**工商管理（全英文授课）专业全程培养方案**

**Academic Plan of Bachelor Degree in Business Management for International Student (English-taught)**

一、专业名称、代码、学制与学位

**Major:** Business Management

**专业名称：工商管理**

**Major code: 120201K**

**专业代码：120201K**

**Program and Degree:** 4 years. Study period: 3-6 years.

Following the successful fulfillment of the stipulated academic curriculum, achievement of the graduation prerequisites, and satisfaction of the criteria for degree bestowal, the degree of Bachelor of Business Administration in Management shall be conferred.

**学制：**学制统一为4年，学习年限为3—6年。

**学位：**完成培养方案规定的学业，达到毕业要求，满足学习学位授予条件的，授予管理学学士学位。

1. 专业培养目标

Our program bases on the 6C model (A city to Discover, Two Channels for Success, Three Characteristics of Courses) and aims to cultivate individuals who are adaptable to the socio-economic development and the demands of constructing a socialist market economy. Graduates from this program will possess a solid foundation, a broad knowledge base, strong business acumen, and high-level comprehensive qualities. They will exhibit innovative thinking and a pioneering spirit, accompanied by a strong sense of professional ethics. Graduates will have a grasp of the fundamental theories and principles of business administration and management, as well as modern business management, market analysis, and human resource management skills. They will be equipped to engage in various roles within enterprises, governmental institutions, and non-governmental organizations (NGOs), particularly in business administration-related roles such as management, marketing, and human resources. Furthermore, they will also be well-prepared for teaching and research roles as multifaceted, mid to high-level specialized professionals.

**Envisioned Profile of Graduates After Five Years:**

1. They will embody the entrepreneurial spirit and a proactive thirst for knowledge. Graduates will possess unwavering political direction, exemplary ethical values, and a sound character. They will exhibit scientific acumen, cultural refinement, a high level of professional ethics, and a pioneering mindset. Their capabilities will extend to international collaboration and communication, allowing them to disseminate Chinese cultural excellence and management wisdom on a global scale.
2. Graduates will evolve into versatile modern business professionals who understand enterprises, markets, and legal frameworks. With a solid foundation in essential knowledge, interdisciplinary expertise, specialized knowledge, and professional skills, they will be able to integrate knowledge from various fields. This integration will enable them to comprehensively apply relevant knowledge and skills to analyze and solve real-world management problems. Graduates will be driven by a sense of social responsibility, embodying a comprehensive approach to management.
3. Graduates will become emblematic new-technology business management professionals of the "Internet+" era. They will possess strong information collection, processing, and analysis abilities, alongside a capacity for self-directed learning and development. Proficiency in domestic and international corporate management policies, regulations, and guidelines will be a hallmark. They will adeptly navigate the information explosion of the digital age, utilizing learning abilities and methods cultivated during their academic years to continually enhance their skills. Mastery of cutting-edge information analysis tools and techniques will be a prominent feature.
4. Graduates will be equipped with teamwork skills and exceptional communication and collaboration capabilities in business management. They will adeptly engage with peers and the general public, exhibiting effective communication and dissemination skills. Their leadership capabilities will shine as they organize and lead teams to complete tasks and projects, demonstrating adept organizational, coordination, and management skills.
5. They will possess a forth-level proficiency in Chinese language as defined by the "Hanyu Shuiping Kaoshi" (HSK) framework and have an understanding of traditional Chinese culture and commercial knowledge.

本专业以6C模式（**A** **C**ity to discover, **Two C**hannels for success, **Three Characteristics** of courses，简称“6C”，中文含义为探索武汉城市、双路径走向成功、含读懂中国、了解商业创新、融通经管法在内的三大课程体系）为依托，培养适应社会经济发展和经济建设需要，基础扎实、知识面宽、业务能力强、综合素质高，富有创新意识和开拓精神，具有良好的职业道德，掌握工商管理类的基本理论和基本知识，具有现代工商管理、市场分析、人力资源管理能力，能在企事业单位、政府机关、非政府组织（NGO）从事工商管理类工作（包括管理、市场营销、人力资源），也能从事相关教学、科研工作的复合型中高级专门人才。

预期学生毕业5年后：

1.具有“工商”精神、追求成功、积极探索新知的渴求精神。具备良好的思想品德和健全的人格，具有科学精神、人文修养、文化品位、职业素养、进取精神与创新精神；了解中国文化与背景，具有开展国际交流与合作的能力，能够传播中华优秀文化和中国管理智慧。

