

营销国际

经济与管理学院简介

经济与管理学院（以下简称经管学院）现有全日制本科学生 3156 余名，长期留学生 240 名，研究生 6 人，是目前全校办学规模最大的二级学院。

经管学院现有经济与金融系、国际贸易与商务系、营销与公共管理系、财务管理系、工程管理系、信息管理系等 6 个系，有 3 个二级学科硕士学位授权点“国际商务”、“应用统计”、“土木建造与管理”，有国际经济与贸易、经济学、金融工程、财务管理、市场营销、国际商务、物流管理、工业工程、信息管理与信息系统、电子商务和公共事业管理等 11 个本科专业，专业所属学科横跨经济学、管理学 2 大学科门类。其中国际经济与贸易专业为省校两级重点建设专业、省“十二五”普通本科高校新兴特色专业，管理科学与工程为校级重点学科。从 2009 年起，学院先后开设了全英语授课的国际经济与贸易及市场营销两个专业。2013 年起招收中美国际合作经济学（金融服务方向）专业。

经管学院秉承“崇德尚用，求真创新”的校训，借鉴德国应用科学大学（FH）办学经验，坚持“经世济用，创业创新”的育人理念，致力于培养具有国际化背景的高层次应用型经济管理人才，服务于地方经济建设。

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中国概况课程教学大纲

Course Code (课程代码) : 21115004

Course Name (课程名称) : Chinese Survey/中国概况

Semester (开课学期) : 1

Credits (学分) /Academic Hours (学时) : 2/32 【Theoretical Hours (理论学时) : 32】

Course Type(课程类别): Required Course/ General Education Courses (必修课/通识教育)

Applicable Major/Target Students (适用专业/开课对象) : International Classes【全英文授课留学生】/ First-year Undergraduates (一年级本科生)

Prerequisite(s) (先修课程) : None

Offered by (开课单位) : Humanities and International Education College

Teaching Group Led by (团队负责人) :Yang Tongyong (杨同用)

Prepared by (执笔人) : Yan Huixian (严慧仙) /Li Hua (李华)

Reviewed by (审核人) : Zhang Ling (张玲)

Approved by (审批人) : Yang Tongyong (杨同用)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is to give students a simple and objective overview of China by describing the fundamentals of China's past and present and introducing key topics such as Chinese society, lifestyle changes and China's entry into the world stage, while at the same time touching on important areas of Chinese thoughts, logic and culture. In this day and age of globalization and international exchange, in many aspects all cultures seem to growing closer. Nevertheless, in reality gaps between different countries, ethnic groups, religions and cultures are not shrinking, but rather they continue to grow. Therefore, this course is also to provide topics for a dialogue that might provoke interest and discussion and thus further understanding of China. Upon completion of the course, the students will be able to:

- Know some information about Chinese geography, history and culture.
- Understand the culture differences between China and other counties

This course supports mainly the indicator of graduate attributes:

Pursue ideas in humanities, arts and social sciences and take social responsibilities; Recognize the need for, and have the preparation and ability to engage in independent learning

2. Teaching and Learning Content, Requirements and Academic Hour Allocation (教学内容、基本要求及学时分配)

Hour Allocation	Topics
4	Introduction and The geographical Environment and Chinese Culture
2	The History and Society of China

4	Chinese Traditional Thoughts-(First Test)
2	The Lives of the Ancient Chinese
2	China's Contribution to the World's Science and Technology
4	Migration and China's Social Changes(Second Test)
2	Awareness and Collision Between China and the West
2	China in Modern Times and Western Civilization
2	The Life of Contemporary Chinese People
4	Political System and Basic Policies of China in the Present Age
4	China Gradually Integrating into the International Community(Final Exam)y

3. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, heuristic approach methods are mainly used for most of lectures. PPT presentation by students on cultural differences between China and their country is assigned; quiz is also given in due time to check the students' learning outcomes.

These methods of instruction support mainly the indicator of graduate attributes: pursue ideas in humanities, arts and social sciences and take social responsibilities.

4. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 4-1.

Table 4-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Hours					Subtotal	Extracur. Hours
		Theoretical	Practical	Exercise	Seminar			
1	Introduction and The geographical Environment and Chinese Culture	4	0	0	0	4	4	
2	The History and Society of China	2	0	0	0	2	2	
3	Chinese Traditional Thoughts-(First Test)	4	0	0	0	4	4	
4	The Lives of the Ancient Chinese	2	0	0	0	2	2	
5	China's Contribution to the World's Science and Technology	2	0	0	0	2	2	

No.	Course Content	In-class Academic Hours					Extracur. Hours
		Theoretical	Practical	Exercise	Seminar	Subtotal	
6	Migration and China's Social Changes(Second Test)	4	0	0	0	4	4
7	Awareness and Collision Between China and the West	2	0	0	0	2	2
8	China in Modern Times and Western Civilization	2	0	0	0	2	2
	The Life of Contemporary Chinese People	2	0	0	0	2	2
	Political System and Basic Policies of China in the Present Age	4	0	0	0	4	4
	China Gradually Integrating into the International Community(Final Exam)y	4	0	0	0	4	4

5. Extracurricular Learning Requirements (课外学习要求)

Extracurricular hours should be paid to overview the fundamentals of China and to further understand the difference between China and other countries by students' independent study.

PPT presentation is to be assigned. The assignments should be finished thoughtfully and individually with good quality. All assignments are due at the beginning of class on the date due. No late submission will be accepted. Each student must develop his or her own solutions to the assignments. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

These requirements support mainly the indicator of graduate attributes: Recognize the need for, and have the preparation and ability to engage in independent learning.

6. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 55; F: below 55

(2) Two-grade system: P: from 100 to 55; F: below 55

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is dependent on in-semester evaluation as follows:

- 100% assessment in in-semester evaluation which includes attendance (20%), assignments and quizzes (25%), report and presentation (25%), final exam (30%). The evaluation mainly checks learning attitudes, fundamentals, critical thinking and problem-solving ability and communication skills, and supports the indicator: pursue ideas in humanities, and have the preparation and ability to engage in independent

learning.

7. Continuous Improvement (持续改进)

According to the feedback from in-semester evaluation, class discussions, PPT presentation work, final exam, students, supervisors of teaching and learning, teaching and learning quality of this course will be timely and continuously improved in the ongoing and the next course round so that attainment of the corresponding graduate attributes can be guaranteed.

8. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

- [1] Guo Peng and Cheng Long. China Panorama [M]. Beijing: Higher Education Press, 2012.

References:

- [1] Dong Xiaobo. Introduction to Chinese History and Culture [M]. Beijing: University of International Business and Economics Press, 2014.
- [2] Website of Chinese National Geography <http://cng.dili360.com>
- [3] Website of CCTV-Documentary <http://cctvdocumentary.cntv.cn>
- [4] Website of the National Museum of China <http://www.chnmuseum.cn>

初级汉语综合1课程教学大纲

课程代码：21115005

课程名称：初级汉语综合 1 / Elementary Chinese 1

开课学期：1

学分 / 学时：6/96（理论：16，研讨：0，习题：80）

课程类别：必修课/通识教育类

适用专业 / 开课对象：全英文授课专业/ 一年级本科生

先修课程 / 后修课程：无 / 初级汉语综合 2

开课单位：人文与国际教育学院

团队负责人：严慧仙、陈海芳

审核人：周毅

执笔人：包晨颖

审批人：杨同用

一、课程简介（包含课程性质、目的和任务）（500 字左右）

本课程是英文授课各专业本科学生必修学科基础课程之一，以汉语语言知识与应用技能、学习策略和跨文化交际为主要内容，以对外汉语教学理论为指导，并集多种教学模式和教学手段为一体。本课程通过对学生进行初级汉语听、说、读、写综合技能的训练，并系统讲授汉语的语法知识，使留学生掌握一定的语言知识，具有初步的听说读写能力和初步的语言交际能力，能满足日常生活、学习和一般社交场合的交际需要，同时具有上专业课、阅读专业材料、进行专业交谈的初步能力，具备自学汉语的能力。通过本课程教学，学生应达到掌握 1000 个左右常用词汇；学会并运用 160 多个重要词汇；能够阅读 100 字左右的篇章；能够利用所学的生词和语法写出叙述性的作文，字数为 80—150 字左右。

本课程主要介绍初级语言知识（语音、词汇、汉字、语法）和语言技能（听、说、读、写）。

本课程重点支持以下毕业要求指标点：

- 1.1 具备初级汉语听力理解能力
- 1.2 具备初级汉语口语表达能力
- 1.3 具备初级汉语阅读能力
- 1.4 具备初级汉语写作水平

体现在通过初级汉语听、说、读、写综合技能的训练，并系统讲授汉语的语法知识，使留学生掌握一定的语言知识，具有初步的听说读写能力和初步的语言交际能力。

二、教学内容、基本要求及学时分配

1. 语音（10 学时）

掌握汉语拼音方案中的声母和韵母的发音，声韵母的拼合及书写，重点培养训练学生汉语四各声调；

重点支持毕业要求指标点 1.1。

2. 词汇（35 学时）

掌握 1000 个左右常用词汇，要求能正确读出、掌握其基本义项和常用义项及用法。

重点支持毕业要求指标点 1.3。

3. 语法（35 学时）

掌握 30 个左右的重要语法点；能够说出合乎汉语语法简单句子。

重点支持毕业要求指标点 1.3。

4. 汉字（16 学时）

能认读 500 多个的汉字，会认写汉语水平汉字等级大纲规定的甲级字（400 个）。

重点支持毕业要求指标点 1.4。

三、教学方法

以学生为中心的原则。充分调动学生的积极性和主动性，激发他们的表达愿望和热情，鼓励他们积极参与教学的全过程。

实践性原则。在课堂上坚持少讲多练，精讲多练。讲解语言知识少而精，尤其是语法教学，多演示，少讲解，尽量借助形象直观的教学手段，多用公式、图表、图片、动作演示等方法，让学生尽快理解句法结构，尽量创造真实的语境，使学生尽快理解所学内容，在学生理解的基础上，随即投入操练。为学生创造实践的机会，引导和指导他们进行大量而有效的操练。包括记忆型操练、熟巧型操练和交际型操练。努力提高学生听说读写的言语技能。

交际化原则。课堂教学努力实现交际化。无论是讲解还是操练都密切结合实际交际的需要，重视课堂讲解和操练的社会交际价值，即使是语言知识的讲解也应当让学生参与，避免由教师唱独角戏的现象，使课堂讲练交际化。提高讲练的交际价值，老师讲解中使用的例句符合学生的实用目的，结合学习者的生活、学习和交际需，使学生学起来亲切自然，学了就能用。

重点支持毕业要求指标点 1.1。

四、课内外教学环节教学安排及基本要求

课内外理论教学环节及时分配见表 4-1，课内实践环节教学安排及要求见表 4-2。

表 4-1 课内外教学环节及时分配表

序号	课程内容	课内学时				课外学时 3
		理论学时	习题学时	研讨学时	合计	
1	第1课 你好 1. 韵母：a o e I u ü ai ei ao ou, 声母：b p m f d t n l g k h 及其拼合 2. 汉语的四个声调 3. 三声连读时第一个三声要变成第二声 4. 生词与课文	1	3	0	4	3

序号	课程内容	课内学时				课外学时 3
		理论学时	习题学时	研讨学时	合计	
2	第2课 汉语不太难 1. 韵母: an en ang eng ong 及其拼合 2. 轻声 3. 半三声 4. 生词与课文	1	3	0	4	3
3	第3课 明天见 1. 声母: j q x, 韵母: ia ie iao iou(iu) ian in iang ing iong üe üan ün 及其拼 2. “不”的变调 3. 生词与课文	1	3	0	4	3
4	第4课 你去哪儿 1. 声母: z c s, 韵母: I er ua uai uei (ui) uan uen (un) uang ueng 及其拼合 2. 儿化韵 3. 生词与课文	1	5	0	6	3
5	第5课 这是王老师 1. 声母: zh ch sh r 及其拼 2. 生词与课文	1	5	0	6	3
6	第6课 我学习汉语 1. 前5课复习 2. 生词与课文	1	5	0	6	3
7	第7课 你吃什么 1. “一”的变调 2. 量词 3. 生词与课文	1	5	0	6	3
8	第8课 苹果多少钱一斤 1. 人民币的各种面值 2. 生词与课文	1	5	0	6	3
9	第9课 我换人民币 1. 第6-9课复习 2. 生词与课文	1	5	0	6	3
10	第10课 他住哪儿 1. 语法: 汉语的语序 动词谓语句 号码的读法 2. 生词与课文	1	5	0	6	3

序号	课程内容	课内学时				课外学时 3
		理论学时	习题学时	研讨学时	合计	
11	第11课 我们都是留学生 1. 语法： 怎么问（1）：……吗？ 状语、副词“也”和“都” 2. 生词与课文	1	5	0	6	3
12	第12课 你在哪儿学习 1. 语法： 怎么问（2）：疑问代词 定语与结构助词“的” 介词“在”和“给” 2. 生词与课文	1	5	0	6	3
13	第13课 这是不是中药 1. 语法：形容词谓语句、正反问句、“的”字词组 2. 生词与课文	1	5	0	6	3
14	第14课 你的车是新的还是旧的 1. 语法：主谓谓语句、选择问句、省略问句 2. 生词与课文	1	5	0	6	3
15	第15课 你们公司有多少职员 1. 语法：“有”字句、称数法、“几”和“多少”数量词组 2. 生词与课文	1	5	0	6	3
16	复习与考试	1	9	0	10	5
合计		16	80	0	96	50

五、课外学习要求

汉字书写、生词识记、课文朗读、课后练习
重点支持毕业要求指标点 1.1。

六、考核内容及方式

计分制：百分制（√）；五级分制（）；两级分制（）

考核方式：考试（√）；考查（）

本课程成绩由课堂平时成绩、期中考试和期末考试成绩组合而成。各部分所占比例如下：

平时成绩占 20%，主要考查课堂练习、作业、考勤等。重点支持毕业要求指标点 1.1、1.2、1.3、1.4。

期中考试成绩占 20%，采用闭卷形式。

期末考试成绩占 60%，采用闭卷形式。题型包括填空题、选择题、问答题等。重点支

持毕业要求指标点 1.3。

七、持续改进

本课程根据学生作业、课堂练习、平时考核情况和学生、教学督导等反馈，及时对教学中不足之处进行改进，并在下一轮课程教学中改进提高，确保相应毕业要求指标点达成。

八、教材及参考资料

建议教材：

[1] 杨寄洲主编. 汉语教程第一册上[M]. 北京：北京语言大学出版社，2006

参考资料：

[1] 陈灼主编，桥梁实用初级汉语教程上[M]. 北京：北京语言大学出版社，2000

[2]周小兵主编，阶梯汉语初级读写 1[M]. 北京：华语教学出版社，2006

[3]李晓琪主编，博雅汉语初级 1[M]. 北京：北京大学出版社，2007

初级汉语综合2课程教学大纲

课程代码：21115007

课程名称：初级汉语综合 2 / Elementary Chinese 2

开课学期：2

学分 / 学时：6/96（理论：16，研讨：0，习题：80）

课程类别：必修课/通识教育类

适用专业 / 开课对象：全英文授课专业/ 一年级本科生

先修课程 / 后修课程：初级汉语综合 1 / 中级汉语综合 1

开课单位：人文与国际教育学院

团队负责人： 严慧仙、陈海芳

审核人： 周毅

执 笔 人： 包晨颖

审批人： 杨同用

一、课程简介（包含课程性质、目的和任务）（500 字左右）

本课程是英文授课各专业本科学生必修学科基础课程之一，以汉语语言知识与应用技能、学习策略和跨文化交际为主要内容，以对外汉语教学理论为指导，并集多种教学模式和教学手段为一体。本课程通过对学生进行初级汉语听、说、读、写综合技能的训练，并系统讲授汉语的语法知识，使留学生掌握一定的语言知识，具有初步的听说读写能力和初步的语言交际能力，能满足日常生活、学习和一般社交场合的交际需要，同时具有上专业课、阅读专业材料、进行专业交谈的初步能力，具备自学汉语的能力。通过本课程教学，学生应达到掌握 700 个左右常用词汇；学会并运用 70 多个重要词汇；能够阅读 150 字左右的篇章；能够利用所学的生词和语法写出叙述性的作文，字数为 120—200 字左右。

本课程主要介绍初级语言知识（语音、词汇、汉字、语法）和语言技能（听、说、读、写）。

本课程重点支持以下毕业要求指标点：

- 1.1 具备初级汉语听力理解能力
- 1.2 具备初级汉语口语表达能力
- 1.3 具备初级汉语阅读能力
- 1.4 具备初级汉语写作水平

体现在通过初级汉语听、说、读、写综合技能的训练，并系统讲授汉语的语法知识，使留学生掌握一定的语言知识，具有初步的听说读写能力和初步的语言交际能力。

二、教学内容、基本要求及学时分配

1. 语音（10 学时）

掌握正确的语音语调；

重点支持毕业要求指标点 1.1。

2. 词汇（35 学时）

掌握 700 个左右常用词汇，要求能正确读出、掌握其基本义项和常用义项及用法。

重点支持毕业要求指标点 1.3。

3. 语法（35 学时）

掌握 20 个左右的重要语法点；能够说出合乎汉语语法简单句子。

重点支持毕业要求指标点 1.3。

4. 汉字（16 学时）

能认读 500 多个的汉字，会认写汉语水平汉字等级大纲规定的甲级字（400 个）。

重点支持毕业要求指标点 1.4。

三、教学方法

以学生为中心的原则。充分调动学生的积极性和主动性，激发他们的表达愿望和热情，鼓励他们积极参与教学的全过程。

实践性原则。在课堂上坚持少讲多练，精讲多练。讲解语言知识少而精，尤其是语法教学，多演示，少讲解，尽量借助形象直观的教学手段，多用公式、图表、图片、动作演示等方法，让学生尽快理解句法结构，尽量创造真实的语境，使学生尽快理解所学内容，在学生理解的基础上，随即投入操练。为学生创造实践的机会，引导和指导他们进行大量而有效的操练。包括记忆型操练、熟巧型操练和交际型操练。努力提高学生听说读写的言语技能。

交际化原则。课堂教学努力实现交际化。无论是讲解还是操练都密切结合实际交际的需要，重视课堂讲解和操练的社会交际价值，即使是语言知识的讲解也应当让学生参与，避免由教师唱独角戏的现象，使课堂讲练交际化。提高讲练的交际价值，老师讲解中使用的例句符合学生的实用目的，结合学习者的生活、学习和交际需，使学生学起来亲切自然，学了就能用。

重点支持毕业要求指标点 1.1。

四、课内外教学环节教学安排及基本要求

课内外理论教学环节及时分配表见表 4-1，课内实践环节教学安排及要求见表 4-2。

表 4-1 课内外教学环节及时分配表

序号	课程内容	课内学时				课外学时 3
		理论学时	习题学时	研讨学时	合计	
1	第16课 你常去图书馆吗 1. 语法：时间词语做状语 2. 生词与课文	1	5	0	6	3
2	第17课 他在做什么呢 1. 语法：表达动作的进行：在/正在/正……呢 双宾语句 2. 生词与课文	1	5	0	6	3
3	第18课 我去邮局寄包裹	1	5	0	6	3

序号	课程内容	课内学时				课外学时 3
		理论学时	习题学时	研讨学时	合计	
	1. 语法：连动句 2. 生词与课文					
4	第19课 可以试试吗 1. 语法：动词叠用、 又……又……、 “一点儿”和“有一点” 2. 生词与课文	1	5	0	6	3
5	第20课 祝你生日快乐 1. 语法：名词谓语句 用疑问语气提问 2. 生词与课文	1	5	0	6	3
6	第21课 我们每天七点一刻出发 1. 语法：时间的表达 2. 生词与课文	1	5	0	6	3
7	第22课 我打算请老师教我京剧 1. 语法：兼语句 2. 生词与课文	1	5	0	6	3
8	第23课 学校里边有邮局吗 1. 语法：方位词、存现句 2. 生词与课文	1	5	0	6	3
9	第24课 我想学太极拳 1. 语法：能愿动词 2. 生词与课文	1	5	0	6	3
10	第25课 她学得很好 1. 语法：状态补语 2. 生词与课文	1	5	0	6	3
11	第26课 田芳去哪儿了 1. 语法：语气助词“了” “再”和“又” 2. 生词与课文	1	5	0	6	3
12	第27课 玛丽哭了 1. 语法：动作的完成：动词+了 因为……所以…… 2. 生词与课文	1	5	0	6	3
13	第28课 我吃了早饭就来了 1. 语法：“就”“才” 要是……就…… 虽然……但是…… 2. 生词与课文	1	5	0	6	3
14	第29课 我都做对了 1. 语法：结果补语	1	5	0	6	3

序号	课程内容	课内学时				课外学时 3
		理论学时	习题学时	研讨学时	合计	
	2. 生词与课文					
15	第30课 我想学太极拳 1. 语法：动作或状态持续时间的表达：时量补语 2. 生词与课文	1	5	0	6	3
16	复习与考试	1	6	0	7	5
合计		16	80	0	96	50

五、课外学习要求

汉字书写、生词识记、课文朗读、课后练习

重点支持毕业要求指标点 1.1。

六、考核内容及方式

计分制：百分制 (√)；五级分制 ()；两级分制 ()

考核方式：考试 (√)；考查 ()

本课程成绩由课堂平时成绩、期中考试和期末考试成绩组合而成。各部分所占比例如下：

平时成绩占 20%，主要考查课堂练习、作业、考勤等。重点支持毕业要求指标点 1.1、1.2、1.3、1.4。

期中考试成绩占 20%，采用闭卷形式。

期末考试成绩占 60%，采用闭卷形式。题型包括填空题、选择题、问答题等。重点支持毕业要求指标点 1.3。

七、持续改进

本课程根据学生作业、课堂练习、平时考核情况和学生、教学督导等反馈，及时对教学中不足之处进行改进，并在下一轮课程教学中改进提高，确保相应毕业要求指标点达成。

七、教材及参考资料

建议教材：

[1] 杨寄洲主编. 汉语教程第一册下[M]. 北京：北京语言大学出版社，2006

参考资料：

[1] 陈灼主编，桥梁实用初级汉语教程下[M]. 北京：北京语言大学出版社，2000

[2]周小兵主编，阶梯汉语初级读写 2[M]. 北京：华语教学出版社，2006

[3]李晓琪主编，博雅汉语初级 2[M]. 北京：北京大学出版社，2007

初级汉语听说1课程教学大纲

课程代码：21115006

课程名称：初级汉语听说 1/Elementary Chinese Listening and Speaking I

开课学期：第一学年第一学期

学分/学时：4/64（理论：16，实验或实践：0，研讨：0，习题：48）

课程类别：必修课/通识教育类

适用专业/开课对象：本科全英文授课专业/本科一年级

先修课程/后修课程：无/初级汉语听说2

开课单位：人文与国际教育学院

团队负责人：严慧仙、陈海芳

审核人：周毅

执笔人：阮蓓

审批人：杨同用

一、课程简介（包含课程性质、目的和任务）

《初级汉语听说1》是全英文授课专业学生必修学科基础课程之一，兼有工具性和人文性双重性质。就工具性而言，初级汉语听说课程主要目的是在使学生具有一定的汉语听、说能力。就人文性而言，初级汉语听说课程能进行跨文化教育，使学生了解中国的社会与文化，增进对不同文化的理解、对中外文化异同的意识，培养学生的跨文化交际能力。本课程旨在培养学生的汉语应用能力，增强跨文化交际意识和交际能力，同时发展自主学习能力，提高综合文化素养，使他们在学习、生活、社会交往和未来工作中能够有效地使用汉语，满足个人发展的需要。

通过本课程的学习，使学生能够逐渐达到标准普通话的语音要求，能够达到成段表达或者复述材料的水平；通过各种口语训练，扩大学生的口语词汇量，掌握各种口语常用句式，达到顺利交际的水平；通过各种听力训练，使学生的听力理解能力得到全面培养，基本掌握听力技巧，以满足实际活动的需要。

本课程重点支持以下毕业要求指标点：

能够在跨文化背景下进行一定的沟通和交流。

体现在掌握一定的汉语听说读写能力，具有正确运用汉语语言、文字的表达能力，能够在跨文化背景下进行沟通和交流。

二、教学内容、基本要求及学时分配

完成基本的语音训练，帮助学生正确地发好汉语声韵母和音节的拼读；帮助学生掌握四声及变调的正确读法。

掌握 500 多个口语常用词汇。

重点掌握 100 多个常用口语句式。

掌握以下表达：自我介绍、住宿、交通、做客、谈学习和生活、问路、吃饭、点菜、请求别人、买东西、运动、谈爱好、谈职业、旅行等。

教学重点与难点：要始终注意加强学生语音、语调和语重音准确性的培养以减少怪音怪调，重点培养捕捉主要信息的能力，主动发问的能力，以及成段表达的能力。引导学生区分口语词汇和书面语词汇。更加深刻地学习和巩固综合课所学过的词汇、语法等在具体语境下的使用，使学生学会得体的口语表达方式。教学中注重语境，在语境设置中注重日常口头交际语中的文化内涵。

重点支持毕业要求指标点 1.3/1.4。

三、教学方法

以学生为中心的原则。充分调动学生的积极性和主动性，激发他们的表达愿望和热情，鼓励他们积极参与教学的全过程。

实践性原则。在课堂上坚持少讲多练，精讲多练。讲解语言知识少而精，尤其是语法教学，多演示，少讲解，尽量借助形象直观的教学手段，多用公式、图表、图片、动作演示等方法，让学生尽快理解句法结构，尽量创造真实的语境，使学生尽快理解所学内容，在学生理解的基础上，随即投入操练。为学生创造实践的机会，引导和指导他们进行大量而有效的操练。包括记忆型操练、熟巧型操练和交际型操练。努力提高学生听说读写的言语技能。

交际化原则。课堂教学努力实现交际化。无论是讲解还是操练都密切结合实际交际的需要，重视课堂讲解和操练的社会交际价值，即使是语言知识的讲解也应当让学生参与，避免由教师唱独角戏的现象，使课堂讲练交际化。提高讲练的交际价值，老师讲解中使用的例句符合学生的实用目的，结合学习者的生活、学习和交际需，使学生学起来亲切自然，学了就能用。

重点支持毕业要求指标点 1.1。

四、课内外教学环节教学安排及基本要求

课内外理论教学环节及学时分配表见表 4-1，课内实践环节教学安排及要求见表 4-2。

表 4-1 课内外教学环节及学时分配表

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
1	1. 语音练习：声母、韵母 2. 会话练习：你好；谢谢，不客气；对不起‘没关系；再见；“请”的用法	1	3	0	4	3
2	1. 语音练习：声母、韵母、声调 2. 会话练习：家人的称呼；你好吗；“也、都”的用法；你吃/喝/买什么？我吃/喝/买……	1	3	0	4	3
3	1. 语音练习：声母、韵母、声调 2. 会话练习：数字的说法；数量的说法	1	3	0	4	3
4	1. 语音练习：声母、韵母、声调 2. 会话练习：……在哪儿；你去哪儿	1	3	0	4	3
5	1. 词语认读 2. 会话练习：“是”字句；“的”	1	3	0	4	3

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	的用法;					
6	1. 词语认读 2. 会话练习: 形容词谓语句; 介绍人、物	1	3	0	4	3
7	1. 词语认读 2. 会话练习: 程度副词的使用; 疑问句与正反疑问句; “有”字句	1	3	0	4	3
8	1. 词语认读 2. 会话练习: 您贵姓; 特指疑问句; 数量词做短语; “几”和“多少”的用法; 介绍结构	1	3	0	4	3
9	1. 词语认读 2. 会话练习: 询问家庭人口、职业、年纪	1	3	0	4	3
10	1. 词语认读 2. 会话练习: 钟点、年月日、星期的表示法	1	3	0	4	3
11	1. 词语认读 2. 会话练习: 存在句; 介绍方位	1	3	0	4	3
12	1. 词语认读 2. 会话练习: “的”字结构; 选择疑问句; 购物用语	1	3	0	4	3
13	1. 词语认读 2. 会话练习: 动词叠用; “一点儿”和“有一点儿”; 又……又……; “想”作能愿动词的用法; 购物用语	1	3	0	4	3
14	1. 词语认读 2. 会话练习: ……，好吗; 双宾语动词谓语句; “A是A”的句式结构; 用餐用语	1	3	0	4	3
15	1. 词语认读 2. 会话练习: 用“多”提问; 概数的使用; 还是……吧; 描述位置	1	3	0	4	3
16	复习与考试	1	3	0	4	5
合计		16	48	0	64	50

