces: Employment relations, human rights and the ILO : The multicultural workplace

Socially responsible business

**47、 International Trade and Investment**

**Course Code:** 15575222

**Credit Points:** 4

**Objectives:**

1. To introduce students to the basic knowledge about the system of international investment and the general principle

2. To enable students to international investors, international investment, international investment object operation and management and other aspects of basic category, the inherent relationship

and law of motion.

3. To introduce the latest development trend of international investment, 4.To deepen the understanding of international investment 5. To improve the ability of comprehensive analysis and problem solving.

**Contents:**

In this course, the students will learn Foreign exchange parity relationship, Exchange rate decision and forecast ,International Asset Pricing, Equity: markets and tools, Equity: concepts and techniques, Global Bond Market, Derivatives: risk management using speculation, hedging and risk transfer, Currency Risk Management.

## **48、 Investment Analysis**

**Course Code:** 15576335

**Credit Points:** 4

**Objectives:**

The objective of the course is to provide knowledge about investments by introducing theory and mathematical tools useful for conducting analysis on various topics in this field. The topics start with the measurement of returns (which is random in general), followed with market efficiency, equity valuation, fixed-income securities analysis, derivative pricing, financial risk management, and others. Since most topics are in a highly empirical discipline, the econometrical models dealing with empirical analysis are also introduced in the course. The most popular asset pricing models, such as CAPM and APT, are introduced in the course. The students should also learn about the basic concept, such as mean-variance analysis, in forming portfolio. Besides the equity market, this course also introduces the bond market and the derivative market. In addition, the theory and practice in financial risk management are also covered in the course.

**Contents:**

In this course, the students will learn the financial markets and its function, how securities are issued and traded, how to measure risk and return, mean-variance analysis, CAPM and APT, the bond market, the derivative market, equity evaluation, portfolio management, other relevant issues.

## **49、 Derivative Securities**

**Course Code:** 15146042

**Credit Points:** 4

**Objectives:**

Derivative securities around the main financial derivatives, a good learning of all the contents of the course, students can achieve the following goals. First, students have a good understanding of how all derivatives contracts work and how they are used. Second, students can use different methods to price the contract reasonably. Thirdly, students can use theories such as derivative pricing and hedging to solve the optimal decision problem in the process of using financial derivatives. Fourth, students can use simulation methods in financial engineering. This course covers all types of derivatives, including options, forward contracts, futures contracts, and swaps. At the end of the course students will have a good understanding of how these contracts work, how to use them, and how to price them.

**Contents:**

Students will study the characteristics of interest rates and the calculation of rates of return; They will learn how to arbitrage derivatives and make different types of investments based on current prices; Use software to value calls and put options; Students will also learn how to use utility theory and mathematical optimization models to determine optimal decisions and to solve continuous optimization problems; the application of data simulation in financial engineering will also be involved

## **50、 Corporate Finance: Theory and Practice**

**Course Code:** 15145049

**Credit Points:** 4

### **Objectives:**

1. Analyze and evaluate investment projects; identify and mitigate the underlying risks; and determine the appropriate funding structures.
2. Explain how firms can use market prices in their investment decisions and how their decisions are reflected in market prices; how incentives interfere with the process of value creation.
3. Identify the relevant parameters affecting a project; estimate their values using different approaches; and understand the implications of each approach.

### **Contents:**

In this course, the students will learn Value and Goals, Evaluating and mitigating the risks of a project. Real options, Competition and profitability, Performance measurement and management compensation, The cost of capital of a project, Estimating the firm's cost of capital, WACC, Does debt policy matter?, Optimal financing policy, Topic 9: How do firms decide on the payout, Optimal payout policy and valuation.

