

武汉理工大学管理学院
School of Management of Wuhan University of
Technology

本科专业培养方案

Undergraduate Program

(Grade 2013)

武汉理工大学教务处
Academic Affairs Office of Wuhan University of Technology

目 录

信息管理与信息系统	3-1
Information Management & Information System	3-1
市场营销	3-8
Marketing	3-8
财务管理	3-15
Financial Management	3-15
人力资源管理	3-22
Human Resource Management	3-22
工商管理	3-29
Business Administration Management	3-29
会计学	3-36
Accounting	3-36
公共事业管理	3-43
Public Utilities Management	3-43
会计学（ACCA 方向）	3-51
Accounting（ACCA）	3-51

信息管理与信息系统专业本科培养方案

Undergraduate Program for Specialty in Information Management & Information System

一、业务培养目标

I Educational Objectives 本专业培养具备现代管理学理论基础、计算机科学技术知识及应用能力，掌握系统思想和信息系统分析和设计方法以及信息管理等方面的知识与能力，能在国家各级管理部门、工商企业、金融机构、科研单位等部门从事信息管理以及信息系统分析、设计、实施管理和评价等方面的高级专门人才。

Specialty in Information Management & Information System aims at cultivating advanced talents who have the base of administration theory, the knowledge of computer technology, the capability of computer and network application. The graduates will have the knowledge and capability of information system analysis and design and information management. They can start a career for advanced information management, information system analysis, design and evaluation in government, enterprises, financial institution and academy.

二、业务培养要求

II Educational Requirement

本专业学生主要学习经济、管理、数量分析方法、信息资源管理、计算机及信息系统方面的基本理论和基本知识，系统地接受系统设计方法及信息管理方法的基本训练，具备综合运用所学知识分析和解决问题的能力。毕业生应获得以下几个方面的知识和能力：

1. 掌握信息管理和信息系统的基本理论、基础知识；
2. 掌握管理信息系统的分析方法、设计方法和实现技术；
3. 具有信息组织、分析研究、传播与开发利用的基本能力；
4. 了解本专业相关领域的发展动态；
5. 具有综合运用所学知识分析和解决问题的能力，具有一定的科研和实际工作能力；
6. 具有较强的英语综合应用能力，特别是听说能力，能用英语进行口头和书面的信息交流，能熟练地进行外文阅读，有一定的科技外语写作能力。

Students majoring in Information Management & Information System will study the fundamental theories and knowledge of economy, management, quantitative analysis method, information resources management, computer and information system; receive basic training of methods and skills about system design and information management. And they will have the basic abilities to analyze and solve the relative problems by means of professional knowledge. By graduation, they should acquire the knowledge and abilities in the following aspects:

1. Master the fundamental theory and knowledge about information management & information system.
2. Master analysis, design and implementation of management information system.
3. Have the basic skills of information organization, system analysis, dissemination, development and usage.
4. Comprehend the theoretic cutting edge and the most recent development in this field.
5. Have the abilities of comprehensive application to analyze and solve the practical problems in information management & information system. And have abilities of scientific research and practical working.
6. Have relatively strong abilities of comprehensive application of foreign language, especially that of speaking and listening. Can communicate with each other orally or literally in English, read foreign materials

proficiently and have a certain extent of scientific and technologic writing ability using foreign languages.

三、主干学科

III Major Disciplines & Major Courses

主干学科：管理科学与工程、应用经济学、计算机科学与技术

Major Disciplines: Management Science and Engineering, Applied Economics, Computer Science and Technology

四、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

专业核心课程：管理学原理、MIS 硬件原理、应用数据结构、MIS 系统软件、企业网络工程、系统分析与设计、MIS 数据库原理、企业数据库应用、面向对象的程序设计等。

Introduction to Management, Microcomputer Principle, Data Structure, Operation System, Computer Network, Systems analysis and design, Database System I, Database System II, Object-Oriented Programming etc.

专业特色课程：系统分析与设计、数据分析与建模、企业资源计划

Systems analysis and design, data analysis and modeling, Enterprise Resource Planning

五、计划学制与学位

V Length of School and Degree

修业年限：四年

Duration: Four Years

授予学位：管理学学士

Degree Granted: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	38	47	\	22	\	190
选修课 Elective Courses	9	6	13	10	\	10	

七、课程修读指导建议

VII Recommendations on Course Studies

八、理论教学建议进程表

VIII Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96				32		1-6			
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48				8		1-6			
		1060003130	军事理论 Military Theory	1	16				16		2-4			
		4210001110	体育 1 Physical Education I	1	32						1			
		4210002110	体育 2 Physical Education II	1	32						2	体育 1		
		4210003110	体育 3 Physical Education III	1	32						3	体育 2		
		4210004110	体育 4 Physical Education IV	1	32						4	体育 3		
		1050001130	心理健康教育 Mental Health Education	1	16						1			
		4030002110	大学英语 A1 College English A 1	3	64					16	1			
		4030003110	大学英语 A2 College English A II	3	64					16	2	大学英语 A1		
		4030004110	大学英语 A3 College English A III	3	64					16	3	大学英语 A2		
		4030005110	大学英语 A4 College English A IV	3	64					16	4	大学英语 A3		
		4120017110	大学计算机基础 Foundation of Computer	2	32			12			1			
		4120023110	计算机程序设计基础(C语言) Fundamentals of Computer Program Design(C Language)	3	48			12			2			
					小 计 Subtotal	35	720		24	64	64			
			选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses 人文社科类 Arts and Social Science Courses 经济管理类 Economy and Management Courses 科学技术类 Science and Technology Courses 艺术体育类 Art and Physical Education Courses		全校学生要求至少取得9学分，建议每个类别中分别至少选修一门课程。 All students are required to obtain at least nine credits, and suggested to select at least one course in five categories respectively.								

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
学 科 大 类 课 程	必修课程 Required Courses	4170259110	专业导论 Introduction of Specialty	1	16					1		
		4170057110	管理学原理 A Management Principle A	3	48					1		*
		4010053110	宏观微观经济学 Macro & Microeconomics	3.5	56					1		
		4050063110	高等数学 B 上 Advanced Mathematics B I	5	80					1		
		4050064110	高等数学 B 下 Advanced Mathematics B II	5	80					2	高等数学 B 上	
		4050229110	线性代数 Linear Algebra	2.5	40					2		
		4170066110	会计学原理 Accounting Principle	3	48					2		
		4170134110	市场营销学 Marketing	3	48					2		
		4050058110	概率论与数理统计 B Probability and Mathematics Statistics B	3	48					3	线性代数	
		4170055110	管理信息系统 B Management Information System B	3	48		18			3		*
		4170171110	运筹学 Operating Research	3	48					4	线性代数	
		4170013110	财务管理 A Financial Management A	3	48					5		
				小 计 Subtotal		38	608		18			
Basic Disciplinary Courses	选修课程 Lective Courses	4020074110	经济法 B Economic Law B	2	32					2		
		4170039110	公共关系学 Public Relationship	2	32					5		
		4170047110	管理沟通 Management Communication	2	32					5		
		4170147110	系统工程 System Engineering	2	32					6		
		4170111110	人力资源管理 A Human Resource Management A	3	48					6		
		4170076110	技术经济学 A Technology Economics A	3	48					7		
		4170339130	Excel 的商务应用 Business Applications in Excel	2	32			20		7		
				小 计 Subtotal		16	256		20			
修读说明：要求至少选修 6 学分。 NOTE: Minimum subtotal credits: 6 .												

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
专 业 课 程 Specialized Courses	必修 Required Courses	4170036110	高级应用程序设计 Advanced Applied Programming	4	64	8				3	计算机程序设计基础(C语言)	*	
		4170159110	应用数据结构 Data Structure	4	64	16				4	高级应用程序设计	*	
		4170089110	面向对象的程序设计(C#) Introduction to C#	4.5	72	20				4		*	
		4170143110	网站建设与网页设计 B Website Development and Webpage Design B	3	48	20				5		*	
		4170007110	MIS 系统软件 Operation System	3	48	18				5	应用数据结构		
		4170341130	MIS 数据库原理 Database System I	2	32					5	应用数据结构	*	
		4170099110	企业网络工程 Computer Network	3	48	8				5	MIS 系统软件	*	
		4170098110	企业数据库应用 Database System II	3	48		20			5	MIS 数据库原理	*	
		4170138110	统计学 B Statistics B	3	48	6				5	概率论与数理统计 B		
		4170005110	Java 语言程序设计 A Introduction to JAVA	4	64		16			6	计算机程序设计基础(C语言)	*	
		4170052110	管理系统模拟 Management System Simulation	3	48	12				6		*	
		4170412130	系统分析与设计 Systems analysis and design	3	48		16			6	企业数据库应用 企业网络工程	*	
		4170182110	专业前沿 Forward Course to Specialty	1	16					7			
		4170158110	研究方法 Introduction to Methodology	2	32					7		*	
		4170360130	电子商务与电子政务 Electronic Commerce and Electronic Government	2.5	40					7			
		4170004110	IT 项目管理 IT Project Management	2	32					7	系统分析与设计		
		小 计 Subtotal				47	752	108	52				
	选修 Elective Courses	4170402130	数字化企业模拟 Digital Enterprise Simulation	3	48		20			4			
		4170389130	企业资源计划 Enterprise Resource Plan	3	48	10				5	应用数据结构		
		4170156110	信息系统安全 Information System Safety	2	32					5	企业网络工程		
4170415130		信息组织 Information Organization	2	32					5				
4170003110		IT 服务管理 IT Server Management	2	32					7				
4170155110		信息经济学 Information Economics	2	32					7				
4170419130		移动应用开发 Mobile Application Development	3	48					5				
4170391130		软件测试 Software Testing	3	48		12			6	IT 项目管理			

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 CrS	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
		4170392130	软件质量工程 Software Quality Engineering	2	32		8			7		
		4170398130	数据分析与建模 data analysis and modeling	3	48	18				5		
		4170079110	决策支持系统 Decision Support Systems	3	48	20				6	企业数据库应用	
		4170401130	数据挖掘商务智能 Data Mining and Business Intelligence	3	48	18				6	数据分析与建模, 市场营销	
		4170399130	数据可视化 Data visualization	3	48	20				6		
		4170393130	商务智能实务 Business intelligence practice	2	32					7		
		小 计 Subtotal		41	656	84	40					
修读说明: 要求至少选修 13 学分。 NOTE: Minimum subtotal credits: 13.												
个性化课程 Personalized Course	选修课 Elective Courses	修读说明: 学生可跨专业自主选择修读全校其他专业的课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties. Minimum subtotal credits: 10.										

九、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 CrS	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4080152110	机械制造工程实训 D Training on Mechanical Manufacturing D	1	1	4	
4170423130	应用数据结构课程设计 Course Project of Data Structure	1	1	4	
4170431130	沙盘模拟 Sand table simulation	2	2	5	
4170380130	管理信息系统实训 Training Management Information System	1.5	1.5	6	
4170405130	面向对象的程序设计实训 Object-Oriented Programming practice	1	1	4	
4170204110	毕业实习 Practice for Graduation	3	3	7	
4170432130	毕业论文 Graduation Thesis	17	11	8	8*
小 计 Subtotal		29.5	22		8

十、其它要求

X Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

市场营销专业本科培养方案

Undergraduate Program for Specialty in Marketing

一、业务培养目标

I Educational Objectives

市场营销专业培养具备管理、经济、市场营销、法律等方面的知识和能力，能在企、事业单位及政府部门从事市场营销及其管理以及教学、科研方面工作的工商管理学科高级专门人才。

The program of Marketing aims at training advanced professionals with good abilities and knowledge of management, economics, legislation, marketing, etc. who will be able to engage in marketing management, teaching or researching in the fields of enterprises, state-owned organizations and governments.