五、课外学习要求

生词识记、课文朗读、课后练习、交际

重点支持毕业要求指标点 1.1。

六、考核内容及方式

计分制：百分制（√）；五级分制（○）；两级分制（○）

考核方式：考试（√）；考查（○）

本课程成绩由课堂平时成绩、期中考试和期末考试成绩组合而成。各部分所占比例如下：

平时成绩占 20%，主要考查课堂练习、作业、考勤等。重点支持毕业要求指标点 1.1、1.2、1.3、1.4。

期中考试成绩占 20%，采用闭卷形式，包括听力与口语两部分。

期末考试成绩占 60%，采用闭卷形式，包括听力与口语两部分。题型包括选择、问答、翻译等。

重点支持毕业要求指标点 1.3。

七、持续改进

本课程根据学生作业、课堂练习、平时考核情况和学生、教学督导等反馈，及时对教学中不足之处进行改进，并在下一轮课程教学中改进提高，确保相应毕业要求指标点达成。

八、教材及参考资料

建议教材：

[1] 马箭飞主编. 汉语口语速成·入门篇·上[M]. 北京：北京语言大学出版社，2005

参考资料：

[1] 杨寄洲主编. 汉语教程·第一册·上[M]. 北京：北京语言大学出版社，2006

[2] 杨寄洲主编. 汉语教程·第一册·下[M]. 北京：北京语言大学出版社，2006

[3] 黄伯荣、廖序东主编. 现代汉语[M]. 北京：高等教育出版社，1991

初级汉语听说2课程教学大纲

课程代码：21115008

课程名称：初级汉语听说 2/Elementary Chinese Listening and Speaking II

开课学期：第一学年第二学期

学分/学时：4/64（理论：16，实验或实践：0，研讨：0，习题：48）

课程类别：必修课/通识教育类

适用专业/开课对象：本科全英文授课专业/本科一年级

先修课程/后修课程：初级汉语听说 1/无

开课单位：人文与国际教育学院

团队负责人：严慧仙、陈海芳

审核人：周毅

执笔人：阮蓓

审批人：杨同用

一、课程简介（包含课程性质、目的和任务）

《初级汉语听说2》是全英文授课专业学生必修学科基础课程之一，兼有工具性和人文性双重性质。就工具性而言，初级汉语听说课程主要目的是在使学生具有一定的汉语听、说能力。就人文性而言，初级汉语听说课程能进行跨文化教育，使学生了解中国的社会与文化，增进对不同文化的理解、对中外文化异同的意识，培养学生的跨文化交际能力。本课程旨在培养学生的汉语应用能力，增强跨文化交际意识和交际能力，同时发展自主学习能力，提高综合文化素养，使他们在学习、生活、社会交往和未来工作中能够有效地使用汉语，满足个人发展的需要。

通过本课程的学习，使学生能够逐渐达到标准普通话的语音要求，能够达到成段表达或者复述材料的水平；通过各种口语训练，扩大学生的口语词汇量，掌握各种口语常用句式，达到顺利交际的水平；通过各种听力训练，使学生的听力理解能力得到全面培养，基本掌握听力技巧，以满足实际活动的需要。

本课程重点支持以下毕业要求指标点：

能够在跨文化背景下进行一定的沟通和交流。

体现在掌握一定的汉语听说读写能力，具有正确运用汉语语言、文字的表达能力，能够在跨文化背景下进行沟通和交流。

二、教学内容、基本要求及学时分配

1. L16 他正在等他爱人呢（4学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确表达动作的进行，并能使用该语法、表达方式进行交际。

识记：家、减价、顾客、排队、交、找、刚才、招聘、打算、应聘、下雨、大家、明年、可能、旅行、回答、猜。

领会：①语法——动作的进行：正/在/正在/……呢；②有的…有的…；③一边…一边…

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

2. L17 刚才你去哪儿了（4学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确表达动作的完成，

并能使用该语法、表达方式进行交际。

识记：逛、顶、这么、陪、特别、抽时间、已经。

领会：①语法——动作的完成：动态助词“了”；②句型“……了……就……”

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

3. L18 秋天了（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确表达情况的变化及新情况的出现，并能使用该语法、表达方式进行交际。

识记：天气、能、睡懒觉、瘦、看上去、更、下（星期）、回。

领会：①语法——语气助词“了”；②要……了；③情态动词——能、可以

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

4. L19 你游泳游得怎么样（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确使用简单的程度补语，并能使用该语法、表达方式进行交际。

识记：游泳、羡慕、运动、爱、踢、棒、比赛、输赢、估计、一定。

领会：①语法——程度补语

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

5. L20 明天我就要回国了（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确使用时量补语，并能使用该语法、表达方式进行交际。

识记：过、紧张、愉快、送、堵车、好、一会儿、准备。

领会：①语法——时量补语；②才 VS 就；③因为…所以…；④虽然…但是…

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

6. L21 你去过香山吗（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确表达经历，并能使用该语法、表达方式进行交际。

识记：自己、有名、差不多、真、好听、可、简单、从来。

领会：①语法——动态助词“过”；②次 VS 遍；③除了……以外

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

7. L22 门开着（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确表达动作或状态的持续，并能使用该语法、表达方式进行交际。

识记：书架、放、躺、超级市场、立、排、整齐、摆、挂、趴、勿。

领会：①语法——动作或状态的持续：动态助词“着”；②结构助词“的”

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相

关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

8. L23 你打错了（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确使用结果补语，并能使用该语法、表达方式进行交际。

识记：一直、呆、回来、取、麻烦、转告、急、叫、寄、发短信。

领会：①语法——结果补语；②一……就……

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

9. L24 她出去了（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确使用简单的趋向补语，并能使用该语法、表达方式进行交际。

识记：妨碍、那么、打扰、抱歉、帮忙、别、马上。

领会：①语法——趋向补语；②使役动词“请、叫、让”；③要是……就……

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

10. L25 他恐怕去不了（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确使用可能补语，并能使用该语法、表达方式进行交际。

识记：空儿、对话、大概、意思、肯定、恐怕、受伤、邀请、赶。

领会：①语法——可能补语；②反问句——怎么……呢

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

11. L26 西安比北京还热（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确表达不同情况的比较概念，并能使用该语法、表达方式进行交际。

识记：结束、名胜古迹、建议、凉快、预报、方便、最好、互相、帮助、希望、同意、商量、确实。

领会：①语法——三个比较句：比/跟……一样/有（没有）；②依我看；③对……感兴趣

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

12. L27 你把自行车放哪儿了（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确使用“把”字句，并能使用该语法、表达方式进行交际。

识记：钥匙、着急、翻译、水平、交、篇。

领会：①语法——“把”字句；②反问句“不是……吗”

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

13. L28 快把空调关上（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确使用“把”字句，并能使用该语法、表达方式进行交际。

识记：感冒、发烧、赶快、愿意、怕、量体温、张嘴、开药、按时、平时、劝、戒烟、好处。

领会：①语法——“把”字句

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

14. L29 钱包被小偷偷走了（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确使用“被”字句，并能使用该语法、表达方式进行交际。

识记：提、撞倒、倒霉、小心、像话、透、小偷、偷、丢、考、复习、摔、主意。

领会：①语法——“被”字句；②句型——连……也……

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

15. L30 祝你一路平安（4 学时）

通过本课的学习，使学生掌握文中的目标词、短语以及语法，能正确表达意义上的被动，并能使用该语法、表达方式进行交际。

识记：向、告别、收拾、保重、祝、平安、幸福、顺利、刚、舍不得、为、该、手续、护照、代、问好。

领会：①语法——意义上的被动句

综合应用：利用本课所学单词、短语及语法和句型结构使学生能够听懂、读懂、看懂相关汉语内容，并能够在适合的情况下使用且较准确地表达。

重点支持毕业要求指标点 1.3/1.4。

三、教学方法

以学生为中心的原则。充分调动学生的积极性和主动性，激发他们的表达愿望和热情，鼓励他们积极参与教学的全过程。

实践性原则。在课堂上坚持少讲多练，精讲多练。讲解语言知识少而精，尤其是语法教学，多演示，少讲解，尽量借助形象直观的教学手段，多用公式、图表、图片、动作演示等方法，让学生尽快理解句法结构，尽量创造真实的语境，使学生尽快理解所学内容，在学生理解的基础上，随即投入操练。为学生创造实践的机会，引导和指导他们进行大量而有效的操练。包括记忆型操练、熟巧型操练和交际型操练。努力提高学生听说读写的言语技能。

交际化原则。课堂教学努力实现交际化。无论是讲解还是操练都密切结合实际交际的需要，重视课堂讲解和操练的社会交际价值，即使是语言知识的讲解也应当让学生参与，避免由教师唱独角戏的现象，使课堂讲练交际化。提高讲练的交际价值，老师讲解中使用的例句符合学生的实用目的，结合学习者的生活、学习和交际需，使学生学起来亲切自然，学了就

能用。

重点支持毕业要求指标点 1.1。

四、课内外教学环节教学安排及基本要求

课内外理论教学环节及学时分配表见表 4-1，课内实践环节教学安排及要求见表 4-2。

表 4-1 课内外教学环节及学时分配表

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
1	L16他正在等他爱人呢 ①语法——动作的进行：正/在/正在/……呢； ②有的…有的…； ③一边…一边…	1	3	0	4	3
2	L17 刚才你去哪儿了 ①语法——动作的完成：动态助词“了”； ②句型“……了……就……”	1	3	0	4	3
3	L18 秋天了 ①语法——语气助词“了”； ②要……了； ③情态动词——能、可以	1	3	0	4	3
4	L19 你游泳游得怎么样 ①语法——程度补语	1	3	0	4	3
5	L20 明天我就要回国了 ①语法——时量补语； ②才 VS 就； ③因为…所以…； ④虽然…但是…	1	3	0	4	3
6	L21 你去过香山吗 ①语法——动态助词“过”； ②次 VS 遍； ③除了……以外	1	3	0	4	3
7	L22 门开着 ①语法——动作或状态的持续：动态助词“着”； ②结构助词“的”	1	3	0	4	3
8	L23 你打错了 ①语法——结果补语； ②一……就……	1	3	0	4	3
9	L24 她出去了 ①语法——趋向补语； ②使役动词“请、叫、让”；	1	3	0	4	3

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	③要是……就……					
10	L25 他恐怕去不了 ①语法——可能补语; ②反问句——怎么……呢	1	3	0	4	3
11	L26 西安比北京还热 ①语法——三个比较句: 比/ 跟……一样/有(没有); ②依我看; ③对……感兴趣	1	3	0	4	3
12	L27 你把自行车放哪儿了 ①语法——“把”字句; ②反问句“不是……吗”	1	3	0	4	3
13	L28 快把空调关上 ①语法——“把”字句	1	3	0	4	3
14	L29 钱包被小偷偷走了 ①语法——“被”字句; ②句型——连……也……	1	3	0	4	3
15	L30 祝你一路平安 ①语法——意义上的被动句	1	3	0	4	3
16	复习与考试	1	3	0	4	5
合计		16	48	0	64	50

五、课外学习要求

生词识记、课文朗读、课后练习、交际
重点支持毕业要求指标点 1.1。

六、考核内容及方式

计分制: 百分制 (√); 五级分制 (○); 两级分制 (○)

考核方式: 考试 (√); 考查 (○)

本课程成绩由课堂平时成绩、期中考试和期末考试成绩组合而成。各部分所占比例如下:

平时成绩占 20%, 主要考查课堂练习、作业、考勤等。重点支持毕业要求指标点 1.1、1.2、1.3、1.4。

期中考试成绩占 20%, 采用闭卷形式, 包括听力与口语两部分。

期末考试成绩占 60%, 采用闭卷形式, 包括听力与口语两部分。题型包括选择、问答、翻译等。

重点支持毕业要求指标点 1.3。

七、持续改进

本课程根据学生作业、课堂练习、平时考核情况和学生、教学督导等反馈, 及时对教学

中不足之处进行改进，并在下一轮课程教学中改进提高，确保相应毕业要求指标点达成。

八、教材及参考资料

建议教材：

[1] 马箭飞主编. 汉语口语速成·入门篇·下[M]. 北京：北京语言大学出版社，2005

参考资料：

[1] 杨寄洲主编. 汉语教程·第一册·下[M]. 北京：北京语言大学出版社，2006

[2] 杨寄洲主编. 汉语教程·第二册·上[M]. 北京：北京语言大学出版社，2006

[3] 杨寄洲主编. 汉语教程·第二册·下[M]. 北京：北京语言大学出版社，2006

[4] 黄伯荣、廖序东主编. 现代汉语[M]. 北京：高等教育出版社，1991

Syllabus of Chinese Society and Customs

中国社会与风俗课程教学大纲

Course Code (课程代码) : 07338082

Course Name (课程名称) : Chinese Society and Customs/中国社会与风俗

Semester (开课学期) : 6

Credits(学分)/Academic Hours(学时): 2/32【Theoretical Hours(理论学时): 26, Practical Hours (实验或实践学时) : 2, Seminar Hours (研讨学时) : 2, Exercise Hours (习题学时) : 2】

Course Type(课程类别): Required Course/ General Education Courses (必修课/通识教育)

Applicable Major/Target Students (适用专业/开课对象) : International Classes 【全英文授课留学生】 / Third-year Undergraduates (一年级本科生)

Prerequisite(s) (先修课程) : Chinese Survey (中国概况)

Offered by (开课单位) : Humanities and International Education College

Teaching Group Led by (团队负责人) :Yang Tongyong (杨同用)

Prepared by (执笔人) : Wang Yujun (王誉俊)

Reviewed by (审核人) : Zhang Ling (张玲)

Approved by (审批人) : Yang Tongyong (杨同用)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

Chinese Society and Customs is one of the required courses. Students around the world want to learn more about Chinese society and customs in more comprehensive and profound ways. This course will provide just such an opportunity, and introduces students to the key aspects of Chinese society and customs, including Chinese food and tea culture, architecture and gardening, festivals and folk customs, arts and crafts, philosophy and religions, and so forth.

This course not only tell students about the traditions but also tell them how these traditions have changes overtime and transformed into contemporary practices and belief. Through this course students will get a comprehensive grasp of Chinese local lives more quickly, and be able to deal with Chinese people more easily. Followings are the course objectives:

- To be able to describe some kinds of traditional Chinese arts, craft, food and understand tea customs.

- To know the cultural background of the origin and customs of traditional festivals and to describe some mythic folklore.
- To form a general knowledge of Traditional Chinese Medicine, and to describe methods of diagnosis in TCM.
- To be familiar with the historical development of Beijing Opera and be able to tell about the roles and costumes.
- To appreciate the natural and cultural beauty of our motherland and to learn about the famous natural resorts in China.
- To be familiar with the key figures in Chinese philosophy and their ideas.

2. Teaching and Learning Content, Requirements and Academic Hour Allocation (教学内容、基本要求及学时分配)

Hour Allocation	Topics
2	A Brief Society and Customs of China
2	Chinese Arts and Crafts
2	Painting and Calligraphy
2	Chinese Tea Culture
2	Chinese Food Culture
2	Traditional Chinese Medicine (1)
2	Traditional Chinese Medicine (2)
2	Chinese Festivals
2	Chinese Folk Customs (1)
2	Chinese Folk Customs (2)
2	Chinese Kung Fu
2	Chinese Operas
2	Chinese Clothing Culture
2	World Natural Heritage in China
2	World Cultural Heritage in China
2	Chinese Philosophy and Religion

3. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, heuristic approach methods are mainly used for most of lectures. PPT presentation by students on cultural differences of China. Quiz is also given in due time to check the students' learning outcomes.

These methods of instruction support mainly the indicator of graduate attributes: pursue ideas in humanities, arts and social sciences and take social responsibilities.

4. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 4-1.

Table 4-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Hours					Extracur. Hours
		Theoretical	Practical	Exercise	Seminar	Subtotal	
1	A Brief Society and Customs of China	2	0	0	0	0	0
2	Chinese Arts and Crafts	2	0	0	0	0	0
3	Painting and Calligraphy	2	0	0	0	0	0
4	Chinese Tea Culture	2	0	0	0	0	0
5	Chinese Food Culture	2	0	0	0	0	0
6	Traditional Chinese Medicine (1)	1	1	2	0	0	0
7	Traditional Chinese Medicine (2)	1	1	0	0	0	0
8	Chinese Festivals	2	0	0	0	0	0
9	Chinese Folk Customs (1)	1	0	0	2	0	0
10	Chinese Folk Customs (2)	1	0	0	0	0	0
11	Chinese Kung Fu	2	0	0	0	0	0
12	Chinese Operas	2					
13	Chinese Clothing Culture	2					
14	World Natural Heritage in China	1					
15	World Cultural Heritage in China	1					
16	Chinese Philosophy and Religion	2					

5. Extracurricular Learning Requirements (课外学习要求)

1) Extracurricular reading books, newspapers and periodicals related to Chinese society and customs.

2) Visiting museums in Hangzhou even in China to get more information.

6. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 55; F: below 55

(2) Two-grade system: P: from 100 to 55; F: below 55

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is dependent on in-semester evaluation as follows:

- 100% assessment in in-semester evaluation that includes attendance (20%), Midterm (30%), final exam (50%). The evaluation mainly checks learning attitudes, fundamentals, critical thinking and problem-solving ability and communication skills, and supports the indicator: pursue ideas in humanities, and have the preparation and ability to engage in independent learning.

7. Continuous Improvement (持续改进)

According to the feedback from in-semester evaluation, class discussions, PPT presentation work, final exam, students, supervisors of teaching and learning, teaching and learning quality of this course will be timely and continuously improved in the ongoing and the next course round so that attainment of the corresponding graduate attributes can be guaranteed.

8. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

- [1] Chang Junyue, Huo Yuehong. *An Outline of Chinese Culture (English Edition)*, Peking University Press, 2011

Syllabus of Mathematical Fundamentals

数学基础课程教学大纲

Course Code (课程代码) : 1011100E

Course Name (课程名称) : Mathematical Fundamentals /数学基础

Semester (开课学期) : 1

Credits (学分) /**Academic Hours** (学时) : 2/32

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : High School Mathematics

Offered by (开课单位) : School of Science (理学院)

Prepared by (执笔人) : Wu Shuhui (吴淑慧)

Reviewed by (审核人) : Wang Wei(王伟)

Approved by (审批人) : Zhang Diping (章迪平)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course introduces students the basic concepts and results in Calculus and Linear Algebra. This course is designed to provide a pre-Calculus knowledge most likely to be encountered and used by students in their afterward courses in the major of engineering and the natural sciences. Upon completion of the course, the students will be able to:

- Master the basic concepts in Calculus and Linear Algebra, such as Quadratic Functions, Polynomials, Exponential Functions, Logarithmic Functions, and Trigonometric Functions, etc.
- Exhibit an in-depth understanding of elementary functions and the simple system of Linear Equations, etc. and study practical problems with these functions as models.
- Demonstrate an understanding of the various functions.

2. Methods of Instruction (教学方法)

Lecturing and Q&A methods are mainly used for most lectures. After each chapter is covered, 1 lecture hour is devoted to the discussion of various homework problems, etc. Besides regular lecture hours, students are also encouraged to discuss any course related questions during office hours.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Overview this course The fundamental concepts of functions	2	2

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
2	Function notation and elementary properties Cartesian Coordinate System, functions, graph transformation, domain and range, finding domains of various functions	2	2
3	Function notation and elementary properties The properties of functions	2	2
4	Linear Functions	2	2
5	Quadratic Functions The quadratic function and its standard form, and its properties	2	2
6	Quadratic Functions The properties of quadratic functions and the applications	2	2
7	Linear functions and quadratic functions Review	2	2
8	The polynomial functions and the rational functions	2	2
9	The combination functions and the inverse functions	2	2
10	The exponential functions and the logarithmic functions and the inverse functions	2	2
11	The trigonometric functions (1)	2	2
12	The trigonometric functions (2)	2	2
13	The inverse trigonometric functions (1)	2	2
14	The inverse trigonometric functions (2)	2	2
15	Review Additional Elementary Functions	2	2
16	Review	2	2
Total		32	32

4. Extracurricular Learning Requirements (课外学习要求)

Students are expected to spend decent amount of time after class to digest and enhance their understanding of the materials from lectures. Besides homework should be done carefully and independently: discussion is encouraged, but one should write the complete solution all by himself afterwards. All assignments will be collected at the beginning of the class on the due date. No late homework will be accepted for whatever reason. Academic integrity is enforced. Whoever cheats or cooperates in cheating will be failed.

For extracurricular learning materials, refer to Part 8 for further information. E-Learning is also encouraged.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 40% assessment in in-semester evaluation. It includes attendance (10%), class participation (10%) and assignments (20%), which mainly checks learning attitudes, the level of understanding of basic concepts and terminology from the lecture, and problem-solving ability of the students, and supports the indicator 1.1 of graduate attributes;
- 60% assessment in final exam. It is a close-book exam in which main test types are true or false, fill in blanks, and traditional analysis and calculation problems. Assessment content includes linear functions, quadratic functions, exponential functions, logarithmic functions, trigonometric functions, the inverse trigonometric functions, and the combination functions and the applications of various functions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

[2] Hass, Giordano Weir, Thomas' Calculus (Eleventh Version), Higher Education Press, 2016.

[3] Raymond A. Barnett, Michael R. Ziegler, and Karl E. Byleen, Calculus (for Business, Economics, Life Sciences, and Social Sciences) (9th Edition) [M]. Prentice-Hall, Pearson Education, 2005.

References:

[4] James Stewart, Calculus (5th Edition), Thomas learning, 2004.

[5] H. Jerome Keisler, Elementary Calculus: An Infinitesimal Approach (2nd Edition), [M], Prindle, Weber & Schmidt, 1986.

Syllabus of Calculus for Business and Economics

微积分(工商与经济学用)课程教学大纲

Course Code (课程代码) : MATH1001

Course Name (课程名称) : **Calculus for Business and Economics** /微积分 (工商与经济学用)

Semester (开课学期) : 1

Credits (学分) /**Academic Hours** (学时) : 4/64

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Math Fundamentals/数学基础

Offered by (开课单位) : School of Science (理学院)

Prepared by (执笔人) : Yin Weidong (殷炜栋)

Reviewed by (审核人) : Wang Wei(王伟)

Approved by (审批人) : Zhang Diping (章迪平)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course serves as an introduction to single variable business calculus, in which basic concepts such as limits, continuity, derivative and integral will be presented, with an emphasis on their application in business, economics, life sciences and social sciences. A major objective of this course is to give the student substantial experience in modeling and solving real-world problems. Upon completion of the course, the students should be able to:

- Understand the concepts of limit and continuity, know how to use various limit rules to find the limit of functions.
- Master the concept of derivative and know its various interpretations. Master the properties of derivative, such as sum rule, difference rule, product rule, quotient rule and chain rule.
- Demonstrate an in-depth understanding of the application of derivative, such as 1st derivative test, 2nd derivative test and curve sketching.
- Demonstrate an in-depth understanding of the application of derivative in real-world problems, such as marginal analysis in business and economics, related rates, and optimization problems (maximizing profit, minimizing cost, etc.).
- Know the concept of antiderivative, definite integral and its geometric interpretation.
- Master integration techniques, including substitution and integration by parts. Master the fundamental theorem of calculus.
- Demonstrate an in-depth understanding of the application of integral: compound interest, population growth, radioactive decay, continuous income stream, future value of a

continuous income stream, consumers' surplus and producers' surplus, etc.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, and class discussion are used for most of lectures. In addition, presentation, in-class quizzes, and homework assignments are also given to check the teaching and learning effects.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Rate of Change and Slope Limits The Derivative	6	6
2	Derivatives of Constants, Power Forms, and Sums Derivatives of Products and Quotients Chain Rule: Power Form	6	6
3	Marginal Analysis in Business and Economics Review Session	6	6
4	Continuity and Graphs First Derivative and Graphs Second Derivative and Graphs	6	6
5	Curve Sketching Techniques Optimization	6	6
6	Review Session The Constant e and Continuous Compound Interest Derivatives of Logarithmic and Exponential Functions	6	6
7	Chain Rule: General Form Implicit Differentiation	6	6
8	Related Rates Review Session Antiderivatives, Indefinite Integrals	6	6
9	Integration by Substitution Differential Equations Fundamental Theorem of Calculus	6	6
10	Review of Session Area Between Curves Applications in Business	6	6
11	Integration by Parts Review Session	4	4
Total		64	64

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminology, as well as after class, to finish the homework assignments.

There will be weekly homework assignments. Group discussion is encouraged, but one must write complete solution for the homework independently afterwards. Homework will be collected in class on due date in the following week. No late homework will be accepted for whatever reason. Academic integrity is enforced. Whoever cheats or cooperates in cheating will be failed.

For extracurricular learning materials, refer to Part 7 for further information.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 40% assessment in in-semester evaluation which includes class attendance (10%), homework (15%), and quizzes (15%).
 - (1) Attendance is mandatory by university regulation. Students are required to attend every class on time, stay for the entire class, and be attentive during the class except for family or health related issues. If one is absent from lecture for more than three times, he will be cancelled eligibility to take the final exam.
 - (2) Weekly homework will be assigned, and will be collected on the due date in the following week.
 - (3) In-class quizzes will be given from time to time to evaluate the teaching and learning. Each quiz normally consists 1-2 questions based on lecture, and students will have 10-20 minutes to finish and hand it in for credits.
- 60% assessment in final exam. The exam duration is 2 hours. The questions are based on the text, lectures, homework assignments and quizzes. It will consist of 5 fill-in blank questions, 1-2 short answer questions, 3-4 calculation problems and 1-2 traditional word problems for application.

Academic Integrity

Academic integrity is mandatory. Whoever cheats or cooperates in cheating will be failed, which includes and is not limited to cheating in the exam, quiz, homework and attendance check.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding

graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Raymond A. Barnett, Michael R. Ziegler, Karl E. Byleen. Calculus for Business, Economics, Life Sciences, and Social Sciences (9th Edition). ISBN 9787040162318. 高等教育出版社, 2005.

References:

- [1] Laurence Hoffmann, Gerald Bradley, David Sobecki, Michael Price. Calculus for Business, Economics, and the Social and Life Sciences (Brief Edition). ISBN: 007353238X. McGraw-Hill Education, 2012.
- [2] George B. Thomas Jr., Maurice D. Weir, Joel R. Hass. Thomas' Calculus. (13th Edition). ISBN 0321878965. Pearson, 2014.

Syllabus of Statistics

统计学课程教学大纲

Course Code (课程代码) : STAT2001

Course Name (课程名称) : Statistics /统计学

Semester (开课学期) : 2

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of calculus

Offered by (开课单位) : School of Science (理学院)

Prepared by (执笔人) : Sun Liping (孙莉萍)

Reviewed by (审核人) : Wang Wei(王伟)

Approved by (审批人) : Zhang Diping (章迪平)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is a required mathematical course for students who study business and economics. Statistics is the fundamental of the specialized course. In this course, students will learn to use the advanced mathematical knowledge to solve the applied problems in Business and Economics. They will learn how to use the statistical method to describe the data, handle the data and give some statistical inferences. Upon completion of the course, the students should be able to:

- Exhibit their ability to use tables and graphs to collect, analyze data.
- Demonstrate an in-depth understanding of probability distributions.
- Demonstrate their understanding of statistical inference.
- Demonstrate their understanding on topics such as point estimation, interval estimation.
- Exhibit their ability to apply hypothesis test to do statistical inference.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

Week	Topics	Teaching hours	Extracurricular Hours
1	Chapter 1: Data and Statistics Chapter 2: Descriptive Statistics	3	3

2	Chapter 3. Descriptive Statistics: Numerical Measures.	3	3
3	Chapter 4. Introduction to Probability	3	3
4	Chapter 5. Discrete Probability Distributions.	3	3
5	Chapter 6. Continuous Probability Distributions.	3	3
6	Chapter 7. Sampling and Sampling Distributions.	3	3
7	Tutorial Class	3	3
8	Chapter 8. Interval Estimation.	3	3
9	Chapter 9. Hypothesis Tests.	3	3
10	Chapter 10. Statistical Inference about Means and Proportions with Two Populations.	3	3
14	Chapter 11. Inferences about Population Variances.	3	3
15	Tutorial Class	3	3
16	Revision	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

There will be homework assignments every week. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 40% assessment in in-semester evaluation which includes class attendance (20%), homework assignments/presentations (20%), School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.
- 60% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 7 multiple-choice questions, 7 short answers and 7-8 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

David R.Anderson, Dennis J.Sweeney, Thomas A.Williams. 商务与经济统计(第 11 版), 英文版。机械工业出版社, 2011 年。

References:

- [3] David R. Anderson, Dennis J. Sweeney, Thomas A. Willams, *Statistics for Business and Economics (9th Edition)*, Cengage Learning, 2009.
- [4] David Freedman , *Statistics (4th Edition, 英文版)*, WW Norton & Co, 2007.