## **51、 Fixed Income Securities**

**Course Code:** 15576237

**Credit Points:** 4

### **Objectives:**

1. Demonstrate an understanding of the characteristics of the term structure of interest rates and be able to transform a coupon bond based term structures into their zero-coupon, forward and par rate equivalents
2. Evaluate the characteristics of fixed income portfolios such as duration, basis point value and convexity
3. Assess the risks and profitable opportunities of fixed interest portfolios
4. Explain how risks inherent in fixed income securities can be managed

### **Contents:**

In this course, the students will learn Features of Debt Securities, Risks Associated with Investing in Bonds, Overview of Bond Sectors and Instruments, Understanding Yield Spreads, Valuation of Debt Securities, Term Structure of Interest Rates, Measurement of Interest Rate Risk, Managing Bond Portfolios, Managing Bond Portfolios, Mortgage-Backed Sector in the Bond Market, Asset-backed Sector in the Bond Market, Valuing Mortgage-Backed and Asset-Backed Securities .

## **52、 Innovation and Entrepreneurship**

**Course Code:** 15195127

**Credit Points:** 4

### **Objectives:**

Understand the process of new venture creation and small business management in the development of a healthy economy, identify the fundamental determinants of competitive advantage in a small business, demonstrate the capacity to assess the viability of a new business, develop a complete business plan for a new business venture, assess their suitability as a potential entrepreneur or for a career in a small business enterprise.

### **Contents:**

This subject gives students an understanding of the entrepreneur and small business owner firstly, introduce the concept of creativity and innovation, formulating small and entrepreneurial business operating strategies, the last part that associated with business plan including business plan marketing, business plan operational considerations , business plans and finance.

## **53、 Sustainable Enterprise**

**Course Code:** 15195023

**Credit Points:** 4

### **Objectives:**

Students should be able to comprehend the key concepts and techniques appropriate to the development of sustainable enterprise; explain sustainable enterprise in terms of human and ecological sustainability; critically analyses the relationship between government, business and civic society in terms of the implications for sustainable enterprise; and understanding the framework for the analysis of sustainability criteria in relation to organizational action.

### **Contents:**

The subject critically analyses and examines the social and ecological assumptions that underpin commercial activities in contemporary society and reviews the current global performance of business in terms of human and ecological sustainability. The subject provides students with opportunities to expand their personal horizons and develop understanding of both aspects of sustainability. There is an introduction to how the sustainable enterprise might operate at three different levels: individual, organizational and societal. A number of different frameworks for considering sustainability are introduced and students are given a range of practical methods for improving corporate performance and measurement in the three key areas of economic, social and ecological reform. Including the concept of sustainable enterprise, drivers for change, perspectives on sustainability, dealing with risk, management tools for human and ecological sustainability.

## **54、 Fundamentals of Business Finance**

**Course Code:** 15205012

**Credit Points:** 5

### **Objectives:**

- (1) To provide an understanding of the basic concepts and techniques of financial mathematics and their application.
- (2) To apply the techniques to a range of financial instruments, including loans, savings

accounts, short-term securities, bonds and debentures.

(3) To introduce students to the language of finance and financial terms.

**Contents:**

This subject covers basic financial concepts such as the financial goal of the firm, the notion of rate of return, expected rate of return, the cost of capital. Students learn various methods for decision making with regards to investing, financing and dividends. Other topics include computing the expected return and risk for an investment, valuing bonds, preference shares and ordinary shares, using non-discounted criterion and discounted criterion to evaluate projects, calculating the cost of debt, preference share and ordinary shares, calculating the overall cost of capital and measures of operating leverage, financial leverage and combined leverage.

**55、 Introduction to Economics**

**Course Code:** 15575333

**Credit Points:** 2

**Objectives:**

This course focuses on developing economic intuition and building a background for economic analysis in microeconomics and macroeconomics. Specifically, this course demonstrates the relationship between economic analysis and human behavior/decisions and explains how economy works in the aggregate level. Students will learn how to apply economic reasoning to analysis of economic decisions, markets, economic events and other economic issues. The main purpose of this course is to help students “think like an economist”.

**Contents:**

The main content of this course consists of two parts: introduction to microeconomics and introduction to macroeconomics. The first part, the main part of this course, covers the essential topics of microeconomics while exploring the relationship between economic analysis and human behavior. Core analytical tools are embedded in a uniquely diverse collection of examples and applications to illuminate the power and versatility of the economic way of thinking. The second part provides students with a basic understanding of fundamental macroeconomic concepts and theories, including unemployment, inflation, economic growth, etc.