2.成为“懂中国、懂管理、懂企业、懂法律”的复合型融通性国际化现代工商人才。具备系统扎实的基础知识、跨学科知识、专业知识和专业技能；具有跨领域知识融通能力，具备能够综合运用相关知识和技能，分析和解决管理实际问题的能力；培养以社会责任为导向的管理综合型人才。

3.成为“互联网+”时代的典型新技术工商管理类人才。具有较强的信息搜集、加工处理和分析能力，以及自我学习和发展能力，熟悉国内国际企业管理的有关方针、政策和法规。能够跟得上信息时代知识爆炸的潮流和趋势，运用在校期间培养的学习能力和学习方法，不断自我提升，掌握前沿的信息分析工具和方法。

4.拥有团队精神的工商管理人才，具有较强的沟通表达和团队合作能力。能够与同行和社会公众进行有效沟通，具有一定的宣传和传播能力；能够领导和组织团队成员完成工作任务和项目，具有较强的组织、协调和管理能力。

5. 中文能力达到《国际汉语能力标准》（HSK）四级水平，了解中国传统文化和中国商业知识。

三、毕业要求

Enhancing Professional Content, Optimizing Curriculum Structure, and Emphasizing Integration of Economics and Law in Business Management:

The undergraduate program in business administration adopts a unique 6C model (A city to Discover, Two Channels for Success, Three Characteristics of Courses), adheres to the principles of "solid foundation, broad scope, practical application, and strong capabilities." With the mission of "pioneering new knowledge in business, contributing to business wisdom, and nurturing business elites," the program underscores universality while grounding in societal context and looking towards the future. The program aims to cultivate versatile talents who comprehend economics, understand the law, excel in management, and possess Chinese environment proficiency. While maintaining the quality and effectiveness of classroom instruction, emphasis is placed on practical experience and experimental components, focusing on nurturing students' analytical, problem-solving, and societal adaptability skills. Employing a strategic approach of "embracing trends, staying grounded, creating distinctiveness, and assuming responsibility," the program strives to shape students into multifaceted talents with Chinese business administration at the core, integrating interdisciplinary knowledge in economics, law, and management.

Through the learning and training outlined in the program's curriculum, students are expected to meet the following development requirements:

1. Ethics and Social Responsibility:

Exhibit strong ethical and professional values, capable of identifying and choosing correct behaviors. Possess scientific acumen, humanistic cultivation, cultural refinement, professional ethics, and an enterprising spirit. Exhibit concern for societal issues and national development, cultivating a correct marketing spirit and an entrepreneurial mindset. Demonstrate social responsibility by actively participating in economic management practices and societal investigations. Understand the sustainable development goals of business organizations and actively engage in social and corporate practices.

1. Critical Thinking:

Demonstrate logical and reflective thinking, capable of identifying, analyzing, and solving problems. Possess basic skills for explanation, analysis, evaluation, inference, illustration, and self-adjustment. Exhibit tendencies towards truth-seeking, open-mindedness, analytical thinking, systematic thinking, self-confidence, intellectual curiosity, and cognitive maturity. Demonstrate the ability to critically examine any intellectual or imaginative topic, reflecting one's thinking level and modern humanistic spirit.

1. Effective Communication:

Possess strong communication and expression skills, adept at using accurate and standardized language to clearly convey viewpoints. Capable of effective communication with peers and the general public, possessing certain publicity and dissemination skills. Utilize various mediums such as listening, speaking, reading, and writing to accurately and appropriately express thoughts through methods like speeches, meetings, dialogues, discussions, and letters.

1. Profound Professional Knowledge:

Possess a solid foundation of comprehensive knowledge, interdisciplinary knowledge, specialized knowledge, and professional skills. Master basic methods of literature retrieval and data inquiry.

1. Team Collaboration:

Demonstrate strong organizational, coordination, and management skills within a team. Clearly articulate one's responsibilities and contributions within a team setting, and collaborate harmoniously with team members to complete complex tasks. Mobilize the collective resources and talents of team members, actively eliminate disharmony and injustice, facilitate close cooperation among members, and make joint decisions and negotiations. Achieve sufficient credits related to team collaboration.

1. Learning and Development:

Possess the capacity for developmental learning, consistently innovating and utilizing knowledge proficiently to solve problems.

1. Chinese and International Perspective:

Studying and understanding Chinese culture, cultivating a perspective that encompasses both China and the international arena. Capable of effectively addressing and confronting issues faced by Chinese enterprises, analyzing instances of corporate management in both the Chinese and international contexts.