二、业务培养要求

II Educational Requirement

市场营销专业学生主要学习市场营销及工商管理方面的基本理论和基本知识，受到营销方法与技巧方面的基本训练，具有分析和解决营销问题的基本能力。

毕业生应获得以下几个方面的知识和能力：

1. 具有自然科学、人文和社会科学的坚实基础，掌握管理学、经济学等专业基础理论；
2. 掌握市场营销的定性和定量分析方法；
3. 具有较强的语言与文字表达、人际沟通和管理协调能力；
4. 熟悉我国有关市场营销的方针、政策与法规，了解国际市场营销的惯例和规则；
5. 了解本学科的理论前沿及其发展动态，熟悉现实中各类组织的营销发展状况；
6. 掌握中外文资料查询、文献检索以及运用现代信息技术获取相关信息的基本方法，
7. 具有一定的科学研究和实际工作能力。

Students majoring in Marketing are required to acquire fundamental theories and basic knowledge of marketing and business management; receive basic training of methods and skills in marketing; master good abilities of analyzing and solving problems in marketing. The graduates are also required to obtain the knowledge or abilities as follows:

1. Mastering solid fundamental theories and knowledge of natural science, humanities and social science together with management and economics, etc.;
2. Acquiring both quantitative and qualitative analysis methods applied in marketing;
3. Having good ability of verbal expression, interpersonal communication and management coordination;
4. Being acquainted with the directive policies, regulations and international conventions of marketing;
5. Understanding the theoretical cutting edge and the most recent development trend in relative field, and being acquainted with the marketing situations of various organizations;
6. Mastering basic methods of information inquiry and literature retrieval as well as means of acquiring modern information technology;
7. Having certain abilities of researching and practical working.

三、主干学科

III Major Disciplines

市场营销专业主干学科：经济学、工商管理

Major Disciplines for Marketing: Economics, Business Administration

四、核心课程与专业特色课程

IV Core Courses and Characteristic Courses

市场营销专业核心课程：宏微观经济学、商品流通经济学、管理信息系统、管理学原理、市场营销学、服务营销学、营销管理与策划、消费者行为学、物流管理学、营销研究方法、营销调查与决策、商务谈判、网络营销、会计学、统计学、财务管理

Major Courses for Marketing: Macro & Micro Economics, Commodity Circulation Economics, Management Principles, Marketing, Service Marketing, Marketing Management and Planning, Consumer Behavior, Logistics Management, Marketing Research Methods, Marketing Researching and Decision Making, Business Negotiation, Internet Marketing, Accounting, Statistics and Financial Management.

市场营销专业特色课程：市场营销学、服务营销学、营销管理与策划、商务谈判、营销渠道管理、营销创新、网络营销

Marketing Characteristic Courses: Marketing Principles, Service Marketing, Marketing Management and Planning, Business Negotiation, Marketing Channel Management, Marketing Innovation, Internet Marketing.

五、计划学制与学位

V Length of Program and Degree

修业年限：四年

Duration: 4 years

授予学位：管理学学士

Degree Granted: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	38	46.5	\	24.5	\	190
选修课 Elective Courses	9	2	15	10	\	10	

第二专业需修满 50 学分，其中含 6 学分《毕业论文》。

Second Professional Need 50 Credits, Including 6 Credits for Graduation Thesis

七、课程修读指导建议

VII Recommendations on Course Studies

八、理论教学建议进程表

VIII Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term				
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	16			16		1				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		1050001130	心理健康教育 Mental Health Education	1	16					1				
		4030002110	大学英语 A1 College English A I	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1				
		程序设计语言课程组(三选一, 3 学分)												
				4120023110	计算机程序设计基础(C 语言) Fundamentals of Computer Program Design(C)	3	48		12			2		
				4120024110	计算机程序设计基础(FORTRAN 语言) Fundamentals of Computer Program Design(FORTRAN)	3	48		12			2		
				4120025110	计算机程序设计基础(VB 语言) Fundamentals of Computer Program Design(VB)	3	48		12			2		
				小 计 Subtotal		35	720		24	64	64			
选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses			全校学生要求至少取得 9 学分, 建议在每个类别中分别至少选修一门课程。 All students are required to obtain at least nine credits, and suggested to select at least one course in five categories respectively.										
	人文社科类 Arts and Social Science Courses													
	经济管理类 Economy and Management Courses													
	科学技术类 Science and Technology Courses													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term			
		艺术体育类 Art and Physical Education Courses											
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 Required Courses	4170259110	专业导论 Introduction of Specialty	1	16					1			
		4170057110	管理学原理 A Management Principle A	3	48					1			
		4010053110	宏观微观经济学 Macro & Microeconomics	3.5	56					1			*
		4050065110	高等数学 B 上 Advanced Mathematics B I	5	80					1			
		4050066110	高等数学 B 下 Advanced Mathematics B II	5	80					2	高等数学 B 上		
		4050229110	线性代数 Linear Algebra	2.5	40					2			
		4170066110	会计学原理 Accounting Principle	3	48					2			
		4170134110	市场营销学 Marketing	3	48					2	管理学原理 A		*
		4050058110	概率论与数理统计 B Probability and Mathematics Statistics B	3	48					3	线性代数		
		4170013110	财务管理 A Financial Management A	3	48					3			
		4170171110	运筹学 Operating Research	3	48					3	高等数学 B 下		
		4170055110	管理信息系统 B Management Information System B	3	48		18			3			
		小 计 Subtotal				38	608		18				
	选 修 课 Elective Courses	4020074110	经济法 B Economic Law B	2	32					2			
		4170076110	技术经济学 A Technology Economics A	3	48					3			
		4170039110	公共关系学 Public Relationship	2	32					3			*
		小 计 Subtotal				7	112						
	修读说明：要求至少选修 2 学分。 NOTE: Minimum subtotal credits:2												
	专 业 课 程 Specialized Courses	必 修 课 Required Courses	4170119110	商品流通经济学 Commodity Circulation Economics	3	48					4		
4170162110			营销调查与决策 Marketing Research and Decision-making	3	48		12			4		*	
4170032110			服务营销学 Services Marketing	3	48					4			
4170151110			消费者行为学 Consumer Behavior	3	48			8		4		*	
4170061110			国际市场营销 B International Marketing B	2	32					4		*	
4170168110			营销研究方法 Marketing Research Methods	2	32					5			

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term		
		4170121110	商务谈判 Business Negotiation	2	32					5		*
		4170288120	物流管理学 Logistics Management	4	64			16		5	商品流通经济学	
		4170172110	战略市场营销 Strategic Marketing	2	32					5		*
		4170167110	营销渠道管理 Marketing Channel Management	2	32					5	市场营销学	*
		4170187110	组织营销 Business Marketing	2	32					5		
		4170092110	品牌管理 Brand Management	2	32					5		*
		4170152110	销售管理 Sale Management	2	32					5		*
		4170290120	营销管理与策划 Marketing Planning and Management	4.5	72			24		6	营销渠道管理	*
		4170080110	客户关系管理 B Customer Relationship Management B	2	32					6		*
		4170287120	网络营销 Internet Marketing	3	48			16		6		*
		4170161110	营销创新 Marketing Innovation	2	32					6		
		4170120110	商务交流 Business Communication	2	32					7	商务谈判	*
		4170282120	市场营销模拟实验 Marketing Simulation	1	32	32				7		
		小 计 Subtotal		46.5	760	32	12	64				29.5
	选修课 Elective Courses	4170285120	统计学 C Business Statistics	3	48					4	运筹学	
		4020040110	广告学 Advertising	2	32					5		
		4170394130	奢侈品营销 Luxury Goods Marketing	2	32					5		
		4170400130	数据库营销 Database Marketing	2	32					5		
		4170141110	推销学 Selling	2	32					6	销售管理	*
		4170028110	创业营销管理 Entrepreneurial Marketing Management	2	32					6		*
		4170411130	文化营销 Culture Marketing	2	32					6		
		4170165110	营销伦理学 Marketing Ethics	2	32					6		
		4170088110	旅游业营销 Destination Marketing	2	32					6		
		4170086110	零售管理 Retailing	2	32				4	6		
		4170163110	营销风险管理 Marketing Risk Management	2	32					6		

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term			
		4170166110	营销前沿专题 Advanced Topics in Marketing	2	32					6	营销研究方法		
		4010010110	电子商务 Electronic Commerce	2	32					7			
		4170363130	定价与促销管理 Pricing and Promote Management	2	32					7		*	
		4170160110	营销案例分析 Case Study on Marketing	2	32					7			
		小 计 Subtotal		31	496				4			6	
修读说明：要求至少选修 15 学分。 NOTE: Minimum subtotal credits: 15													
个性化课程 Personalized Course	选修课 Elective Courses	4170442130	品牌与形象战略 Brand and Image Strategy	2	32					6			
		4170443130	营销组织与推销管理 Marketing Organization and Marketing Management	2	32					7			
		4170444130	文化营销学 Cultural Marketing	2	32					7			
		小 计 Subtotal		6	96								
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.											

九、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4080152110	机械制造工程实训 D Machinery Manufacturing Engineering Practice D	1	1	4	
4170242110	市场调查 Market Survey	2	2	4	
4170253110	专业实习 Specialty Internship	2	2	5	
4170304120	商务谈判模拟实验 Business Negotiation Simulation	2	2	5	
4170303120	商务交流实训 Business Communication Training	2	2	7	
4170208110	毕业实习 Graduation Internship	3	3	7	
4170434130	毕业论文 Graduation Paper	17	11	8	6*
小 计 Subtotal		32	24.5		6

十、其它要求

X Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

财务管理专业本科培养方案

Undergraduate Program for Specialty in Financial Management

一、业务培养目标

I Educational Objectives

本专业培养具有较强市场经济意识和社会适应能力，具有较宽广的管理、经济、法律、财务与会计以及相关学科的理论知识与实践能力，能够在工商企业、金融机构、政府与事业单位、中介机构从事财务管理、会计、投资理财、管理咨询及其它相关经济管理工作，具有一定专业技能的高级专门人才。

The major brings up students to be advanced financial professionals with strong market economy consciousness and social adaptability, as well as broad knowledge of management, economy, law, finance, accounting and other related majors, who will be qualified to work in financial management, accounting, investment and managerial consultancy positions in industrial and commercial enterprises, financial organizations, governments, institutional organizations and intermediary agencies.

