

Courses of Economic Management School (Business Administration)

The first academic year

The first semester		The second semester	
Course	Credit	Course	Credit
Basic	3	English	4
English	4	Advanced mathematics	4
Advanced mathematics	4	Advanced language of computer	4
Chinese in university	4	Economics	2
Economics	2	Accounting principle	3
Management principle	3	Revenue and tax	3

The second academic year

The first semester		The second semester	
Course	Credit	Course	Credit
Electronic commerce	3	English	3
English	4	Economical and policy of the world	3
Finance	3	Statistics	4
Program design of computer	4	Management information system	4
Economic law of China	3	Operational research	3
Marketing principle	3	International economic law	3

The third academic year

The first semester		The second semester	
Course	Credit	Course	Credit
Technical economics	3	Enterprise management	3
Marketing	4	Human resource management	4
International trade and field works	3	Enterprise engineering and the exploitation and innovation of product	3
Financial management	4	International enterprise management	4
Enterprise management	3	Enterprise culture	3
Prognosticating and decision-making	3	System engineering	3

The fourth academic year

The first semester		The second semester	
Course	Credit	Course	Credit
CIS stratagem	3	Field work for graduate	12
Management psychology	3	Thesis	8
Knowledge economics and knowledge management	3		
Enterprise management	3		
Field work of production	8		

Courses of Economic Management School (Marketing)

The first academic year

The first semester		The second semester	
Course	Credit	Course	Credit
Survey of Maozedong's Theory		Marxism Philosophy	
Moral Education		Basis of Laws	
College English		College English	
Physical Education		Program design of computer	
Basis of Computer Science		Advanced Mathematics	
Advanced Mathematics		Fundamentals of Accounting	
Political Economy		Circumstances and Policy	
Circumstances and Policy		Physical Education	

The second academic year

The first semester		The second semester	
Course	Credit	Course	Credit
Survey of Dengxiaoping Theory		College English	
College English		Physical Education	
Physical Education		Macro-economics	
Engineering Mathematics		Fundamentals of Statistics	
Micro-economics		Management Information System	
Management Science		Economic law	
Circumstances and Policy		Marketing Studies	

		Circumstances and Policy
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The third academic year

The first semester		The second semester	
Course	Credit	Course	Credit
Finance & Banking		Market Survey and Forecast	
International Business and Field work		Consumer Behavior	
Operational Research		Advertising Studies	
Financial Management		The Fundamentals and Methods of Marketing	
Marketing Evaluation		General Knowledge of E-Business	
Public Relationship		Marketing Field works	
International Marketing		Network Design and Management	
Circumstances and Policy		Circumstances and Policy	
Business Management			
Database Technology			

The forth academic year

The first semester		The second semester	
Course	Credit	Course	Credit
Planning and Masterminding		Field work for graduate	

Business Negotiation		Graduation thesis	
Corporate Identity Planning		Circumstances and Policy	
Business Negotiation			
Field work of production			
Specialized English			
Market Survey Field work			
Marketing Planning Field work			
Circumstances and Policy			
International Marketing			
Marketing Network Design			
Network Marketing			