工商管理（全英文授课）专业以独具特色的6C模式，秉持“厚基础，宽口径，重应用，强能力”的原则，怀着“创造商学新知，贡献商业智慧，培养商界精英”的使命，强调通用、立足社会、着眼未来。培养“懂中国、懂管理、懂企业、懂法律”的复合通用型人才。在保证提高课堂教学效果和质量的基础上，强调社会实践与实验环节，注重学生分析及解决问题能力和社会适应能力的培养。坚持“追潮流、接地气、创特色、担责任”的战略，把本专业学生培养成为以中国管理为核心，融合经济学、法学、管理学等多学科知识的复合型人才。

通过专业教学计划所规定的学习与训练，结合国际化认证要求，毕业时本项目学生需基本达到以下培养要求：

CG1: 伦理与社会责任 (含 LO1 良好的思想品德和职业道德，能够鉴别并选择正确的行为；LO2理解企业组织的可持续发展目标，主动参与社会和企业实践）

良好的思想品德和职业道德，能够鉴别并选择正确的行为；具有科学精神、人文修养、文化品位、职业素养和进取精神；关心社会问题和国家发展，树立正确的营销精神和企业家精神，关注国家经济社会发展，具有社会责任感，主动参与经济管理的实践和社会调查；理解企业组织的可持续发展目标，主动参与社会和企业实践。

CG2: 批判性思维 （含LO1发现问题; LO2分析问题; LO3解决问题）

具有合理的、反思性的思维；具有发现问题、分析问题、解决问题的能力；具有解释、分析、评估、推论、说明、自我校准的基本能力；具有关于求真、开放思想、分析性、系统性、自信心、求知欲、认知成熟度的思维倾向；可以对任何涉及智力或想象的论题可从批判性思维的视角来审查，能够体现思维水平，也凸显现代人文精神。

CG3: 有效沟通 （含LO1 书面沟通；LO2口头沟通）

具有较强的沟通表达能力，能够使用准确规范的语言文字，逻辑清晰地表达观点，能够与同行和社会公众进行有效沟通，具有一定的宣传和传播能力；能通过听、说、读、写等载体，通过演讲、会见、对话、讨论、信件等方式将思维准确、恰当地表达出来。

CG4: 专业理论知识 （含LO1管理学基础理；论LO2管理学分析技能）

具备系统扎实的基础知识、跨学科知识、专业知识和专业技能；掌握文献检索、资料查询的基本方法。

CG5: 团队合作 （含LO1学生在团队工作中能够清楚阐述自己的职责和贡献；LO2学生获得足够的与团队工作相关学分）

在团队中具有较强的组织、协调和管理能力，在团队工作中能够清楚阐述自己的职责和贡献，能够与团队成员和谐相处，协作完成复杂任务；能调动团队成员的所有资源和才智，自动地驱除所有不和谐和不公正现象，成员密切合作，配合默契，共同决策和与他人协商；获得足够的与团队工作相关学分。

6. 学习发展

具有发展式学习的能力，不断开拓创新、熟练利用知识解决问题。

7. 中国和国际视野

学习和了解中国文化，培养中国和国际视野，能够有效处理和面对中国企业问题，分析中国和国际的企业管理实例。

The relationship between Competence Goals (CG) and Learning Objectives (LO).

能力目标(Competence Goals, CG)与学习目标(Learning Objectives, LO)的对应关系。

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **CG1：**  **伦理与社会责任**  **Ethics and Social Responsibility** | | **CG2：**  **批判性思维**  **Critical Thinking** | | | **CG3:**  **有效沟通**  **Effective Communication** | | **CG4:**  **专业理论知识Profound Professional Knowledge** | | **CG5:**  **团队合作Team Collaboration** | |
| **LO1**  良好的思想品德和职业道德，能够鉴别并选择正确的行为Recognize and analyze ethical dilemmas in business contexts, and propose morally responsible solutions. | **LO2**  理解企业组织的可持续发展目标，主动参与社会和企业实践Demonstrate an understanding of the societal impact of business decisions and actions. | **LO1**  发现问题  Identify problems | **LO2**  分析问题  Analyze problems | **LO3**  解决问题  Solve problems | **LO1**  书面沟通  Written communication | **LO2**  口头沟通  Oral communication | **LO1**  管理学基础理论Basic theory of management | **LO2**  管理学分析技能  Management analysis skills | **LO1**  学生在团队工作中能够清楚阐述自己的职责和贡献Students can clearly explain their responsibilities and contributions in team work. | **LO2**  学生获得足够的与团队工作相关学分Students get enough credits related to team work. |