Syllabus of Mental Health Education for Foreign Students

留学生心理健康教育课程教学大纲

Course Code (课程代码) : 21115002

Course Name (课程名称) : Mental Health Education for Foreign Students /留学生心理健康教育

Semester (开课学期) : 1

Credits (学分) /Academic Hours (学时) : 1/16

Course Type (课程类别) : Required Course/General Education Course/必修课/通识教育类课程

Applicable Major/Target Students (适用专业/开课对象) : International Economics and Trade (International Class) and Marketing (International Class) 【国际经济与贸易(国际班)专业、市场营销(国际班)专业】 / Fourth-year Undergraduates/四年制本科生

Prerequisite(s) (先修课程) : No/ 无

Offered by (开课单位) : International Students Affairs Center/留学生中心

Teaching Group Led by (团队负责人) : Zhang Lude/张璐德

Prepared by (执笔人) : Zhang Lude/张璐德

Reviewed by (审核人) : Sai Yanyan/赛燕燕

Approved by (审批人) : Feng Shaozhong/冯少中

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介(包含课程性质、目的、任务和内容)】

Mental health education lesson for foreign students is public compulsory course that integrated basic knowledge about mental health, psychological experience and behavior training. It aims to make students know the criteria and significance of mental health, strengthen the consciousness of self-psychological health and psychological crisis prevention and intervention, master and apply the knowledge of mental health effectively, improve their self-cognitive ability, interpersonal skills and self-regulation. All in all, promote the psychological quality and the all-round development of foreign students.

Through teaching, training and experience learning, we intend to achieve the following teaching objectives in three dimensions of knowledge, skills and self-cognition.

- Knowledge dimension: make students understand basic concepts and related theories of psychology, know the standards and significance of psychological health, particularly the psychological development features and abnormal patterns of university students, grasp the basic knowledge of the self-adjustment.
- Skill dimension: make the students master the self-exploration skills, psychological adjustment skills and mental development skills, such as skills of learning, environmental adaptation, stress management, interpersonal communication, problem-solving, self-management, and career planning, etc.
- Self-cognition dimension: make students to set up the consciousness of mental health, understand their psychological characteristics and personality traits, have an objective evaluation of their own physical condition, mental status, behavior, ability and so on,

correctly understand and accept themselves, positively do self- adjustment or seek help when they get psychological problems, and actively explore their potential and adapt to the society.

This course mainly focuses on the following contents: mental health standards and significance of college students; Cultural adaptation of foreign students; Self-consciousness and personality; Emotion management; Interpersonal communication; Close relationship; Career planning and learning psychology; Frustration and life education, etc.

This course supports mainly the following indicator(s) of graduate attributes:

(1) 8.1 Pursue ideas in humanities, arts and social sciences and take social responsibilities.

The contents of self-consciousness, personality theory, emotional management, career management are related to social science.

(2) 9.2 Function effectively as an individual, and as a member or leader in diverse teams and in multi-disciplinary settings in the solution of interpersonal communication problems in complex civil engineering.

The contents of interpersonal communication, decision-making are related to team work and leadership.

(3) 12.2 Recognize the need for, and have the preparation and ability to engage in life-long learning in the broadest context of civil engineering technological change.

The contents of learning and career planning are related to life-long learning.

2. Teaching and Learning Content, Requirements and Academic Hour Allocation (教学内容、基本要求及学时分配)

(1) Introduction of mental health (1.5hours)

- Know the importance of mental health
- Understand the features and essence of psychology of humans.
- Master the criteria of mental health among university students.
- Be familiar with the factors related to mental health.
- Be familiar with the mental health services that provided in ZUST.

This content supports mainly the indicator 8.1 of graduate attributes.

(2) Cultural adaptation of foreign students (1.5hours)

- Know some classic researches about cultural differences.
- Know the cultural shocks that overseas students may encounter.
- Master the methods of cultural adaptation.

This content supports mainly the indicator 8.1 of graduate attributes.

(3) Self-consciousness and personality (1.5hours)

- Know the concepts and characteristics of self- consciousness
- Learn to know themselves, accept and promote themselves.
- Know the concepts and formation of personality.
- Be familiar with common personality disorders.
- Master the methods of developing a health personality.

This content supports mainly the indicator 8.1 of graduate attributes.

(4) Emotion management of college students (1.5hours)

- Know the concepts and categories of emotion.
- Know the effect of emotion in daily lives and learn to utilize emotion appropriately.
- Acquire effective strategies of emotion regulation.

This content supports mainly the indicator 8.1 of graduate attributes.

(5) Interpersonal communication of college students (1.5hours)

- Overview of interpersonal communication.
- Know the significance, characteristics and categories of interpersonal communication.
- Understand the factors that may affect college students' interpersonal communication.
- Obtain the principles and skills of interpersonal communication.
- Be familiar with types of relationship disorder and adjustment ways.

This content supports mainly the indicator 9.2 of graduate attributes.

(6) Development of sexual psychology and intimate relationship of college students (1.5hours)

- Know the concepts and characteristics of romantic love.
- Understand the features of sex and health sex psychology.
- Develop right attitude about love.
- Learn the right ways to face and solve the problems in a intimate relationship.

This content supports mainly the indicator 8.1 of graduate attributes.

(7) Career planning and learning psychology of college students (1.5hours)

- Know the significance .of career planning.
- Practice the methods and exercises of career planning.
- Acquire how to solve problems in choosing major and vocation.
- Inspire their motivation and interest of learning and practicing.
- Master effective memory and learning methods.
- Learn to balance study and entertainment, possess good study status.
- Build up positive attitude of independent study and life-long study.

This content supports mainly the indicator 12.2 of graduate attributes.

(8) Frustration and life education (1.5hours)

- Correctly recognize pressure and frustration, know the sources of stress and frustration of college students.
- Know the effects (both of the positive and the negative parts) of stress and frustration, and learn good ways to deal with them.
- Understand the meaning and value of life.
- Be familiar with the manifestations of crisis (such as self-injury, suicide, assault and violence, etc.).
- Master effective prevention and intervention of mental crisis.

This content supports mainly the indicator 8.1 of graduate attributes.

3. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, case analysis and demonstrating methods are mainly used for most of lectures. According to the specialty and professionalism of psychological course, *group counseling form (like encounter group and behavior training group) and skills* will be applied in the courses, as well as *psychological measurement, role-play*, etc. what's more, multiple related *books and video materials* will be demonstrated in the class.

These methods of instruction support mainly the indicator 1.2 of graduate attributes.

4. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 4-1.

Table 4-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Hours				Extracur. Hours
		Theoretical	Exercise	Seminar	Subtotal	
1	Introduction of mental health	2	0	0	0	2
2	Cultural adaptation of foreign students	2	0	0	0	2
3	Self-consciousness and personality	2	0	0	0	2
4	Emotion management of college students	2	0	0	0	2
5	Interpersonal communication of college students	2	0	0	0	2
6	Development of sexual psychology and intimate relationship of college students	2	0	0	0	2
7	Career planning and learning psychology of college students	2	0	0	0	2
8	Frustration and life education	2	0	0	0	2
Total		16	0	0	0	16

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (√); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 55; F: below 55

(2) Two-grade system: P: from 100 to 55; F: below 55

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 40% assessment in in-semester evaluation which includes attendance (10%), class participation (10%), discussion (10%), quiz(zes) (10%), which mainly checks the class participation and supports the indicator(s) 8.1 of graduate attributes;

- 60% assessment in final exam. It is close-book (open-book) exam in which main test types are Q & A (for exam based courses). Assessment content includes the understanding of essential psychological concepts and the master of practical application in daily lives which mainly checks students' attitude and expression ability and supports the indicator(s) 8.1 of graduate attributes.

6. Continuous Improvement (持续改进)

According to the feedback from in-semester evaluation, students, and supervisors of teaching and learning, this course will be timely and continuously improved in the ongoing and the next course round so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Zimbardo, & Philip G. (1971). *Psychology and life*. / 8th ed. Scott, Foresman and company.

References

- [1] Bandura, A., & Walters, R. H. (1963). *Social Learning and Personality Development*. Social learning and personality development. Holt, Rinehart and Winston.
- [2] 陈永琴《大学生心理健康教育》[M]. 哈尔滨: 哈尔滨工程大学出版社, 2010
- [3] 樊富珉《当代大学生心理健康教程》[M]. 哈尔滨: 哈尔滨工程大学出版社, 2014
- [4] 赛燕燕等《快乐起航——大学生心理健康教程》[M]. 上海: 上海交通大学出版社, 2015
- [5] 孙惠君《心理健康与保健》[M]. 北京: 清华大学出版社, 2013
- [6] 张玉善《掌握幸福快乐的金钥匙》[M]. 北京: 中国人民公安大学出版社, 2013
- [7] 郑日昌《大学生心理卫生》[M]. 济南: 山东教育出版社, 199

KAB 和创业导论课程教学大纲

课程名称: *KAB和创业导论/ Know About Business And Introduction to Being an Entrepreneur*

课程代码: 06326900

课程性质: 通识教育/必修

总学时数: 48

学 分: 3

要求先修课程: 无

开课单位: 经济管理学院

适用专业: 全校

执笔人: 吕海萍 杜雪君 姜志华

审核人: 王光新

审批人: 刘洪民

一、课程的性质、目的和任务

KAB 和创业导论是为培养大学生的创业意识和创业能力、培养大学生的企业精神而设置的课程。特别是 KAB, 由联合国劳工组织开发且目前已在全球三十多个国家有良好应用。课程对企业、创业等进行分析和介绍, 通过借助专业测评工具和商业游戏以及小组讨论、角色扮演等丰富多彩的参与式教学方式及专题讲座, 帮助大学生树立对创业问题的正确认识, 了解创业者基本特征和所需素质, 使学生了解从产生商业想法、写出商业计划书、组建一个企业直到运营企业的基本过程。通过该课程的开展, 有助于培养“企业家型”的复合型人才。具体包括 1) 培养创业意识, 正确认识企业和社会中的作用和自我雇用; 2) 提供创办和经营小企业所需的基本知识和技能; 3) 提高就业能力, 使学生能够在中小企业以及缺乏正规就业机会的环境下有产出的工作; 4) 鼓励把创业和自我雇用作为理性职业选择。

二、教学内容及教学基本要求

本课程以国际劳动组织编写的英文教材为蓝本, 经国际劳动组织授权, 并根据我国实际情况进行了本土化改编。教学内容分为 8 个模块和四个专题, 依次为: 模块 1、什么是企业模块? 2、为什么要发扬创业精神模块? 3、什么样的人能成为创业者? 模块 4、如何成为创业者? 模块 5、如何找到一个好的企业想法模块? 6、如何组建一家企业? 模块 7、如何经营一家企业? 模块 8、如何准备商业计划书? 专题一、创业计划书和创业竞赛; 专题二、创业融资和激励; 专题三、创业竞争战略; 专题四、创业税务和法律。

课程以平台课的方式在经济管理学院各专业开设, 完成本课程所需教学时间为 KAB32

学时，专题讲座 16 学时。其中课程前半部分 KAB 内容需用多媒体教室、白板、可移动桌椅、小班教学，人数控制在 35 人左右，后半部分专题讲座可小班也可按实际情况合班讲授。本课程强化以学生为中心的教学模式，在系统的学习创业管理知识基础上，重点加强学生的学习动机、引发兴趣、学以致用、表达想法、学习方法、观察力和适应力等方面训练。具体教学内容和要求如下：

模块 1 什么是企业：

本模块使学生认识到我们每个人都与企业（enterprise）有着联系，初步了解小企业及其特点。须掌握企业（enterprise）的含义、企业的不同形式、人们在企业中的角色及小企业等内容。

教学重点与难点：企业的理解、企业的不同类型、小微企业。

模块 2 为什么要发扬创业精神：

本模块使学生了解在任何环境下发扬创业精神都是有益的。须掌握创业精神的界定、创业的动因、创业在社会中的作用、自主创业等内容。

教学重点与难点：创业精神、创业动因、自主创新。

模块 3 什么样的人能成为创业者：

本模块使学生识别成功创业者所需具备的人格特征。须掌握识别创业者特征、领导力、决策力、风险承担等内容。

教学重点与难点：创业者特征、决策力、风险承担。

模块 4 如何成为创业者：

本模块使学生能够理解成功的创业者和小企业的管理所需的关键能力与决定性因素。须掌握成功创业者的能力、成功创办小企业的关键因素、创业决定、开发和提高创业者的能力等内容。

教学重点与难点：MAIR 模型。

模块 5 如何找到一个好的企业想法：

本模块使学生能够理解产生企业想法的技术以及识别和评估商业机会的方法。须掌握产生企业想法、识别和评估商业机会等内容。

教学重点与难点：企业想法、企业想法的来源、商业机会。

模块 6 如何组建一家企业：

本模块让学生了解开办企业的程序，包括市场、法律形态、资金筹措等问题。须掌握选择合适的市场、企业选址、确定企业法律形式、计算所需资金、筹措创业资金、开办企业的途径等内容。

教学重点与难点：市场选择、选址影响因素、企业法律形式类型，创业资金计算、筹资渠道。

模块 7：如何经营一家企业：

本模块使学生能够对各种影响企业经营绩效的技术给出评估，并能了解如何运用相关技术解

决企业经营实际问题。须掌握员工的招聘和管理、时间管理、营销管理、供应商的选择、新技术在中小企业中的应用、成本预测、财务管理、财务报表等内容。

教学重点与难点：员工招聘、时间管理、营销策略、成本预测、财务管理、财务报表。

模块 8 创业准备：商业计划书：

本模块使学生能够努力完成创办企业所需的商业计划书，在真实的市场环境中运用本课程的相关知识，并能够评估有关微型企业的企业想法。须掌握信息与帮助的来源、准备商业计划书、标准的商业计划书等内容。

教学重点与难点：商业计划书准备

专题一、创业计划书和创业竞赛：

了解各种大学生创业的载体、创业计划书分类和要求以及大学生创业竞赛的相关的程序和知识，理解社会实践和社会调查对创业计划书和创业竞赛的作用和影响，掌握创业竞赛选题、创业项目设计、开展和创业计划书写作的基本规范。

教学重点与难点：创业竞赛选题、创业计划书的写作和规范。

专题二、创业融资和激励：

了解创业融资和激励的概念、创业融资和激励的目标的主要观点和优缺点；理解创业融资的动机、融资方式和融资组合、企业融资能力确定，理解创业激励机制设计的原则，创业企业层级激励、产权激励的原理、应用和适用条件；掌握企业不同生命周期中企业融资和激励策略及风险规避。

教学重点与难点：创业融资的具备类型和适用条件，创业激励的方式和使用条件。

专题三、创业竞争战略：

了解战略管理的概念及过程包括战略分析、战略选择、战略实施及战略控制等环节，了解创业战略在创业过程中重要性，理解基于创业环境、创业项目的特征等选择合适的竞争战略，掌握为创业项目选择合适的竞争战略。

教学重点与难点：创业竞争战略及选择。

专题四、创业税务和法律：

了解我国基本税种的概念及计算，了解涉及创业的基本法律，理解不同创业组织类型税务的差异性，理解不同创业项目可能遇到的法律问题以及解决途径，掌握不同创业组织类型税负的计算。

教学重点与难点：创业的税务问题和法律问题及解决。

三、学时分配表

序号	教学内容	课内学时	其中课内研讨学时	课外学时
1	模块 1、什么是企业 主题 1-1：企业（enterprise）的含义 主题 1-2：企业的不同形式 主题 1-3：人们在企业中的角色 主题 1-4：小企业	3	1.5	2

2	模块 2、为什么要发扬创业精神 主题 2-1：创业精神的含义 主题 2-2：创业的动机 主题 2-3：创业在社会中的作用 主题 2-4：自主创业	2	1	2
3	模块 3、什么样的人能成为创业者 主题 3-1：评估创业者潜力 主题 3-2：识别创业者特征	2	1	2
4	主题 3-3：领导力 主题 3-4：决策力 主题 3-5：风险承担	2	1	2
5	模块 4、如何成为创业者 主题 4-1：成功创业者的能力 主题 4-2：成功创办小企业的因素	2	1	2
6	主题 4-3：创业决定 主题 4-4：开发和提高创业者的能力	2	1	2
7	SIYB 游戏模块一基本企业周期	3	3	
8	模块 5、如何找到一个好的企业想法	2	1	2
9	模块 6、如何组建一家企业 主题 6-1：选择合适的市场 主题 6-2：企业选址主题 6-3：法律形式	2	1	2
10	主题 6-4：计算所需资金 主题 6-5：筹措创业资金 主题 6-6：开办企业的途径	2	1	3
11	模块 7、如何经营一家企业 主题 7-1：员工的招聘和管理 主题 7-2：时间管理	2	1	2
12	主题 7-3：销售管理 主题 7-4：供应商选择 主题 7-5：新技术在小企业中的应用	2	1	2
13	主题 7-6：成本管理 主题 7-7：财务管理 主题 7-8：财务报表	2	1	3
14	SIYB 游戏模块二供给与需求	3	3	
15	模块 8、如何准备商业计划书	1		3
16	专题一、创业计划书和创业竞赛	4		3
17	专题二、创业融资和激励	4		3
18	专题三、创业竞争战略	4		3
19	专题四、创业税务和法律	4		3
合计		48		41

四、课外学习要求

本课程进行中，学生除了要课外预习、复习，课程教材自身所设置的每一模块中的许多练习都需要学生在课外时间自学完成。当然教师设置的一些调研环节如“调查身边企业的开办资金类型及数量”等都需要学生在课外时间里完成。

五、教学方法

完成本课程所需教学时间为 KAB32 学时，专题讲座 16 学时。其中课程前半部分 KAB 内容需用多媒体教室、白板、可移动桌椅、小班教学，人数控制在 35 人左右，后半部分专题讲座可小班也可按实际情况合班讲授。

本课程和教材的内容设置是以学生为中心的，学生是整个过程的主体，教师承担的是指

导的角色，营造环境，使学生能以个体、小组或集体的方式参与其中，每个主题模块中有一半的学时是通过分组讨论、小组活动、游戏活动、头脑风暴、角色扮演、商业游戏等教学方法，通过学生的参与、思考来培养实践技能，然后将这些技能应用到各种环境当中。

六、课程考核方法及要求

考核主要以过程考核为主体（占 50%-60%），同时结合创业计划书成绩（占 50-40%）。
具体为：

1. 考核方式：考试（）；考查（√）

2. 成绩评定：

计分制：百分制（）；五级分制（√）；两级分制（）

总评成绩构成：过程考核（50-60）%；中期考核（）%；期末创业计划书考核（50-40）%

过程考核成绩构成：考勤考纪（35）%；平时作业和课外活动（15）%；课堂表现（50）%

七、建议教材及参考资料

《大学生 KAB 创业基础》 George Manu 等著，董霞等译，高等教育出版社，2007.2

八、大纲说明

KAB 全过程采用小班化的参与式的培训方法和技巧，包括：1、课件演示；2、分组讨论；3、案例分析；4、游戏活动；5、头脑风暴；6、商业游戏；7、企业家访谈；8、角色扮演；9、项目作业。

专题可用合班的方式以讲座形式开展。

labus of Principles of Management

管理学

Course Code: MGT2001E

Total Teaching Hours: 48

Total Credits: 3

Pre-required Courses: None

Prepared by: Hui Fengting

Inspected by: Nan Zhongxin

Approved by: Liu Hongmin

Course Description

This course introduces the fundamentals and essentials of Management and the core topics are: basic functions of management as planning, organizing, leading and controlling. Important topics of management as Decision Making, HRM, Individual and Organization Behavior, Supply Chain and Public Relation are integrated in the four functions.

Required Texts, Materials and Group Working

Textbook: Stephen P. Robbins and David A. Decenzo *Fundamentals of Management, 9th Edition*, Prentice Hall 2014. (English edition reprinted and distributed in China by People's University of China Press under the authorization of Thomson Learning in 2016).

Group Working: 5-6 students form a group, and the whole class should be divided into 6-5 groups, these groups will last till the course end.

Course Schedule

Week	Topics
1	Introduction
2	Managers and Management
3	Managing in a Contemporary World
4	Foundations of Planning
5	Foundations of Decision Making
6	Basic Organization Designs
7	Staffing and Human Resource Management
8	Workshop: Building Your Career
9	Managing Change, Stress, and Innovation
10	Foundations of Individual and Group Behavior
11	Understanding Work Teams
12	Motivating and Rewarding Employees

13	Leadership and Trust
14	Communication and Interpersonal Skills
15	Foundations of Control
16	Operations and Value Chain Management

Grading

Homework Assignments, Team Work Performance,	40%
Mid-term Exam	20%
Final Exam	40%

The grades will be assigned as follows:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

Assessments

Homework Assignments - There will be homework assignments every 1-2 weeks. Students may discuss homework questions with your classmates; however, it has to be their individual work. Students are required to submit their homework, either paper based or internet based as required, before due date. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade.

Workshop: 5-6 students form one working team, and the whole class would be divided into several teams. At the beginning of the course, each team would be assigned to initiate a venture and operate the venture as the class proceeding. Performance at each assigned workshop and the final integrated achievements would be graded.

Mid-term Exam: Mid-term exam will be given in week 7.

Final Exam - The final exam will be given at end of the semester. The exam duration is 2 hours. The final exams will focus on the basic concepts, management principles and their application. And the question type may vary.

Class Attendance

Attendance is mandatory. Students are required to attend the class on time, stay for the entire class and being attentive in the class unless they have family or health related emergency. If for some reason the students are not able to come to class, or cannot attend class on time, or leave early, advance permission from the instructor is necessary. It is supposed to be the students' responsibility to make up the missed class assignments if he/she has not attended the class for any reason.

Class Preparation

As a guideline, the students should expect to spend at least 3 hours per week preparing for class. The Instructor will let the students know what will be lectured next week. Do not get behind. The students are suggested to spend a significant time on class preparation before every class rather than letting work pile up.

Some other Requirements

- Active in class
- Review and Preview the textbook before and after class
- Interact with the lecturer
- Act with web resources: <http://www.prenhall.com/robbins>

Syllabus of Principles of Microeconomics

微观经济学课程教学大纲

Course Code (课程代码) : ECON2001

Course Name (课程名称) : Principles of Microeconomics /微观经济学

Semester (开课学期) : 2

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of calculus

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Xu Xiangdong (徐向东)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is an introduction to Microeconomics which studies how individuals and firms make decisions. Students of this course would be equipped with some basic concepts and tools which will enable them to analyze economic phenomenon from an economist's perspective. The core topics included in this course are: supply and demand and their applications, theory of the firm, market structure, introduction to game theory, the economics of public sector, and market failure, etc. Upon completion of the course, the students should be able to:

- Demonstrate their understanding of core economic concepts and terminologies.
- Exhibit their ability to use basic economic models to understand, analyze and predict market outcome, e.g. students should be able to use market supply and demand information to understand, analyze and predict market equilibrium price and quantity.
- Demonstrate an in-depth understanding of the decision-making process for consumers and producers, and also be able to use related economic models to understand and analyze these decisions.
- Demonstrate their understanding of different types of market structure and its effects on the behaviors of the consumers and producers.
- Demonstrate their understanding on topics such as externality and market failure, and the common ways of regulations.
- Exhibit their ability to understand and analyze government policies and its market affects.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction: Ten Principles of Economics	3	3
2	Thinking like an Economist	3	3
3	Supply and Demand and Market Equilibrium	4	4
4	Elasticity and its Applications	4	4
5	Supply, Demand and Government Policies	4	4
6	Consumers, Producers, and the Efficiency of Markets	4	4
7	Application: the Costs of Taxation	3	3
8	Externalities, Public Goods & Common Resources/Mid-term test	4	4
9	The Costs of Production	3	3
10	Firms in Competitive Markets	5	5
11	Monopoly	4	4
12	Oligopoly & Intro. to Game Theory	4	4
13	Monopolistic Competition	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding economic theory and/or its applications, one current and real-world economic issue and so on. The purpose of this paper is to improve the ability of economic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the

semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

N. Gregory Mankiw. 经济学原理 微观部分 (第 6 版), 英文版。ISBN 978-7302-468967。清华大学出版社, 2017 年。

References:

- [5] N. Gregory Mankiw, Study Guide for Mankiw's Principles of Microeconomics, 6th Edition
- [6] Samuelson, Paul A.; Nordhaus, William D (2004). Economics. McGraw-Hill. ISBN 0-07-287205-5.

Syllabus of Accounting I

会计学 I 课程教学大纲

Course Code (课程代码) : ACCT2001

Course Name (课程名称) : Accounting I/会计学

Semester (开课学期) : 3

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of economics

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Bai Yang (白洋)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : Liu Honggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course offers students a broad, business-based introduction to the conceptual foundations of accounting and the use of accounting information so as to assist in key financial management functions and decision making. It introduces students to basic concepts and functions such as the balance sheet and the income statement. This subject aims to introduce you to financial accounting information systems, which record financial events and provide both internal and external financial reports. The unit begins with a review of the accounting equation, accounting cycle and accrual accounting concepts underlying financial statements. The unit then focuses on the operation of a manual accounting system for routine operating transactions. Attention is then given to the application of generally accepted accounting concepts and selected accounting standards to specific transactions and elements of the financial statements.

By the end of the unit students will have developed the understanding and skills necessary to help them make informed basic financial management decisions. It will also provide the platform from which students might continue with further accounting studies.

Learning outcomes:

1. Discuss and explain the nature and purpose of accounting;
2. Prepare and interpret financial statements according to conventional methods of accounting;
3. Identify, analyze and evaluate financial information relevant to the operating, investing and financing decisions of a business entity;
4. Organize, calculate and analyze information relevant to decision making;
5. Demonstrate a growing awareness of ethics within the accounting environment.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, group project and other demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

Week	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction to Accounting and Business	3	3
2	Using Accounts to Record Transactions	3	3
3	Double-Entry Accounting Systems	3	3
4	Posting Journal Entries to Accounts, Trial Balance	3	3
5	Recording Adjusting Entries	3	3
6	Closing Entries	3	3
7	Case Study: Completing the Accounting Cycle	3	3
8	Accounting for Merchandising Businesses 1	3	3
9	Accounting for Merchandising Businesses 2	3	3
10	Inventories 1	3	3
11	Inventories 2	3	3
12	Accounts Receivables	3	3
13	Fixed Assets and Intangible Assets	3	3
14	Current Liabilities and Payroll	3	3
15	Financial Frauds	3	3
16	Final Review	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework is assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to finish a group project on a real business case. The

purpose of this project is to improve the ability of business analysis. The target of the project can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final presentation of the project should be given no later than 15th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/quizzes (15-20%), group project (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class, it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes, the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of multiple choice questions, true or false questions and calculation problems.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

詹姆斯里夫. 会计学 (第 23 版), 英文版。 ISBN 978-7-300-11799-7。中国人民大学出版社。

References:

Hoggett, J., Edwards, L. Medlin, J., and Tilling, M., *Financial Accounting (7th Ed)*, John Wiley & Sons, Australia, 2009

Atrill, P, McLaney, E and Black, G. (2008) *Accounting: An Introduction*, 4th ed. Pearson Education, Australia.

Bazley, M, and Hancock, P. (2009) *Contemporary Accounting: A Conceptual Approach*, 7th ed.

Cengage, Melbourne.

Birt, J., Chalmers, K., Beal, D., Brooks, A., Byrne, S., and J. Oliver, (2008) *Accounting: business reporting for decision making*, 2nd ed. John Wiley and Sons, Milton, Queensland.

Horngren, C T; Best, P J; Fraser, D J & Willett, R. (2010), *Accounting*, 6th edition, Sydney, Pearson/Prentice Hall.