二、业务培养要求

II Educational Requirement

本专业学生主要学习财务管理和会计学的基本理论与专业知识，接受财会工作实践技能的基本训练，掌握分析和解决财务、会计、投资理财问题的基本能力。

毕业生应获得以下几方面的知识和能力：

1. 掌握财务管理、会计学、管理学的基本理论和基本知识；
2. 掌握财务管理的定性和定量的分析方法；
3. 具有较强的语言和文字表达、人际沟通、信息获取能力以及分析和解决财务、会计和投资理财实际问题的基本能力；
4. 熟悉我国有关财会工作的方针政策和法规；
5. 了解本学科的理论前沿和发展动态；
6. 掌握文献检索、资料查询的基本方法，具有一定的科学研究能力。
7. 具有较强的外语综合应用能力，特别是听说能力，在今后的工作和社会交往中能用英语进行口头和书面的信息交流，能熟练地进行外文阅读，有一定的专业外语写作能力。

Students majoring in Financial Management are required to acquire fundamental theories and knowledge of financial management and accounting; receive basic training of methods and skills about finance, financial management and accounting; master good abilities of analyzing and solving financial and accounting problems. The graduates are also required to obtain the knowledge or abilities as follows:

1. Mastering fundamental theories and knowledge of financial management, accounting and management;
2. Acquiring both quantitative and qualitative analysis methods applied in financial management;
3. Having relatively better competences for expression, interpersonal communication and information acquisition, together with basic ability to analyze and solve practical problems in financial management, accounting and investment decision;
4. Being acquainted with the directive policies and regulations of financial management and accounting;
5. Understanding the theoretical cutting edge and the most recent development trend in relative field;
6. Mastering basic methods of literature retrieval and information inquiry, and having abilities of scientific research;
7. Acquiring comprehensive application of English, especially in speaking and listening; being proficient in both oral and written communication as well as in reading and writing in professional English.

三、主干学科

III Major Disciplines

主干学科：工商管理

Major Disciplines: Business Administration

四、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

专业核心课程：中级财务会计、中级财务管理、投资学、管理会计、成本会计、财务分析

Core Courses: Intermediate Financial Accounting, Intermediate Financial Management, Investment, Managerial Accounting, Cost Accounting, Financial Analysis

专业特色课程：高级财务管理、内部控制学、纳税实务、Excel 财务应用、财务战略

Characteristic Courses: Advanced Financial Management, Internal Control, Tax Planning, Application of Excel in Financial Management, Financial Strategy

五、计划学制与学位

V Length of School and Degree

修业年限：四年

Duration: Four Years

授予学位：管理学学士

Degree Granted: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	38	44	\	28	\	190
选修课 Elective Courses	9	2	14	10	\	10	

七、课程修读指导建议

VII Recommendations on Course Studies

八、理论教学建议进程表

VIII Theory Course Schedule

课程类别 Course Classifi- cation	课程 性质 Course Nature	课程编号 Course Number	课 程 名 称 Course Title	学 分 Crs	学时分配 Including					建议修 读学期 Suggested Term	先修课程 Prerequisite Course	第二 专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Ope- ration	实践 Prac- tice	课外 Extra- cur					
通 识 课 程 Public Basic Courses	必 修 课 程 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	16			16		1				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		1050001130	心理健康教育 Mental Health Education	1	16					1				
		4030002110	大学英语 A1 College English A 1	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Foundation of Computer	2	32			12		1				
		程序设计语言课程组(三选一, 3 学分) Courses of Computer Program Design (select one out of three, Credits: 3)												
				4120023110	计算机程序设计基础(C 语言) Fundamentals of Computer Program Design(C)	3	48			12		2		
				4120024110	计算机程序设计基础(FORTRAN 语言) Fundamentals of Computer Program Design(FORTRAN)	3	48			12		2		
				4120025110	计算机程序设计基础(VB 语言) Fundamentals of Computer Program Design(VB)	3	48			12		2		
		小 计 Subtotal		35	720			24	64	64				

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
	选修课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses								1			
		人文社科类 Arts and Social Science Courses											
		经济管理类 Economy and Management Courses											
		科学技术类 Science and Technology Courses											
		艺术体育类 Art and Physical Education Courses											
<p>全校学生要求至少取得 9 学分，建议在每个类别中分别至少选修一门课程。</p> <p>All students are required to obtain at least nine credits, and suggested to select at least one course in five categories respectively.</p>													
学 科 大 类 课 程 Basic Disciplinary Courses	必修课 Required Courses	4170259110	专业导论 Introduction of Specialty	1	16					1			
		4170057110	管理学原理 A Management Principle A	3	48					1			
		4010053110	宏微观经济学 Macro & Microeconomics	3.5	56					1			
		4050065110	高等数学 B 上 Advanced Mathematics B I	5	80					1			
		4050066110	高等数学 B 下 Advanced Mathematics B II	5	80					2	高等数学 B 上		
		4050229110	线性代数 Linear Algebra	2.5	40					2			
		4170066110	会计学原理 Accounting Principle	3	48					2			
		4170134110	市场营销学 Marketing	3	48					2			
		4050058110	概率论与数理统计 B Probability and Mathematics Statistics B	3	48					3	线性代数		
		4170013110	财务管理 A Financial Management A	3	48					3			
		4170171110	运筹学 Operating Research	3	48					3			
		4170055110	管理信息系统 B Management Information System B	3	48		18			3			
		小 计 Subtotal				38	608		18				
			选修课 Elective Courses	4020074110	经济法 B Economic Law B	2	32					2	
4170076110	技术经济学 A Technology Economics A			3	48					3			
4170039110	公共关系学 Public Relationship			2	32					3			
小 计 Subtotal				7	176								
<p>修读说明：要求至少选修 2 分。</p> <p>NOTE: Minimum subtotal credits: 2.</p>													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
专 业 课 程 Specialized Courses	必 修 课 Required Courses	4170138110	统计学 B Statistics B	3	48	6				4			
		4170140110	投资学 Security Analysis and Investment	2	32					4	财务管理 A		
		4170178110	中级财务管理 Intermediary Financial Management	4	64					4	财务管理 A		
		4170091110	纳税实务 Tax Planning	3	48	16				4			
		4170179110	中级财务会计 1 Financial Accounting I	3	48					4	会计学原理		
		4170180110	中级财务会计 2 Financial Accounting II	3	48					5			
		4170001110	Excel 财务应用 Application of Excel in Financial	3	48	24				5			
		4170354130	成本会计 Cost Accounting	3	48					5			
		4170048110	管理会计 Managerial Accounting	3	48					5			
		4170406130	内部控制学 Internal Control	3	48					5			
		4170280120	审计学 C Auditing C	3	48					6			
		4170020110	财务战略 Financial Strategy	2	32					6			
		4170263120	财务管理软件与应用 Financial Management Software and Application	2	32	16				6			
		4170034110	高级财务管理 B Advanced Financial Management B	2	32					7			
		4170375130	公共组织财务管理 B Financial Management of Public Organization B	2	32					7			
		4170404130	财务分析 Financial Analysis	3	48					7			
				小 计 Subtotal	44	704	62						
		选 修 课 Elective Courses	4170019110	财务与会计法规 Accounting Regulation	2	32					4		
			4010054110	货币银行学 A Money and Banking A	3	48					4		
			4170017110	财务管理专业英语 Professional English of Financial Management	3	48					5		
	4170353130		财务与会计名著导读 Accounting Classics Reading	1.5	24					5			
	4170037110		个人理财 Personal Financing	2	32					6			
	4170184110		资产评估 A Assets Valuation A	3	48					6			
	4170183110		资本市场与理财 Capital Market and Financing	2	32					6			
	4170035110		高级财务会计 Advanced Financial Accounting	4	64					6	中级财务会计 2		

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
		4170139110	投资基金理财 Investment Fund Financing	2	32					7			
		4170150110	项目投资与融资 A Project Investment and Financing A	3	48					7			
		4170349130	财经应用文写作 Financial Applied Writing	1.5	24					7			
		4170430130	专业文献检索 Literature Retrieval for Financial	1	16					7			
		4170348130	财富管理 Fortune Management	2	32					7			
		小 计 Subtotal			30	480							
		修读说明：要求至少选修 14 学分。 NOTE: Minimum subtotal credits: 14.											
个性化课程 Personalized Course	选修课 Elective Courses	4170191110	金融企业会计 Financial Enterprises Accounting	2	32					5			
		4170068110	会计制度设计 Accounting System Design	2	32					5			
		4170153110	薪酬管理 Compensation Management	2	32	8				5			
		4170273120	绩效管理 Performance Appraisal	2	32	8				6			
		4170107110	情商管理与沟通 Emotional Management and	2	32					6			
		4010084110	商业银行经营与管理 A Commercial Bank Management A	3	48	8				7			
		4170308120	企业战略管理 B Enterprise Strategy Management B	3	48					7			
		小 计 Subtotal			16	256	24						
修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.													

九、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4080152110	机械制造工程实训 D Machinery Manufacturing Engineering Practice D	1	1	4	
4170240110	社会调查 Social Surveys	1.5	1.5	4 (暑期)	
4170214110	财务会计手工模拟训练 Major Basic Experiment	2	2	5	
4020267130	内部控制与风险管理实训 Internal Control and Risk Management Training	2	2	5	
4170309120	专业实习 Specialty Practice	2	2	6	

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crns	建议修读学期 Suggested Term	第二专业 Second Major
4170352130	财务决策沙盘模拟训练 B Simulation Training for Financial Decision B	2	2	6	
4170351130	财务会计计算机模拟训练 Major Comprehensive Experiment	2	2	7	
4170205110	毕业实习 Practice for Graduation	3	3	7	
4170437130	毕业论文 Graduation Thesis	17	11	8	
小 计 Subtotal		35.5	28		

十、其它要求

X Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

人力资源管理专业本科培养方案

Undergraduate Program for Specialty in Human Resource Management

一、业务培养目标

I Educational Objectives

人力资源管理专业培养具备管理、经济、法律和人力资源管理等方面的知识和能力，能在企、事业单位及政府部门从事人力资源管理实务以及教学、科研方面工作的人力资源管理学科高级专门人才。

The specialty of Human Resource Management (HRM) aims at fostering advanced talents who master all kinds of knowledge of management, economics, law and HRM, and have competence for HRM in various companies, nonprofit organizations and governmental units, as well as economic and administrative departments. At the same time, its graduates can also take up the instructive and scientific research works in colleges, universities and scientific research units.

二、业务培养要求

II Educational Requirement

人力资源管理专业学生主要学习管理学、经济学和人力资源管理的基本理论和知识，受到人力资源管理方法与技巧方面的基本训练，具有分析和解决企业中人力资源管理问题的基本能力。

毕业生应获得以下几方面的知识能力：

1. 掌握管理学、经济学和人力资源管理的基本理论、基本知识；
2. 系统掌握人力资源管理的定性、定量分析方法，了解人力资源管理学科的历史、现状和发展趋势；
3. 具有一定的与本专业相关的管理、经济、法律等学科的知识，具有较强的电子计算机应用能力；
4. 掌握文献检索、资料查询的基本方法，具有较强的调查研究、分析问题、解决问题的能力，语言表达和写作能力，以及初步的科研能力；
5. 熟悉国内外与人力资源管理相关的方针、政策和法规。
6. 具有较强的英语综合应用能力，特别是听、说能力，在今后工作和社会交往中，能用英语进行口头和书面信息交流，能熟练地进行外文阅读，有一定的科技外语写作能力。
7. 熟悉交通、材料等学科的基础知识，具备在相关行业从事人力资源管理工作的基础。

In order to have the ability of analyzing and solving practical problems on HRM, the students of this program are required to study the basic theories and knowledge of HRM and to receive the basic training of HRM methods and skills.