**56、 Mathematics: Probability and Statistics C**

**Course Code:** 01014118

**Credit Points:** 4

**Objectives:**

1. Present and Describe the basal Probability & Statistics idea of economic, political, financial and engineering application.
2. Demonstrate an understanding of Probability & Statistics principles.
3. Present and Describe information properly.
4. Develop ability to analysis and solve problems with above Probability & Statistics methods and idea
5. Establish necessary statistical foundation for further study

**Contents:**

In this course, the students will learn Introduction to Statistics and Probability, Probability, Counting and Independence, Random Variables, Distributions, And Expectations, Conditioning

and Independence, Mean, Variance, and Transforms, Poisson And Normal Distributions, Random Walks and Markov Chains.

## **57、 Contemporary Searching Technology**

**Course Code:** 15174092

**Credit Points:** 1

### **Objectives:**

To get students familiarized with the basic theories and methods of modern computer search. to understand the documentation information search, modern computer information search, network information search, and the latest progress of search technique. Also, student must grasp all kinds of computer search technique, tools and strategic. After completing this course, students will be able to give an scientific and appropriate evaluation for information search tools and search strategic.

### **Contents:**

This course covers the following topics: basic theories and methods of modern computer search, modern computer information search techniques, and computer information search service, the evolution of information search form documentation information to computer information and network information resources, the last achievement for describe mechanism of data, the principle of network information search, tools and strategic, introducing the application and progress of modern computer search techniques, such as full-text search, multimedia search, etc.

## **58、 Introduction to China**

**Course Code:** 15574291

**Credit Points:** 4

### **Objectives:**

1. To develop knowledge of China in diversified dimensions.
2. To apply related theoretical concepts to learners' own intercultural experiences.
3. To explain and give examples of theoretical concepts in our discussions.
4. To experience the range of emotions involved in intercultural interactions (via experiential learning activities).
5. To empathize with the challenges participants face in the development of their knowledge of China and their own intercultural competence.
6. To develop debriefing and facilitation protocol to assist participants in their smooth transition in their new living environment and their own intercultural competency development.

### **Contents:**

In this course, the students will learn China's Geography and history, China's Environment and China in the media, China's Economy + one belt, one road, China's Economy, China's Society and Chinese Women  
,China's Internet Language, China's Current Cultures and China's Philosophy and ideology+ and presentation preparation  
,China's films/novels and festivals, China's image in media.

## **59、 Modern Chinese 3**

**Course Code:** 15574293

**Credit Points:** 4

**Objectives:**

1. students can speak many topics with Chinese.
2. the students can identify about 500 Chinese characters.
3. the students can write about 250 Chinese characters.
4. the students can grasp basic Chinese grammar.

**Contents:**

This course will mainly focus on Chinese daily topics(What's your plan for the weekend?, There are plenty of drinks on the table, I am getting fatter and fatter lately, I have known her for five years, She speaks Chinese like a native.etc.)Chinese words and phrases (周末, 打算, 一直, 游戏,腿, 脚, 疼, 其实, 瘦,还是, 爬山, 小心, 记得, 新鲜,以前, 银行, 感兴趣, 历史, 个子,比赛, 照片, 热情, 年级, 客人 etc.), and grammar(The complement of result 好, the negative structure 一点儿也不, the conjunction 那,又 and 再, to express an interest,半, 刻, 差 to indicate time, Flexible use of interrogative, The “把”Sentence (1), 左右, 才 and 就, The “把”Sentence (2),Complements of Result,越 A 越 B, comparative sentence 1 :A 跟 B 一样.....,expression of approximate numbers, Complements of possibility V 得/V 不得, 刚 and 刚才 , N+呢, 越来越.....etc.)