Reference Journals

Accounting and Finance

Accounting, Auditing and Accountability Journal

Accounting Today

Australian Accountant (Journal of ASCPA)

Charter (Journal of ICAA)

CPA Journal

Journal of Accountancy

Syllabus of Principles of Macroeconomics

宏观经济学课程教学大纲

Course Code (课程代码) : ECON2002

Course Name (课程名称) : Principles of Macroeconomics /宏观经济学

Semester (开课学期) : 3

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of calculus, Principles of Microeconomics

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Cheng Fangfang (程芳芳)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is an introduction to Macroeconomics which studies how the economy as a whole works. The core topics included in this course are: the data of macroeconomics, the real economy in the long run, money and prices in the long run, the macroeconomics of open economies, Short-run economic fluctuations, etc. The core topics included in this course are: Application of Welfare: International Trade, Measuring a Nation's Income, Measuring the Cost of Living, Production and Growth, Financial System, the Basic Tools of Finance, Unemployment, the Monetary System, Money Growth and Inflation, Open-Economy, Aggregate Demand and Aggregate Supply, etc.

Upon completion of the course, the students should be able to:

- Demonstrate their understanding of core economic concepts and terminologies.
- Exhibit their ability to use basic macroeconomic models to understand, analyze and predict market outcome.
- Demonstrate an in-depth understanding of the influences of macroeconomic policies on the whole economy, and also be able to use related economic models to understand and analyze these effects.
- Demonstrate their understanding of the application of welfare economics in international trade.
- Demonstrate their understanding on topics such as GDP, CPI, economic growth, inflation, financial tools, open economy, etc.
- Exhibit their ability to understand and analyze government policies, such as monetary policy and fiscal policy and its market effects.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of

lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Interdependence and the Gains from Trade	3	3
2	Application of Welfare: International Trade	3	3
3	Measuring a Nation's Income	4	4
4	Measuring the Cost of Living	4	4
5	Production and Growth	3	3
6	Saving, Investment and the Financial System	4	4
7	The Basic Tools of Finance	3	3
8	Unemployment	3	3
9	The Monetary System	3	3
10	Money Growth and Inflation	4	4
11	Open-Economy Macroeconomics: Basic Concepts	3	3
12	A Macroeconomic Theory of the Open Economy	4	4
13	Aggregate Demand and Aggregate Supply	4	4
14	The Influence of Monetary and Fiscal Policy on Aggregate Demand	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding economic theory and/or its applications, one current and real-world economic issue and so on. The purpose

of this paper is to improve the ability of economic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

N. Gregory Mankiw. 经济学原理宏观部分 (第 6 版), 英文版。ISBN 978-7-04-032728-1。高等教育出版社, 2014 年。

References:

[7] N. Gregory Mankiw, Study Guide for Mankiw's Principles of Microeconomics, 6th Edition

[8] Samuelson, Paul A.; Nordhaus, William D (2004). Economics. McGraw-Hill. ISBN 0-07-287205-5.

Syllabus of Principles of Marketing

营销学课程教学大纲

Course Code (课程代码) : MKT3001E

Course Name (课程名称) : Principles of Marketing/营销学

Semester (开课学期) : 3

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Principles of Management / Principles of Microeconomics

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Ruan Yin (阮尹)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course provides an introduction to the marketing function of the organization. The focus is on how organizations identify the needs of their target markets, understand the buying behavior of their target markets, and develop a marketing mix (comprising product, price, promotion and placement) to satisfy the needs and wants of these markets.

Upon completion of the course, the students should be able to:

- Demonstrate their understanding of core economic concepts and terminologies.
- Exhibit their ability to use basic economic models to understand, analyze and predict market outcome, e.g. students should be able to use market supply and demand information to understand, analyze and predict market equilibrium price and quantity.
- Demonstrate an in-depth understanding of the decision-making process for consumers and producers, and also be able to use related economic models to understand and analyze these decisions.
- Demonstrate their understanding of different types of market structure and its effects on the behaviors of the consumers and producers.
- Demonstrate their understanding on topics such as externality and market failure, and the common ways of regulations.
- Exhibit their ability to understand and analyze government policies and its market affects.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Marketing: managing profitable customer relationships Company and marketing strategy	3	3
2	The marketing environment & Managing marketing information	3	3
3	Consumer markets and consumer buyer behavior	4	4
4	Customer-driven marketing strategy	4	4
5	Product, services and branding strategy	4	4
6	New-product development and product life-cycle strategies	4	4
7	Pricing product	4	4
8	pricing strategies	4	4
9	Marketing channels and supply chain management Retailing and wholesaling	4	4
10	Communicating customer value	3	3
11	Advertising and public relations	4	4
12	Personal selling and sales promotion	4	4
13	Creating competitive advantage	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments during whole semester. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a formal report which is regarding marketing theory and/or its applications, one real organization and a particular product item. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th

week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 25 multiple-choice questions, 4-5 short answers and case study.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Philip Kotler, Gary Armstrong, 市场营销原理 (第 15 版), 英文版。 ISBN 978-7302-464976。清华大学出版社, 2017 年。

References:

[9] Gary Armstrong, Marketing: An Introduction, 7th Edition

[10] C.Shane Hunt, John E. Mello, (2004). Marketing. McGraw-Hill. I

Syllabus of Marketing Research

市场调研

Course Code: MRK4001D

Total Teaching Hours: 48

Semester: (开课学期) : 4 Winter semester

Credits (学分) /Academic Hours (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of Principles of Marketing

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Maria de los Angeles Pérez Sánchez

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : Liu Honggmin (刘洪民)

Course Overview (including course description, objectives, outcomes, content)【课程简介 (包含课程性质、目的、任务和内容)】

This course is an introduction to Marketing Research; Students of this course would be equipped with some basic concepts and tools of Principles of Marketing.

It is a subject of specialization and deepening in the analysis of the market, methods of data collection, marketing research industry, marketing research process, research designing, questionnaire designing, techniques of data analysis and results presenting that seeks to expand the knowledge of students in this specific field of marketing, This course offers knowledge of marketing research from both theoretical point of view and methodological point of view.

At the end of semester the students should be able to:

- Demonstrate their understanding of Marketing research concepts and terminologies.
- To make the necessary decisions to correctly address the different phases of the market research process, as well as its complete planning and execution.
- Demonstrate their understanding of different types of market structure and its effects on the behaviors of the consumers and producers.
- Oral and written communication.
- Ability to retrieve and analyze information from different sources.
- Capacity for analysis and synthesis.
- Teamwork

METHODS OF INSTRUCTION (教学方法)

Lecturing, class discussion, videos and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment. As the main methodology we will use the methodology of Harvard case.

GRADING

- 1, Group research: 20%
- 2, Individuals Activities 10%
- 4, Group Activities 10%
- 3, Class Participation :10%
- 5, Final Exam: 40%

The grades will be assigned as follows:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

The market research work developed in group

The execution of this work will involve the development of different activities associated with the different learning units, such as: the search of secondary information, design of a questionnaire, collection through surveys, data analysis and a research report.

All these activities will 30% of the total of the student's grade, which will be function of the work developed individually and by the group.

The final market research report prepared by each group also contributes to the student's overall grade. Students rating will be carried out, both by the teacher, and by the other groups. In the report evaluation will be taken into account the clarity of the wording, the structure followed, the presentation of the study, the depth with which the different and its general level in comparative to others groups work.

In the public exhibition of the works, will also take into account the ease and expository clarity of the members of the group

INDIVIDUALS / GROUP CHAPTERS ACTIVITIES

For each unit a set of activities are proposed. Some of them are individual (marked with an "i" and others in group, marked "g").

Most of the activities proposed correspond to the completion of market research by all the students of the subject.

REMARK

The active participation in the discussion forums that are developed during the course, (Both in the pooling of activities, and in the discussion of topics proposed by the teacher or other students) this participation, valued individually, contributes 10% to the overall student rating.

Possibly is a system that requires greater involvement of the student and it requires continuous effort (Not worth studying a week before the exam) But in return, learning improves substantially.

CLASS ATTENDANCE

The Declaration of San Diego (1997) on “Fundamental principles of Academy Integrity” suggest that five values that should govern academic life: Honesty, trust, fairness, respect and responsibility. All students are the same for the teacher attendance is mandatory. For any reasons students are not able to attend the course on time or have to leave early, they are asked to get leaving permit before the course via email or message. (Preferable ask for leave to International Office).

PUNCTUALITY and GUIDELINE FOR CLASS COEXISTENCE

Punctuality must be British, In this way the students will avoid disturbing the teacher and his / her classmates. Remember where you are, avoid making offensive comments and respect your colleagues.

A university is a prestigious institution and its function is to impart knowledge, Students come to learn not to be bothered SILENCEiiiiiiiiiii

TEXTBOOK (S) AND REFERENCES Textbook(s) (教材及参考资料)

Suggested Textbook(s): Basic Marketing Research: Using Microsoft Excel Data Analysis, 2nd Edition, Alvin C. Burns and Ronald F. Bush.

References:

Churchill, G. A. (2002): Marketing Research, 4^a ed., México: Thomson.

Malhotra, N. K. (2008): Marketing Research Pearson. Prentice-Hall.

Zikmund, W. G. (2003): Fundamentals Marketing Research 2^a ed., México: Thomson.

Zikmund, W. G. (2009): Marketing Research 6^a ed., México: Pearson Education.

Weitz B and Wesley R. (2002): Handbook of Marketing SAGE. London

AMA : Website American Marketing Association

AEMARK: Spanish Marketing Association

HENKUAL; Communication and marketing specialized in china

SCHEDULE

Week	Topics / CHAPTER	ACTIVITIES
1, 2	WHAT IS THE MARKETING RESEACH 1	Examples about how to brush over a marketing research i
3,4	UNDERSTANDING THE MARKETING RESEACH INDUSTRY 2	Synthesis of the scientific paper Is market Orientation a source of sustainable Competitive Advantage or Simply the cost of Competing? i
5,6	STEPS IN THE MARKETING RESEACH 3	Examples of real cases in a company g
7,8	RESEARCH DESIGN 4	Each Group have to design a research using a theory for example Hunt STRATEGY AND R-A THEORY g
9,10	ACCESSING SECONDARY DATA AND ONLINE INFORMATION DATA BASE 5	Calculate the power index in Scopus marketing journals g
11, 12	STANDARDIZED INFORMATION SOURCES 6	Differents sources i
13,	DESIGNING YOUR QUESTIONNAIRE 9	Design a questionnaire based on lifestyle or Hofstede g
14	DETERMINING RELATIONSHIP AMONG YOUR VARIABLES 14	EXPERIMENTATION i
15	PREPARING AND PRESENTING THE RESEARCH RESULTS 15	How writte a report/ Elements of a paper i
16	FINALS PRESENTATIONS Group research	Discussion about colleagues work i

专业英语写作课程教学大纲

课程代码：ENG3001E

课程名称：专业英语写作/Professional Writing in English

开课学期：4

学分 / 学时：3.0 / 48（理论：16，实验或实践：0，研讨：16，习题：16）

课程类别：必修/学科专业基础课

适用专业：国际经济与贸易、市场营销（国际班）

先修课程：无

开课单位：外国语/中德学院

团队负责人：赵学德

审核人：楼青

执笔人：赵学德

审批人：樊燕龙

一、课程简介（包含课程性质、目的、任务和内容）

《专业英语写作》是浙江科技学院国际经济与贸易、市场营销（国际班）学生在第三学期的必修基础课程。该课程旨在根据学生专业学习和发展需求，采用小组讨论和个人学习相结合的学习模式，通过形成性评估与终结性评估相结合的考核办法，在听说读写方面全面培养学生基本的专业英语水平，尤其是专业英语输出能力，如专业英语文章中句子和段落写作、选题的确定、资料的查找筛选和引用、论文结构的安排，以及借助计算机和多媒体技术进行论文的口头汇报，为学生接受全英文授课课程的教学和后续学习奠定扎实的基础，使学生在英语应用能力方面得到充分的训练和提高；，又有利于学生个性化的学习，以满足他们专业的发展要求。通过本课程教学，学生应达到下列教学目标：①读的能力：能顺利阅读英语相关文献资料，能掌握其中心大意，抓住主要事实和有关细节；②听的能力：能听懂与本专业有关、内容比较熟悉的英语讲课与谈话，能正确理解中心大意并抓住要点；③说的能力：能用英语进行本专业的一般性会话，经过准备能就与本专业有关的问题进行讨论，做简短的报告；④写的能力：能在阅读本专业的书面材料时做笔记、写提纲、写论文摘要和开题报告等。

学生在学习过程中，需完成两篇完整的论文。第一篇必须使用所学的方法、步骤和规范，在教师的指导下按教学进度逐步完成。第二篇作为独立完成作业，要求学生在课余时间独立完成。

本课程重点支持以下毕业要求指标点：

能够在跨文化背景下进行沟通和交流。

体现在能够对宽泛背景的外语材料能够进行信息的有效提取、分析、总结和归纳；能够在跨文化背景下进行沟通和书面交流。

二、教学内容、基本要求及学时分配

1. 专业英语写作中的文体特点（6 学时）

了解专业英语与普通英语写作的区别；理解专业英语写作的目的和对象；掌握专业英语写作常用的词法和句法等特点。

重点支持毕业要求指标点 10.3。

2. 专业英语写作过程（6 学时）

了解专业英语论文写作的基本过程；掌握专业论文写作过程中如何选题、如何查找文献资料、如何记笔记，等等。

重点支持毕业要求指标点 10.3。

3. 专业英语写作中文献的格式（12 学时）

了解写作中剽窃的涵义和避免剽窃的重要性；掌握书籍和期刊等各类参考文献 APA 格式，如何进行文献引用。

重点支持毕业要求指标点 10.3。

4. 专业英语论文结构（12 学时）

了解专业英语论文的基本结构，包括引言、正文和结尾；理解各结构部分间的逻辑联系；掌握各部分的主要写作方法和注意点。完成一篇 1000 字左右的小论文，要求按照教学进度，用所学方法、步骤和规范完成。

重点支持毕业要求指标点 10.3。

5. 专业英语论文答辩（12 学时）

了解专业英语摘要和开题报告的基本结构和特征、PPT 的注意事项；理解摘要和开题报告的格式要求；掌握摘要和开题报告的主要写作方法和注意点。完成专业类摘要和开题报告，并课堂 PPT 陈述。

重点支持毕业要求指标点 10.3。

三、教学方法

此课程是语言类课程，故采用教师讲授与课堂研讨相结合的教学形式。课堂教学主要采用任务式、合作式、探究式等教学方法，体现以教师为主导、以学生为主体的教学理念，使教学活动实现由“教”向“学”的转变。教师以背景介绍、写作基本知识讲解、采用电化教学手段、多媒体辅助教学等，要求学生参与课堂讨论和陈述，课上和课外实战训练，培养和提高学生英语学习兴趣和学习参与热情，启发和引导学生语言运用思维和习惯。

重点支持毕业要求指标点 10.3。

四、课内外教学环节教学安排及基本要求

本课程理论环节共 48 个学时，讲授 16 周（每周 3 学时），课内外理论教学环节及学时分配表见表 4-1。

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
1	课程介绍，专业英语写作文体要素、学术英语词汇和语法	2	2	2	6	2
2	论文选题和资料查找、记笔记	2	2	2	6	2
3	引言段、结尾段写作	2	2	2	6	2
4	正文段写作	2	2	2	6	2
5	如何避免剽窃	2	2	2	6	2
6	APA 格式	2	2	2	6	2
7	论文摘要、开题报告写作	2	2	2	6	2
8	专业英语 PPT 陈述及实践	2	2	2	6	2
合计		16	16	16	48	16

课外学习要求：

本课程从自主学习角度设计，以学生为主体，以应用为目标，要求学生在课外完成相关的课外练习，掌握专业类论文各类要素的格式要求和规范，多写多练。学生所花时间要求不低于 16 个学时。课外练习将进行检查，未按时完成者将视具体情况酌情扣除作业分。

重点支持毕业要求指标点 10.3。

五、考核内容及方式

计分制：百分制 (√)；五级分制 (√)；两级分制 ()

考核方式：考试 (√)；考查 ()

本课程成绩由平时考核和期末考核成绩组合而成。各部分所占比例如下：

平时成绩占 50%，主要考查出勤情况、课堂讨论、课后作业等环节，主要根据学生在平常上课时课堂参与的程度和练习完成的质量，以及课外作业来进行综合评价。课外作业的主要包括选题和资料、摘要及开题报告写作、参考文献编撰、PPT 陈述、论文等。重点支持毕业要求指标点 10.3。

期末考试成绩占 50%，考试课采用开（闭）卷形式。题型为填空题、选择题、写作等。考核内容主要包括词汇、阅读理解、文献编撰、写作等。重点支持毕业要求指标点 10.3。

六、持续改进

本课程根据学生作业、课堂讨论、平时考核情况和学生、教学督导等反馈，及时对教学中不足之处进行改进，并在下一轮课程教学中改进提高，确保相应毕业要求指标点达成。

七、教材及参考资料

建议教材：

田德新：《英语写作（第 2 版）》，西北工业大学出版社，2016 年。

参考资料：

1. Graff and Birkenstein, *They say, I say: The Moves That Matter in Academic Writing*, WW Norton & Co, 2010年
2. Anthony C.Winkler, Jo Ray McCuen-Metherell, 《学术论文写作手册》第七版, 北京大学出版社, 2008年
3. *The Purdue online writing laboratory (OWL)*,
<http://owl.english.purdue.edu/owl/resource/588/01/>
4. *Definition of Research*,
http://www.webpages.uidaho.edu/info_literacy/modules/module2/2_1.htm

消费者行为学课程教学大纲

Course Code (课程代码) : CONB3101

Course Name (课程名称) : Consumer Behavior /消费者行为学

Semester (开课学期) : 5

Credits (学分) /**Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Principles of Marketing

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Hu Huamin (胡华敏)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

Consumer Behavior is designed to build (1) knowledge of different types of customers and their decision-making processes, and (2) skills using this knowledge in analyzing business and consumer markets. As business students, your primary objective for the course is in its marketing applications. You want to better understand customers in order to be able to make better marketing decisions. This course will provide you with a comprehensive understanding of the concepts and theories relating to buyer behavior, and how that understanding can be used in developing marketing strategy. Topics include consumer and marketing segments, environmental influences, individual determinants, decision processes, information research and evaluation. After successfully completing this course, the student will have acquired knowledge in the following areas:

- The basic history of strategic thought as applied consumer behavior research
- Determine the elements communication based on the behavior of a target market.
- Recognize the symbiotic relationship between the influence of external and internal factors on consumer behavior.
- Assess marketing mistakes and successes of firms using case analysis and other in-class activities.
- Identify feasible strategic marketing alternative solutions in particular consumer product scenarios.
- Understand the ethical implications of consumer research and promotion.
- Determine the impact of future trends on the consumer and marketing

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quiz, role play and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Consumers Rule	3	3
2	Perception	4	4
3	Learning and Memory	4	4
4	Motivation and Values	4	4
5	The Self	4	4
6	Personality and Lifestyles	4	4
7	Attitudes, Attitude Change and Interactive Communications	4	4
8	Individual Decision Making	4	4
9	Buying and Disposing	3	3
10	Group Influence and Opinion Leadership	4	4
11	Organizational and Household Decision Making	4	4
12	Income and Social Class	3	3
13	Cultural Influences on Consumer Behavior	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be 2 assignments in the semester and teacher will announce the topic at 3rd, 8th week of the semester. You may discuss homework topics with your classmates; however, it has to be your individual work. You have to submit your paper for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

There will be one presentation in the semester, the topic of presentation is given by teacher include case analysis and questions about text. Teacher will announce the topic one week early, you may discuss topics with your classmates, however, it has to be your individual work. You have to make a 5-7 minutes presentation in class with PPT, teacher will mark the presentation based on your presentation content and other students response. Late to make presentation will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10%), homework assignments/presentations (30%), quiz (10%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text. It will consist of some true or false questions, multiple-choice questions and short answers.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

迈克尔·所罗门.消费者行为学(英文版·第10版).中国人民大学出版社, 2017.

References:

[11] 德尔 I. 霍金斯.消费者行为学(英文版·原书第12版).机械工业出版社, 2014年。

[12] 利昂·希夫曼.消费者行为学(英文版·第10版).清华大学出版社, 2017年。

Syllabus of Economic Law

经济法课程教学大纲

Course Code (课程代码) : LAW3102E

Course Name (课程名称) : Economic Law/经济法

Semester (开课学期) : 5

Credits (学分) /Academic Hours (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of economics, law

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Chen QianQian (陈倩倩)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course examines the formulation, interpretation, and application of law to business. Students of this course would be equipped with some basic law knowledge which will enable them to analyze legal issues in economic and business activities. The core topics included in this course are: general introduction to Chinese law, Company Law, Foreign-invested Enterprises Law, Securities Law, Negotiable Instrument Law, Insurance Law, etc.

A student successfully completing the course will be able to:

- Understand the sources of law in China including the development and operation of Chinese economic law, such as the role of the law of contract in particular within the Chinese legal system;
- Read and analyze cases, with knowledge of the methods that can be used to apply and distinguish cases;
- Understand some basic strategies that can be used to solve legal problems;
- Read, analyze and apply statutes using the appropriate methods of statutory interpretation;
- Conduct basic legal research, including by using legal databases to research case law, legislation and scholarly journal articles;
- Understand and discuss core legal theories;
- Work in groups to solve problems and contribute to class discussions;

- Work individually to prepare and present a debate on a topic in class.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction: Overview of law	3	3
2	Introduction: Overview of Chinese law	4	4
3	Contract Law	6	6
4	Partnership Enterprise Law	5	5
5	Company Law	6	6
6	Foreign-invested Enterprises Law	5	5
7	Securities Law	5	5
8	Negotiable Instrument Law	5	5
9	Insurance Law	5	5
10	Maritime Law	4	4
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each

assignment will be announced when the homework is assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding law theory and/or its applications. The purpose of this paper is to improve the ability of law research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

于丹翎.中国商法(中国法丛书(英文版)Chinese Business Law)。ISBN: 9787300219561, 中国人民大学出版社, 2015年09月

References:

- [13] Zhuyikun, China's Commercial law, Law press, 2003.
- [14] Zhuyikun, Concise Chinese Law , Law press, 2007
- [15] Liliyan, Commercial Law, National Defense Industry Press, 2012

Syllabus of Brand Management

品牌管理课程教学大纲

Course Code (课程代码) : BRAN3101

Course Name (课程名称) : 品牌管理 / Brand Management

Semester (开课学期) : 6

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Principles of Marketing; Principles of Management

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Du Xuejun (杜雪君)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is a professional elective course for marketing. Students of this course would be equipped with some basic concepts and tools which enable them to understand problems or obstacles appear during brand management process. The purpose of the course is to cultivate students' awareness of brand management, and strengthen the application ability of students to manage brand image, brand positioning and brand personality, brand development strategy, brand asset overview and brand extension. The core topics included in this course are: Upon completion of the course, the students should be able to:

Students learn the curriculum, knowledge, skills and skills in the teaching requirements to master the basic knowledge of the brand, such as and other basic knowledge. Master the content and methods of brand decision making, brand building and branding procedures and techniques, as well as brand promotion, development and maintenance of basic theory and methods. With the ability to analyze brand management related issues and the ability to solve the basic skills.

- Demonstrate their understanding the basic knowledge of brand management, such as function of brand, concept of brand equity, benefits of creating a strong brand, etc.
- Exhibit their ability to use basic skills of brand management to create the brand equity: choose appropriate brand elements, design marketing methods and activities, create brand secondary association.
- Master the different methods of assessing brand equity, and evaluating the implementation of brand equity.
- Learn about the choice of brand strategy, and how to design the brand architecture and brand portfolio.
- Understand the role of the company brand, family brand, individual brand and brand modification, and know how to apply them to the sub-brand.

- Know how to adjust the brand strategy at different times and in different spaces to maximize the brand's equity.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Brands and brand management	3	3
2	Customer-based brand equity	3	3
3	Brand positioning	4	4
4	Choosing brand elements to build brand equity	4	4
5	Designing marketing programs to build brand equity	4	4
6	Integrating marketing communications to build brand equity	3	3
7	Leveraging secondary brand associations to build brand equity	3	3
8	Developing a brand equity measurement and management system	3	3
9	Measuring sources of brand equity: capturing customer mind-set	3	3
10	Measuring outcomes of brand equity: capturing market performance	3	3
11	Designing and implementing branding strategies	3	3
12	Introducing and naming new products and brand extensions	3	3
13	Managing brands over time	3	3
14	Managing brands over geographic boundaries and market segments	3	3
15	Closing observations	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding identifying brand position, measuring brand performance and so on. The purpose of this paper is to improve the ability of brand management research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of

this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Kevin Lane Keller. 战略品牌管理 (第 4 版), 英文版。 ISBN 9787300232003。中国人民大学出版社, 2016 年。

References:

[16] Francesca Dall'olmo Ricciardi 著. Brand Management, 6th Edition. ISBN 9781848602083. Sage Publications Ltd, 2009.

[17] Elliott Richard & Richard Elliott 著. Brands and Brand Management. ISBN 9780415433242. Routledge, 2008.

Marketing Planning

营销策划课程教学大纲

Course Code (课程代码) : MAR3001D

Course Name (课程名称) : Marketing Planning / 营销策划

Semester (开课学期) : 6

Credits (学分) / **Academic Hours** (学时) : 4/64

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of marketing

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Ye Juntao (叶俊焘)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course focuses on the analysis needed for marketing decisions and is structured around the basic planning document, the marketing plan. It is a “hand-on” course for students, instead of covering all aspects of the marketing plan, the course focuses on the analysis of information pertaining to a product’s environment, customers, and competitors.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students’ learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

Week	Topics	Chapter/ Section
1	Introduction to the course;	
2, 3	Marketing Planning	Chapter 1
4, 5	Defining the Competitive	Chapter 2
6, 7	Competitor Analysis	Chapter 4
8, 9	Customer Analysis	Chapter 5
10, 11	Market Potential and Sales Forecasting	Chapter 6
12, 13	Developing Marketing Strategy	Chapter 7
14, 15,16	Case studies	

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves

with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding economic theory and/or its applications, one current and real-world economic issue and so on. The purpose of this paper is to improve the ability of economic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Group project - The purpose of group research is to learn an entire marketing planning process through varies cases. The group project begins from case selection and ends up with group presentation and written report.

Group in-class case discussion – After each chapter, students are asked to read cases and work out answers to each question. All groups are involved in the discussion.

Final Exam - The final exam will be given at end of the semester. The exam duration is about 2 hours. The final exams will focus on the textbook, course slides and presentations. It will consist of multiple choices, open questions and case study.

1, Group research	20%
2, Group in-class discussion	20%
3, Class Participation	10%
4, Final Exam	50%

The grades will be assigned as follows:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	E

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Analysis for Marketing Planning, 6th edition, Donald R. Lehmann and Russell S. Winer.

References:

N. Gregory Mankiw, Study Guide for Mankiw's Principles of Microeconomics, 6th Edition

Syllabus of International Economic Law

国际经济法课程教学大纲

Course Code (课程代码) : LAW3001E

Course Name (课程名称) : International Economic Law/国际经济法

Semester (开课学期) : 6

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of international business and law

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Chen QianQian (陈倩倩)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

Multinational companies like Lenovo or Alibaba self-evidently act on a global stage. But even small businesses participate in international trade today. The integration of national economies and the elimination of barriers of trade no longer allow a solely national view on this development. With the growing importance of international commerce, the need for an “International Economic Law” arises. Numerous regulations and agreements concern international trade and investment, but the legal framework of international economy remains indefinite. The aim of this course is to identify and analyze the sources and principles of International Economic Law. Students will gain a theoretical and practical understanding of the core branches of International Economic Law, the underpinning institutional frameworks and dispute settlement mechanisms.

This course is a comprehensive overview of International Economic Laws and substantial regulations regulating international trade and solving trade disputes among different countries. The lecture is focused on such topics: international law, the multinational enterprise, foreign investment, trade in goods, trade in services, trade in intellectual property.

A student successfully completing the course will be able to:

- Acquire a solid understanding of the legal rules governing the global economy.
- Be exposed to an interdisciplinary Law & Economics approach and should develop the skills that are required to practice law in a global context.