1. Predominating the theory of management, economics and Human Resource Management (HRM).
2. Predominating the HRM principles, HRM theories and skills and understanding the history of HRM, the reality and developmental direction systematically.
3. Predominating the related knowledge of economics, laws and management and having the higher ability to use computers.
4. Be capable of investigating, analyzing and resolving issues, and having the ability of writing, communicating and preliminary scientific research.
5. Familiar with the HRM policies, laws and practices of abroad and native.
6. Grasping one of foreign languages at least; especially having the ability to listen, speak, and comprehend foreign papers.
7. Be familiar with the basic knowledge in the fields of Transportation and Material Science, and having competence for the job of HRM in some related industries.

三、主干学科

III Major Disciplines

主干学科：经济学，管理学，人力资源管理

Major Disciplines: Economy, Management, Human Resource Management

四、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

专业核心课程：：管理学原理、管理心理与行为、人力资源战略管理、工作分析与岗位管理、人力资源培训与开发、绩效管理、薪酬管理、组织设计与发展、人力资源法规

Core Courses: Management Principles, Management Psychology and Behavior, Strategic Human Resources Management, Job Analysis and Position Management, Human Resource Training and Development, Performance Appraisal, Compensation Management, Organizational Design and Development, Human Resource Laws

专业特色课程: 人员甄选与测评、职业发展与管理、人力资源预警管理、管理工效学

Characteristic Courses: Personnel Selection, Recruitment and Evaluation, Career Development and Management, Human Resource Early Warning Management, Human Factors

五、学制与学位

V Length of School and Degree

修业年限: 四年

Duration: 4 years

授予学位: 管理学学士

Degrees Conferred: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	38	40	\	29	\	190
选修课 Elective Courses	9	2	17	10	\	10	

七、课程修读指导建议

VII Recommendations on Course Studies

八、理论教学进程表

VIII Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term				
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	32			16		1				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		1050001130	心理健康教育 Mental Health Education	1	16					1				
		4030002110	大学英语 A1 College English A I	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1				
		程序设计语言课程组(三选一, 3 学分)												
				4120023110	计算机程序设计基础(C 语言) Fundamentals of Computer Program Design(C)	3	48		12			2		
				4120024110	计算机程序设计基础(FORTRAN 语言) Fundamentals of Computer Program Design(FORTRAN)	3	48		12			2		
				4120025110	计算机程序设计基础(VB 语言) Fundamentals of Computer Program Design(VB)	3	48		12			2		
				小 计 Subtotal		35	720		24	64	64			
选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses			全校学生要求至少取得 9 学分, 建议在每个类别中分别至少选修一门课程。 All students are required to obtain at least nine credits, and suggested to select at least one course in five categories respectively.										
	人文社科类 Arts and Social Science Courses													
	经济管理类 Economy and Management Courses													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term		
		科学技术类 Science and Technology Courses										
		艺术体育类 Art and Physical Education Courses										
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 Required Courses	4170259110	专业导论 Introduction of Specialty	1	16					1		
		4170057110	管理学原理 A Management Principle A	3	48					1		*
		4010053110	宏观微观经济学 Macro & Microeconomics	3.5	56					1		*
		4050065110	高等数学 B 上 Advanced Mathematics B I	5	80					1		
		4050066110	高等数学 B 下 Advanced Mathematics B II	5	80					2	高等数学 B 上	
		4050229110	线性代数 Linear Algebra	2.5	40					2		
		4170066110	会计学原理 Accounting Principle	3	48					2		*
		4170134110	市场营销学 Marketing	3	48					2		*
		4050058110	概率论与数理统计 B Probability and Mathematics Statistics B	3	48					3	线性代数	
		4170013110	财务管理 A Financial Management A	3	48					3		*
		4170171110	运筹学 Operating Research	3	48					3	线性代数	
		4170055110	管理信息系统 B Management Information System B	3	48		18			3		
		小 计 Subtotal			38	608		18				
	选 修 课 Elective Courses	4020074110	经济法 B Economic Law B	2	32					2		
		4170076110	技术经济学 A Technology Economics A	3	48					3		
		4170039110	公共关系学 Public Relationship	2	32					3		
		4170047110	管理沟通 Management Communication	2	32					5		
		4170147110	系统工程 System Engineering	2	32					6		
		小 计 Subtotal			11	176						
修读说明：要求至少选修 2 学分。 NOTE: Minimum subtotal credits: 2.												
专 业 课 程 Specialized Courses	必 修 课 Required Courses	4170053110	管理心理与行为 Management Psychology and Behavior	3	48					4		*
		4170098110	企业数据库应用 Application of Enterprise Data	3	48		20			4		
		4170102110	企业战略管理 A Enterprise Strategy Management A	3	48					4		*
		4170038110	工作分析与岗位管理 Job Analysis and Position Management	2	32			6		4	专业导论	*

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			建议修读学期 Suggested Term
		4170133110	生产运作管理 B Production Operations Management B	3	48					4	专业导论	*
		4170138110	统计学 B Statistics B	3	48	6				4	概率论与数理统计 B	
		4170093110	企业风险管理 Enterprise Risk Management	2	32					4		
		4170117110	人员甄选与测评 A Personnel Selection, Recruitment and Evaluation A	2.5	40		14			5	专业导论	*
		4170110110	人力资源法规 Human Resource Laws	2.5	40			4		5	专业导论	*
		4170069110	绩效管理 Performance Appraisal	2	32	8				5	专业导论	*
		4170115110	人力资源战略管理 Strategic Human Resources Management	2	32					5	专业导论	*
		4170176110	职业发展与管理 Career Development and Management	2	32			4		6	专业导论	*
		4170113110	人力资源开发与培训 Human Resource Development and Training	2	32			4		6	专业导论	*
		4170153110	薪酬管理 Compensation Management	2	32	8				6	专业导论	*
		4170170110	员工关系管理 Employee Relationship Management	2	32					6	专业导论	*
		4170116110	人力资源诊断 Human Resource Diagnosis	2	32					6	专业导论	*
		4170186110	组织设计与发展 Organizational Design and Development	2	32					6		*
			小 计 Subtotal	40	640	22	34	18				32
	选修课 Elective Courses	4170127110	社会保障学 B Social Security B	2	32					4		
		4170383130	普通心理学 General Psychology	2	32					4		
		4170266120	Excel 财务应用 Application of Excel in Financial Management	3	48	24				5	财务管理 A	
		4170097110	企业年金与员工福利 Supplementary Pension & Staff Welfare	2	32					5		
		4170029110	电子商务实务 E-commerce Praticce	2	32					5		
		4170046110	管理工效学 Managerial Ergonomics	2	32					5		
		4170425130	应用文写作 Practical Writing	2	32					5		
		4170196110	企业伦理与企业文化 Business Ethics and Corporate Culture	2	32					5		
		4170149110	项目管理 A Project Management A	2	32					5		
		4170028110	创业营销管理 Entrepreneurial Marketing Management	2	32					6		

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Cr.	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term			
		4170037110	个人理财 Personal Financing	2	32					6			
		4170292120	职业经理人管理技能 Occupation Managers Management Skills	2	32					6			
		4170131110	生产现场管理 Workshop Management	2	32					6			
		4170148110	现代物流管理 Modern Logistics Management	2	32					6			
		4170284120	研究方法 Research Methods	2	32					7			
			小 计 Subtotal	31	496								
修读说明：要求至少选修 17 学分。 NOTE: Minimum subtotal credits: 17.													
个性化课程 Personalized Course	选修课 Elective Courses	4070027110	材料科学概论 Introduction of Material Science	2	32					7			
		4090017110	交通运输工程概论 A Introduction of Transportation Engineering A	2	32					7			
		4020095110	社会心理学 B Social Psychology B	2	32					7			
		4170114110	人力资源预警管理 Human Resources Forewarning Management.	2	32					7			
		4170081110	跨国人力资源管理 Transnational Human Resources Management	2	32					7			
			小 计 Subtotal	10	160								
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.											

九、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Cr.	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4080152110	机械制造工程实训 D Metal Techniques Practice D	1	1	4	
4170235110	人员甄选与测评实验 Personnel Selection, Recruitment and Evaluation Experiment	2	2	5	
4170414130	薪酬管理课程设计 Compensation Management Course Design	2	2	6	
4170223110	绩效管理课程设计 Performance Appraisal Course Design	2	2	5	
4170253110	专业实习 Specialty Practice	2	2	5	
4170233110	情商与能力拓展训练 EQ and Ability Development Training	2	2	7	
4170234110	人力资源管理专业综合实验 HRM Specialty Comprehensive Experiment	1.5	1.5	7	

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term	第二专业 Second Major
4170439130	毕业实习 Practice for Graduation	4	4	7	
4170436130	毕业论文 Graduation Thesis	17	11	8	7*
小 计 Subtotal		36.5	29		7

十、其它要求

X Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

工商管理专业本科培养方案

Undergraduate Program for Specialty in Business Administration Management

一、专业培养目标

I Educational Objectives

工商管理专业培养具备管理、经济、法律及企业战略规划、形象设计、生产运作、物流规划与供应链管理等专门知识和能力，能在企、事业单位及政府部门从事相关规划与经营管理工作，并能独立从事教学与科研活动，适应社会主义市场经济发展的，特别能吃苦、适应、创新和竞争并善于沟通、亲和力强的应用性、复合性中高级工商管理人才。

The program of Business Administration aims at nurturing advanced talents with hardworking, adaptable, creative, competitive and communicative abilities as well as profound knowledge of management, economics, law, corporate strategy planning, corporate image design, manufacturing operation, logistics planning and supply chain management, who will be able to engage in planning and management in enterprises, state-owned organizations and governments, and will be able to conduct teaching as well as research activities and meet the development of socialist market economy.

二、专业培养要求

II Educational Requirement

工商管理专业学生主要学习管理学、经济学和企业管理的基本理论、基本知识和基本方法，重点接受工商企业战略规划、形象设计、生产运作、物流规划与供应链管理等管理方法与技巧方面的基本训练，具有分析和解决企业战略规划、形象设计、生产运作、物流规划与供应链管理及其相关管理问题的能力。毕业生应获得以下几方面的知识能力。

1. 掌握管理学、经济学的基本原理和现代企业管理的基本理论、基本知识；
2. 掌握企业战略规划、形象设计、生产运作、物流规划与供应链管理等企业管理的定性、定量分析方法；
3. 具有较强的语言与文字表达、人际沟通以及分析和解决企业管理工作问题的基本能力；
4. 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与规则；
5. 了解本学科的理论前沿和发展动态；
6. 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。
7. 熟练掌握企业管理专业英语词汇，具有较强的英语综合应用能力，特别是听说能力，在今后工作与社会交往中能用英语进行口头和书面信息交流，熟练进行外文阅读，有一定的科技写作能力。

Students majoring in Business Administration are required to acquire fundamental theories, basic knowledge and methods of management, economics and enterprise management; receive basic training of methods and skills in industrial and corporate strategy planning, corporate image design, manufacturing operation, logistics planning and supply chain management; master good abilities of analyzing and solving problems in the above mentioned fields. The graduates are also required to obtain the knowledge or abilities as follows:

1. Mastering fundamental theories and knowledge of management, economics and modern enterprise management;
2. Acquiring both quantitative and qualitative analysis methods applied in corporate strategy planning, corporate image design, production operation, logistics planning and supply chain management;
3. Having relatively better competences for expression, interpersonal communication and problem-solving abilities in enterprise management;

4. Being acquainted with the directive policies and regulations of enterprise management;
5. Understanding the theoretical cutting edge and the most recent development trend in relative field;
6. Mastering basic methods of literature retrieval and information inquiry, and having abilities of scientific research and practical working;
7. Being proficient in specialized English vocabulary in enterprise management, and acquiring comprehensive application of English, especially in speaking and listening; good at both oral and written communication as well as reading and sci-tech writing.