## **60、 Initial Business Practice--BA Introduction Session III**

**Course Code:** 15195111

**Credit Points:** 2

**Objectives:**

This course will be held in conjunction with the entrepreneurship simulation competition in the college, so that students can have a first taste of the entrepreneurial process. Starting from the perspective of small enterprises, we will comprehensively apply the business professional knowledge we have learned to design a business idea, and gradually implement a complete business idea to a small extent through market analysis, operation design, channel design, angel customer test and other aspects. This course will cultivate students' market insight, entrepreneurial awareness and comprehensive ability. At the same time, outstanding entrepreneurship projects will have the opportunity to participate in various entrepreneurship competitions

**Contents:**

Through the practical operation training of the entrepreneurship competition, students learn and practice the initial process of entrepreneurship in an immersive way. Specific modules include: how to select business ideas, market analysis, business model design, channel design, minimum customer group test, business plan writing, business idea presentation, etc. At the same time to cultivate students' teamwork, communication skills, conflict management and other soft skills.

## **61、 Data、 Model and Decision**

**Course Code:** 15195113

**Credit Points:** 4

**Objectives:**

Through this course, students can learn scientific management decision-making methods, cultivate students' ability to refine specific problems into scientific management problems and modeling and simulation from practice, and use the tools and technologies of modern management

science to carry out scientific thinking, decision-making and management. Cultivate the thinking of doing things according to the law of decision-making, reduce the risk of enterprise decision-making fundamentally, reduce decision-making mistakes, so that students can form scientific management decision-making thinking.

**Contents:**

This course takes the modern management science thought as the main line, explains the management decision theory and the scientific management decision technology. The course integrates operational optimization techniques, forecasting techniques, and decision-making techniques, as well as their applications and practices, with a case study of the practical application of each management science tool and technique to a variety of management problems, as well as extended questions that require further study.

**62、 University Mathematics(3)**

**Course Code:** 01014117

**Credit Points:** 4

**Objectives:**

1. Estimate the convergence of sequence, and evaluate limits of some common and important sequences;
2. Apply the test rule to determine if a given functions serie converges;
3. Evaluate some power series;
4. Evaluate integrals along curves and surfaces by applying Green's formula, or Gaussian theorem, or Stocks' theorem;
5. Find solutions of some differential equations and integral equations in applications.

**Contents:**

In this course, the students will learn Introduction to number fields, Sequence and Series of Functions, Power Series, Vector fields and line integrals ,Integrations over vector fields.

**63、 Discipline Introduction to Finance(2)**

**Course Code:** 15145045

**Credit Points:** 1

**Objectives:**

This course aims to enable students to finance majors in all directions, through the analysis of classic, interesting case different professional direction, make the students understand the learning content and application direction of the professional direction, causes the student to increase interest in the professional study and understanding, can before the sophomore course learning, combined with its own interests more clear professional learning goals and positioning, and more prepared for the future of professional learning.

**Contents:**

1. Case analysis and teaching of economics
2. Case analysis and teaching in the macro direction
3. Case analysis and teaching of investment analysis direction
4. Case analysis and teaching of risk management
5. Case analysis and teaching of quantitative investment direction

## **64、 Academic and Business Communication**

**Course Code:** 15575150

**Credit Points:** 4

### **Objectives:**

1. Appreciate and reflect critically upon the role and value of communication across academic and professional business environments
2. Write competently in a range of academic business genres using clear, concise and technically correct expression
3. Engage critically with academic literature and apply an understanding of the literature to business information and data
4. Apply information literacy skills to locate and critically evaluate information from a variety of business information sources
5. Implement group project management skills and communicate effectively in oral presentations and through contributions to group discussions
6. Demonstrate an understanding of issues associated with plagiarism and apply strategies and referencing conventions to avoid it

### **Contents:**

In this course, the students will learn Principles of effective business communication, Academic and disciplinary cultures and expectations, Analyzing and synthesizing concepts and information, Academic and professional language and style Locating and evaluating business information sources, Academic integrity and referencing conventions, Structuring academic writing.

