

工商管理本科专业教学培养方案

一、培养目标

顺应全球化、信息化、网络化的发展趋势，培养应用型、法商结合、有较强的动手能力和实践能力、有较强的适应能力，并具备一定的创新精神的经营管理类人才。具体来说，就是为工商企业、金融机构、咨询公司、投资公司、事业单位和政府部门培养潜在的具备专业基本素质，能从事经营管理、策划、咨询、教学和培训等应用型的中高级管理人才。

二、培养要求

本专业学生主要学习工商管理的基本理论及基本知识，接受企业管理方法与技巧方面的基本训练，具有分析和解决企业管理问题的基本能力、初步的科学研究能力和较强的实际工作能力等多方面技能，熟练运用外语和计算机。

毕业生应获得以下几方面的知识和能力：

- （一）掌握管理学、经济学的基本原理和基础知识，以及心理学的部分原理和知识；
- （二）运用高等数学的主要原理和常用方法，掌握基本的定性分析和定量分析方法；
- （三）具有经济、法律、市场分析及企业管理业务知识和能力；
- （四）熟悉我国企业管理的有关方针、政策和法规以及国际企业管理的惯例、规则；
- （五）了解本学科的理论前沿和发展动态；
- （六）掌握文献检索、资料查询的基本方法，具有初步的科学研究和实际工作能力；
- （七）具有良好的英语听、说、读、写、译综合能力；
- （八）具有良好的计算机操作和应用能力。

三、主要课程

专业基础与主干课程：管理学、西方经济学（微观、宏观）、会计学原理、财务会计、统计学、组织行为学、人力资源管理、市场营销、财务管理、运营管理、管理信息系统。

专业选修与方向性课程：电子商务、企业战略管理、国际企业管理、财务分析、财经英语、博弈论、产业经济学、金融市场学、投资学、商业银行经营与管理、管理沙盘模拟、会计与财务模拟、人力资源管理模拟、证券投资模拟、民法学总论、税法实务、合同法等。

四、实践性教学环节

军事技能、公益劳动、社会调查、社会工作实践、专业实习、毕业实习、毕业论文等。

五、修业年限与毕业学分

修业年限：四年；毕业学分：178 学分。

六、授予学位

管理学学士。

Undergraduate Program for the Major in Business Administration

I . Training objectives

In line with the trend of globalization, informationization and networking, this program aims to cultivate operation and management talents to be creative in mind, adaptive to challenging environment, flexible in business practice and features applicability, practicality and insight on both business and law. Specifically, we target to train middle and senior level management talents who are capable and practical in operation, planning, consulting, teaching and training for enterprises, banks, consulting and investment companies, non-organizations as well as government.

II. Training requirements

Students of the major are to study some basic knowledge and theory of socialist market economy, management, economics, and modern business management, take the basic trainings in the methods and skills of business management, and have the basic abilities to analyze and solve the problems of business management, to make elementary scientific researches, to do practical work well, and to make skillful use of foreign languages and computers, etc.

The knowledge and abilities graduates of the major should have:

1. They should master the basic principles and knowledge of management and economics.
2. They should master modern business management's basic knowledge and its ways to make quantitative analyses and qualitative analyses.
3. They should have the knowledge and ability of economy, law, market analysis, and business management.
4. They should familiarize themselves with our country's general and specific policies as well as statutes related to business management, and with international business management's practices, laws, regulations, etc.
5. They should understand the discipline's frontier and the latest development.
6. They should master the basic methods and media of data retrieval and inquiry, and have the elementary ability to make scientific researches and do practical work.
7. They should have the comprehensive ability of hearing, speaking, reading, writing and translating in English.
8. They should have the perfect awareness of service, and the sense of management based upon humanity.

III. Some courses of the major

Management, Microeconomics, Macroeconomics, Fundamental Accounting, Financial Accounting, Statistics, Organizational Behavior, Human Resource Management, Marketing, Financial Management,

Operation Management, Management Information System. E-Commerce, Strategic Management of Business, International Firm Management, Financial Analysis, English for Business, Game theory, Industry Economics, Financial Marketing, Investment, Commercial Bank Operation and Management, Management Board Simulation, Accounting and Financial Simulation, Human Resource Management Simulation, Portfolio Investment Simulation, Western Economics Lectures, Management Front Issues, Economics Mathematics Lectures, etc.

IV. Main links of teaching practice

military skills, public good labor, social investigation, practice of Social Work, graduation field work, graduation dissertation, etc.

V. Length of schooling and graduation credits

Length of schooling: 4 years; graduation credits: 178

VI. Awarded Degree

Bachelor of Management