三、主干学科

III Major Disciplines

主干学科：经济学、工商管理

Major Disciplines for Financial Management: Economics, Business Administration

四、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

专业核心课程：宏观经济学、管理学原理、会计学、统计学、管理经济学、管理信息系统、生产运作管理、财务管理、市场营销学、企业战略管理、物流与供应链管理、人力资源管理、质量管理学等

Major Courses for Business Administration: Macro & Micro Economics, Management Principles, Accounting, Statistics, Managerial Economics, Management Information System, Manufacturing and Operation Management, Financial Management, Marketing, Enterprise Strategy Management, Logistics and Supply Chain management, Human Resource Management, Quality Management, etc.

专业特色课程：企业战略管理、生产运作管理、企业形象管理、情商与管理沟通、物流与供应链管理

Business Administration Program: Enterprise Strategy Management, Manufacturing and Operation Management, Corporate Image Management, Emotional and Management Communication, Logistics and Supply Chain management.

五、计划学制与学位

V Length of School and Degree

修业年限：四年

Duration: Four Years

授予学位：管理学学士

Degree Granted: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	38	43.5	\	27.5	\	190
选修课 Elective Courses	9	2	15	10	\	10	

第二专业应修满 50 学分，其中含 8 学分《毕业论文》。

七、课程修读指导建议

VII Recommendations on Course Studies

八、理论教学建议进程表

VIII Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term				
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	32			16		2-4				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		1050001130	心理健康教育 Mental Health Education	1	16					1				
		4030002110	大学英语 A1 College English A 1	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1				
		程序设计语言课程组(三选一, 3 学分)												
				4120023110	计算机程序设计基础(C 语言) Fundamentals of Computer Program Design(C)	3	48		12			1-2		
				4120024110	计算机程序设计基础(FORTRAN 语言) Fundamentals of Computer Program Design(FORTRAN)	3	48		12			1-2		
				4120025110	计算机程序设计基础(VB 语言) Fundamentals of Computer Program Design(VB)	3	48		12			1-2		
				小 计 Subtotal		35	736		24	64	64			
选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses			全校学生要求至少取得 9 学分, 建议在每个类别中分别至少选修一门课程。 All students are required to obtain at least nine credits, and suggested to select at least one course in five categories respectively.										
	人文社科类 Arts and Social Science Courses													
	经济管理类 Economy and Management Courses													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term				
		科学技术类 Science and Technology Courses												
		艺术体育类 Art and Physical Education Courses												
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 Required Courses	4170259110	专业导论 Introduction of Specialty	1	16					1				
		4170057110	管理学原理 A Management Principle A	3	48					1		*		
		4010053110	宏微观经济学 Macro & Microeconomics	3.5	56					1		*		
		4050065110	高等数学 B 上 Advanced Mathematics B I	5	80					1				
		4050066110	高等数学 B 下 Advanced Mathematics B II	5	80					2	高等数学 B 上			
		4050229110	线性代数 Linear Algebra	2.5	40					2				
		4170066110	会计学原理 Accounting Principle	3	48					2		*		
		4170134110	市场营销学 Marketing	3	48					2		*		
		4050058110	概率论与数理统计 B Probability and Mathematics Statistics B	3	48					3	线性代数			
		4170013110	财务管理 A Financial Management A	3	48					3		*		
		4170171110	运筹学 Operating Research	3	48					3	线性代数			
		4170055110	管理信息系统 B Management Information System B	3	48		18			3				
		小 计 Subtotal				38	608		18				15.5	
		选 修 课 Elective Courses	选 修 课 Elective Courses	4020074110	经济法 B Economic Law B	2	32					2		
				4170076110	技术经济学 A Technology Economics A	3	48					3		*
4170039110	公共关系学 Public Relationship			2	32					3				
小 计 Subtotal				7	112						3			
修读说明：要求至少选修 2 学分。 NOTE: Minimum subtotal credits: 2 .														
专 业 课 程 Specialized Courses	必 修 课 Required Courses	4170049110	管理经济学 A Managerial Economics A	2.5	40					4	宏微观经济学			
		4170285120	统计学 C Statistics C	3	48					4	概率论与数理统计 B			
		4170053110	管理心理与行为 Management Psychology and Behavior	3	48					4				
		4170111110	人力资源管理 A Human Resource Management A	3	48					4	管理学原理 A	*		
		4170283120	市场预测与决策 Market Predication and Decision-making	2.5	40					4				

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term			
		4170281120	生产运作管理 A Manufacturing and Operation Management A	4	64			16		5		*	
		4170278120	企业战略管理 Enterprise Strategy Management	4	64			16		5		*	
		4170264120	企业经营策划学 Enterprise Business	2.5	40					5			
		4170289120	物流与供应链管理 Logistics and Supply Chain Management	4	64		8	16		6		*	
		4170390130	情商管理与沟通 Emotional Management and Communication	3	48					6		*	
		4170177110	质量管理学 Quality Management	3	48		8			6	生产运作管理 A		
		4170104110	企业诊断方法 Enterprise Diagnosis Method	2	32					6	企业战略管理	*	
		4170276120	企业经营模拟 Enterprise Operation Simulation	1.5	48	48				6	生产运作管理 A		
		4170359130	创业企业管理 Entrepreneurial enterprises Management	2	32					7			
		4170277120	企业形象管理 Corporate Imagine Management	3.5	56			16		7			
		小 计 Subtotal		43.5	720	48	16	64				21.5	
	选修课 Elective Courses	4080262130	机械制造工艺 Machinery Manufacturing Technology	2	32					4			
		4170098110	企业数据库应用 Application of Enterprise Data	3	48		20				4		
		4170173110	证券投资分析 Securities Investment Analysis	2.5	40		8				5	管理经济学 A	
		4170106110	企业组织设计 Enterprise Organization Design	2	32						5		*
		4170080110	客户关系管理 B Customer Relationship Management B	2	32						5		
		4170029110	电子商务实务 E-commerce Practice	2	32						5		
		4170100110	企业文化管理 Enterprise Culture Management	2	32						5		
		4170131110	生产现场管理 Workshop Management	2	32						6	生产运作管理 A	
		4170147110	系统工程 System Engineering	2	32						6		
		4170096110	企业伦理 Enterprise Ethics	2	32						6		
		4010040020	国际贸易理论与实务 Theory and Application of International Trade	3	48						7		
		4170093110	企业风险管理 Enterprise Risk Management	2	32						7		
		4170149110	项目管理 A Project Management A	2	32						7		
		4170023110	产品开发研究 Product Development Research	2	32						7		

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including						先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur	建议修读学期 Suggested Term			
		4170060110	国际企业管理学 International Business Management	2	32					7			
		4170381130	管理学研究方法的前沿 Lecture for Front of Management	2	32					7			
		小 计 Subtotal		34.5	552		28					2	
修读说明：要求至少选修 15 学分。 NOTE: Minimum subtotal credits: 15.													
个性化课程 Personalized Course	选修课 Elective Courses	4170167110	营销渠道管理 Marketing Channel Management	2	32					5	市场营销学		
		4070027110	材料科学概论 Introduction of Material Science	2	32					5			
		4090017110	交通运输工程概论 A Introduction of Transportation Engineering A	2	32					5			
		4170176110	职业发展与管理 Career Development and Management	2	32			4		6	人力资源管理 A		
		4170350130	财务报表分析 Analysis of Financial Report	2	32	10				6	财务管理 A		
		4170028110	创业营销管理 Entrepreneurial Marketing Management	2	32					6	市场营销学		
		4170273120	绩效管理 Performance Appraisal	2	32	8				6	人力资源管理 A		
		4090152130	汽车工程概论 Introduction to Automotive Engineering	2	32					7			
		小 计 Subtotal		16	256	18		4					
		修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.											

九、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4080152110	机械制造工程实训 D Metal Techniques Practice D	1	1	4	
4170441130	认识实习 Social Surveys	1	1	4(暑期)	
4170255110	专业实习 Specialty Practice	3	3	5	
4170299120	企业供应链沙盘模拟 Enterprise Supply Chain Simulation	2	2	6	
4170232110	情商与管理技能训练 EQ and Management Skill Training	1	1	6	
4170228110	企业生产运作管理模拟 Enterprise Manufacture and Operation Simulation	2	2	7	
4170219110	公司运作全程设计训练 Corporation Operation Design Training	2	2	7	

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crns	建议修读学期 Suggested Term	第二专业 Second Major
4170206110	毕业实习 Practice for Graduation	3	3	7	
4170435130	毕业论文 Graduation Thesis	17	11	8	8*
小 计 Subtotal		35	27.5		8

十、其它要求

X Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

会计学专业本科培养方案

Undergraduate Program for Specialty in Accounting

一、业务培养目标

I Educational Objectives

本专业培养具有较强市场经济意识和社会适应能力，具有较宽广的管理、经济、法律等综合知识背景及会计学专业知识和能力，能在企、事业单位及政府部门实务以及教学、科研方面从事会计、审计、财务管理等工作，具有一定专业技能的高级复合型会计人才。

The major brings up students to be advanced inter-disciplinary accounting talents with strong market economy consciousness and social adaptability, as well as broad knowledge of management, economics, laws and accounting, who will be able to engage in practice and management of accounting, auditing, financial management, teaching and scientific research work in all kinds of business enterprises, correlative science research branches and government offices.

二、业务培养要求

II Educational Requirement

本专业学生主要学习会计、审计和工商管理方面的基本理论和专业知识，接受会计、审计和财务管理方法与技巧方面的基本训练，培养分析和解决会计问题的基本能力。

毕业生应获得以下几个方面的知识和能力：

1. 掌握管理学、经济学基本理论和会计学专业知识；
2. 系统掌握会计学的定性、定量分析方法，了解会计学科的历史、现状和发展趋势；
3. 具有较强的语言和文字表达、人际沟通、信息获取能力以及分析和解决会计、审计和财务管理实际问题的基本能力；
4. 熟悉国内外与会计、审计和财务管理相关的方针、政策和法规及国际会计审计惯例；
5. 了解本学科的理论前沿及其发展动态；
6. 掌握文献检索、资料查询的基本方法，具有一定的科学研究能力；
7. 具有较强的英语综合应用能力，特别是听、说能力，在今后工作和社会交往中，能用英语进行口头和书面信息交流，能熟练地进行外文阅读，有一定的专业外语写作能力。

In order to have the ability of analyzing and solving practical problems on accounting, the students of this program are required to study the basic theories and knowledge of accounting, auditing and business management as well as to receive the basic training of accounting methods and skills.

The knowledge and abilities shall be mastered by the undergraduates are as follows.