## **65、 International Settlement**

**Course Code:** 15575127

**Credit Points:** 4

### **Objectives:**

International Settlement is one of the most necessary practical subjects in dealing with the transactions of international trade and international finance. Combining with the new economic and legal environment , the course is aimed to systematically expound the theory and practice of international settlement.

### **Contents:**

This subject the fundamentals of international settlements, theory and application of drafts, bills, and notes, international exchange, remittances and collections, letter of credits, and other documents in international settlements.

## **66、 Leader and Leadership**

**Course Code:** 1519EY01

**Credit Points:** 2

### **Objectives:**

Leadership is a key factor to a successful organization. It is an integrated discipline which includes management, applied psychology and organizational behavior. Most of the international business schools have included leadership in the elective course list of undergraduate education. This course aims to help students enhance the academic background of the leadership concept, understand

the factors which influence the leadership effectiveness, and strengthen the overall understanding of organizational management.

**Contents:**

Major content includes: 1. the definition of leader and leadership; 2. Leader's source of power; 3. the relationship and interaction between leader and subordinate. And how this relationship influences the performance of the subordinate; 4. different leadership styles, including ethical leadership, transformational leadership, servant leadership and dark side of the leadership. Meanwhile, it is also important to know the outcomes of the different leadership styles.

**67、 Financial Data Analysis and Forecast**

**Course Code:** 15145010

**Credit Points:** 4

**Objectives:**

Through the study of this course, we can grasp most of the commonly used statistical methods of financial prediction, improve the grasp of the trend of economic and financial operation significantly, and it is very helpful to the writing of financial graduation thesis for undergraduates.

**Contents:**

This course mainly focuses on the linear models involved in the process of financial and economic analysis and forecasting. It introduces the basic knowledge of time series, common modeling and forecasting methods.

**68、 Money and Banking**

**Course Code:** 15576090

**Credit Points:** 4

**Objectives:**

1. Help students to capture the concepts and theories of money and its functions, monetary policy.
2. Help students to better understand what money is, how central uses monetary policy to adjust macro-economy
3. Help students to get acknowledged about how central banks use monetary policy to affect interest rate, monetary supply and demand, and hence macroeconomic targets achieved.

**Contents:**

In this course, the students will learn What is money ,liquidity preference framework, Multiple deposit creation and money supply process ,Determinants of the money supply , Tools of monetary policy, Conduct of monetary policy: goals and targets, The International Financial System , The Demand for Money .

**69、 Frontiers of Finance**

**Course Code:** 1557SY01

**Credit Points:** 2

**Objectives:**

Frontiers of finance is mainly delivered through a comprehensive review of financial theory knowledge and part of intensive reading financial frontier thesis, strengthen the cultivation of financial theoretical research; through the design theories and methods of learning and practice of

financial products, improve the ability of the financial sector's business practices; through the palm grip financial norms research methods, enhance ability of financial field of quantitative study and quantitative analysis. By systematic training of financial theory, financial product design and financial research methods for the training of high finance academic researchers and practitioners in the industry, the high-end lay a solid foundation.

**Contents:**

Main contents include: in-depth study of the first, the concept of investment and related Frontier Literature Reading; in-depth study of the risk management of financial and related objective readings; quantitative investment product design process and method; four, financial research method discussion, include time series analysis, micro econometrics and link function.

**70、 International Marketing**

**Course Code:** 15196088

**Credit Points:** 4

**Objectives:**

This subject aims to introduce the student to international marketing, using the marketing concept. Using an analytical and decision making framework, the course will first consider new environmental factors that are different in the international marketplace and then study how marketing strategies are affected by such environmental considerations. The student is expected to be able to formulate strategies for different and changing environments.

**Contents:**

- Introduction to the economic, financial, cultural, political and legal environments in international markets.
- An understanding and appreciation of business competition in international markets.
- An understanding and appreciation of the contribution that national competitive advantage provides to firms in different national environments.
- Understand theories, concepts and applications underlying the development of effective international marketing strategy

**71、 Financial Valuation and Strategy(Capstone)**

**Course Code:** 15575067

**Credit Points:** 4

**Objectives:**

This course will teach students frame works of enterprises' analysis, use financial valuation data to analyze prize and put this prize theory in use of enterprises.