- Understand general concepts of international business law;
- Identify and locate main sources and authorities of international business law;
- Read and interpret basic international business law provisions;
- Apply international business law provisions to fact patterns and real life scenarios;
- Understand the nature and rationale of the legal regulation of international economic affairs among businesses in the cross-border context;
- Understand the regulatory framework under which international business law is made and operates; and
- Acquire basic legal reasoning, writing, and problem solving skills.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction to International Business Law	3	3
2	Forms of international Business	3	3
3	Legal System of International Business	4	4
4	Contract Law for the International Sale of Goods	4	4
5	Carriage of Goods by Sea and Marine Cargo Insurance	4	4
6	Finance of International Trade	4	4
7	Enterprise laws	6	6
8	Intellectual Property Right Law	6	6
9	GATT and WTO Law	6	6
10	The Law of Agency	4	4
11	International Commercial Dispute Settlement	4	4
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework is assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding law theory and/or its applications. The purpose of this paper is to improve the ability of business law research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the

Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

[美] 奥古斯特, 迈耶 等 著. 国际商法 (英文版·第 5 版) [International Business Law:Text,Cases,and Readings(5th Edition)], 机械工业出版社, 2010 年

References:

[18] Zhang Xuesen. International Business Law, Fudan University Press, 2011

[19] John H. Wills. International Business Law, China Renmin University Press, 2008

International Marketing

国际市场营销课程教学大纲

Course Code (课程代码) : MKT4101E

Course Name (课程名称) : International Marketing /国际市场营销

Semester (开课学期) : 6

Credits (学分) /**Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Principles of Marketing

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Gou Qianwen (侯倩雯)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course Explores the cultural, political, economic, and legal aspects of planning, organizing, implementing and controlling international marketing activities for business and consumer products and services. Upon completion of the course, the students should be able to:

1. GAINING FACTUAL KNOWLEDGE (terminology, classifications, methods, trends) to understand successful global marketing.

2. LEARNING TO APPLY COURSE MATERIAL (to improve thinking, problem solving, and decisions) to develop successful global marketing activities.

3. DEVELOPING SPECIFIC SKILLS, COMPETENCIES, AND POINTS OF VIEW NEEDED BY PROFESSIONALS RESPONSIBLE FOR GLOBAL MARKETING EFFORTS. This typically are corporate or ad agency roles

2. Methods of Instruction (教学方法)

This course combines a variety of teaching methods, with an emphasis on learning from discussion, lecture, in) class participation, and real)world experiences / case studies. One of the goals of this course is to improve your ability to learn from experience and from your peers, which are critical to success in both academic and practitioner environments.

Active participation and class discussion are very important to gaining a full and comprehensive understanding of the topics, and each student is responsible for coming to class prepared and ready to contribute. Class participation involves your total contribution to the learning environment. This represents not only the frequency of your contribution in class, but also the quality of that contribution: ability to draw on course materials and your own experience productively, ability to advance or sharpen in)class discussion and debate, willingness to take a unique perspective, use of logic, precision and evidence in making arguments, and the professionalism of your conduct, which includes: attendance, punctuality, preparedness, and showing respect to all class members and class contributions. Attendance and

participation are required and factor into the course grade.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	The Scope and Challenge of International Marketing	2	2
2	The Dynamic Environment of International Trade	2	2
3	History and Geography: The Foundations of Culture	2	2
4	Cultural Dynamics in Assessing Global Markets	2	2
5	Culture, Management Style, and Business Systems	2	2
6	The Political Environment: a Critical Concern	2	2
7	The International Legal Environment: Playing by the Rules	2	2
8	Developing a Global Vision Through Marketing Research	4	4
9	Emerging Markets	4	4
10	Multinational Market Regions and Market Groups	4	4
11	Global Marketing Management: Planning and Organization	2	2
12	Products and Services for Consumers	2	2
13	International Marketing Channels	1	1
14	Negotiating with International Customers, Partners, and Regulators	1	1
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper. The purpose of this paper is to improve the ability of global marketing research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50 assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Keegan, W.J., & Green, M. C. Global Marketing 9th(Edition). Pearson Education US, 2017

References:

[1] 菲利普·R·凯特奥拉, 约翰·R·格雷厄姆著, 《国际营销》(第15版), 英文版, 机械工业出版社, 2012年版

[2] 陈秀梅、吴含、冯克江主编, 《国际市场营销》(双语版), 人民邮电出版社, 2016年版.

Syllabus of Strategic Marketing

战略性营销课程教学大纲

Course Code (课程代码) : STM4001M

Course Name (课程名称) : Strategy Marketing/战略性营销

Semester (开课学期) : 7

Credits (学分) /Academic Hours (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of marketing

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Ye Juntao (叶俊焘)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course deals with the process of developing and implementing a marketing strategy. Marketing strategy focuses on in-depth discussion of the processes used in marketing to achieve competitive advantage. This course is primarily about creating and sustaining superior performance in the marketplace. It focuses on the two central issues in marketing strategy formulation the identification of target markets and the creation of a differential advantage. In doing that, we recognize the emergence of new potential target markets born of the recession and increased concern for climate change; and we can examine the ways in which firms can differentiate their offerings through the recognition of environmental and social concerns.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

Week	Topics
1-2	Market-led strategic management and Strategic marketing planning
3	The Changing Market Environment
4-5	Customer and Competitor analysis
6-7	Understanding the Organisational Resource, Forecasting future demand and market requirements
8-9	the principles and research of Segmentation and positioning

10-12	Creating Sustainable Competitive Advantage, include: Competing through the New Marketing Mix, Competing through innovation, Competing through superior service and customer relationships
13-14	The Strategic of customer management , alliances and networks , implementation and internal marketing
15	Twenty-first Century Marketing and Corporate Social Responsibility
16	Review

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding economic theory and/or its applications, one current and real-world economic issue and so on. The purpose of this paper is to improve the ability of economic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Homework Assignments - There will be homework assignments every section. You may discuss homework questions with your classmates and do the presentation after you are notified. Better presentation will contribute promotion of the grade.

Research Paper - The students are also required to submit a research paper which is regarding marketing theory and/or its applications, one current and real case analysis and so on. The purpose of this paper is to improve the ability of judgment. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

Final Exam - The written, close-textbook final exam will be given at end of the semester. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions. A sample of the final exam will be posted for your reference before the exam.

Homework Assignments, Research Paper, Quizzes and Class Participation, etc. 50%

Final Exam 50%

The grades will be assigned as follows:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	E

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Graham J.Hooley、Brigitte Nicoulaud , Nigel Piercy. Marketing Strategy and Competitive Positioning. Financial Times Prentice Hall . 5th Revised edition (2011.07)

References:

- 【1】N. Gregory Mankiw, Study Guide for Mankiw's Principles of Microeconomics, 6th Edition
- 【2】Analysis for Marketing Planning, 6th edition, Donald R. Lehmann and Russell S. Winer.

Syllabus of Principles of Finance

金融学课程教学大纲

Course Code (课程代码) : FIN3001E

Course Name (课程名称) : Principles of Finance /金融学

Semester (开课学期) :3

Credits (学分) /**Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of calculus

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Zhang Ping (张萍)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : Liu Hongmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is an introduction to finance which studies corporate finance, investments and financial markets and institutions. The core topics included in this course are: Financial markets and institutions, allocating resources over time, household saving and investment decisions, Valuation of Known Cash Flows: Bonds, Common Stocks, hedging, insuring, and diversifying, Portfolio Opportunities and Choice, forward and futures markets, markets for Options and Contingent Claims, etc. Upon completion of the course, the students should be able to:

- Demonstrate their understanding of core financial concepts and terminologies.
- Exhibit their ability to use basic financial models to understand, analyze and predict market outcome, e.g. students should be able to use market supply and demand information to understand, analyze and predict market equilibrium price and quantity.
- Demonstrate an in-depth understanding of the characteristics and operating mechanisms of banking, money and financial markets, and the use of relevant financial models to understand and analyze these decisions. Demonstrate their understanding of different types of market structure and its effects on the behaviors of the consumers and producers.
- Demonstrate the history of the development of financial institutions and regulatory mechanisms, as well as the general law of development
- Exhibit their ability to understand and analyze financial policies and its market affects.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Financial Economics	5	5
2	Financial Markets and Institutions	3	3
3	Allocating Resources Over Time	4	4
4	Elasticity and its Applications	4	4
5	Household Saving and Investment Decisions	4	4
6	Principles of Market Valuation	4	4
7	Valuation of Known Cash Flows: Bonds	3	3
8	Valuation of Common Stocks	4	4
9	Principles of Risk Management	6	6
10	Portfolio Opportunities and Choice	3	3
11	Forward and Futures Markets	4	4
12	Markets for Options and Contingent Claims	4	4
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding financial theory and/or its applications, one current and real-world financial issue and so on. The purpose of this paper is to improve the ability of financial research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

- (1) Five-grade system: A: from 100 to 90; B: from 89 to 80;
C: from 79 to 70; D: from 69 to 60; F: below 60
- (2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Zvi Bodie, Robert Merton, David Cleeton, financial economics, 3/E, Prentice Hall, 2016.
ISBN: 9787111546542.

References:

- [20] Anthony Patrick O'Brien(2017), Glenn Hubbard, Money, Banking and Financial System, 2th Edition,
- [21] 兹维·博迪 (2011). Financial Economics. 中国人民大学出版社. ISBN: 9787300131740

Syllabus of Organizational Behavior

组织行为学课程教学大纲

Course Code (课程代码) : MGT3001E

Course Name (课程名称) : Organizational Behavior /组织行为学

Semester (开课学期) : 4

Credits (学分) /**Academic Hours** (学时) : 3/48

Course Type (课程类别) : Optional Course (选修课)

Prerequisite(s) (先修课程) : Principles of Management

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Hu Huamin (胡华敏)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course introduces students to the fundamentals of organizational behavior and the impacts on individual and groups within an organization. The contents mainly include the introduction and discussion on organizational behavior, decision making, motivation, communication, leadership, conflict and organizational structure. This course emphasis is placed on students understanding and developing of organizational behavior concepts, models and their relevance in the work place. The interaction between teacher and students will be emphasized to create satisfactory effects. Upon successful completion of this course, you will be able to:

- define organizational behavior (OB);
- analyze and identify the current trends for organizational behavior;
- explain the benefits of diversity;
- describe the cross-cultural challenges of the workplace;
- explain how work attitudes affect workplace behavior;
- identify the key attributes that are relevant for performance;
- explain how motivation affects performance;
- describe various approaches to job design;
- compare and contrast groups vs. teams;
- describe and identify group development and group dynamics;
- define power and recognize the sources of power;
- describe and identify the factors of organizational politics;
- describe the various types of conflict;
- explain how to effectively manage conflict;
- describe and identify negotiation strategies;
- define organizational structure; and

- describe organizational change.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quiz, role play and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction to Organizational Behavior	3	3
2	Job Attitudes	4	4
3	Moods, Emotions, and Organizational Behavior	3	3
4	Personality Traits and Work Values	4	4
5	Individual Perception and Decision-Making	4	4
6	Motivation: Basic Concepts and Applications	6	6
7	Groups	3	3
8	Teams	3	3
9	Communication Process	3	3
10	Leadership	3	3
11	Power and Politics	3	3
12	Conflict and Negotiations	3	3
13	Structure and Organizational Behavior	3	3
14	Organizational Culture	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be 2 assignments in the semester and teacher will announce the topic at 3rd, 8th week of the semester. You may discuss homework topics with your classmates; however, it has to be your individual work. You have to submit your paper for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

There will be one presentation in the semester, the topic of presentation is given by teacher include case analysis and questions about text. Teacher will announce the topic one week early, you may discuss topics with your classmates, however, it has to be your individual work. You have to make a 5-7 minutes presentation in class with PPT, teacher will mark the presentation based on your presentation content and other students response. Late to make presentation will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10%), homework assignments/presentations (30%), quiz (10%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text. It will consist of some true or false questions, multiple-choice questions and short answers.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

斯蒂芬·罗宾斯 蒂莫西·贾奇. 组织行为学精要 (英文版·第 11 版; 全球版), 中国人民大学出版社, 2016 年。

References:

[22] 蒂文 L.麦克沙恩. 组织行为学(英文版·原书第 5 版), 机械工业出版社, 2016 年。

[23] 斯蒂芬·罗宾斯 蒂莫西·贾奇. 组织行为学 (英文版·第 14 版), 清华大学出版社, 2012 年。

Syllabus of Transition and Development of Chinese

Economy

中国经济的转型与发展课程教学大纲

Course Code (课程代码) : ECON3201

Course Name (课程名称) : Transition and Development of Chinese Economy/中国经济的转型与发展

Semester (开课学期) : 4

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Microeconomics, Macroeconomics

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Zhu Rongfu (祝荣富)

Reviewed by (审核人) : Xu Xiangdong (徐向东)

Approved by (审批人) : Liu Honggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This class is an introduction to Chinese economic history, with emphasis on the period since 1978. Students of this course would be equipped with some basic understandings about the Chinese economic history, especially about the Chinese economic reform and transition since 1978.

The core topics of this course include: The Socialist Era, 1949-1978, Market transition: strategy and process, The urban-rural divide, Growth and structural change, Population growth and one-child family, Labor and human capital, Living standards, income inequality and poverty, Rural organization, Agriculture, Rural Industrialization, Urban economy, China and world economy, Macroeconomics, China's Future, Environmental quality and sustainability of growth, etc.

Upon completion of the course, the students should be able to:

- Demonstrate their understanding of the economic background of China's economic transition in 1978.
- Demonstrate an in-depth understanding of the strategy and process of the market transition of Chinese economy.
- Exhibit their ability to explain the urban-rural divide: how did it come about? What kind of economic consequences does it bring?
- Exhibit their ability to understand certain topics such as agriculture in rural economy, industry in urban economy, rural industrialization, etc.
- Exhibit their ability to use the knowledge learned in this course to form their own opinion about China's economic future.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes and research paper are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction AND The Geographical setting AND The Chinese Economy Before 1949	3	3
2	The Socialist Era, 1949-1978	3	3
3	Market Transitions: Strategy and Process	3	3
4	The Urban – Rural Divide	3	3
5	Growth and Structural Change	3	3
6	Population Growth and the One-Child Family	3	3
7	Labor and Human Capital	3	3
8	Living Standards – Income, inequality, Poverty	3	3
9	Rural Organization AND Agriculture	3	3
10	Rural Industrialization: Township and Village Enterprises	3	3
11	Industry: Ownership and Governance	3	3
12	International Trade	3	3
13	Foreign Investment	3	3
14	Macroeconomic Trends and Cycles	3	3
15	Environmental Quality and the Sustainability of Growth	3	3
16	Review	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

The students may also be required to submit a research paper on a specific topic. The purpose of this paper is to enhance the ability of economic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher

directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of true and false questions, multiple-choice questions, short answers, etc. .

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

The Chinese Economy- Transitions and Growth, by Barry Naughton (MIT Press, 2007)

References:

[24] Wu Jinglian. Understanding and Interpreting Chinese Economic Reform, Texere, 2005 (ISBN 1-58799-197-7)

[25] Arthur Sweetman; Jun Zhang. (2009). Economic Transitions with Chinese Characteristics V1: Thirty Years of Reform and Opening Up. McGill-Queens University Press. ISBN-13:9781553392255

Syllabus of Corporate Finance

公司理财课程教学大纲

Course Code (课程代码) : FIN3101E

Course Name (课程名称) : Corporate Finance / 公司理财

Semester (开课学期) : 3

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Accounting I

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Bai Yang (白洋)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : Liu Honggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

The goal of this course is to provide students with an understanding of corporate finance: valuation, capital investment, financing, capital structure, and business ethics as they relate to finance. The objective of the course is to analyze the framework within which institutions -- particularly private, profit-making corporations-- make financial decisions. Topics will include: the time value of money, capital budgeting, the stock & bond markets, capital market history, efficient financial markets, capital structure policy, & dividend policy. Upon completion of the course, students should understand the following:

1. how to value future cash flows
2. the major techniques used by firms in evaluating capital budgeting investments such as Net Present Value and Internal Rate of Return
3. how stock and bonds are priced
4. capital market historical performance and its implications for current investments
5. the relationship between risk and return of investments
6. how corporations raising funds determine their balance between debt and equity, and
7. how firms determine their dividend policy.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, group project and other demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

Week	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Goals and Governance of the Corporation	3	3
2	Financial Markets and Institutions	3	3
3	Accounting and Finance	3	3
4	Measuring Corporate Performance 1	3	3
5	Measuring Corporate Performance 2	3	3
6	The Time Value of Money	3	3
7	Valuing Bonds	3	3
8	Valuing Stocks	3	3
9	Net Present Value and Other Investment Criteria	3	3
10	Project Analysis	3	3
11	Introduction to Risk, Return, and the Opportunity Cost of Capital	3	3
12	Capital Budgeting	3	3
13	The Weighted-Average Cost of Capital	3	3
14	Financial Planning	3	3
15	Financial Statement Analysis	3	3
16	Final Review	3	3
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework is assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to finish a group project on a real business case. The purpose of this project is to improve the ability of business analysis. The target of the project can either be chosen by the students themselves based on discussion with the teacher or be given by

the teacher directly. The final presentation of the project should be given no later than 15th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/quizzes (15-20%), group project (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class, it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes, the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of multiple choice questions, true or false questions and calculation problems.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

理查德布雷利 财务管理基础 (第8版), 英文版。 ISBN 978-7-300-21877-9。中国人民大学出版社。

References:

Corporate Governance by Monks, Robert A.G. and Nell Minow New York: John Wiley & Sons, 2011, 5th edition. ISBN 978-0-470-97259-5

The Theory of Corporate Finance, Jean Tirole, Princeton University Press

Corporate Governance by Kenneth Kim, John R. Nofsinger, Derek J Mohr, 2010 3/E, Prentice Hall

Reference Journals

Review of Financial Studies

Financial Management

Journal of Banking and Finance

Journal of Corporate Finance

Journal of Financial Intermediation

Journal of International Money and Finance

Syllabus of China's International Trade Practice

中国对外贸易实务课程教学大纲

Course Code (课程代码) : MGT4201E

Course Name (课程名称) : 中国对外贸易实务 / China's International Trade Practice

Semester (开课学期) : 5

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : knowledge of International Economics and Marketing

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Nan Zhongxin (南仲信)

Reviewed by (审核人) : Xu Xiangdong (徐向东)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is designed to develop the student's core understanding of International Trade Practice. Students gain skills in the practical aspects of exporting and importing products for International Markets. In addition, students study international trade rules and terms and other basic international tools, mainly in the fields of commerce, finance, marketing and logistics. Upon completion of the course, the students should focus on following goals:

- Study the documentation process of an international sale or purchase.
- Analyze the different export auxiliaries.
- Learn Incoterms (version ICC 2010)
- Define the notion of price internationally and the method of calculating an export sales price.
- Learn to select an international distribution method.
- Master the specific tools necessary for international activity.
- Evaluate the financial risks on an international level and the choice of a means of payment.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes. The students can find the reading material and assignment under the website of the lecture online (The homepage of the lecture <http://gjmye.jpkc.cc>). The students are required to prepare the topics and finish some assignments online.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic

Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction to Intl. Trade	3	3
2	Negotiation of a contract	3	3
3	Process of intl. trade	6	6
4	Terms of International Trade	6	6
5	Terms of Commodity	3	3
6	Term of Prices	6	6
7	International Cargo Transport	3	3
8	International Cargo Insurance	3	3
9	International payment and settlement	6	6
10	Claims, Force Majeure and Arbitration	3	3
11	Contract of a trade and documentary works	6	6
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense. If the students are required to submit the assignment and home works online, they should submit before the due date. Otherwise, the students will fail when the system is closed at the due date.

The students may also be required to submit a research paper which is regarding economic theory and/or its applications, one current and real-world economic issue and so on. The purpose of this paper is to improve the ability of economic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

- (1) Five-grade system: A: from 100 to 90; B: from 89 to 80;
C: from 79 to 70; D: from 69 to 60; F: below 60
- (2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).
School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.
- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist different types of the questions in the forms true and false questions, multiple-choice questions, short answers, price calculation, case studies and application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

周瑞琪主编, International Trade Practices, 对外贸易大学出版社, 2015.6

References:

[26] 陈岩 Export Practice and Management, 5th Edition, 高等教育出版社, 2014

[27] Alan E. Branch 著, Export practice and management, 清华大学出版社 2010

Syllabus for Basics of E-Commerce

电子商务基础课程教学大纲

Course Code (课程代码) : MGT4107E

Course Name (课程名称) : Basics of E-commerce /电子商务基础

Semester (开课学期) : 6

Credits (学分) / **Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) :

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Zhang Lei/Yang Guangming (张蕾/杨光明)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

As a comprehensive introduction to electronic commerce, this course provides complete coverage of the key business and technology elements of E-commerce. This course includes not only theoretical study but also experimental practice. The theoretical part is organized into four sections: ① Introduction of some basic concepts and technology infrastructure ② Business strategies which are using to do business online, including revenue model, B2C, B2B, social networking, mobile commerce and online auction. ③ Technologies for electronic commerce, including E-commerce software, E-commerce security and payment systems for e-commerce. ④ Integration of the business and technology strategies used in E-commerce. And the experimental part includes 6 subjects to let students to experience the management and operation on E-commerce platform.

Upon completion of the course, the students should be able to:

- Understand core concepts and terminologies of E-commerce.
- Exhibit their ability to handle marketing and trade in E-commerce business.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Overview of Electronic Commerce	3	3
2	E-Commerce Technology Basics	6	6
3	E-Commerce Revenue Models	3	3
4	Selling to Consumers Online	3	3
5	Selling to Businesses Online	3	3
6	Social commerce, mobile commerce and online auction,	3	3
7	Online Security	3	3
8	Online Payment Systems	3	3
9	Implementing E-Business Initiatives	3	3
10	Experiments for B2C/C2C selling and shopping	3	3
11	Experiments for B2B platform trading	3	3
12	Experiments for net marketing	3	3
13	Experiments for mobile commerce	3	3
14	Experiments for security/payment systems	3	3
15	Experiments for EC support software	3	3
Total		48	48

Instructor is subject to changing the class schedule anytime as needed.

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments. For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

Team work is an important component of the course study. During the course, student will be given 2-3 case study tasks. Students should submit their research reports based on their extracurricular discussion and study. The due date for each report will be announced when the tasks are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 30% assessment in in-semester evaluation which includes class attendance (10%), homework assignments/presentations (20%).
School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.
- 30% assessment in experiments which include class attendance, experiment results and experiment reports.
- 40% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of true and false questions, multiple-choice questions, short answers and 1 case study questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, experiments, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

[28] Gary P. Schneider, Electronic Commerce, China student Edition, 10th Edition , Cengage Learning Asia Pte ltd. , (reprinted and distributed by China Machine Press 2013)

References:

- [1] Efraim Turban, David King, Jaekyu Lee, Ting-Peng Liang, Deborrah C. Turban. Electronic Commerce: A Managerial and Social Networks Perspective (8th Edition). Springer, 2015
- [2] Kenneth Laudon, Carol Guercio Traver. E-commerce 2016: business , technology , society (12th Edition). Pearson. 2017.

Syllabus of Asian Economy

亚洲经济课程教学大纲

Course Code: ECON4201

Total Teaching Hours: 48

Semester (开课学期): 7

Credits (学分) /Academic Hours (学时): 3/48

Course Type (课程类别): Required Course (必修课)

Prerequisite(s) (先修课程): Basic knowledge of Principles of Micro and Macro Economy

Offered by (开课单位): School of Economics and Management (经济与管理学院)

Prepared by (执笔人): Maria de los Ángeles Pérez Sánchez

Reviewed by (审核人): Nan Zhongxin (南仲信)

Approved by (审批人): Liu Honggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content)【课程简介(包含课程性质、目的、任务和内容)】

This course is an introduction to Economy of Asia offers a broad view of economy and helps students to understand the economic situation in Asian from aggregate performance after recession, general economic growth, migration, agriculture, climate change, energy and environmental problems. Observe and understand how above factors impact economy individually and jointly.

Specifics teaching objectives

- Understanding the importance of Asia's economic structure in the world economy.
- Analyze the economic diversity of Asian countries.
- Understanding Asia's socio-economic position in international economic relations.
- To know the economic relations between the countries of Asia and the processes of regional integration.
- Analyze the economic prospects of Asian countries and their impact on the rest of the world

AT THE END OF THE SEMESTER THE STUDENTS MUST BE ABLE TO

- Know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within the Economics Studies Asia.

- Have the ability to gather and interpret relevant data within the area of Economic Studies in Asia to make judgments that include a reflection on relevant social, scientific or ethical issues.
- To be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public.
- To have the capacity to gather and interpret relevant data within the area of Studies of economy of asia to make judgments that include a reflection on relevant subjects of social, scientific or ethical nature.
- Encourage the entrepreneurial spirit. Creative and entrepreneurial ability (ability to formulate, design and manage projects, assimilate new knowledge and take on new challenges)
- Promote and guarantee respect for human rights and the principles of universal accessibility, equality, non-discrimination and democratic values and of the culture of peace

2. METHODS OF INSTRUCTION (教学方法)

Lecturing, class discussion, videos and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment. As the main methodology we will use the methodology of Harvard case.

3. GRANDING

- 1, Group research: 30%
- 2, Individual activity: 10%
- 3, Class Participation: 10%
- 4, Final Exam: 50%

The grades will be assigned as follows:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	F

4. ASIAN ECONOMY RESEACH GROUP

The execution of this work will involve the development of differents activities associated with the different learning units, such as: comparative between economy of asia and origin country research report.

All these activities will 30% of the total of the student's grade, which will be function of the work

developed individually and by the group.

The final market research report prepared by each group also contributes to the student's overall grade. Students rating will be carried out, both by the teacher, and by the other groups. In the report evaluation will be taken into account the clarity of the wording, the structure followed, the presentation of the study, the depth with which the different and its general level in comparative to others groups work.

In the public exhibition of the works, will also take into account the ease and expository clarity of the members of the group

5. REMARK

The active participation in the discussion forums that are developed during the course, (Both in the pooling of activities, and in the discussion of topics proposed by the teacher or other students) this participation, valued individually, contributes 10% to the overall student rating.

Possibly is a system that requires greater involvement of the student and it requires continuous effort (Not worth studying a week before the exam) But in return, learning improves substantially.

6. CLASS ATTENDANCE

The Declaration of San Diego (1997) on "Fundamental principles of Academy Integrity" suggest that five values that should govern academic life: Honesty, trust, fairness, respect and responsibility. All students are the same for the teacher attendance is mandatory. For any reasons students are not able to attend the course on time or have to leave early, they are asked to get leaving permit before the course via email or message. (Preferable ask for leave to International Office).

7. PUNCTUALITY AND GUIDELINE FOR CLASS COEXISTENCE

Punctuality is a must. In this way the students will avoid disturbing the teacher and his / her classmates. Remember where you are, avoid making offensive comments and respect your colleagues.

A university is a prestigious institution and its function is to impart knowledge, Students come to learn not to be bothered SILENCE!

8. REFERENCES Textbook(s) (教材及参考资料)

Economic Growth in Asia, S. Radelet, J. Sachs and J.W. Lee, Asian Development Bank's study Emerging Asia: Changes and Challenges.

EASTERN ASIA ECONOMIC STRUCTURE; Pablo Bustelo, aldasoro

East Asia in the New World Economy: Bustelo

Asian central Economy McGraw-Hill

Structural Influences on Energy Production in South and East Asia, R. York, Sociological Form, Vol.22, No. 4, 2007.

Environmental Kuznets Curve Hypothesis: A Survey, S. Dinda, Ecological Economics 49 (2004)

431-455, 2004.

Addressing Climate Change and Migration in Asia and the Pacific, Asian Development Bank 2012.

Smallholder Farming in Asia and the Pacific: Challenges and Opportunities, G. Thapa and R. Gaiha, International Fund for Agricultural Development 2011.

Asia Pacific Economic Outlook—October 2012, Deloitte University Press.