1. Basic theory on economics, management and special knowledge of accounting.
2. Quantitative and qualitative analysis method of accounting as well as knowledge on history and tendency of accounting.
3. Having relatively better competences for expression, interpersonal communication and information acquisition, together with basic ability to analyze and solve practical problems in accounting, auditing and financial management decision;
4. The guidelines, policies and laws on accounting, auditing and financial management in China as well as of traditions and rules of international accounting and auditing.
5. The front-line theories and development tendency of this program.
6. Mastering basic methods of literature retrieval and information inquiry, and having abilities of scientific research;

7. A comprehensive application ability of English, especially the ability to speak and listen in English. Students will be able to communicate with others both in oral and literal English in practice. Moreover, they can read materials in English freely and be of certain ability of writing in professional English.

三、主干学科

III Major Disciplines

主干学科：工商管理、经济学、法学

Major Disciplines: Business Administration, Economics, Laws

四、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

专业核心课程：会计学原理、财务管理、中级财务会计、高级财务会计、成本会计、管理会计、审计学

Core Courses: Fundamental Accounting, Intermediate Financial Accounting, Advanced Financial Accounting, Cost Accounting, Managerial Accounting, Financial Management, Computer Accounting, Auditing

专业特色课程：计算机会计、行业会计、中级财务管理、国际会计、税务会计

Characteristic Courses: Computer Accounting, Special Subject of Industry Accounting, International Accounting, Taxation Accounting

五、计划学制与学位

V Length of School and Degree

修业年限：四年

Duration: Four Years

授予学位：管理学学士

Degree Granted: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	38	44.5	\	30	\	190
选修课 Elective Courses	9	2	11.5	10	\	10	

七、课程修读指导建议

VII Recommendations on Course Studies

八、理论教学建议进程表

VIII Theory Course Schedule

课程类别 Course Classifi- cation	课程 性质 Course Nature	课程编号 Course Number	课 程 名 称 Course Title	学 分 Crs	学时分配 Including					建议修 读学期 Suggested Term	先修课程 Prerequisite Course	第二 专业 Second Major		
					总学 时 Tot hrs.	实 验 Exp.	上 机 Ope- ration	实 践 Prac- tice	课 外 Extra- cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	64					1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	16			16		1				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		1050001130	心理健康教育 Mental Health Education	1	16					1				
		4030002110	大学英语 A1 College English A I	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1				
		程序设计语言课程组(三选一, 3 学分) Courses of Computer Program Design (select one out of three, Credits: 3)												
				4120023110	计算机程序设计基础(C 语言) Fundamentals of Computer Program	3	48		12			2		
				4120024110	计算机程序设计基础(FORTRAN 语言) Fundamentals of Computer Program	3	48		12			2		
				4120025110	计算机程序设计基础(VB 语言) Fundamentals of Computer Program Design(VB)	3	48		12			2		
				小 计 Subtotal		35	720		24	64	64			
选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses			全校学生要求至少取得 9 学分, 建议在每个类别中分别至少选修一门课程。 All students are required to obtain at least nine credits, and suggested to select at least one course in five categories respectively.										
	人文社科类 Arts and Social Science Courses													
	经济管理类 Economy and Management Courses													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
		科学技术类 Science and Technology Courses											
		艺术体育类 Art and Physical Education Courses											
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 Required Courses	4170259110	专业导论 Introduction of Specialty	1	16					1			
		4170057110	管理学原理 A Management Principle A	3	48					1			
		4010053110	宏微观经济学 Macro & Microeconomics	3.5	56					1			
		4050065110	高等数学 B 上 Advanced Mathematics B I	5	80					1			
		4050066110	高等数学 B 下 Advanced Mathematics B II	5	80					2	高等数学 B 上		
		4050229110	线性代数 Linear Algebra	2.5	40					2			
		4170066110	会计学原理 Accounting Principle	3	48					2			
		4170134110	市场营销学 Marketing	3	48					2			
		4050058110	概率论与数理统计 B Probability and Mathematics Statistics B	3	48					3	线性代数		
		4170013110	财务管理 A Financial Management A	3	48					3			
		4170171110	运筹学 Operating Research	3	48					3			
		4170055110	管理信息系统 B Management Information System B	3	48			18		3			
		小 计 Subtotal				38	608		18				
		选 修 课 Elective Courses	4020074110	经济法 B Economic Law B	2	32					2		
	4170076110		技术经济学 A Technology Economics A	3	48					3			
	4170039110		公共关系学 Public Relationship	2	32					3			
				7	112								
修读说明：要求至少选修 2 学分。 NOTE: Minimum subtotal credits:2.													
专 业 课 程 Specialized Courses	必 修 课 Required Courses	4170265120	成本会计 Cost Accounting	5	80			24		4	会计学原理	*	
		4170409130	税务会计 Taxation Accounting	3.5	56	8				4	会计学原理		
		4170179110	中级财务会计 1 Financial Accounting I	3	48					4	会计学原理	*	
		4170138110	统计学 B Statistics B	3	48	6				4			
		4170180110	中级财务会计 2 Financial Accounting II	3	48					5	中级财务会计 1		

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including				建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice			
		4170048110	管理会计 Managerial Accounting	3.5	56				5	成本会计	*
		4170068110	会计制度设计 Accounting System Design	2	32				5	中级财务会计 1	
		4170274120	计算机会计 Computer Accounting	5	80	10		30	5	中级财务会计 1 成本会计	*
		4170429130	中级财务管理 Intermediary Financial Management	3	48	8			6	财务管理 A	*
		4170035110	高级财务会计 Advanced Financial Accounting	4	64				6	中级财务会计 2	*
		4170130110	审计学 B Auditing B	3.5	56				6	中级财务会计 2	*
		4170269120	国际会计 (英文版) International Accounting	3	48				6	中级财务会计 2 管理会计	
		4170416130	行业会计 Industry Accounting	3	48				7	中级财务会计 2	
		小 计 Subtotal				44.5	712	32		54	
	选修课 Elective Courses	4170067110	会计名著导读 Accounting Classics Reading	1.5	24				4		
		4170019110	财务与会计法规 Accounting Regulation	2	32				4		
		4170063110	会计史 Accounting History	2	32				4		
		4170191110	金融企业会计 Financial Enterprises Accounting	2	32				5	中级财务会计 1	*
		4170175110	政府与非盈利组织会计 Non-profit Organization Accounting	2	32				5	中级财务会计 1	*
		4170272120	会计专业英语 Accounting Professional English	2	32				5	会计学原理	*
		4010034110	国际金融 B International Finance B	2	32				6		
		4170350130	财务报表分析 Analysis of Financial Report	2	32				6	财务管理 A	
4170383130		会计前沿专题 Frontiers of Accounting	2	32				6	中级财务会计 2		
4170403130		税收筹划 Tax Planning	2	32				6			
4170073110	计算机审计 Computer Auditing	2	32	12			7	中级财务会计 2 计算机会计			
4170185110	资产评估 B Assets Appraisal B	2	32				7	中级财务会计 2			
4170386130	经济效益审计 Performance Auditing	2	32				7	中级财务会计 2			
4170034110	高级财务管理 B Advanced Financial Management B	2	32				7	财务管理 A			
4170020110	财务战略 Financial Strategy	2	32				7				
小 计 Subtotal				29.5	472	12					

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
修读说明：要求至少选修 11.5 学分。 NOTE: Minimum subtotal credits: 11.5												
个性化课程 Personalized Course	选修课 Elective Courses	4170047110	管理沟通 Management Communication	2	32					4		
		4170133110	生产运作管理 B Manufacturing and Operation Management B	3	48					5		
		4170153110	薪酬管理 Compensation Management	2	32	8				5		
		4170140110	投资学 Security Analysis and Investment	2	32					5	财务管理 A	
		4010055110	货币银行学 B Money and Banking B	2.5	40					5		
		4170090110	内部控制学 Internal Control	2	32					6		
		4170043110	供应链管理 A Supply Chain Management A	2.5	40					6		
		4170147110	系统工程 System Engineering	2	32					7		
		4170150110	项目投资与融资 A Project Investment and Financing A	3	48					7		
		小 计 Subtotal				21	336	8				
修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.												

九、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crs	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4080152110	机械制造工程实训 D Training on Mechanical Manufacturing Engineering D	1	1	4	
4170222110	会计循环实验 Accounting Imitation Operation	2	2	4	
4170297120	会计手工模拟实训 Accounting Simulation Training by hand	3	3	5	
4170301120	认识实习 Cognition Practice	1	1	6	
4170340130	EXCEL 基础强化训练 Fundamental Intense Training on EXCEL	0.5	0.5	6	
4170232110	情商与沟通管理技能训练 EQ and Communication Skill Training	1	1	7	
4170296120	会计电算化模拟实训 Simulation Training for Computer Accounting	2	2	7	
4170307120	审计实训 Simulation Training for Auditing	2	2	7	
4170250110	行业会计模拟实训 Simulation Training for Industry Accounting	2	2	7	

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term	第二专业 Second Major
4170207110	毕业实习 Practice for Graduation	3	3	7	
4170433130	毕业论文 Graduation Thesis	17	11	8	6*
小 计 Subtotal		37.5	30		6

十、其它要求

X Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term . The course will be arranged by the University Students' Affairs' Department in each school.

公共事业管理专业本科培养方案

Undergraduate Program for Specialty in Public Utilities Management

一、业务培养目标

I Educational Objectives

本专业培养具有综合理论素养和现代公共精神，掌握现代公共管理理论、技术与方法，具有公共安全与应急管理方面的专业特色知识与技能，具备开放性思维、决策分析和实践协调能力的高级专门人才，能在交通、电力、供水、供气等城市公用部门和各类企业中从事安全运营管理，能在教育、科技、文化、体育、卫生等事业单位，以及社区及各类非政府组织中从事公共管理等工作，具有较强创新精神和研究能力的复合应用型人才。

The major brings up students to be the practical specialists with the open-minded attitudes and abilities of decision analysis and practical coordination, who shall grasp the theory, technology and methods of modern public management, have the specialized knowledge and skills of public safety and emergency management. This program focuses on cultivating the students with comprehensive theoretical accomplishments and modern public spirits to be the compound applied talents with a strong spirit of innovation and research ability who specializes in Safety Operation Management in the transportation, electric power, water supply, gas supply and other cities lifeline departments, and major in the Public Administration and Safety management for the governments at all levels, enterprises and institutions, and non-governmental public sectors in the field of economy, education, science, culture, sports, health, City and community construction.

二、业务培养要求

II Educational Requirement

本专业学生主要学习现代管理科学的基础理论知识，掌握现代公共管理理论、技术与方法，培养和训练学生开展公共事业管理活动的基本素质和能力，使其具备计划、组织、实施、协调和评价等方面的综合实践能力，能够在政府部门、事业单位、企业、社区及非营利组织从事管理工作。

In this program, students mainly learn basic theories and knowledge of modern management science, who are required to grasp the theories, techniques and methods of modern public administration, develop the basic quality and capacity on participating in public utilities administrations. This program enables the students to engage in the public utilities management in Government administrative departments, institutions, business organizations, social organizations and non-profit organizations, specialized in planning, organizing, decision making, implementation, coordinating, and evaluation.

毕业生应获得以下几方面的知识和能力：

1. 掌握管理科学、经济学、社会学、信息学等社会科学与工程技术的基本理论知识，具有自我知识更新的能力；
2. 掌握适应办公自动化和电子政务，应用管理信息系统、地理信息系统和现代网络技术必须的计算机应用技能；
3. 具有进行社会调查、数据收集和处理，运用定量研究方法，进行统计分析的基本知识和能力；
4. 具有广博的人文社会科学知识，语言表达与写作能力强，熟悉有关的法律法规、方针政策和制度；
5. 了解公共事业管理的发展动态和理论前沿；
6. 掌握公共安全与应急管理的理论与方法，以及相应的自然科学与工程技术知识，具备较强的突发事件决策分析与应急处置能力；
7. 掌握文献检索、资料查询的基本方法，具有一定的科研能力和实际工作能力。

The students awarded their bachelor degree of Public administration shall have the capacities and knowledge as follows.