四、支撑关系

（1）本专业毕业要求对培养目标的支撑关系

Matrices of graduation requirements and cultivation objectives

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Cultivation  Objectives &  Graduation  Requirements | 培养目标1  Cultivation objective 1 | 培养目标2  Cultivation objective 2 | 培养目标3  Cultivation objective 3 | 培养目标4  Cultivation objective 4 | 培养目标5  Cultivation objective 5 |
| 1. 学科知识   Subject knowledge | √ |  |  |  |  |
| 1. 批判性思维   Critical thinking | √ |  |  |  |  |
| 3.伦理与社会责任  Ethics and social responsibility |  | √ |  |  |  |
| 4.有效沟通  Effective communication |  | √ |  |  |  |
| 5.团队合作  Teamwork |  |  | √ |  |  |
| 6.学习发展  Learning and development |  |  |  | √ | √ |
| 7.中国和国际视野  China and international vision |  |  |  |  | √ |

1. 本专业课程体系与毕业要求的关联度矩阵

Matrices of realization of graduation requirements

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 序号 | 课程名称  Course&  Graduation  Requirements | 毕业要求1  Graduation  Requirements 1 | 毕业要求2  Graduation  Requirements 2 | 毕业要求3  Graduation  Requirements 3 | 毕业要求4  Graduation  Requirements 4 | 毕业要求5  Graduation  Requirements 5 | 毕业要求6  Graduation  Requirements 6 | 毕业要求7  Graduation  Requirements7 |
| 学科知识  Subject knowledge | 批判性思维  Critical thinking | 伦理与社会责任  Ethics and social responsibility | 有效沟通  Effective communication | 团队合作  Teamwork | 学习发展  Learning and development | 中国和国际视野  China and international vision |
| 1 | 综合汉语1 Chinese 1 | H |  |  | H | H | M | H |
| 2 | 综合汉语2 Chinese 2 | H |  |  | H | H | M | H |
| 3 | 综合汉语3 Chinese 3 | H | M |  | H | H | H | H |
| 4 | 综合汉语4 Chinese 4 | H | M |  | H | H | H | H |
| 5 | 中国文化（一）Chinese Culture 1 | M |  |  |  | M | H | H |
| 6 | 中国文化（二）Chinese Culture 2 | M |  |  |  | M | H | H |
| 7 | 公共体育（1）  Common physical education (PE) 1 |  |  |  |  | M |  |  |
| 8 | 公共体育（2）  Common physical education (PE) 2 |  |  |  |  | M |  |  |
| 9 | 体育专项（1）  Sports specialty 1 |  |  |  |  | M |  |  |
| 10 | 体育专项（2）  Sports specialty 2 |  |  |  |  | M |  |  |
| 11 | 计算机应用基础 Introduction to Microcomputer Applications for Business | M |  |  |  | M | M |  |
| 12 | HSK强化训练1 HSK Intensive Training | H |  |  | H |  | H |  |
| 13 | HSK强化训练2 HSK Intensive Training 2 | H |  |  | H |  | H |  |
| 14 | 商务汉语 Business Chinese | H | H | M | H | H | H | H |
| 15 | 经济汉语 Economics Chinese | H | H | M | H | H | H | H |
| 16 | 法律汉语 Law Chinese | H | H | M | H | H | H | H |
| 17 | 人文汉语 Humanity Chinese | H | H | M | H | H | H | H |
| 18 | 旅游目的地管理  Tourism Destination Management | H |  |  |  |  |  | H |
| 19 | 中国对外贸易  Foreign Trade of China | H | M |  |  |  |  | H |
| 20 | 中国农业经济  China Agricultural Economy | H | M | H |  |  |  | H |
| 21 | 管理学通论与中国企业管理实践 Principles of Management and its practice in China | H | H | M | H | H | H | H |
| 22 | 经济学通论与中国经济发展道路 Principles of Economics and the Development Path of China | H | H | M | H | H | H | H |
| 23 | 法学通论与中国法治实践 Principles of Law and Its Practice in China | H | H | M | H | H | H | H |
| 24 | 微积分 Calculus for Business | H | M |  |  |  | H |  |
| 25 | 概率论 Statistics for Business | H | M |  |  |  | H |  |
| 26 | 经济学Economics | H | M |  |  |  | H |  |
| 27 | 消费者行为学Consumer Behavior | H | H | H | H | H | H | H |
| 28 | 商法学Business Law | H | M |  |  |  | H |  |
| 29 | 公司金融Corporate Finance | H | M |  |  |  | H |  |
| 30 | 会计学Accounting | H | M |  |  |  | H |  |
| 31 | 国际商务International Business | H | M |  |  |  | H | H |
| 32 | 战略管理与平台经济 Strategic Management and Platform Economics | H | H | H | H | H | H | H |
| 33 | 市场营销 Marketing | H | H | H | H | H | H | H |
| 34 | 运营管理Operations Management | H | H | M | M | H | H | H |
| 35 | 人力资源管理 Human Resource Management | H | H | H | H | H | H | H |
| 36 | 财务管理 Financial Management | H | H | H | M | M | H | M |
| 37 | 中国创业与创新Entrepreneurship & Innovation in China | H | H | H | H | H | H | H |
| 38 | 企业伦理与社会责任Corporate Ethics and Social Responsibility | H | H | H | H | H | H | H |
| 39 | 组织行为学Organizational Behavior | H | H | H | H | H | H | H |
| 40 | 数字营销与社交媒体Digital Marketing and Social Media | H | H | H | H | H | H | H |
| 41 | 商业智能与数据分析Business Intelligence and Data Analytics | H | H | M | M | H | H | H |
| 42 | 中国物流与供应链管理Logistics and Supply Chain Management in China | H | H | M | M | H | H | H |
| 43 | 中国电子商务Ecommerce in China | H | H | H | H | H | H | H |
| 44 | 跨文化商业沟通Cross-Cultural Business Communication | H | H | M | H | H | H | H |
| 45 | 研究方法与学术写作Research Methodology and Academic Writing | H | M |  |  |  | H |  |
| 46 | 职业发展Career Development | H | M |  |  |  | H | H |
| 47 | 探索中国企业1Chinese Company Discovery1 | H | M | M | M | M | H | H |
| 48 | 探索中国企业2Chinese Company Discovery2 | H | M | M | M | M | H | H |
| 49 | 毕业实习Internship | H | M | M | M | M | H | H |
| 50 | 毕业论文Thesis | H | M | M |  |  | H |  |