**Contents:**

The content of this course are explain and analyze enterprises accounting prize under capital market. Including : Financial valuation data explanation and analyses, Model of enterprises explanation and analyses, Theory of capital structure, Application of develop finance instrument.

**72、 Multinational Corporations and Investment**

**Course Code:** 15576256

**Credit Points:** 4

**Objectives:**

1. Interpret basic FDI terms and definitions.
2. Understand and interpret the assumptions on empirical international business applications
3. Apply financial theories to solve practical capital budgeting problems for multinational enterprises.

**Contents:**

In this course, the students will learn Global Financial Environment & International Financial System, Corporate Governance, FDI, Exchange Rate Parity and Foreign Currency Derivative Market, Transaction Management, Translation and Exposure Management, Cost of Capital and Sourcing Capital Globally.

### **73、 Quantitative Investment Strategy Design and Implementation**

**Course Code:** 15146051

**Credit Points:** 3

**Objectives:**

The purpose of this course is to familiarize students with quantitative investment and its strategy formulation, and to guide students to implement their own quantitative investment strategy.

**Contents:**

Value investment and trend investment (technical analysis) are the investment methods that have led in the past century. With the development of computer technology, existing investment methods and computer technology have merged to produce quantitative investment. Quantitative strategy analyzes, judges and makes decisions through a set of logic. Its advantages lie in discipline, systematicness, timeliness, accuracy and decentralization. The course mainly consists of two parts: the first part is quantitative investment strategy design; the second part is quantitative investment strategy implementation

### **74、 Applied Portfolio Management**

**Course Code:** 15145048

**Credit Points:** 4

**Objectives:**

Through the study of this course, students will have a deep understanding of the theory and practice of modern portfolio management

**Contents:**

In terms of theory, students learn the process of portfolio management, various asset classes arranged by fund managers, the role of diversified investment in portfolio management, the decision of asset allocation and asset selection, the portfolio management of financial derivatives and the use of fiduciary responsibilities of fund managers. Practical aspects of this course include the implementation and construction of various asset pricing models through historical price data to build an effective portfolio, the valuation of stocks, the construction of insurance portfolios using BS option pricing formulas, and the simulation of a large number of portfolio management activities.

### **75、 Ethics in Finance**

**Course Code:** 15145050

**Credit Points:** 4

**Objectives:**

Ethical practices instill public trust in the fairness of markets and enable them to operate effectively. In addition, ethical practices by financial and investment professionals benefit all market participants and stakeholders and enhance investor confidence in global capital markets. The insights gained in this course are useful in the student's workplace.

**Contents:**

As a framework of investment ethics, this course mainly introduces CFA Institute ethics and professional ethics standards. The subject catalogs scandals that have shaken public confidence in the ethics of Wall Street and illustrates the importance of ethics in the operations of financial institutions and the personal conduct of financial professionals.

## **76、 Business Decision Simulation**

**Course Code:** 15199086

**Credit Points:** 4

**Objectives:**

1. Increase the students' awareness of the complexity of operating an international company from a strategic and general management perspective.
2. Develop capabilities in identifying & analyzing key environmental and organizational variables that may influence an organization's performance within and across national markets, and how these variables may influence the organization.
3. Enhance fact based analytical decision making and crystallize the financial implications of business decisions by linking the decisions to cash flows and bottom line performance.
4. Give students practical experiences in teamwork and problem solving and excite competitive spirits in a dynamically evolving marketplace.

**Contents:**

In this course, the students will learn to combine business simulations with online learning and how to operate an international high-tech enterprise which keeps technology innovation. Students do business operations in small groups who thus form the top management teams of the enterprises. Each enterprise sells mobile phones in three international markets - America, Asia and Europe. Students are in charge of making decisions in R&D, global manufacturing, logistics, international finance, etc. At the end of each operation year, the decisions of all enterprises are processed by an expert system which then generates the simulated decision results of each enterprise.