9. SCHEDULE

Week	Topics / CHAPTER	ACTIVITIES
1, 2	Introduction; Cross-Country Patterns of Economic Growth; Evidence of How East and Southeast Asia were Different; Export of Manufactures	SPEECH: What do you know about Asian Economy
3,4	Explaining High Saving Rates in Asia; Governance, Leadership and Economic Management; The Total Factor Productivity Debate.	DEBATE
5,6	CHINA, GENERAL ECONOMIC ASPECTS AND EVOLUTION	How do you see the future of Economy of China
7,8	CHINA, ECONOMIC RELATIONS WITH THE EXTERIOR.	Examples agreements with an others countries
9,10	JAPAN AND KOREA GENERAL ECONOMIC ASPECTS AND EVOLUTION	DEBATE
11, 12	THE SOUTH EAST ASIAN middle East COUNTRIES, GENERAL ECONOMIC ASPECTS AND EVOLUTION	COMPARATIVES
13,	Digital Culture and New Technologies of Information and Communication in Asia	What new technologies bring to the Asian economy
14	Role of tourism in the Asian economy: Tourist flows, Main tourist destinations	Why is important the tourism in Asia
15	Role of tourism in the Asian economy: Tourist flows, Main tourist destinations	Why is important the tourism in Asia
16	FINALIS PRESENTATIONS Group research	Discussion about colleagues work

Syllabus of International Business Negotiation

国际商务谈判教学大纲

Course Code (课程代码) : MGT 4103E

Course Name (课程名称) : International Business Negotiation/国际商务谈判

Semester (开课学期) : 7

Credits (学分) /Academic Hours (学时) : 3/48

Course Type (课程类别) : Specialized Course (专业拓展课)

Prerequisite(s) (先修课程) : Principles of Marketing

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Bi Zhantian (毕占天)

Reviewed by (审核人) : Xu Xiangdong (徐向东)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is an introduction to the art and science of negotiating. Course includes both theoretical and professional readings. Negotiation is placed within the context of decision-making behavior, as defined in the psychology literature. Comparisons are made between "western" and "eastern" modes of negotiating. Including reference to the "san shi liu ji". Students will conduct one-on-one negotiations in class. This course references negotiations within the context of labor-management contracts and group negotiation, but is not focused on those skills. Upon completion of the course, the students should be able to:

- Demonstrate their understanding of core negotiation concepts and terminologies.
- Demonstrate their understanding of negotiation law.
- Demonstrate an in-depth understanding of negotiation procedures and techniques.
- Demonstrate their understanding of business negotiation strategy and related skills.
- Demonstrate their understanding of western and eastern modes of negotiation.
- Exhibit their ability to use basic negotiate models and skills to real negotiation situation.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic

Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Overview: Theory of Conflict & Bargaining	3	3
2	Decision-making Under Stress – A Model	4	4
3	Chinese management articles	4	4
4	Theory and Practice- Distributive Bargaining	4	4
5	Negotiation in Class – buying/selling a bicycle	4	4
6	In-class Negotiation - Renting an Apartment	4	4
7	Theory and Practice- Integrative Bargaining	4	4
8	In-class Negotiation - Pakistani Prunes	4	4
9	Cultural Concepts, The Chinese Concept	3	3
10	In class negotiation - 500 English Sentences; Individual Differences and Power	6	6
11	Resolving Differences, Escalation, and Communication	4	4
12	In class negotiation - Sick Leave; salary Negotiation; Sick Leave, number 2; Summing Up	4	4
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to submit a research paper which is regarding negotiation theory and/or its applications, one current and real-world business negotiation issue and so on. The purpose of this paper is to improve the ability of academic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by

the teacher directly. The final version of the paper should be submitted no later than 12th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10%), homework assignments/presentations (20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions or 5 Terms Explanation, 4-5 short answers and 2 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Roy J. Lewicki. 国际商务谈判 (第6版), 英文版。ISBN 9787300181745。中国人民大学出版社, 2014年。

References:

- [29] Getting to Yes by Roger Fisher, William Ury, and Bruce Patton. 2nd Edition. New York: Penguin Books, 1991 (paperback)
- [30] 白远主编,《国际商务谈判》(英文版第二版),中国人民大学出版社,2008年
- [31] 珍妮·M·布雷特著,《全球谈判:跨文化交易谈判、争端解决与决策制定》,中国人民大学出版社,2005年

Syllabus of Theories and Art of Chinese Ancient Management

中国古代管理思想和管理艺术课程教学大纲

Course Code (课程代码) : 06135002

Course Name (课程名称) : Theories and Art of Chinese Ancient Management /中国古代管理思想和管理艺术

Semester (开课学期) : 7

Credits (学分) / **Academic Hours** (学时) : 2/32

Course Type (课程类别) : Optional Course (选修课)

Prerequisite(s) (先修课程) : Principles of Management

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Han Lijuan (韩丽娟)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is an introduction to theories and art of Chinese ancient management. Students of this course would be equipped with some basic concepts and theories which will enable them to understand the art of Chinese ancient management thoughts. The core topics included in this course are theories of management and its worth from the classical schools, such as Taoists, Confucius, Legalist, Guan Zi, Fan Li and *Art of War by Sun Zi*, etc.

Upon completion of the course, the students should be able to:

- Demonstrate their understanding of the characteristics and values of Chinese ancient management thoughts.
- Demonstrate an in-depth understanding of the central concept “humanity” from the Confucian School, and also be able to understand the applications of human-oriented ideology in modern management.
- Demonstrate their understanding of the idea of “Non Actions” from the Taoist School, and could also understand the art of leadership according to Taoism.
- Demonstrate their understanding on the topic of “Governing the country by the law” from the Legalist School, and also be able to understand the importance of the system in modern management.
- Exhibit their ability to understand macroeconomic management thoughts of *Guan zi*.
- Exhibit their ability to understand strategic management thoughts of *Art of War by Sun Zi*.
- Exhibit their ability to understand the concise history of Chinese managerial thoughts from Qin to Qing Dynasty.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction	2	2
2	Theories and Art of Managerial Thought of Confucius	6	6
3	Theories and Art of Managerial Thought of Mencius	2	2
4	Theories and Art of Managerial Thought of Lao Zi	6	6
5	Theories and Art of Managerial Thought of Zhuang Zi	2	2
6	Theories and Art of Managerial Thought of Han Feizi	4	4
7	Theories and Art of Managerial Thought of Guan zi	4	4
8	Theories and Art of Managerial Thought of Fan Li	2	2
9	Theories and Art of Managerial Thought of <i>Art of War by Sun Zi</i>	2	2
10	A Concise History of Chinese Managerial Thought: from Qin to Qing Dynasty	2	2
Total		32	32

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for research paper.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are also encouraged.

There will be class discussion every 1-2 weeks. The students may be assigned to read some materials about the topic, discuss with their group members and then they have to make a presentation in class.

The students are also required to submit a research paper which is regarding theories of Chinese ancient management and/or its applications. The purpose of this paper is to help to understand theories of Chinese ancient management and Chinese culture. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (10-15%), homework assignments/presentations (15-20%), quizzes/research paper (20%).

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class, it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes, the Instructor reserves the right to drop you from the course.

- 50% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

Hu Jichuang, *A Concise History of Chinese Economic Thought*, Foreign Languages Press, 2009.

References:

- [1]胡寄窗著.中国经济思想史简编[M]. 上海:立信会计出版社, 1997.
- [2]苏东水、彭贺等. 中国管理学[M]. 上海:复旦大学出版社, 2006.

Syllabus of Multi-national Corporation Management

跨国企业经营与管理课程教学大纲

Course Code (课程代码) : MGT4102E

Course Name (课程名称) : Multi-national Corporation Management /跨国企业经营与管理

Semester (开课学期) :7

Credits (学分) /**Academic Hours** (学时) : 3/48

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Management

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Ge Xiaowei (葛晓巍)

Reviewed by (审核人) :Nan Zhongxin (南仲信)

Approved by (审批人) : LiuHonggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is an introduction to Multi-national Corporation Management which studies why the Multi-national Corporation management is different between different country . Students of this course would be equipped with some basic concepts and tools which will enable them to analyze management phenomenon from an Multi-national Corporation . The core topics included in this course are: globalization and International Linkages, ethics and Social Responsibility, the role of the culture, international strategic management, organizational behavior and human resource management ,etc. Upon completion of the course, the students should be able to:

- Assess the implications of globalization for countries, industries, firms and communities and review the major trends in global and regional integration.
- Describe the concept of cultural values, and relate some of the international differences, similarities, and changes occurring in terms of both work and managerial values.
- Exhibit their ability to use knowledge to understand, analyze the different phenomenon in different corporation .
- Examine ethics in international management and some of the major ethical issues and problems confronting MNCs in selected countries.
- Understand the tension between pressures for global integration and national responsiveness and the four basic options for international strategies.
- Know the motivation and leadership across culture.

2. Methods of Instruction (教学方法)

Lecturing, Q & A, class discussion, and demonstrating methods are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment are also given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Globalization and international linkages The political, legal, and technological environment	6	6
2	Ethics and Social Responsibility Meanings & Dimensions of Culture, Managing Across Cultures	6	6
3	Organizational Cultures and Diversity Cross-Cultural Communication and Negotiation	6	6
4	Presentation of team coursework Strategy Formulation and Implementation	6	6
5	Entry Strategies and Organizational Structures Managing Political Risk, Government Relations, and Alliances	6	6
6	Management Decision and Control Motivation Across Cultures	6	6
7	Motivation and leadership across culture	6	6
8	Human Resource Selection and Development Across Cultures Review	6	6
Total		48	48

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaintance themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

There will be homework assignments every 1-2 weeks. The students may also be required to submit a research paper which is regarding Multi-national Corporation management. The purpose of this paper is to improve the ability of solving the problem in Multi-national Corporation management. The topic of the paper will be chosen by the students themselves or based on discussion with the teacher. The final version of paper should be submitted no later than 8th week of the semester.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (√); Five-grade system (); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (√); Non-Exam based ()

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 30-50% assessment in in-semester evaluation which includes class attendance (5-10%), homework assignments/presentations (10-20%), quizzes/research paper (15-20%).
School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.
- 50-70% assessment in final exam. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. It will consist of 10 true and false questions, 15 multiple-choice questions, 4-5 short answers and 4-5 application questions (include case analysis).

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously especially for the class discuss.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

卢森斯. 国际企业管理: 文化、战略与行为(第 8 版), 英文版.机械工业出版社, 2015 年. ISBN 9787111495710.

References:

[32] 陈立敏.跨国企业管理. 清华大学出版社. 2012 年

[33] 斯蒂芬·P·罗宾斯.管理学 (第 13 版).中国人民大学出版社.2013 年

Syllabus of Cross-culture Business Communications

跨文化商务交流课程教学大纲

Course Code (课程代码):21238011

Course Name (课程名称): Cross-culture Business Communications/跨文化商务交流

Semester (开课学期): 7

Total Credits (学分)/ Academic Hours (学时): 3/48 【Theoretical Hours (理论学时) : 42, Practical Hours (实验或实践学时) : 2, Seminar Hours (研讨学时) : 2, Exercise Hours (习题学时) : 2】

Course Type (课程类别) : Elective Course/Speciality Composite Technical Course (选修课/拓展复合课)

Applicable Major/Target Students (适用专业/开课对象) : Marketing (International Class) 【市场营销(国际班)专业】 and International Economics(International Class) 【国际经济与贸易(国际班)专业】 / Fourth-year Undergraduates (四年级本科生)

Pre-required Courses: Basic knowledge of Chinese Survey

Offered by (开课单位) : School of Humanity and International Education (人文与国际教育学院)

Teaching Group Led by (团队负责人) :Yang Tongyong (杨同用)

Prepared by (执笔人) :Wang Yujun (王誉俊)

Reviewed by (审核人) :Zhang Ling (张玲)

Approved by (审批人) :Yang Tongyong (杨同用)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介(包含课程性质、目的、任务和内容)】

Cross-cultural communication is a field of study that looks at how people from differing cultural backgrounds communicate, in similar and different ways among themselves, and how they endeavor to communicate across cultures.

Cross-culture Business Communications is a professional elective course for non-native speakers of Chinese. This course will introduce the main line of business and cultural knowledge, and language analysis to combine learning and guide students with in-depth basic knowledge of Chinese business culture, language and cultural psychology cultural communication, students in the business environment, cross-cultural communicative competence.

The study of languages other than one's own can serve not only to help one understand what we as humans have in common, but also to assist in the understanding of the diversity which underlines our languages' methods of constructing and organizing knowledge. Such understanding has profound implications with respect to developing a critical awareness of social

relationships. Understanding social relationships and the way other cultures work is the groundwork of successful globalization business affairs.

2. Teaching and Learning Content, Requirements and Academic Hour Allocation (教学内容、基本要求及学时分配)

Course Schedule	
Week	Topics
1-2	Introduction: Basic Concept of Communication, Culture, Cross Cultural Communication
3-4	Relationship between Communication and Culture ; Cultural Difference between Verbal and Nonverbal Communication
5	Typical Response to Unfamiliar cultures
6-7	Intercultural Business Case Analysis
8-9	Intercultural Dynamics in the International Company and Intercultural business stimulant negotiation;The role of language in Intercultural Business communication
10	Information, Decisions, and Solutions
11	Individual Case Presentation
12	Intercultural Negotiation
13-14	Legal and Governmental Considerations in Intercultural Business Communication
15	The Influence of Business Structures and Corporate Culture on Intercultural Business Communication
16	Review

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

(1) Class Attendance

School policy dictates that attendance is mandatory. You should come to every class on time, stay for the entire class, and be attentive during the class unless you have a family or health related emergency. If you do miss a class it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes the Instructor reserves the right to drop you from the course.

(2) Final Exam

The written, close-textbook final exam will be given at end of the semester. The exam duration is 2 hours. The final exams will focus on the text, lectures and homework assignments. A sample of the final exam will be posted for your reference before the exam.

4. Extracurricular Learning Requirements (课外学习要求)

(1) Class Preparation

As a guideline, you should expect to spend at least 3 hours per week preparing for class. I will let you know what we will study next week. Do not get behind. You need to spend significant time on class preparation before every class rather than letting work pile up.

(2) Homework

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it should be your individual work. You should submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework are assigned. Late submission will cause penalty on the grade.

(3) Research Paper

The students are also required to submit a research paper which is regarding economic theory and/or its applications, one current and real-world economic issue and so on. The purpose of this paper is to improve the ability of economic research. The topic of the paper can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final version of team paper should be submitted no later than 16th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

The course evaluation grade is dependent on in-semester evaluation as follows:

100% assessment in in-semester evaluation which includes attendance, assignments, quizzes, course report. The evaluation mainly checks learning attitudes, fundamental concepts and terminology in and the principles, design procedure, construction, and quality control and assurance of various ground improvement techniques, critical thinking and problem-solving ability and communication skills.

Grading	
Homework Assignments, Research Paper, Quizzes and Class Participation, etc.	50%
Final Exam	50%

Grading System: Hundred-mark system (); Five-grade system (v); Two-grade system ()

- (1) Five-grade system: A: from 100 to 90; B: from 89 to 80;
C: from 79 to 70; D: from 69 to 55; F: below 55
- (2) Two-grade system: P: from 100 to 55; F: below 55

EvaluationType: Exam based (v); Non-Exam based ()

6. Continuous Improvement (持续改进)

According to the feedback from in-semester evaluation, class discussions, seminars, practical work, final exam, students, supervisors of teaching and learning, teaching and learning quality of this course will be timely and continuously improved in the ongoing and the next course round so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

[1] Beamer, L., & Varner, I. (2006)3rd Ed, Intercultural, Communication in the Global Workplace. The McGraw –Hill Companies, U.S.A

短期海外学习项目 I 课程大纲

课程名称：短期海外学习项目 I /Short-term (3-4 weeks) Study-abroad Program I

课程代码：OSEA2001

课程性质：专业复合（跨专业选修）

周 数：3-4 周

学 分：3

开课部门：海外合作院校

适用专业：国际经济与贸易（国际班），市场营销（国际班），经济学（中美班）

执笔人：徐向东

审核人：南仲信

审批人：刘洪民

本课程旨在鼓励学生开阔国际视野、提升其国际交流和跨文化交流能力。如果学生参加了海外游学项目，其中包含的课程学习部分超过 48 课时，并且获得合格证书，其回国后可凭海外游学项目的介绍及合格证书，向学院申请认证，通过认证者即可获得本课程的学分。

目前，可接受认定的海外学习项目有海德堡暑期游学项目。是否认证其它海外游学项目可由各系主任根据各项目实际情况提出意见，经学院和学校教务处审核通过后即可认证。

短期海外学习项目 II 课程大纲

课程名称：短期海外学习项目 II /Short-term (3-4 weeks) Study-abroad Program II

课程代码：OSEA3001

课程性质：专业复合（跨专业选修）

周 数：3-4 周

学 分：3

开课部门：海外合作院校

适用专业：国际经济与贸易（国际班），市场营销（国际班），经济学（中美班）

执笔人：徐向东

审核人：南仲信

审批人：刘洪民

本课程旨在鼓励学生开阔国际视野、提升其国际交流和跨文化交流能力。如果学生参加了海外游学项目，其中包含的课程学习部分超过 48 课时，并且获得合格证书，其回国后可凭海外游学项目的介绍及合格证书，向学院申请认证，通过认证者即可获得本课程的学分。

目前，可接受认定的海外学习项目有海德堡暑期游学项目。是否认证其它海外游学项目可由各系主任根据各项目实际情况提出意见，经学院和学校教务处审核通过后即可认证。

中级汉语综合1课程教学大纲

课程代码： 21238012

课程名称： 中级汉语综合 1 / Intermediate Chinese1

开课学期： 3

学分 / 学时： 4/64

课程类别： 选修课/专业拓展复合

适用专业 / 开课对象： 全英文授课专业/二年级本科生

先修课程 / 后修课程： 初级汉语综合 2 / 中级汉语综合 2

开课单位： 人文与国际教育学院

团队负责人： 严慧仙、陈海芳

审核人： 周毅

执笔人： 应玮

审批人： 杨同用

一、课程简介（包含课程性质、目的和任务）

本课程为中级汉语综合课 1，是全英文授课各专业本科二年级学生的选修课程之一，是初级阶段汉语教学的延伸和发展，以培养交际能力为目的，以听说读写各项语言技能训练为核心。本课程的主要教学任务是在初级汉语综合课系列学习的基础上，进一步扩大词汇量，巩固、补充、扩展和深化基本语法项目，引导学生提高运用所学词汇、语法、句式和语段结构知识，就某一方面内容、话题进行成段表达的能力，以及能够较为熟练地使用汉语口语和书面语进行跨文化交际的能力，以满足其在中国留学时的学习、生活和发展的基本需求。本课程主要通过完成《汉语教程第二册（上）》的教学，使学生掌握 1000 个左右的常用汉字，770 多个常用词汇，22 个重要的语法点。通过本课程教学，学生应达到能够阅读 500 字左右的汉语文章，会利用所学生词和语法进行 250 字左右的书面语成段表达。

本课程主要介绍中级汉语语言的基础知识及其相应的听说读写语言技能。

本课程重点支持以下毕业要求指标点：

1.1 具备中级汉语听力理解能力

1.2 具备中级汉语口语表达能力

1.3 具备中级汉语阅读能力

1.4 具备中级汉语写作水平

体现在能够在自然的汉语环境里运用所学的汉语知识和技能进行有效的沟通和交流。

二、教学内容、基本要求及学时分配

1. 语音教学（8 学时）

继续巩固初级阶段的语音教学成果，进行有针对性的正音，尤其是正调，纠正学生语言表达中的声调、语调的错误，注重学习者语流中的语音正确性的养成。

重点支持毕业要求指标点 1.1 和 1.2。

2. 词汇教学（16 学时）

复现、深化初级阶段学过的词汇，并在此基础上以教材课文为依托，尽可能扩大词汇量，700 多个常用词语以及相应的汉字。重点学习动词、形容词、副词、连词，以及一些固定结构的用法。注意多义词意义的扩展，兼类词用法的解释，以及词在使用上的搭配习惯的说明。

重点支持毕业要求指标点 1.3。

3. 语法教学（24 学时）

再现、深化初级阶段学习过的语法知识，继续学习 22 个中级阶段的语法点。要更深入地学习：（1）补语结构，如数量补语、动量补语、趋向补语、结果补语等；（2）一些特殊句式，如比较句；（3）复句表达，如“不但……而且……”；（4）不同的句子类型，如感叹句、无主句、主谓谓语句；（5）“了、着、过”的正确使用；等等。

重点支持毕业要求指标点 1.3。

4. 书面表达（16 学时）

掌握所学汉字的正确笔画、笔顺和书写规则；具备一定的课堂笔记能力，能利用所学生词和语法，围绕某一个熟悉的话题，进行 250 字左右的书面语成段表达。语段的书写错别字较少，格式基本正确，表达清楚准确，内容较为连贯、完整，主题明确。

重点支持毕业要求指标点 1.4。

三、教学方法

1、跟读、提问、复述

新词新课学习的时候，教师自己或者利用课文 CD 进行领读，让学生认真跟读，并加以抽查，及时发现其语音方面的问题，加以纠正。学习课文内容的过程中，教师口头向学生提问，要求其根据所学课文内容来回答。学完新词新课后，教师抽取重点词语、句式或者段落，让学生口头组词成句或者段落复述。

重点支持毕业要求指标点 1.1 和 1.2。

2、精讲、多练

对于词汇和语法的学习，课堂上力求做到“精讲多练”，少说或者不说废话。积极运用多媒体手段，充分调动学生的视听能力，力求用最短的时间讲清楚说明白词汇和语法学习的要点，并出示实际运用的例子，引导学生“举一反三”进行操练。

重点支持毕业要求指标点 1.3 和 1.4。

四、课内外教学环节教学安排及基本要求

课内外理论教学环节及时分配见表 4-1，课内实践环节教学安排及要求见表 4-2。

表 4-1 课内外教学环节及时分配表

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
1	第一课 我比你更喜欢音乐 生词、课文 语法： 比较句（一）：“比”字句、A 有/没有 B（这么/那么）+形容词、“更”和“最”； 数量补语； 感叹句	1	2	1	4	2
2	第一课 我比你更喜欢音乐	1	2	1	4	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	课后练习 第二课 我们那儿的冬天跟北京一样冷 生词与课文					
3	第二课 我们那儿的冬天跟北京一样冷 语法： 比较句：跟……一样/不一样； 不但……而且……； 课后练习	1	2	1	4	2
4	第三课 冬天快要到了 生词与课文 语法： 状语与结构助词“地”； 无主语句	1	2	1	4	2
5	第三课 冬天快要到了 课后练习 第四课 快上来吧，要开车了 生词与课文	1	2	1	4	2
6	第四课 快上来吧，要开车了 语法： 简单趋向补语：动词+来/去 课后练习	1	2	1	4	2
7	第五课 我听过钢琴协奏曲《黄河》 生词与课文 语法： 经历和经验的表达：动词+过； 序数的表达； 动作行为进行的数量：动量补语 课后练习	1	2	1	4	2
8	期中复习考试	2	2	0	4	4
9	第六课 我是跟旅游团一起来的 生词与课文	1	2	1	4	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	语法： 是……的；一……就……； 程度的表达：形容词重叠； 课后练习					
10	第七课 我的护照你找到了没有 生词与课文 语法： 主谓谓语句（2）； 结果补语：在、着、好、成；	1	2	1	4	2
11	第七课 我的护照你找到了没有 课后练习 第八课 我的眼睛摔破了 生词与课文	1	2	1	4	2
12	第八课 我的眼睛摔破了 语法： 被动意义表达：被动句；量词重叠； 课后练习	1	2	1	4	2
13	第九课 钥匙忘拔下来了 生词与课文 语法： 动作趋向的表达；复合趋向补语	1	2	1	4	2
14	第九课 钥匙忘拔下来了 课后练习 第十课 会议厅的门开着呢 生词与课文	1	2	1	4	2
15	第十课 会议厅的门开着呢 语法： 动作或状态的持续：动词+着； 课后练习	1	2	1	4	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
16	期末复习考试	2	2	0	4	4
合计		18	32	14	64	36

五、课外学习要求

要求学生及时复习、巩固课堂所学，具体做法如：练习所学词汇的书写，直至能听写；复述教师指定的段落；尝试用所学的词语、句式表达自己生活中出现的事物或发生的事情；课本上的课后练习题，每一题都必须完成，不明白的地方可标出来，向老师请教。

重点支持毕业要求指标点 1.3 和 1.4。

六、考核内容及方式

计分制：百分制 (√)；五级分制 ()；两级分制 ()

考核方式：考试 (√)；考查 ()

本课程成绩由平时成绩、期中考试和期末考试成绩组合而成。各部分所占比例如下：

平时成绩占 20%，主要考查考勤、课堂练习、课后作业等。

重点支持毕业要求指标点 1.1、1.2、1.3、1.4。

期中考试成绩占 20%，采用闭卷考试的形式。

期末考试成绩占 60%，考试课采用闭卷形式。题型包括选词填空、用指定词语完成句子、改错题、阅读并回答问题等等。

重点支持毕业要求指标点 1.3、1.4。

七、持续改进

本课程根据学生的课堂表现、作业的完成情况、平时考核情况和学生、教学督导等反馈，及时对教学中不足之处进行改进，并在下一轮课程教学中改进提高，确保相应毕业要求指标点达成。

八、教材及参考资料

建议教材：

1. 杨寄洲 主编，《汉语教程》第二册上，北京语言大学出版社，2006 年版

参考资料：

1. 李晓琪 主编，《博雅汉语·初级起步篇 II》，北京大学出版社，2013 年
2. 徐桂梅 编著，《发展汉语 初级综合 II》，北京语言大学出版社，2012 年
3. 冯胜利 主编，《汉语综合教程：初中级》上，高等教育出版社，2007 年
4. 崔希亮 主编，《对外汉语综合课优秀教案集》，北京语言大学出版社，2010 年

中级汉语综合2课程教学大纲

课程代码： 21238013

课程名称： 中级汉语综合 2 / Intermediate Chinese2

开课学期： 4

学分 / 学时： 4/64

课程类别： 选修课/专业拓展复合

适用专业 / 开课对象： 全英文授课专业/二年级本科生

先修课程 / 后修课程： 中级汉语综合 1 /高级汉语综合 1

开课单位： 人文与国际教育学院

团队负责人： 严慧仙、陈海芳

审核人： 周毅

执笔人： 应玮

审批人： 杨同用

一、课程简介（包含课程性质、目的和任务）

本课程为中级汉语综合课 2，是全英文授课各专业本科二年级学生的选修课程之一，是中级汉语综合 1 课程的延伸和发展，以进一步培养学生交际能力为目的，以中级水平的听说读写各项语言技能训练为核心。本课程的主要教学任务是在中级汉语综合 1 课程学习的基础上，进一步扩大词汇量，巩固、补充、扩展和深化基本语法项目，引导学生提高运用所学词汇、语法、句式和语段结构知识，就某一方面内容、话题进行较为丰富和复杂的成段表达的能力，以及能够较为熟练地使用所学的中级水平词汇与语法知识进行有效的跨文化交际的能力，以进一步满足其在更高一级阶段的学习、生活和自身发展的基本需求。本课程主要通过完成《汉语教程第二册（下）》的教学，使学生掌握 900 个左右的常用汉字，将词汇量扩大到 2100 个左右，另外也还有 22 个新的重要语法点需要学习。通过本课程教学，学生应达到能够阅读 600 字左右的汉语文章，会利用所学生词和语法进行 350 字左右的书面语成段表达。

本课程主要介绍中级汉语语言的基础知识及其相应的听说读写语言技能。

本课程重点支持以下毕业要求指标点：

- 1.1 具备中级汉语听力理解能力
- 1.2 具备中级汉语口语表达能力
- 1.3 具备中级汉语阅读能力
- 1.4 具备中级汉语写作水平

体现在能够在自然的汉语环境里运用所学的汉语知识和技能进行有效的沟通和交流。

二、教学内容、基本要求及学时分配

1. 语音教学（8 学时）

继续巩固中级汉语 1 阶段的语音教学成果，进行有针对性的正音，尤其是正调，纠正学生语言表达中的声调、语调的错误，注重学习者语流中的语音正确性的养成。

重点支持毕业要求指标点 1.1 和 1.2。

2. 词汇教学（16 学时）

再现、深化中级 1 阶段学过的词汇，并在此基础上以教材课文为依托，尽可能扩大词汇量，达到 2100 词左右。重点学习动词、形容词、副词、连词，以及一些固定结构的用法。注意多义词意义的扩展，兼类词用法的解释，以及词在使用上的搭配习惯的说明。

重点支持毕业要求指标点 1.3。

4. 语法教学（24 学时）

复现、深化中级 1 阶段学习过的语法知识，继续学习 22 个新的语法点。重点学习：（1）补语结构，如可能补语、状态补语、趋向补语的引申用法等；（2）一些特殊句式，如“把”字句、“被”字句、存现句、强调句“连……也/都……”；（3）复句表达，如“只要……就……”“只有……才……”“一边……一边……”“先……再……然后……最后……”以及无关联复句；（4）新的句子类别：反问句；（5）疑问代词的活用；等等。