五、培养环节与学分安排

**课程结构与学分安排**

**Course structure and credit allocation**

本专业培养环节分为通识课、学科基础课、专业核心课、职业发展课四个子模块。本专业全程培养计划课堂教学105学分，职业发展课为23学分（含毕业论文）。各培养环节与学分安排如下：

The educational components of this program are divided into four major modules: General Education Courses, Discipline Foundation Courses, Professional Core Courses, and Career Development Courses. The comprehensive training plan for this program includes 105 credits for Classroom Teaching, 23 credits for Career Development Courses (including the graduation thesis). The breakdown of each training component and credit allocation is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **培养环节/课程类别**  **Course Classified** | | **学分**  **Credits** | **类型**  **Category** | **学分**  **Credits** |
| 课堂教学  Classroom  m  teaching | 通识课  General Course | 50 | 必修  Compulsory | 44 |
| 选修  Selective | 6 |
| 学科基础课  Discipline Foundation Courses | 19 | 必修  Compulsory | 19 |
| 专业核心课  Major Core Courses | 36 | 必修  Compulsory | 30 |
| 选修  Selective | 6 |
| 职业发展课  Career Development Courses | | 23 | 必修  Compulsory | 23 |
| **总学分合计**  **Total** | | **128** | | |

六、全程教学计划表

**全程教学计划表**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Type 课程类别 | Kind & Total Credits 课程性质及要求学分 | No. 课程编号 | Subject 课程名称 | Credit 学分 | 开课学期 | Hours 学时 |
|
|
| 通识课 General Education Core Courses | 必修 Compulsory |  | 综合汉语1 Chinese 1 | 8 | 1 | 128 |
|  | 综合汉语2 Chinese 2 | 8 | 2 | 128 |
|  | 综合汉语3 Chinese 3 | 6 | 3 | 96 |
|  | 综合汉语4 Chinese 4 | 6 | 4 | 96 |
| L2300090 | 中国文化（一）Chinese Culture 1 | 3 | 1 | 48 |
| L2300100 | 中国文化（二）Chinese Culture 2 | 3 | 2 | 48 |
| B1500010 | 公共体育（1）Common physical education (PE) 1 | 2 | 1 | 32 |
| B1500020 | 公共体育（2）Common physical education (PE) 2 | 2 | 2 | 32 |
| B1500030 | 体育专项（1）Sports specialty 1 | 2 | 3 | 32 |
| B1500040 | 体育专项（2）Sports specialty 2 | 2 | 4 | 32 |
| L2300210 | 计算机应用基础Computer application foundation | 2 | 1 | 32 |
| Subtotal 小 计 | | 44 |  | 704 |
| 选修 Selective |  | HSK强化训练1 HSK Intensive Training | 2 | 5 - 8 | 32 |
|  | HSK强化训练2 HSK Intensive Training 2 | 2 | 5 - 8 | 32 |
| L2300290 | 商务汉语 Business Chinese | 2 | 5 - 8 | 32 |
| L2300282 | 经济汉语 Economics Chinese | 2 | 5 - 8 | 32 |
| L2300272 | 法律汉语Legal Chinese | 2 | 5 - 8 | 32 |
| L2380020 | 人文汉语Humanistic Chinese | 2 | 5 - 8 | 32 |