1. Capacity to grasp the basic theory and knowledge in social science (i.e. management science, economics, sociology, social science) and engineering technology, and self-knowledge update
2. Proficiency in Office automation software operations and use of modern management information systems and computer network technology application skills
3. Skills in conducting social investigation as well as data collection and processing, basic knowledge and ability to apply the quantitative research methods on the statistical analysis
4. Encyclopedic knowledge of humanities and social sciences, good language expression and writing ability, familiar with the relevant laws and regulations, policies and system
5. Information on the development dynamics and theoretical frontiers of public utilities management
6. Theory and technique of public safety and emergency management, natural sciences and engineering technology relevant, capacity of decision analysis and emergency response to the unexpected public emergency events
7. Basic skills in conducting the literature search and data query, abilities to conduct initial research and practical works in the field of public Management Sciences

三、主干学科

III Major Disciplines

主干学科：公共管理

Major Disciplines: Public Administration

四、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

专业核心课程：管理学原理、公共经济学，公共管理学，公共事业管理概论，公共部门人力资源开发与管理，公共组织行为学，公共政策分析，社会调查研究方法，公共组织战略管理，公共部门决策理论与方法，应用统计学，公共关系学、电子政务。

Core Courses: Management theory, Public economics, Public administration, Introduction to public utilities management, Human resource management and development in public sectors, Theory of organizational behavior in public sectors, Public policy analysis, Social research methods, Strategic management of public sectors, Theory and Methodology of decision-making in the public sector and Public ethics, Applied statistics, Public relations, E-government system

专业特色课程：公共安全管理导论，应急管理理论与方法、安全生产管理，企业风险管理，城市安全地理信息系统，交通安全预警管理，应急管理决策支持系统，公共项目评估与管理。

Characteristic Courses: Introduction to crisis and disaster emergency management, Public safety management, Safety production management, Enterprise risk management, Urban safety geographic information system, Traffic safety warning management, Decision support systems for emergency management, Evaluation and management of public projects

五、计划学制与学位

V Length of School and Degree

修业年限：四年

Duration: Four Years

授予学位：管理学学士

Degree Granted: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	35	37	45	\	23	\	190
选修课 Elective Courses	9	6	15	10	\	10	

七、课程修读指导建议

VII Recommendations on Course Studies

八、理论教学建议进程表
VIII Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
通 识 课 程 Public Basic Courses	必 修 课 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060003130	军事理论 Military Theory	1	16			16		1				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		1050001130	心理健康教育 Mental Health Education	1	16					1				
		4030002110	大学英语 A1 College English A I	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Introduction to Computer Technology	2	32			12		1				
		4120023110	计算机程序设计基础(C语言) Fundamentals of Computer Programming (C)	3	48			12		2				
					小 计 Subtotal	35	720		24	64	64			
	选 修 课 Elective Courses	创新创业类 Innovation and Entrepreneurship Courses		全校学生要求至少取得 9 学分，建议在每个类别中分别至少选修一门课程。 All students are required to obtain at least nine credits, and suggested to select at least one course in five categories respectively.										
		人文社科类 Arts and Social Science Courses												
		经济管理类 Economy and Management Courses												
		科学技术类 Science and Technology Courses												
		艺术体育类 Art and Physical Education Courses												

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
学 科 大 类 课 程 Basic Disciplinary Courses	必 修 课 Required Courses	4170259110	专业导论 Professional Introduction	1	16					1			
		4170057110	管理学原理 A Principle of Management A	3	48					1			
		4050065110	高等数学 B 上 Advanced Mathematics B I	5	80					1			
		4010548130	微观经济学 Microeconomics	2.5	40					1			
		4050066110	高等数学 B 下 Advanced Mathematics B II	5	80					2	高等数学 B 上		
		4170768130	公共安全管理导论 Public Safety Management Introduction	3	48				8	2			
		4050229110	线性代数 Linear Algebra	2.5	40					2			
		4170764130	公共经济学 Public Economics	2.5	40					2			
		4170372130	公共管理学 Public Management	2.5	40					3			
		4050058110	概率论与数理统计 B Probability and Mathematics Statistics B	3	48					3	线性代数		
		4170055110	管理信息系统 Information Management System	2.5	40			16		3			
		4170459130	公共事业管理概论 Introduction to Public Utilities management	2.5	40					3	公共管理学		
		4170427130	运筹学 Operational Research	2	32					4	线性代数		
				小 计 Subtotal	37	592		16	8				
	选 修 课 Elective Courses	4170765130	政治学原理 Principles of Political Science	2	32					2			
		4170766130	社会心理学 Social Psychology	2	32					2			
		4050462130	文科物理 Physics for Literal Arts Students	2	32					3			
		4170428130	灾害社会学 Disaster Sociology	2	32					3			
4170413130		现代工业系统概论 Introduction to Industrial System	2	32					4				
4170417130		行政法与行政诉讼法 Administrative Law and Administrative Procedure Law	2	32					4				
				小 计 Subtotal	12	192							
修读说明：要求至少选修 6 学分。 NOTE: Minimum subtotal credits: 6.													

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major	
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur				
专业 课程 Specialized Courses	必修课 Required Courses	4170369130	公共部门人力资源开发与管理 Human Resource Management and Development in Public Sectors	2.5	40					4			
		4170376130	公共组织行为学 Theory of Organizational Behavior in Public Sectors	2	32					4			
		4170422130	应急管理理论与方法 Theory and Technique of Emergency Management	2.5	40	8				4			
		4170424130	应用统计学与 SPSS 软件应用 Applied Statistics and the Application of SPSS	3	48		8			4			
		4170395130	社会保障学 Social Security	2	32					5			
		4170374130	公共组织财务管理 Financial Management in Public	2.5	40					5			
		4170359130	当代中国政府与行政 China Government and Administration	2.5	40			8		5			
		4170345130	安全生产管理原理 Safety Production Management Theory	3	48			16		5			
		4170384130	公共政策分析 Public Policy Analysis	2.5	40					5			
		4170361130	电子政务 E-government System	2.5	40		8			5			
		4170396130	社会调查研究方法 Social Research Methods	2.5	40		4	4		6			
		4170039110	公共关系学 Public Relations	2	32					6			
		4170397130	市政学 Urban Management	2.5	40				8	6			
		4170373130	公共项目评估与管理 Evaluation and Management of Public Projects	2.5	40					6			
		4170388130	企业风险管理 Enterprise risk management	2.5	40					6			
		4170355130	城市安全地理信息系统 Urban safety Geographic Information System	2	32		4			7			
		4170364130	非营利组织管理 Non-profit Organizations Management	2	32					7			
		4170385130	交通安全预警管理 Traffic Safety Early-warning Management	2	32					7			
		4170379130	管理文秘与应用写作 Secretarial and Administration	2	32			8		7			
		小 计 Subtotal				45	720	8	24	36	8		
	选修课 Elective Courses	4170347130	保险学 C Insurance C	2	32					5			
		4170367130	公共部门的危机公关与管理 Crisis Public Relations and Management for the Public Sectors	2	32					5			
4170371130		公共伦理学 Public Ethics	2	32					5				
4170370130		公共传播学 Public Media	2	32					5				

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
		4170368130	公共部门决策理论与方法 Theory and Methodology of Decision-making	2	32		4			5		
		4170421130	应急管理决策支持系统 Management Decision Support System	2	32		4			6		
		4170343130	安全人机工程学 Safety Man-machine Engineering	2	32					6		
		4170378130	公共组织战略管理 Strategic Management of Public Sectors	2	32					6		
		4170344130	安全生产法规与注册安全工程师 Certified Safety Engineer	2	32					6		
		4170346130	办公自动化软件及应用 Introduction and Application of Office Automation Software	2	32		8			6		
		4170358130	城市生命线安全管理实务 Safety Management of Urban Gas System	2	32				8	6		
		4170420130	应急管理国际比较 International Comparison on Emergency Management	2	32					7		
		4170366130	公共安全与应急管理前沿专题 Frontier Topics on Public Safety and Emergency Management	1	16					7		
		4170410130	危机与灾害应急能力综合评价 Comprehensive Evaluation of Emergency Response Capability in Crisis and Disaster	1	16					7		
		4170387130	能源管理与安全运营 Energy Management and Safety Operation	2	32					7		
		4170407130	社区安全与管理 Community Safety and Administration	2	32					7		
		4170382130	环境污染事故预防与应急管理 Prevention and Emergency Management of Environmental Pollution Accidents	2	32					7		
		小 计 Subtotal		32	512		16		8			
修读说明：要求至少选修 15 学分。 NOTE: Minimum subtotal credits: 15.												
个性化课程 Personalized Course	选修课 Elective Courses	4170076110	技术经济学 Technical Economics	3	48					7		
		4060009110	安全工程学 Safety engineering	2	32					7		
		4170134110	市场营销学 Marketing	3	48					7		
		小 计 Subtotal		8	128							
修读说明：学生可跨专业自主选择修读全校其他专业的课程，建议修读以上课程。要求至少选修 10 学分。 NOTE: Students can choose any courses from the other specialties, and are especially suggested to choose the courses above. Minimum subtotal credits: 10.												

九、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4170357130	城市生命线社会调查 Social survey	1	1	2(暑假)	
4080152110	机械制造工程实训 D Metal Techniques Practice D	1	1	4	
4170418130	行政管理实操训练 Practical Training on Public Administration	2	2	5	
4170342130	安全管理专业调查 Enterprise Safety Management Training	2	2	6(暑期)	
4170362130	电子政务实训 E-government system training	1	1	6	
4170365130	公共安全与应急管理模拟推演实训 Simulation Training on Public Security and Emergency Management	2.5	2.5	7	
4170440130	毕业实习 Practice for Graduation	2	2	8	
4170438130	毕业论文 Graduation Thesis	15	10	8	
小 计 Subtotal		29.5	23		

十、其它要求

X Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term course with 2 credits, is taught according to topics and tested at the end of the 7th term. The course will be arranged by the University Students' Affairs Department in each school.

会计学专业（ACCA 方向）本科培养方案

Undergraduate Program for Specialty in Accounting (ACCA)

一、业务培养目标

I Educational Objectives

会计学专业（ACCA 方向）是融合现代会计与财务专业知识体系和职业教育内容，与国际接轨的创新型专业。主要课程采用英文原版教材全英文（双语）授课，旨在培养具有 ACCA（特许公认会计师公会）执业资格，知识面广博，专业技能精深，适应现代商务需要，能在各大型跨国公司、会计师事务所或证券金融等行业从事高级管理事务的专门人才。

The program of Accounting (ACCA) is an innovative specialty achieved with international convergence, which is the integration of modern financial management and accounting knowledge system and vocational education. This program, using textbooks of English edition in English (bilingual) teaching, is designed to enable students to be professional with ACCA (the Association of Chartered Certified Accountants) qualification and to own extensive knowledge and intensive expertise. Graduates can meet modern business needs and be engaged in senior management affairs in the large multinational corporations, accounting firms or securities.