重点支持毕业要求指标点 1.3。

5. 书面表达（16 学时）

掌握所学汉字的正确笔画、笔顺和书写规则；具备一定的课堂笔记能力，能利用所学词语、特殊句式以及各类复句，围绕某一个熟悉的话题，进行 350 字左右的书面语成段表达。语段的书写错别字较少，格式基本正确，用词丰富，句式多样，内容较为连贯、完整，主题明确。

重点支持毕业要求指标点 1.4。

三、教学方法

1、跟读、提问、复述

新词新课学习的时候，教师自己或者利用课文 CD 进行领读，让学生认真跟读，并加以抽查，及时发现其语音方面的问题，加以纠正。学习课文内容的过程中，教师口头向学生提问，要求其根据所学课文内容来回答。学完新词新课后，教师抽取重点词语、句式或者段落，让学生口头组词成句或者段落复述。

重点支持毕业要求指标点 1.1 和 1.2。

3、精讲、多练

对于词汇和语法的学习，课堂上力求做到“精讲多练”，少说或者不说废话。积极运用多媒体手段，充分调动学生的视听能力，力求用最短的时间讲清楚说明白词汇和语法学习的要点，并出示实际运用的例子，引导学生“举一反三”进行操练。

另外，在教授补语和复句时，可以将之前所学的相关语法知识放到一起，进行比较和综合运用，使学生对汉语语法体系的学习和构建更加完整、清晰，以进一步提高学生汉语表达的多样性和丰富性。

重点支持毕业要求指标点 1.3 和 1.4。

四、课内外教学环节教学安排及基本要求

课内外理论教学环节及学时分配表见表 4-1，课内实践环节教学安排及要求见表 4-2。

表 4-1 课内外教学环节及学时分配表

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
1	第十一课 前边开过来一辆空车 生词与课文	1	2	1	4	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	语法： 存现句； 变化的表达：“越来越……”和 “越……越……”；					
2	第十一课 前边开过来一辆空车 课后练习 第十二课 为什么把“福”字倒贴在门上 生词与课文	1	2	1	4	2
3	第十二课 为什么把“福”字倒贴在门上 语法：“把”字句（1） 课后练习	1	2	1	4	2
4	第十三课 请把护照和机票给我 生词与课文 语法：“把”字句（2）	1	2	1	4	2
5	第十三课 请把护照和机票给我 课后练习 第十四课 我的腿被自行车撞伤了 生词与课文	1	2	1	4	2
6	第十四课 我的腿被自行车撞伤了 语法：被字句； 课后练习	1	2	1	4	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
7	第十五课 京剧我看得懂，但是听不懂 生词与课文 语法： 可能补语（1）； 动作能否发生或完成：动词+得/不+了； 课后练习	1	2	1	4	2
8	期中复习考试（第一课至第五课）	2	2	0	4	4
9	第十六课 山这么高，你爬得上去吗 生词课文 语法： 可能补语（2）； 可能补语与状态补语； 只要……就…… 课后练习	1	2	1	4	2
10	第十七课 我想起来了 课文与生词 语法： 动作结果的表达； 趋向补语的引申用法； 只有……才……	1	2	1	4	2
11	第十七课 我想起来了 课后练习 第十八课 寒假你打算去哪儿旅行	1	2	1	4	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	生词与课文					
12	第十八课 寒假你打算去哪儿旅行 语法： 疑问代词的活用； 一边……一边； 先……再……然后……最后…… 课后练习	1	2	1	4	2
13	第十九课 有困难找警察 生词与课文 语法： 无关联词语复句； 状态补语（2）；	1	2	1	4	2
14	第十九课 有困难找警察 课后练习 第二十课 吉利的数字 生词与课文	1	2	1	4	2
15	第二十课 吉利的数字 语法： 反问句； 强调意义的表达：连……也/ 都……； 强调肯定：二次否定	1	2	1	4	2
16	期末复习考试	2	2	0	4	4
合计		18	32	14	64	36

五、课外学习要求

要求学生及时复习、巩固课堂所学，具体做法如：练习所学词汇的书写，直至能听写；复述教师指定的段落；尝试用所学的词语、句式表达自己生活中出现的事物或发生的事情；

课本上的课后练习题，每一题都必须完成，不明白的地方可标出来，向老师请教。

重点支持毕业要求指标点 1.3 和 1.4。

七、考核内容及方式

计分制：百分制 (√)；五级分制 ()；两级分制 ()

考核方式：考试 (√)；考查 ()

本课程成绩由平时成绩、期中考试和期末考试成绩组合而成。各部分所占比例如下：

平时成绩占 20%，主要考查考勤、课堂练习、课后作业等。

重点支持毕业要求指标点 1.1、1.2、1.3、1.4。

期中考试成绩占 20%，采用闭卷考试的形式。

期末考试成绩占 60%，考试课采用闭卷形式。题型包括选词填空、用指定词语完成句子、改错题、阅读并回答问题等等。

重点支持毕业要求指标点 1.3、1.4。

七、持续改进

本课程根据学生的课堂表现、作业的完成情况、平时考核情况和学生、教学督导等反馈，及时对教学中不足之处进行改进，并在下一轮课程教学中改进提高，确保相应毕业要求指标点达成。

九、教材及参考资料

建议教材：

1. 杨寄洲 主编，《汉语教程》第二册下，北京语言大学出版社，2006 年版

参考资料：

2. 李晓琪 主编，《博雅汉语·初级起步篇 II》，北京大学出版社，2013 年
3. 徐桂梅 编著，《发展汉语 初级综合 II》，北京语言大学出版社，2012 年
4. 冯胜利 主编，《汉语综合教程：初中级》上，高等教育出版社，2007 年
5. 崔希亮 主编，《对外汉语综合课优秀教案集》，北京语言大学出版社，2010 年

汉语水平考试辅导课程教学大纲

课程代码： 21238004

课程名称： 汉语水平考试辅导/HSK Lecture

开课学期： 4

学分 /学时： 2/32

课程类别： 选修课/拓展复合

适用专业 /开课对象： 全校面向外国学生的全英文授课本科专业/二年级本科生

先修课程 /后修课程： 初级汉语综合 1-2、初级汉语听说 1-2、中级汉语综合 1/中级汉语综合 2、高级汉语综合 1-2

开课单位： 人文与国际教育学院

团队负责人： 严慧仙、陈海芳

审核人： 周毅

执笔人： 陈海芳

审批人： 杨同用

一、课程简介（包含课程性质、目的和任务）（500 字左右）

本课程是面向外国留学生的全英文授课本科专业的选修课程之一，通过该课程学习可达到国家汉语水平考试三级，可以用汉语完成生活、学习、工作等方面的基本交际任务，在中国旅游时，可应对遇到的大部分交际任务。课程通过四十五个基础语言知识点的精讲精练以及相应阅读理解策略的展示，使学生掌握 HSK 考试听力、阅读、书写等各部分的测试重点及应试策略，帮助学生在短时间内对所学过的语言点进行一次全面的梳理和集中强化训练，从而迅速提升 HSK 三级成绩。通过本课程教学，学生应达到具备 600 个词汇以及 17 个常用语言功能的教学目标。

本课程主要介绍打招呼、告别；简单介绍个人信息（姓名、年龄、住所、家庭、爱好、能力、性别、称呼、外貌、性格等）；表示感谢、道歉、欢迎、祝贺等；使用数字表达数量、顺序；表达时间（分钟、小时、天、星期、日、月、年、号、现在、过去、将来等）；简单描述（天气、方位、大小、多少、对错、心情、颜色、季节等）；提问、回答简单的问题（购物、交通、看病、运动、娱乐等）；表达、理解简单的要求或请求；表达简单的情感、观点；询问别人的观点；提建议；做比较、选择；解释原因；表示强调、感叹；表示程度、频率；提醒、劝阻、安慰、鼓励等；表达逻辑关系等 17 个常用语言功能。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

1.具备基础的汉语表达能力，掌握汉语标准发音、语音和语调，掌握 600 左右的词汇和短语，在汉语的听、说、读、写方面均达到基础水平。

体现在能够在扎实掌握专业知识的同时，在中国可以用汉语完成生活、学习、工作等方面的基本交际任务，在中国旅游时，可应对遇到的大部分交际任务，具备跨文化背景下进行沟通和交流的能力。

二、教学内容、基本要求及学时分配

1. 结果补语（2 学时）

通过本单元的学习，使学生掌握文中的目标词、语言知识点和常用语言功能。

识记：周末、打算、跟、一直、作业、复习、南方、面包、地图、带、着急、游戏、啊、搬。

领会：结果补语“好”；否定结构“一……也/都+不/没……”；连词“那”。

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“打招呼、告别”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

2. 简单趋向补语（2 学时）

通过本单元的学习，使学生掌握文中的目标词、语言知识点和常用语言功能。

识记：容易、难、办公室、楼、拿、辆、把、伞、胖、瘦、其实、脚、腿、疼、树。

领会：简单趋向补语“来、去”；两个动作连续发生；反问表达“能……吗”。

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“简单介绍个人信息（姓名、年龄、住所、家庭、爱好、能力、性别、称呼、外貌、性格等）”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

3. 存在结构（2 学时）

通过本单元的学习，使学生掌握文中的目标词、语言知识点和常用语言功能。

识记：裤子、衬衫、爬山、记得、饮料、舒服、甜、新鲜、小心、条、元、放、只、花。

领会：“还是”和“或者”；存在结构“着”；“又……又……”。

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“表示感谢、道歉、欢迎、祝贺等”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

4. 动作的伴随“着”（3 学时）

通过本单元的学习，使学生掌握文中的目标词、语言知识点和常用语言功能。

识记：比赛、照片、年级、聪明、热情、又、努力、总是、回答、站、饿、认真、年轻、超市、蛋糕、客人。

领会：动作的伴随“着”；表示变化的“了”；“越来越”；“越……越……”；时段的表达；表示时间“半、刻、差”。

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“使用数字表达数量、顺序；表达时间（分钟、小时、天、星期、日、月、年、号、现在、过去、将来等）”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

5. 可能补语（3 学时）

通过本单元的学习，使学生掌握文中的目标词、语言知识点和常用语言功能。

识记：发烧、照顾、感冒、季节、当然、春天、夏天、裙子、最近、为、用、越、草、相信、机会、国家、向、嘴。

领会：可能补语；询问处所“noun+呢”；“刚”和“刚才”；“又”和“再”。

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“简单描述（天气、方位、大小、多少、对错、心情、颜色、季节等）”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生

商务汉语方向)培养方案”)

6. 疑问代词活用(3学时)

通过本单元的学习,使学生掌握文中的目标词、语言知识点和常用语言功能。

识记:突然、离开、清楚、刚才、帮忙、特别、讲、明白、锻炼、音乐、公园、聊天儿、更、一共、请假、邻居、后来、爱好、办法、为了、决定、选择、必须、根据、情况。

领会:疑问代词活用;。

综合应用:利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“提问、回答简单的问题(购物、交通、看病、运动、娱乐等)”。

重点支持毕业要求指标点 1.1、1.2、1.3(参照“浙江科技学院汉语言文学专业(留学生商务汉语方向)培养方案”)

7. 比较句(2学时)

通过本单元的学习,使学生掌握文中的目标词、语言知识点和常用语言功能。

识记:以前、银行、感兴趣、结婚、欢迎、迟到、半、接、刻、差、久、同事、城市、认为、帽子、可爱、公斤、鼻子、头发、检查、刷牙、关系、别人。

领会:比较句“跟…一样”;比较句“比…adj+一点儿/一些/得多/多了”;概数的表达。

综合应用:利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“表达、理解简单的要求或请求;做比较、选择”。

重点支持毕业要求指标点 1.1、1.2、1.3(参照“浙江科技学院汉语言文学专业(留学生商务汉语方向)培养方案”)

8. 把字句(2学时)

通过本单元的学习,使学生掌握文中的目标词、语言知识点和常用语言功能。

识记:满意、电梯、害怕、熊猫、见面、又、层、安静、一会儿、马上、洗手间、几乎、老、变化、健康、重要。

领会:把字句;“才”和“就”;“一边……一边……”;程度的表达“极了”。

综合应用:利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“表达简单的情感、观点;表示程度、频率”。

重点支持毕业要求指标点 1.1、1.2、1.3(参照“浙江科技学院汉语言文学专业(留学生商务汉语方向)培养方案”)

9. 复合趋向补语(2学时)

通过本单元的学习,使学生掌握文中的目标词、语言知识点和常用语言功能。

识记:最后、放心、一定、一样、中文、担心、比较、了解、先、中间、参加、影响。

领会:复合趋向补语;“先……,再/又……,然后……”。

综合应用:利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“提建议;解释原因”。

重点支持毕业要求指标点 1.1、1.2、1.3(参照“浙江科技学院汉语言文学专业(留学生商务汉语方向)培养方案”)

10. 关联词(3学时)

通过本单元的学习,使学生掌握文中的目标词、语言知识点和常用语言功能。

识记:个子、历史、体育、数学、方便、矮、自行车、骑、旧、换、地方、主要、环境、附近、留学、水平、提高、练习、完成、句子、要求、注意、上网、新闻、节日、举行、文化、世界。

领会:“除了……以外,都/还/也……”;“如果……的话,就……”;“只要……就”;“只有……才”

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“询问别人的观点”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

11、被字句（1 学时）

通过本单元的学习，使学生掌握文中的目标词、语言知识点和常用语言功能。

识记：图书馆、词典、借、还、灯、会议、结束、忘记、空调、关、地铁、双、筷子、啤酒、瓶子、笔记本电脑、电子邮件、习惯。

领会：被字句；“使、叫、让”。

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“表示强调、感叹”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

12、趋向补语的引申义（1 学时）

通过本单元的学习，使学生掌握文中的目标词、语言知识点和常用语言功能。

识记：太阳、生气、行李箱、自己、包、发现、护照、起飞、司机、画、需要、黑板、教、西。

领会：趋向补语的引申义；介词“关于”。

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“提醒、劝阻、安慰、鼓励等”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

13、复杂的状态补语（2 学时）

通过本单元的学习，使学生掌握文中的目标词、语言知识点和常用语言功能。

识记：终于、爷爷、礼物、奶奶、遇到、一边、过去、一般、愿意、起来、应该、校长、坏、经常、打扫、干净、然后、洗澡、冰箱、节目、月亮、叔叔、阿姨、故事、声音、菜单、简单、香蕉、盘子、像。

领会：复杂的状态补语；单音节形容词重叠；双音节动词重叠。

综合应用：利用本单元所学词汇及语法和句型结构使学生能够听懂、读懂、看懂与本单元主题相关的背景知识以及学会语言功能“表达逻辑关系”。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

14、复杂的状态补语（4 学时）

使学生熟悉 HSK（三级）的考试步骤、试题类型，并掌握听力、语法、阅读、书写四种题型的应试技巧。

三、教学方法

遵循外语学习规律，考虑学生个体差异和学习风格，课堂教学主要采用任务式、合作式、探究式等教学方法，体现以教师为主导、以学生为主体的教学理念，使教学活动实现由“教”向“学”的转变。新的语言现象直接讲授，扩展语言想象进行问答。及时而简洁地对语言现象和考试技巧进行归纳和总结。用课内练习与课外拓展的方法快速而全面提高学生的汉语水平和应试技巧。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

四、课内外教学环节教学安排及基本要求

课内外理论教学环节及学时分配表见表 4-1。

表 4-1 课内外教学环节及学时分配表

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
1	<p>(一) 语法点:</p> <p>1. the complement of result 结果补语 “好”: 吃好、睡好、做好、看好;</p> <p>2. the negative structure 否定结构 “一……也/都+不/没……”: 一个人也没来、一点饭都不吃;</p> <p>3. the conjunction 连词“那”: 那你周末有什么打算呢;</p> <p>(二) 题型训练: 地点、打算、原因、时间、数量类题型训练</p> <p>(三) 汉字知识: 指事字: 一、二、三、上、下、本、末</p>	1	1	0	2	2
2	<p>(一) 语法点:</p> <p>1. simple complements of direction 简单趋向补语“来、去”: 上来、进去;</p> <p>2. the successive occurrence of two actions 两个动作连续发生;</p> <p>3. the rhetoric question 反问表达 “能……吗”: 你能这样做吗;</p> <p>(二) 题型训练: 人物身份类题型训练; 反问句、关联词语类题型训练</p>	1	1	0	2	2
3	<p>(一) 语法点:</p>	1	1	0	2	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	<p>1. comparison of “还是” and “或者”;</p> <p>2. the expression of existence----location word+verb 着+numeral+measure word+noun 存在的表达结构: 桌上放着一瓶水;</p> <p>3. possibility 表示可能“会”;</p> <p>4. the structure “又……又……”: 又聪明又漂亮;</p> <p>(二) 题型训练: 排除类题型训练</p>					
4	<p>(一) 语法点:</p> <p>1. the accompanying action 动作的伴随 “verb1 着+o1+verb2+o2”: 笑着说、看着电视吃饭;</p> <p>2. indicating a change 表示变化的“了”: 我饿了、冬天了、他来了;</p> <p>3. the structure “越来越+adj/mental verb”: 越来越胖了、越来越难过了;</p> <p>(二) 题型训练: 态度、看法类题型训练, 重点掌握各类听力核心词, 及反问句、强调句等句式</p>	1	1	0	2	2
5	<p>(一) 语法点:</p> <p>1. complements of possibility 可能补语 “verb+得/不+complements of possibility”: 找不到了; 看得清楚吗;</p> <p>2. ask about location 询问处所“noun+呢”: 我的书呢、他的人呢;</p>	1	1	0	2	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	3.Comparison of “刚” and “刚才”: 我刚才来的时候他不在、我刚来中国; (二) 题型训练: 主要内容类题型训练 (三) 汉字知识: 会意字: 明、休、从、看					
6	(一) 语法点: 1.to express a period of time 时段 的表达: 认识五年了、看了三天了; 2.To express an interest 表达兴趣; 3.To indicate time 表示时间“半、刻、 差”: 八点半、八点一刻、差五分八点; 4.comparison of “又” and “再”: 我 又来了、我明天再来; (二) 题型训练: 文章名或刊物名题型训练	1	1	0	2	2
7	(一) 语法点: 1.Flexible use of interrogative pronouns 疑问代词活用: 你去哪儿我就 去哪儿、你想吃什么都行; 2.the structure “越……越……”: 越 看越累、越想越难过; 3.Comparative sentences 比较句 “跟……一样+adj”: 他跟爸爸一样高; 她的汉语说得跟中国人一样好; (二) 题型训练: 问“原因”或“为什么”类题型训练	1	1	0	2	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
8	<p>(一) 语法点:</p> <p>1. comparative sentences 比较句 “比……adj+一点儿/一些/得多/多了”: 他比我高得多、汉语比英语难多了;</p> <p>2. Expression of approximate numbers 概数的表达: 七八个、十个人左右</p> <p>(二) 题型训练: 比较类题型训练</p>	1	1	0	2	2
9	<p>(一) 语法点:</p> <p>1. the ba-sentence 把字句 “……把……verb+……”: 他把饭吃了、把空调关了;</p> <p>2. comparison of “才” and “就”: 我八点就起床了、我十点才起床;</p> <p>(二) 题型训练: 排除类题型训练</p> <p>(三) 汉字知识: 形声字: 妈、住、放、邻</p>	1	1	0	2	2
10	<p>(一) 语法点:</p> <p>1. The ba-sentences 把字句 “……把……verb+在/到/给……”: 我把书给他了; 他把我送到了车站; 他把钱放在我这儿了;</p> <p>2. The structure “一边……一边……”: 我一边吃饭一边聊天;</p> <p>(二) 题型训练:</p>	1	1	0	2	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	问数字类题型训练					
11	<p>(一) 语法点:</p> <p>1. compound complements of direction 复合趋向补语“上去、回来”: 跑上去、走回来;</p> <p>2. The structure “先……, 再/又……, 然后……”: 先刷牙, 再吃饭, 然后去上课;</p> <p>(二) 题型训练:</p> <p>问态度类题型训练</p> <p>(三) 熟语知识</p>	1	1	0	2	2
12	<p>(一) 语法点:</p> <p>1. The ba-sentences 把字句 “……把……verb+complement of result/direction”: 他把饭吃完了; 他把水果拿过来了;</p> <p>2. Indicate degreee 程度的表达“极了”: 好极了;</p> <p>(二) 题型训练:</p> <p>重点掌握各类阅读核心词, 以及猜词、跳读等阅读技巧</p>	1	1	0	2	2
13	<p>(一) 语法点:</p> <p>1. the structure “除了……以外, 都/还/也……”: 除了他以外, 都来了;</p> <p>2. Flexible use of interrogative pronouns 疑问代词活用: 其他都没什么问题、谁都会想去的;</p>	1	1	0	2	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	3. the structure “如果……的话，就……”：如果你来的话，就给我打电话； (二) 汉字知识： 形声字：爸、革、想、努					
14	(一) 语法点： 1. Complex complements of state 复杂的状态补语：累得下了班就想睡觉； 2. Reduplication of monosyllabic adjective 单音节形容词重叠：高高的、大大的； 3. Reduplication of disyllabic verbs 双音节动词重叠：安安静静、热热闹闹	1	1	0	2	2
15	(一) 语法点： 1. the structure “只要……就”：只要你来，就给我打电话； 2. The preposition 介词“关于”：关于这个问题； 3. Extension of the complements of direction 趋向补语的引申义：你没看出来吗、想起来了；	1	1	0	2	2
16	(一) 语法点： 1. the bei-sentences 被字句：水果被吃完了；自行车被偷了； 2. Comparison of “使、叫、让”； 3. The structure “只有……才”：只有坚持才会成功；	1	1	0	2	2

序号	课程内容	课内学时				课外学时
		理论学时	习题学时	研讨学时	合计	
	(二) 汉字知识: 园、病、问、闻					
合计		16	16	0	32	32

五、课外学习要求

鉴于课堂每周 2 学时的时间所限，因此该门课程要求加大课外学习，课堂上主要在于简介准确地帮助学生理解相关语言知识点，课外需要学生使用配套的《HSK 标准教程 3 练习册（含 1mp3）》（姜丽萍著）进行课下巩固学习。

除此之外，鉴于 HSK 三级考试会汉字认读的要求，学生除了课堂学习之外，应在课外开展一学期 12 次的阅读练习，每次 20 分钟，并要求在规定时间内完成。

虽然 HSK 三级考试对于汉字书写的要求只有 5 个汉字的量，但实则分数占比达到 13%，因此汉字抄写、识记、听写等课外作业是必须的。与此同时，要求学生熟悉汉字的书写规则，定期抄写汉字，并在书写快速流利的前提下，要求书写美观。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

六、考核内容及方式

计分制：百分制（√）；五级分制（）；两级分制（）

考核方式：考试（√）；考查（）

本课程成绩由平时考核和期末考核成绩组合而成。各部分所占比例如下：

平时成绩占 40%，主要考查考勤考纪、作业和学习表现（作业包括课后练习题及各种教师要求完成的课上、课下练习；学习表现包括课堂表现和进步程度等）等。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

期末考试成绩占 60%，采用闭卷形式。题型为听力短对话、听力长对话、听力短文、阅读理解、汉字词汇、句子整合等。考核内容主要包括听力能力测试；阅读能力测试；汉字能力测试。

重点支持毕业要求指标点 1.1、1.2、1.3（参照“浙江科技学院汉语言文学专业（留学生商务汉语方向）培养方案”）

七、持续改进

本课程根据学生作业、课堂讨论、平时考核情况和学生、教学督导等反馈，及时对教学中不足之处进行改进，并在下一轮课程教学中改进提高，确保相应毕业要求指标点达成。

七、教材及参考资料

建议教材：

[1] 姜丽萍著. HSK 标准教程 3[M]. 北京：北京语言大学出版社，2014.6

[2] 姜丽萍著. HSK 标准教程 3 练习册（含 1mp3）[M]. 北京：北京语言大学出版社，2014.6

[3] 金学丽主编. 新 HSK 应试全解析 (三级) (含 1mp3) [M]. 北京: 北京语言大学出版社, 2014.12

参考资料:

[1] 国家汉办/孔子学院总部编. HSK 真题集 (三级) (2014 版) [M]. 北京: 高等教育出版社, 2014.1

[2] 国家汉办编制. HSK 考试大纲三级[M]. 北京: 人民教育出版社, 2015.9

[3] 李禄兴主编. 新 HSK5000 词分级词典 (一—三级) (含 1mp3) [M]. 北京: 北京语言大学出版社, 2013.9

[4] 金学丽主编. 新汉语水平考试模拟试题集 HSK 三级[M]. 北京: 北京语言大学出版社, 2010.7

[5] 赵菁主编. HSK (初、中等) 全攻略教程[M]. 北京: 商务印书馆, 2006.1

Syllabus of ERP Simulation

ERP 沙盘模拟课程教学大纲

Course Code (课程代码) : 06441010

Course Name (课程名称) : ERP Simulation /ERP 沙盘模拟

Semester (开课学期) : 长 4、短 2

Credits (学分) /**Academic Hours** (学时) : 2/32

Course Type (课程类别) : Required Course (必修课)

Prerequisite(s) (先修课程) : Basic knowledge of economics, marketing and accounting

Offered by (开课单位) : School of Economics and Management (经济与管理学院)

Prepared by (执笔人) : Bai Yang (白洋)

Reviewed by (审核人) : Nan Zhongxin (南仲信)

Approved by (审批人) : Liu Honggmin (刘洪民)

1. Course Overview (including course description, objectives, outcomes, content) 【课程简介 (包含课程性质、目的、任务和内容)】

This course is designed to provide the student with a thorough understanding of both the role that Enterprise Resource Planning Systems (ERPs) play in an organization and the challenging task of managing the Information Systems (IS) function. During the semester, homework will be assigned that afford the student the opportunity to work through many real-life business situations and explore the interaction among the different business processes. Yongyou is the nation's leading provider of ERP sand table designed to integrate every aspect of a company's operation. The hands-on exercises, coupled with the in-class discussions of different enterprise resources, will prepare the student with the knowledge sought by businesses looking to use various techniques to maintain their competitive edge in the market place.

At the completion of the course, students will be able to

- Describe the role of an ERP in carrying out business processes in a company
- Explain how 'best business practices' are incorporated in an ERP
- Have a basic understanding of the following resources and related techniques to deal with real life or business cases
 - Information Resources: Database and data warehouse
 - Financial Resources: Budgeting and Cost Allocation
 - Time: Scheduling, Gantt Chart, Critical Path
 - Human Resources: Responsibility Matrix
- Strategize pricing, production and sales in a competitive commodity market
- Analyze sales data in an ERP to dynamically respond to changing market conditions to maximize profits
- Report on the reasons for the success (or failure) of their production and sales strategy

2. Methods of Instruction (教学方法)

An ERP Simulation Game will be played in the first several weeks. Participation in the game is mandatory. Lecturing, Q & A, class discussion, group project and other demonstrating methods

are mainly used for most of lectures. In addition, presentation, quizzes, research paper and homework assignment may also be given in due time to check the students' learning outcomes.

3. In-class and Extracurricular Teaching and Learning Arrangement and Basic Requirements (课内外教学环节教学安排及基本要求)

Teaching and Learning components and academic hour allocation are shown in Table 3-1

Table 3-1 Teaching and Learning Components and Academic Hour Allocation

No.	Course Content	In-class Academic Teaching Hours	Extracurricular Hours
1	Introduction to ERP	4	4
2	ERP Sand Table Rules Introduction	4	4
3	Sand Table Simulation Game	4	4
4	Introduction to Information Resources Planning	8	8
5	Introduction to Financial Resources Planning	4	4
6	Resources Integration Management Techniques	6	6
7	Case Study and Presentations	2	2
Total		32	32

4. Extracurricular Learning Requirements (课外学习要求)

Students are required to spend extracurricular hours before class, to acquaint themselves with the basic concepts and terminologies, as well as after class, for homework assignments.

For extracurricular learning materials, see the references listed in Part 7. Learning through search engines and E-Learning are encouraged.

There will be homework assignments every 1-2 weeks. You may discuss homework questions with your classmates; however, it has to be your individual work. You have to submit your solution file for each assignment immediately after you are notified. The due date for each assignment will be announced when the homework is assigned. Late submission will cause penalty on the grade. Plagiarism in assignments is considered as academic dishonesty and failing grades in a particular assignment will be given for the students involved in plagiarism according to the seriousness of offense.