## **77、 Management Capstone**

**Course Code:** 15195042

**Credit Points:** 4

**Objectives:**

- Apply theoretical approaches to work practice
- Engage in critical theoretical and professional discourse
- Synthesize existing theories and expertise in creative and innovative ways.
- Reflect on personal, social, emotional and practical issues of working in the context of a team.

Develop logical, consistent plans to solve a research-in-action problem, evaluating the consequences of the solution and articulate reasons for choosing solution in an interdisciplinary context.

**Contents:**

- Advanced team management skills.
- Researching organizations
- The reflective practitioner
- Project management and planning
- Problem solving and inter-disciplinarily
- Strategic and appreciative dialogue
- Prepare a portfolio of learning

**78、 Consumer Behavior**

**Course Code:** 15196017

**Credit Points:** 4

**Objectives:**

Consumer behavior: consumer psychology is the study of consumption demand, consumer people motivation, consumer interest, purchase decisions, consumer experience, consumer psychology, affect consumer groups of different factors, such as the content of the psychology of the subject. Consumer behavior is the management, marketing professional courses, and other business specialty elective courses, strong theoretical and professional practice. Through learning students can improve marketing theory, through the analysis of the level of consumer behavior, deepen the actual purchase of marketing work comprehensive understanding, with practice.

**Contents:**

The main contents include: We can proceed along two main lines, a study of consumer psychology, industrial and commercial enterprises for the production, operation and management decision-making information to guide industrial and commercial enterprises in the production, operation and management; Second, research needs of the consumers motive and consumer experience, etc., encourage enterprises to improve product quality and service, ultimately providing better services to consumers.

**79、 Project Management**

**Course Code:** 15176025

**Credit Points:** 4

**Objectives:**

This course examines project management roles and environments, various techniques of work planning, and control and evaluation to achieve project objectives and to manage project efficiently. Learn to use the tools available to project managers, to develop project and implement project application and control.

**Contents:**

It includes five main topics: Concepts of Project Management (the roles of a Project Manager, define the characteristics of a project, life cycle process elements in project management, project objectives are SMART); Project Management Process (plan, WBS, Gantt chart); Resource Allocation; Monitoring project (control schedule and expected outcome) Application and Analysis. The tools currently available to project managers are illustrated in this course through the use of Microsoft Project software.

.

## **80、 Recruitment and Performance Management of New Generation**

**Course Code:** 15196123

**Credit Points:** 3

**Objectives:**

Focusing on the practical problems in the process of recruitment and performance management for the new generation of employees, interactive teaching methods such as game recruitment, simulated recruitment and simulated performance interview are adopted to help students understand the basic process of recruitment and get familiar with the basic knowledge and classic tools of performance management.

**Contents:**

The course first introduces the process and skills of staff recruitment to the students, and then enables the students to learn and master the knowledge related to talent assessment and recruitment by means of simulated game recruitment. Then, in the form of case discussion, it introduces the classic performance management tools used in the business field, so that students can master certain theoretical knowledge and practical application skills of performance management.

## **81、 Global Strategic Management**

**Course Code:** 15195025

**Credit Points:** 4

**Objectives:**

To understand the concepts of strategic management and how these apply to business organizations involved in the domestic, international and the global market. To understand the need for strategic management in a dynamic and changing business environment. Demonstrate an understanding of the creation, formation and implementation of strategic action in a global business activity from a strategic perspective. Describe the interrelationship between cultural, political, technological and economic factors in the creation of global strategy. Demonstrate an ability to apply the concepts and understandings of strategy to a critical analysis of decision-making in global organizations.

**Contents:**

This course gives student the understanding of the change and structure of strategy under the globalization context. The difference in international culture and intensive competition has great effect on the formation and implementation of strategy. The major content including: Environmental analyses, Business-Level strategy, Corporate-Level strategy, Merger & Acquisition, and Global strategy, Cooperative strategy, National Cultures and Approaches to Strategy.