二、业务培养要求

II Educational Requirement

本专业学生主要学习会计、审计和工商管理方面的基本理论和专业知识，接受会计、审计和财务管理方法与技巧方面的基本训练，培养分析和解决会计问题的基本能力。

毕业生应获得以下几个方面的知识和能力：

- 1、掌握管理学、经济学和会计学的基本经济理论、基本知识；
- 2、系统掌握会计学的定性、定量分析方法，了解会计学科的历史、现状和发展趋势；
- 3、具有较强的语言和文字表达、人际沟通、信息获取能力以及分析和解决会计、审计和财务管理实际问题的基本能力；
- 4、掌握文献检索、资料查询的基本方法，具有较强的调查研究、分析问题、解决问题的能力，语言表达和写作能力，以及初步的科研能力；
- 5、熟悉国内外与会计、审计和财务管理相关的方针、政策和法规及国际会计审计惯例；
- 6、了解本学科的理论前沿及其发展动态；
- 7、具有较强的英语综合应用能力，特别是听、说能力，在今后工作和社会交往中，能用英语进行口头和书面信息交流，能熟练地进行外文阅读，有一定的专业外语写作能力。

In order to have the ability of analyzing and solving practical problems on accounting, the students of this program are required to study the basic theories and knowledge of accounting, auditing and business management as well as to receive the basic training of accounting methods and skills.

The knowledge and abilities shall be mastered by the undergraduates are as follows.

1. Basic theory and knowledge on economics, management and accounting.
2. Quantitative and qualitative analysis method of accounting as well as knowledge on history and tendency of accounting.
3. Having relatively better competences for expression, interpersonal communication and information acquisition, together with basic ability to analyze and solve practical problems in accounting, auditing and financial management decision;
4. Skills of searching for relative literature and data, as well as having the ability to do some practical science research work..

5. The guidelines, policies and laws on accounting, auditing and financial management in China as well as of traditions and rules of international accounting and auditing.

6. The front-line theories and development tendency of this program.

7. A comprehensive application ability of English, especially the ability to speak and listen in English. Students will be able to communicate with others both in oral and literal English in practice. Moreover, they can read materials in English freely and be of certain ability of writing in professional English.

三、主干学科

III Major Disciplines

主干学科：工商管理、经济学、法学

Major Disciplines: Business Administration, Economics, Laws

四、专业核心课程与专业特色课程

IV Core Courses and Characteristic Courses

专业核心课程：会计学原理、中级财务管理、中级财务会计、高级财务会计、成本管理、审计与鉴证

Core Courses: Fundamental Accounting, Intermediate Financial Management, Intermediate Financial Accounting, Advanced Financial Accounting, Cost Management, Auditing and Assurance

专业特色课程：计算机会计、行业会计、财务报告、国际会计、税务会计

Characteristic Courses: Computer Accounting, Special Subject of Industry Accounting, Financial Report, International Accounting, Taxation Accounting

五、计划学制与学位

V Length of School and Degree

修业年限：四年

Duration: Four Years

授予学位：管理学学士

Degree Granted: Bachelor of Management

六、最低毕业学分规定

VI Graduation Credit Criteria

课程类别 课程性质	通识课程 Public Basic Courses	学科大类课程 Basic Disciplinary Courses	专业课程 Specialized Courses	个性课程 Personalized Course	集中性实践 Practice Courses	课外学分 Study Credit after Class	总学分 Total Credits
必修课 Required Courses	36	38	46	\	29.5	\	190
选修课 Elective Courses	9	2	19.5	\	\	10	

七、课程修读指导建议

VII Recommendations on Course Studies

八、理论教学建议进程表

VIII Theory Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major		
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur					
通 识 课 程 Public Basic Courses	必 修 课 程 Required Courses	4220001110	思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48			8		1-6				
		4220002110	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32					1-6				
		4220003110	毛泽东思想和中国特色社会主义理论体系概论 Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics	4	96			32		1-6				
		4220005110	马克思主义基本原理 Marxism Philosophy	3	48			8		1-6				
		1060001110	军事理论 Military Theory	1	32			16		1				
		1050001130	心理健康教育 Mental Health Education	1	16					1				
		4210001110	体育 1 Physical Education I	1	32					1				
		4210002110	体育 2 Physical Education II	1	32					2	体育 1			
		4210003110	体育 3 Physical Education III	1	32					3	体育 2			
		4210004110	体育 4 Physical Education IV	1	32					4	体育 3			
		4030002110	大学英语 A1 College English A 1	3	64				16	1				
		4030003110	大学英语 A2 College English A II	3	64				16	2	大学英语 A1			
		4030004110	大学英语 A3 College English A III	3	64				16	3	大学英语 A2			
		4030005110	大学英语 A4 College English A IV	3	64				16	4	大学英语 A3			
		4120017110	大学计算机基础 Foundation of Computer	2	32		12			1				
		程序设计语言课程组(三选一, 3 学分) Courses of Computer Program Design (select one out of three, Credits: 3)												
				4120023110	计算机程序设计基础(C 语言) Fundamentals of Computer Program Design(C)	3	48		12			2		
				4120024110	计算机程序设计基础(FORTRAN 语言) Fundamentals of Computer Program Design(FORTRAN)	3	48		12			2		
		4120025110	计算机程序设计基础(VB 语言) Fundamentals of Computer Program Design(VB)	3	48		12			2				
		小 计 Subtotal		36	720		24	64	64					

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crs	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
选修课 Elective Courses		创新创业类 Innovation and Entrepreneurship Courses								1		
		人文社科类 Arts and Social Science Courses										
		经济管理类 Economy and Management Courses										
		科学技术类 Science and Technology Courses										
		艺术体育类 Art and Physical Education Courses										
学 科 大 类 课 Basic Disciplinary Courses	必修课 Required Courses	4170259110	专业导论 Introduction of Specialty	1	16					1		
		4170057110	管理学原理 A Management Principle A	3	48					1		
		4010053110	宏观微观经济学 Macro & Microeconomics	3.5	56					1		
		4050063110	高等数学 B1 Advanced Mathematics B I	5	80					1		
		4050064110	高等数学 B2 Advanced Mathematics B II	5	80					2	高等数学 B1	
		4050229110	线性代数 Linear Algebra	2.5	40					2		
		4170066110	会计学原理 Accounting Principle	3	48					2		
		4170134110	市场营销学 Marketing	3	48					2		
		4050058110	概率论与数理统计 B Probability and Mathematics Statistics B	3	48					3	线性代数	
		4170013110	财务管理 A Financial Management A	3	48					3		
		4170171110	运筹学 Operating Research	3	48					3		
		4170055110	管理信息系统 B Management Information System B	3	48		18			3		
				小 计 Subtotal		38	608		18			
选修课 Elective Courses		4020074110	经济法 B Economic Law B	2	32					2		
		4170076110	技术经济学 A Technology Economics A	3	48					3		
		4170039110	公共关系学 Public Relationship	2	32					3		
			小 计 Subtotal		7	112						
		修读说明：要求至少选修 2 学分。 NOTE: Minimum subtotal credits:2.										

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
专业 课程	必修 Required Courses	F2	管理会计 Managerial Accounting	3.5	56					3		
		F6	税法 Taxation	3	48					4		
		F9	中级财务管理 Intermediary Financial Management	3	48					4	财务管理 A	
		4170265120	成本管理 Cost management Accounting	4	64					4	会计学原理	
		4170179110	中级财务会计 1 Financial Accounting I	3	48					4	会计学原理	
		4170138110	统计学 B Statistics B	3	48	6				4		
		4170180110	中级财务会计 2 Financial Accounting II	3	48					5	中级财务会计 1	
		F7	财务报告 Corporate Reporting	4	64					5		
		F5	业绩管理 Performance Management	3	48					5		
		4170274120	计算机会计 Computer Accounting	5	80	10		30		5	中级财务会计 1	
		F8	审计与鉴证 Audit and Assurance	3.5	56					5	中级财务会计 2	
		P2	公司报告 Corporate Reporting	4	64					6	中级财务会计 2	
		P1	公司治理、风险和职业道德 Governance, Risk & Ethics	4	64					7		
		小 计 Subtotal				46	736	16		30		
	选修 Elective Courses	F1	会计师与企业 Accountant in Business	2	32					3		
		4170461130	会计专业英语阅读与写作 Accounting professional English Reading and Writing	2	32					4		
		4170462130	国际比较会计 comparative International Accounting	2	32					4		
		F3	西方财务会计 Financial Accounting	3	48					4		
		F4	公司法与商法 Corporate and Business Law	2	32					5	中级财务会计 1	
		4170068110	会计制度设计 Accounting System Design	2	32					5	中级财务会计 1	
		4170067110	会计名著导读 Accounting Classics Reading	1.5	24					6		
		P3	商务分析 Business analysis	4	64					6	中级财务会计 2	
		4170403130	税收筹划 Tax Planning	2	32					6		
4170062110		会计前沿专题 Frontiers of Accounting	2	32					6	中级财务会计 2		
4170073110	计算机审计 Computer Auditing	2	32	12				6	中级财务会计 2 计算机会计			

课程类别 Course Classification	课程性质 Course Nature	课程编号 Course Number	课程名称 Course Title	学分 Crts	学时分配 Including					建议修读学期 Suggested Term	先修课程 Prerequisite Course	第二专业 Second Major
					总学时 Tot hrs.	实验 Exp.	上机 Operation	实践 Practice	课外 Extra-cur			
		P4	高级财务管理 Advanced Financial Management	4	64					6	财务管理 A	
		4170035110	高级财务会计 Advanced Financial Accounting	4	64					6	中级财务会计 2	
		P5	高级业绩管理 Advanced Performance Management	3.5	56					7	中级财务会计 2	
		4170185110	资产评估 B Assets Appraisal B	2	32					7	中级财务会计 2	
		4170020110	财务战略 Financial Strategy	2	32					7		
		小 计 Subtotal		40	640	12						
修读说明：要求至少选修 19.5 学分。 NOTE: Minimum subtotal credits: 19.5												

九、集中性实践教学环节建议进程表

IX Practice Schedule

课程编号 Course Number	实践环节名称 Practice Courses Name	周数 Weeks	学分 Crts	建议修读学期 Suggested Term	第二专业 Second Major
1060002110	军事训练 Military Training	3	1.5	1	
4080152110	机械制造工程实训 D Training on Mechanical Manufacturing Engineering D	1	1	4	
4170222110	会计循环实验 Accounting Imitation Operation	2	2	4	
4170297120	会计手工模拟实训 Accounting Simulation Training by hand	3	3	5	
4170301120	认识实习 Cognition Practice	1	1	6	
4170232110	情商与沟通管理技能训练 EQ and Communication Skill Training	1	1	7	
4170296120	会计电算化模拟实训 Simulation Training for Computer Accounting	2	2	7	
4170307120	审计实训 Simulation Training for Auditing	2	2	7	
4170490130	管理会计模拟实训 Simulation Training for Industry Accounting	2	2	7	
4170207110	毕业实习 Practice for Graduation	3	3	7	
4170199110	毕业论文 Graduation Thesis	17	11	8	
小 计 Subtotal		37	29.5		

十、其它要求

X Other Demands

《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term. The course will be arranged by the University Students' Affairs' Department in each school.