| Subtotal 小 计 | | **6** |  | **72** |
| 学科基础课 Business pre-core courses | 必修 Compulsory | L2300320 | 管理学通论与中国企业管理实践General Theory of Management and the Practice of Rule of Law | 2 | 2 | 32 |
| L2300300 | 经济学通论与中国经济发展道路General Theory of Economics and China's Economic Development | 2 | 1 | 32 |
| L2300310 | 法学通论与中国法治实践General Theory of Law and the Practice of Rule of Law | 2 | 1 | 32 |
|  | 微积分 Calculus for Business | 3 | 1 | 48 |
|  | 概率论 Statistics for Business | 3 | 2 | 48 |
|  | 经济学Economics | 3 | 3 | 48 |
|  | 商法学Business Law | 2 | 4 | 32 |
|  | 会计学Accounting | 2 | 5 | 32 |
| Subtotal 小 计 | | 19 |  | 304 |
| 专业核心课课 Business Core courses | 必修 Compulsory |  | 战略管理与平台经济 Strategic Management and Platform Economics | 3 | 4 | 48 |
|  | 市场营销 Marketing | 3 | 4 | 48 |
|  | 运营管理Operations Management | 3 | 5 | 48 |
|  | 人力资源管理 Human Resource Management | 3 | 5 | 48 |
|  | 财务管理 Financial Management | 2 | 5 | 48 |
|  | 中国创业与创新Entrepreneurship & Innovation in China | 2 | 6 | 48 |
|  | 企业伦理与社会责任Corporate Ethics and Social Responsibility | 2 | 6 | 32 |
|  | 组织行为学Organizational Behavior | 2 | 5 | 32 |
|  | 消费者行为学Consumer Behavior | 2 | 5 | 32 |
|  | 数字营销与社交媒体Digital Marketing and Social Media | 2 | 6 | 32 |
|  | 商业智能与数据分析Business Intelligence and Data Analytics | 2 | 6 | 32 |
|  | 国际商务International Business | 2 | 6 | 32 |
|  | 中国电子商务Ecommerce in China | 2 | 7 | 32 |
| Subtotal 小 计 | | 30 |  | 480 |
| 选修 Selective |  | 中国旅游目的地管理Chinese Tourism Destination Management | 2 | 5 | 32 |
|  | 中国对外贸易Foreign Trade of China | 2 | 5 | 32 |
|  | 中国农业经济China Agricultural Economy | 2 | 6 | 32 |
|  | 公司金融Corporate Finance | 2 | 6 | 32 |
|  | 中国物流与供应链管理Logistics and Supply Chain Management in China | 2 | 7 | 32 |
| Subtotal 小 计 | | 6 |  | 72 |
| 职业发展课 Business Professional Development Courses | 必修 Compulsory |  | 跨文化商业沟通Cross-Cultural Business Communication | 2 | 2 | 32 |
|  | 研究方法与学术写作Research Methodology and Academic Writing | 2 | 4 | 32 |
|  | 职业发展Career Development | 1 | 7 | 16 |
|  | 探索中国企业1Chinese Company Discovery1 | 1 | 4 | 16 |
|  | 探索中国企业2Chinese Company Discovery2 | 1 | 6 | 16 |
|  | 毕业实习Internship | 8 | 7 | 128 |
|  | 毕业论文Thesis | 8 | 8 | 128 |
| Subtotal 小 计 | | 23 |  | 368 |
| Total 总 计 | | | | 128 |  | 2048 |