The students may also be required to finish a group project on a real business case. The purpose of this project is to improve the ability of business analysis. The target of the project can either be chosen by the students themselves based on discussion with the teacher or be given by the teacher directly. The final presentation of the project should be given no later than 15th week of the semester. Late submission will cause penalty on the grade.

5. Grading Policy (考核内容及方式)

Grading System: Hundred-mark system (); Five-grade system (√); Two-grade system ()

(1) Five-grade system: A: from 100 to 90; B: from 89 to 80;

C: from 79 to 70; D: from 69 to 60; F: below 60

(2) Two-grade system: P: from 100 to 60; F: below 59

Evaluation Type: Exam based (); Non-Exam based (√)

The course evaluation grade is proportionately composed of in-semester evaluation and final exam as follows:

- 50% assessment in in-semester evaluation which includes class attendance (20%), homework assignments/quizzes (30%)

School policy dictates that attendance is mandatory. Students should come to every class on time, stay for the entire class, and be attentive during the class except for family or health related emergencies. If you do miss a class, it is your responsibility to get lecture notes and assignments from another student. If you miss more than three classes, the Instructor reserves the right to drop you from the course.

- 50% assessment in final project. The students should select either a company or a real business case and apply techniques which are learned in the class to that specific scenario.

Academic Honesty Standards

It is the student's responsibility to familiarize himself or herself with and adhere to the University standards set forth in the policies on cheating and plagiarism.

6. Continuous Improvement (持续改进)

According to the feedbacks from students and supervisors of teaching and learning during in-semester evaluation, class discussions, final exam, etc., teaching and learning approaches of this course should be improved timely and continuously so that attainment of the corresponding graduate attributes can be guaranteed.

7. Textbook(s) and References (教材及参考资料)

Suggested Textbook(s):

《KJ 企业全面运营管理 (ERP) 沙盘模拟训练》实验指导书

References:

企业经营ERP沙盘模拟教程(第二版), 董红杰著, 北京大学出版社 ISBN 978-7-301-26163-7
Jukić, Vrbsky, Nestorov: "Database Systems – Introduction to Databases and Data Warehouses",
Publisher: Pearson

John M. Nicholoas, Herman Steyn: "Project Management for Engineering, Business and Technology (4th edition)", Publisher: Routledge

创业综合实训课程教学大纲

课程代码： 0661A002

课程名称： 创业综合实训 / Entrepreneurship Practical training

开课学期： 短 2

学分 / 学时： 1 / 32

课程类型： 必修课/专业大实验

适用专业 / 开课对象： 经管所有专业 / 二年级本科生

先修课程 / 后修课程： 市场营销、经济学、管理学等 / 营销渠道、营销策划等

开课单位： 经济与管理学院

团队负责人：

审核人： 卢玮

执笔人： 赵翼虎

审批人： 刘洪民

一、课程简介（包含课程性质、目的、任务和内容）

新道 VBSE 创业基础实训平台（VBSE 创业基础版）符合《普通本科学校创业教育教学基本要求（试行）》的要求，是一款适用于大学生《创业基础》课程的实训产品。产品通过信息化技术与手段模拟创业项目筹备过程，解决大学生创业仿真实训的问题。

实训可达到激发学生创新创业意识，了解创新创业过程，掌握创新创业知识，培养创新创业能力的效果。

产品采用模块化的教学设计，可满足各类院校，创业基础实训的差异化需求。是一款可以解决各类院校《创业基础》课程开设过程中系列问题的教学平台。

“通过创业教育教学，使学生掌握创业的基础知识和基本理论，熟悉创业的基本流程和基本方法，了解创业的法律法规和相关政策，激发学生的创业意识，提高学生的社会责任感、创新精神和创业能力，促进学生创业就业和全面发展。”

教学内容方面有：创业、创业精神与人生发展、知识经济发展与创业、创业与职业生涯发展、创业者与创业团队、创业团队、创业机会与创业风险、创业机会评价、创业风险识别、商业模式开发、创业资源、创业融资、创业资源管理、创业计划、撰写与展示创业计划等。

二、教学内容、教学基本要求及学时分配

“面向全体学生单独开设《创业基础》必修课”；

激发学生双创意识，了解双创过程，掌握部分双创知识，培养部分双创能力，根据学员特点进行差异化教学，循序渐进的让学员体验双创项目准备过程，完成部分双创项目的构建及融资准备工作。

1、“知”双创（6 学时）

了解创业；认识自我；理解认知自我与创业适配度

2、创业机会识别（6 学时）

了解双创机会识别的基本原理；掌握双创机会识别工具

3、团队组建与资源管理（5 学时）

了解双创团队的基本要素；理解双创团队组建及资源规划；掌握双创管理工具

4、产品调研与分析（3 学时）

了解市场调研方法与过程；理解项目市场调研的核心；掌握市场调研工具的使用

5、产品及服务创新设计（4 学时）

了解双创产品及服务设计的基本原理；理解项目双创产品及服务设计；掌握双创产品及服务设计的方法。

6、商业计划书及创业融资（2学时）

了解双创关键因素；完成项目计划书；理解融资的准备；掌握商业计划书的撰写方法。

7、路演（3学时）

了解大学生创业大赛概况；理解双创路演的流程；掌握路演技巧

8、创业传承与创业经济（3学时）

了解国内百年企业的创业精神；理解创业对国内外经济社会的影响。

三、教学方法

通过软件的操作与管理理论、企业实践相结合的方式，让学生理解和掌握双创项目的内涵。

四、课内外教学环节及基本要求

序号	教学内容	重点支持 毕业要求	实验类别	课内学时	课外学时	备注
1	“知”双创		验证性	6	6	必修
2	创业机会识别		验证性	6	6	必修
3	团队组建与资源管理		验证性	5	5	必修
4	产品调研与分析		设计性	3	3	必修
5	产品及服务创新设计		设计性	4	4	必修
6	商业计划书及创业融资		设计性	2	2	必修
7	路演		设计性	3	3	必修
8	创业传承与创业经济		验证性	3	3	必修
合计				32	32	

五、课外学习要求

多关注企业创新创业成功和失败案例的报道，并从中总结一些规律性的东西。

六、考核内容及方式

计分制：百分制（）；五级分制（√）；两级分制（）

本课程成绩由平时成绩、创业计划书结果报告成绩组合而成。各部分所占比例如下：

平时成绩占30%，主要考查到课率、关注度、学习态度等。

考查方式为：点名、参与度。

期末成绩占70%，主要考查创业计划书结果报告。

七、持续改进

本课程根据时代发展和企业发展的要求，对双创课程的上课方式和内容进行持续改进。

八、教材及参考资料

建议教材：

[美] Steven Gary Blank， 四步创业法武汉：华中科技大学出版社 最新版

参考资料：

[美] 埃里克·莱斯精益创业 [M]．北京：中信出版社 最新版

创业实践教学大纲

课程名称：创业实践/ Practice to being an Entrepreneur

课程代码：06444531

课程类型：实践/必修

实习周数：4周（实际20天）

学 分：4

开课单位：经济管理学院

适用专业：国际经济与贸易（国际班）、市场营销（国际班）

执笔人：韩丽娟

审核人：张萍

审批人：刘洪民

一、实践的目的和任务

创业实践为必修的实践环节，它是专业人才培养的一个重要环节。本课程目的在于培养学生的创业意识和创业能力，通过创业理论知识的讲授与模拟经营场景的展现，引导学生了解与公司经营相关的人力资源管理、财务管理、市场营销、采购等方面的实际操作，将理论联系实际；通过“做中学”的培训方式，引导学生认识自我，培养和提升学生的独立工作能力、协调能力等职业能力，为今后创业或就业打下基础。

二、实践内容及教学基本要求

1. 确定公司构架

了解实训项目的目标、主要内容以及实训方法；掌握确定经营团队、经营项目、公司商号等方面的方法；掌握明确岗位职责、模拟工商注册的方法和技巧。

2. 分析经营环境

了解分析母版公司和经营环境的理论方法；掌握处理总部函件、银行开户申请等环节的实务操作。

3. 试行业务原则

了解试行业务的主要原则；掌握确定经营规划、市场营销计划、确定外包项目、建立业务联系的理论要点。

4. 奠定经营基础

了解成本核算分析、产品定价的理论及方法；掌握成本费用预算表、公司定价策略要点。

5. 经营准备

了解制定工作规划、审核成本费用预算、采购销售、财务流程的主要步骤，掌握经营准备工作的要点。

6. 渠道建立

了解制定营销方案、产品手册、管理流程、联系潜在客户的方法，掌握建立生产、销售渠道的要点。

7. 业务洽谈

了解进行商务谈判、审定合同条款、实施文件管理的方法及步骤，掌握业务洽谈的要点。

8. 合同签订

了解确定合作协议、签订合作协议、处理往来账目的方法及步骤，掌握签订合同的要点。

9. 资本运营

了解获取银行报告、申请小额担保贷款的步骤；掌握运营资本的要点。

10. 业绩评估

了解项目实施中的问题；掌握项目实施中的问题的解决办法。

三、实习进程安排

序号	主要内容	时间安排（天数）	备注
1	确定公司构架	1	
2	分析经营环境	1	
3	试行业务原则	1	
4	奠定经营基础	1	
5	经营准备	2	
6	渠道建立	3	
7	业务洽谈	3	
8	合同签订	3	
9	资本运营	2	
10	业绩评估	3	
小计		20	

四、实践考核方法及要求

1. 考核方式：考试（）；考查（）

2. 成绩评定：

计分制：百分制（）；五级分制（）；两级分制（）

总评成绩构成：实习报告（100）%；（）%；

市场认知实习（实习 I）教学大纲

课程名称：外贸认知实习（实习 I）/Marketing cognitive practice (Internship I)

课程代码：MRK4002E

课程类型：基础实践/必修

总学时数：1 周

学 分：1

开课单位：经济管理学院

适用专业：市场营销（国际班）

执笔人：徐向东

审核人：南仲信

审批人：刘洪民

一、实习目的和任务

认知实习是学生进入大学学习以后第一次接触外贸企业，主要目的是为了让学生对企业的运作和管理等有一个初步的认识。通过实习，使学生了解企业的营销基本运作情况，为进一步学习专业课奠定基础。

二、实习内容

可采取事先了解与实地参观相结合的形式。具体实习内容可包括：

1. 了解企业的组织机构，决策层决策的传递，管理人员的管理。
2. 了解企业市场营销业务处理过程，企业采购、生产、销售的衔接。
3. 了解企业的营销成本核算、营销手段、创新（技术创新、管理创新等）。

三、实习进程安排

序号	主要内容	时间安排（天数）	备注
1	了解企业的组织机构，决策层决策的传递，管理人员的管理。	1	
2	了解企业市场营销业务处理过程，企业采购、生产、销售的衔接	1	
3	了解企业的营销成本核算、营销手段、创新（技术创新、管理创新等）	3	
小计		5	

四、实习考核方法及要求

1. 考核方式：考试（）；考查（）

2. 成绩评定：

计分制：百分制（）；五级分制（）；两级分制（）

总评成绩构成：实习态度（20）%；实习表现（40）%；

实习报告（40）%

五、指导教材

1、李叔宁. 市场营销实训[M]. 北京：高等教育出版社，2011

2、海关总署网站：www.customs.gov.cn

3、浙江中国小商品城网站：<http://www.cccgroup.com.cn/html/www/index.shtml>。

企业业务实践 A 教学大纲

课程名称：企业业务实践 A(实习 II) /Entrepreneur Business Practice A (Internship II)

课程代码：06441321

课程类型：专业实践/必修

总学时数：4 周

学 分：4.0

开课单位：经济管理学院

适用专业：市场营销（国际班）

执笔人：徐向东

审核人：南仲信

审批人：刘洪民

一、实习目的

1、通过企业实践环节，检查学生对所学知识的理解程度、掌握程度和实际应用能力，有针对性地锻炼学生发现问题、分析问题和解决问题的能力，促进学生将所学理论与实践相结合。

2、通过企业实践环节，帮助学生进一步消化、补充和巩固已学到的专业理论知识，使学生全面、深入地了解市场营销活动的各项实务与管理工作，熟悉掌握市场营销各环节及相关业务的实务操作技能，使学生对所学专业的认识更为全面。

二、实习内容和基本要求

1、岗位实习

了解企业组织机构，掌握企业进货、生产、销售各个环节之间的衔接特点。

2、业务实习

了解企业业务处理过程，掌握实习岗位所要求的各种基本操作。

3、管理实习

了解企业业务管理、经营管理的各种程序，理解企业管理与企业业绩的关系。

三、实习进程安排

序号	主要内容	时间安排（天数）	备注
1	岗位实习	5	

2	业务实习	5	
3	管理实习	10	
小计		20	

四、实习考核方法及要求

1. 考核方式：考试（）；考查（√）

2. 成绩评定：

计分制：百分制（）；五级分制（√）；两级分制（）

总评成绩构成：实习态度（20）%；实习表现（40）%；实习单位评价（20）%；
实习报告（20）%

五、指导教材

李叔宁. 市场营销实训[M]. 北京：高等教育出版社，2011

企业业务实践 B 教学大纲

课程名称：企业业务实践 B(实习 II) /Entrepreneur Business Practice B (Internship II)

课程代码：06441320

课程类型：专业实践/必修

总学时数：4 周

学 分：4.0

开课单位：经济管理学院

适用专业：市场营销（国际班）

执笔人：徐向东

审核人：南仲信

审批人：刘洪民

一、实习目的

1、在经过企业业务实践 A 后，学生已经基本了解企业的运作过程。通过本次实践，一方面使学生了解更多的岗位的基本操作，另一方面增加感性积累，熟悉处理人际关系，为今后较顺利地走上工作岗位打下一定的基础。

2、通过企业实践环节，调查、收集资料，为今后做好职业规划、毕业实习、毕业论文、就业工作奠定基础。

二、实习内容和基本要求

1、业务实习

掌握新的实习岗位所要求的各种基本操作，理解企业不同岗位的不同特点及对员工的不同要求。

2、人事关系实习

了解处理各种客户关系的不同做法，掌握与客户的沟通手段以及接待客户以及拜访客户的基本要领。

3、营销实习

了解企业的各种营销手段。

三、实习进程安排

序号	主要内容	时间安排（天数）	备注
1	业务实习	5-10	

2	人事关系实习	5	
3	营销实习	10	
小计		20	

四、实习考核方法及要求

1. 考核方式：考试（）；考查（√）

2. 成绩评定：

计分制：百分制（）；五级分制（√）；两级分制（）

总评成绩构成：实习态度（20）%；实习表现（40）%；实习单位评价（20）%；

实习报告（20）%

五、指导教材

1、李道平主编，《公共关系学》，科学出版社，2013.

2、任锡源，《营销策划》，中国人民大学大学出版社，2016.

毕业实习(实习 III)教学大纲

课程名称：毕业实习(实习 III)教学大纲/ Graduation practice

课程代码：06441312

课程类型：必修

总学时数：8 周

学 分：8

先修课程：本专业所开所有课程

开课单位：经管学院

适用专业：国际经济与贸易（国际班）、市场营销（国际班）

执笔人：徐向东

审核人：南仲信

审批人：刘洪民

一、课程的性质、目的和任务

毕业实习是本科教学中不可能缺少的环节。目的是培养学生独立地综合运用所学的基础理论、专业知识和基本技能，分析与解决实际管理问题的能力。通过实习，可检验国际经济与贸易专业学生在校综合学习的情况，同时为撰写毕业论文收集资料。

二、教学内容及教学基本要求

（一）针对学生的教学及要求：

1. 实习准备

了解实习的相关内容过程，以班级为单位，向学院教务员领取实习成绩登记册、实习日志、实习报告。

2. 实习动员

理解实习的相关过程和内容。听取学校指导教师对有关实习大纲、实习计划的讲授，准备实习。

3. 岗位认知

3-1 积极主动联系实习单位。

3-2 于实习开始后的一周内，联系好实习单位后，将实习单位、实习单位地址、实习单位电话、单位指导人员等信息如实、完整地告知学校实习指导教师。在实习单位，要尽快熟悉岗位，对所在岗位进行岗位分析，了解其职责和任务

4. 定岗实习

4-1 认真完成规定的各项任务，并以日志形式详细记录如下要素：时间（年月日，星期）、天气、地点、人物、工作和感受。

4-2 每周必须向学校指导教师汇报实习情况，接受学校指导教师的指导、咨询、帮助。

4-3 实习即将结束时，由实习单位指导人员对其实习情况做出书面评定，在实习成绩登记册、实习日志、实习报告相应位置填写评语并加盖实习单位公章。

5. 实习答辩

5-1 必须按时返校报到。

5-2 完成企业实践报告，并于实习结束后两天内连同实习成绩登记册、实习日志交给学校指导教师。实习报告是对实习进行总结、归纳和提升后形成的具有一定学术价值的科学论文，其形式可以为调研报告、专题报告或者案例分析。一般要包括如下要素：

- (1) 实习的目的、内容、方法和要求；
- (2) 实习的起讫时间、实习单位和实习岗位介绍；
- (3) 实习期间所做的工作小结；
- (4) 实际工作和课堂学习的对比和感受；
- (5) 对实习岗位工作的改进意见或对课堂教学的建议；
- (6) 理论及其应用的归纳和提升。

5-3 参加学院安排的实习分组答辩。

6. 实习考核

(二) 对指导教师的要求：

1. 实习准备

了解并熟悉各项实习材料的填写规范。认真学习本教学大纲和《浙江科技学院经济管理学院毕业实习指导手册》。

2. 实习动员

掌握实习的目的、内容、方法、要求、实习报告等方面的写作要点，对学生进行指导或提出要求。

3. 岗位认知

督促学生尽快落实合适的实习单位/岗位，并熟悉岗位，对所在岗位进行岗位分析，了解其职责和任务。

4. 定岗实习

4-1 实习开始后的第二周内，待学生落实实习单位并上报实习单位、实习单位地址、实习单位电话、单位指导人员等信息后，按班级分别填写浙江科技学院毕业实习安排汇总表，以电子邮件形式发给系主任汇总。

4-2 督促学生严格完成规定的各项任务，并以日志形式详细记录每天实习的主要内容及实习任务的完成情况。

4-3 每周都必须听取学生关于实习情况的汇报，适时指导、咨询、帮助学生解决实习中的困难或问题。

4-4 实习即将结束时，敦促学生请实习单位指导人员在实习日志、实习报告做出书面评定并在实习成绩登记册、实习日志、实习报告的相应位置加盖实习单位公章。

5. 实习答辩

5-1 实习结束后，督促学生按时返校，并向学院报到。

5-2 收齐所指导学生的全部实习材料，认真检查每一位学生的材料是否完整、规范，不合格者发还重做，如坚决不改，则将其成绩判为不及格甚至零分。

5-3 细致、负责地审阅合乎要求的学生的实习日志、实习报告，在实习成绩登记册、实习日志、实习报告的各个相应位置填写时间、科目、姓名、日期，并签署意见、评定成绩。

5-4 于实习结束后的两天内，按班级分列，将学生实习成绩另录一份交系主任，供其录入“教务管理信息系统”学生实习成绩。

5-5 于实习结束后的一周内，将全套实习材料交系主任汇总，再交学院教务员统一存档。

5-6 于实习结束后的一周内，写出实习总结，交系主任汇总、上报学院。

5-7 参加学生实习分组答辩。

6. 实习考核

实习报告分为正文和附件两大部分：

（一）正文部分

毕业实习报告正文统一用 A4 号纸打印，要有封面（实习报告书，学生所在学院、专业、班级、姓名，实习单位、指导教师姓名，完成日期等；）字数要求为 3000 字左右，其内容有：

1. 实习单位的基本概况（企业沿革与发展、企业制度、企业规模、生产产品的品种结构和数量、企业经营状况、人员素质状况、企业在国民经济和地方经济中的与作用等）

2. 所实习的职能管理部门日常运作的总体分析（如部门的设置、人员的职责分工、决策机制、激励机制、规章制度的制定与执行、工作程序与基本方法、工作成果的检查与考核、人际关系与合作精神等）

3. 专题报告：对选择的专题进行较深入的分析。

（二）附件

1. 实习单位指导教师的评估。

2. 实习日志：每天的实习内容、实习心得以及有关资料的摘要等。

以上各项要求必须严格遵守，如未按规范填写各项材料或未按期限上交各项材料的，学生实习评定等级向下浮动，直至取消成绩，指导教师工作量酌情给予一定扣减。

三、学时分配表

本环节集中于第 7 学期暑假和第 8 学年的第 1~8 周进行，其具体时间安排如下：

序号	课程内容	时间
1	实习准备	1周
2	实习动员	半天
3	岗位认知	2天
4	定岗实习	7周
5	实习答辩	1天
6	实习考核	2天

四、课程考核方法及要求

考查

对学生的考核分为两个部分，一是基本分，二是附加分。

（一）基本分：

1. 自己联系并落实与本专业实习目的相符的实习单位/岗位/工作，并通知学院。该项占实习总评成绩的5%。
2. 每周与指导教师的联系情况，及时汇报实习的进展、收获、存在的问题等。该项占实习总评成绩的5%。
3. 完成实习计划规定的各个环节。该项占实习总评成绩的10%。
4. 实习日志和实习报告。该项分别占实习总评成绩的10%和40%。
5. 实习单位评价。该项占实习总评成绩的10%。
6. 实习答辩。该项占实习总评成绩的20%。

（二）附加分：

实习期间实习生的如下事项可以对总评成绩加分：

1. 受到实习单位通报嘉奖（有相关证明材料），加10分；
2. 就实习主题向《浙江科技学院学报》投稿被采用，加5分；
3. 就实习主题向经管学院《经管快递》投稿被采用，加3分。

最终的实习成绩按五级制（优秀、良好、中等、及格和不及格）进行评定，实习缺勤1/3及1/3以上或旷课3天以上者，成绩按不及格计，并按有关规定进行处分。

五、建议教材及参考资料

1. 《浙江科技学院经济管理学院毕业实习指导手册》
2. 王云彪：《大学生实习与就业指导》，北京大学出版社 2007 年版
3. (英) 马里亚诺维奇等著，朱莹等译：《实习与就业指导》中国建筑工业出版社 2009 年版
4. 任占忠：《大学生实习指导》，北京交通大学出版社 2013 年

毕业论文教学大纲

课程名称：毕业论文/ Graduation Thesis

课程代码：THES400E

课程性质：专业实践/必修

周 数：12 周

学 分：12

开课部门：经济管理学院

适用专业：国际经济与贸易（国际班），市场营销（国际班）

执笔人：徐向东 南仲信

审核人：徐向东

审批人：刘洪民

一、毕业论文的目的和任务

毕业论文是高校实现人才培养目标的重要教学环节，是培养学生综合运用所学的基础理论、专业知识和基本技能进行实验和科研工作的重要过程。通过毕业论文，可提高学生分析、解决问题和科学研究工作的能力，提高学生的实践应用能力和综合素质，培养学生的创新精神和创业能力。

二、毕业论文基本要求与主要内容

（一）毕业论文基本要求

1、毕业论文论点鲜明、有创见；论据确凿；结构严谨，逻辑性强，论述层次清晰；表现出对实际问题有较强的分析能力和概括能力；文章材料详实可靠，有说服力。

2、指导教师要定期按计划对所指导的学生进行答疑和指导，检查课题进度、质量，及时提出调整或改进意见等。在检查、指导时，不仅要在毕业论文内容上对学生提出具体要求和规定，同时还要对学生的出勤、工作态度等情况进行考核。

3、学生在指导教师的指导下，保质保量独立完成各阶段的毕业论文工作。

4、其他具体专业方面的要求。论文的类型，既可以是学术论文，也可以是调研报告。论文的题目和内容必须符合我院培养应用型、复合型人才的要求，符合经济管理学院专业人才培养、管理人才的培养目标。

5、国际经济与贸易（国际班）需用英文撰写，详细要求请见论文正文和过程材料的格式要求。

（二）毕业论文主要内容

1、文献综述

文献综述是由学生通过系统地查阅与所选课题相关的国内外文献，进行归纳、整理，从而撰写的综合性叙述和评价的文章。在文献综述中，要较全面地反映与本课题直接相关的国内外研究成果，特别是近年来的最新成果和发展趋势。通过文献综述对中外研究成果的比较和评论，不仅可以进一步阐明本课题选题的意义，还可以为本课题组织材料、形成观点奠定基础。文献综述重点在于“述”，要点在于“评”。

文献综述字数不少于 2000 英文单词。

2、开题报告

开题报告是学生在选定题目以后，通过认真查阅文献和收集资料，明确该选题的研究目的和意义、研究现状，确定研究方向与内容，理清解决问题的基本思路、技术路线，拟定毕业论文写作方案和日程的过程，学生必须撰写毕业论文开题报告，开题报告通过后，方可进入完成毕业论文工作阶段。

开题报告字数不少于 1300 英文单词。

3、毕业论文内容

毕业论文内容主要包括毕业论文题目、作者、中文摘要、中文关键词、英文摘要、英文关键词、目录、正文、致谢、参考文献及附录等部分组成，要求观点正确，结构严谨，逻辑缜密，层次清晰，文字流畅，无错别字，图表制作精确、规范。文本主体（包括引言、正文与结论）字数不少于 6000 英文单词，文科类的参考文献应在 15 篇以上，理工类的参考文献应在 10 篇以上，其中外文文献不应少于 2 篇。参考文献书写格式应符合 GB7714-1987《文后参考文献著录规则》。

毕业论文一律采用计算机打印成文。

4、外文资料翻译

毕业论文翻译所选外文资料应与论文选题密切相关，外文文献主要选自学术期刊、学术会议的文章。译文应翻译准确，文字通顺、叙述流畅。

外文原文不少于 10000 个印刷符号，或译文不少于 2500 英文单词。

（三）毕业论文的选题

1、选题应选择与生产、教学、科研实际相结合的课题，提倡“真题真做”。一般由专业基础课和专业课教师，联系国际经济与贸易专业或市场营销专业的实际，结合教学、科研和实践工作的需要提出，经指导教师小组讨论通过，报学院学术委员会批准。选题要有一定的新颖性和学术性，尽可能多地反映社会、经济、文化中的实际问题、热点问题。

2、选题要符合专业性（专业培养目标和素质教育的要求，体现学科特点）、创新性（有助于培养学生的独立工作能力和创新能力）、可行性（难易适度，大小适中，可控性较大）的要求。

3、毕业论文课题进行双向选择，选题数应多于学生人数，以保证每人一题。

4、如学生有要求，自己提出论文选题，在符合专业性、创新性、可行性情况下，在经指导教师小组讨论通过，报学院学术委员会批准后，也可考虑学生自定的选题。

（四）毕业论文的撰写

1、毕业论文研究方案合理，见解独特，富有新意，有一定的学术价值或较强的应用价值。实验数据准确、可靠，体现了较强的实际动手能力。

2、能熟练地综合运用本专业的基本理论和基本技能，表述概念清楚、正确；熟练地掌握计算方法，计算结果正确。

3、毕业论文文本格式要完全符合规范化要求，文本主体部分（包括引言、正文与结论）字数达到标准，外文内容提要正确清楚，参考文献丰富，其他资料齐全。

三、毕业论文进程安排

序号	毕业论文主要内容	计划学期	周次	备注
1	毕业论文资料收集和文献检索、确定主题	7-8	1	
2	英文翻译	7-8	2	
3	文献综述	7-8	3	
4	开题报告	7-8	4	
5	撰写毕业论文初稿	7-8	5-9	
6	修改和完善毕业论文	7-8	10-11	
7	毕业论文答辩	7-8	12	
小计			12	

四、毕业论文答辩与成绩评定

成绩评定：

计分制：五级分制（√）

答辩及总评成绩构成：

毕业论文能否参加答辩首先应在指导教师、评阅教师评分都合格的基础上。

毕业论文的成绩应由指导教师评分、评阅教师评分、答辩小组评分和答辩委员会评分四部分组成。四部分评分的权重为：指导教师 50%，评阅教师 0%，答辩小组 25%，答辩委员会 25%。

答辩时要注意掌握学生报告、提问和答辩的时间（学生报告和提问（答辩）各为 15 分钟左右）。优秀率一般控制在 20% 以内。

答辩结束后，答辩委员会根据学生答辩情况、指导教师评语和评阅教师意见，按照统一的评分标准和评分办法，确定每个学生的成绩，报二级学院审批后向学生公布。