

List of Business Courses Offered in English at SEM, BJTU 2020 Spring

No.	Course Title	Credits	Course Code	Course Description	Level of Study	Program
1	Marketing	3	33003302	Marketing is a highly practical course. Strive to combine theory with practice, pay attention to pertinence, operability. On the basis of clarifying the basic theory of marketing, the new development of discipline is emphasized. Take the student as the center, pays great attention to the practice ability raise. On the basis of training students to firmly establish the concept of customer demand as the center, to study and solve the theoretical and practical problems of marketing; through the process of training carrier in various forms, close to reality, learn to analyze the case, solve practical problems, the theory of learning into the study and understanding of economic activities, and effectively improve the ability to analyze and solve problems, have the professional quality of management in the practical work.	Graduate	IMBA
2	Research Method and Thesis Writing	1	22003481	The aim of Research Method and Research Report Writing is to understand the definition of the theory, the classification of research, and the characteristics of the main research methods. The students will able to apply the major empirical research methods to carry out scientific research. In addition, this course explains the knowledge about the structure of scientific article, the approach of systematic literature research, and introduces the writing skills. The main content: definition of theory, classification of research, characteristics of research methods, case study methodology, survey research, scientific manuscript writing, systematic literature review.	Graduate	IMBA
3	Business Ethics and Corporate Social Responsibility for MBA	1	32003306	This course investigates the theory and practice of Corporate Social Responsibility programs, including the normative and social science analysis of particular issues and practices, as well as their role in regulation and legitimation in larger political economy regimes.	Graduate	IMBA

4	Securities Investment	2	34003307	Using advanced methods including international comparison, mathematical deduction and empirical analysis, this course fully, systematically sums up the basic framework of modern investment. Main contents include Stock Investment Environment, Asset classes and financial assets, Securities trading, Mutual funds and other investment companies, Basic knowledge and historic review of risk and return, Risk aversion and risk asset allocation, Optimal risky portfolio, Exponential model, Capital Asset Pricing Model, Arbitrage pricing theory and risk-benefit multi-factor model, Efficient market, Behavioral Finance and Technical Analysis, Technical analysis theory of securities investment, Bond prices and return, The term structure of interest rates, Equity valuation models, and ect.	Graduate	IMBA
5	Human Resource Management	3	33003307	Human resource management (HRM or HR) is the management of human resources. It is designed to maximize employee performance in service of an employer's strategic objectives. HR is primarily concerned with the management of people within organizations, focusing on policies and on systems. HR departments are responsible for overseeing employee benefits design, employee recruitment, training and development, performance appraisal, and rewarding (e.g., managing pay and benefit systems). HR also concerns itself with organizational change and industrial relations, that is, the balancing of organizational practices with requirements arising from collective bargaining and from governmental laws.	Graduate	IMBA
6	Strategic Management	3	33003303	Strategic Management is essentially a process that consists of the full set of commitments, decisions, and actions required by a firm to achieve strategic competitiveness. It provides the knowledge for the companies to conduct analysis, choices, implementation, evaluation and control to cultivate the core competencies to achieve sustainable development. The course aims to improve students' strategic management capabilities with the teaching methods combined with theories and practices.	Graduate	IMBA

7	Corporate Finance	3	33003301	As one of the major professional courses of MBA in business college, this course aims to solve the major financial problems in the process of operation management made by the manager layers, on the basis of explanation in the basic theories and methods of financial management. It is to improve the capabilities of financial evaluations and decisions for students of MBA, by case analysis, case discussions and the comments of study reports in listing companies.	Graduate	IMBA
8	Business Ethics and Corporate Social Responsibility for Logistics Engineering	1	24003648	This course investigates the theory and practice of Corporate Social Responsibility programs, including the normative and social science analysis of particular issues and practices, as well as their role in regulation and legitimation in larger political economy regimes.	Graduate	LE
9	Procurement and Supply Management	2	24003495	This course mainly introduces the basic theory, classical and cutting-edge problems, mainstream research methodologies, future development trend and major issues arising in national enterprises. The content of this course includes purchasing management decision optimization, purchasing contract and mechanism design, empirical study of purchasing theory, low-carbon purchasing and supply, etc.	Graduate	LE
10	Logistics System Analysis and Design	2	22003328	This course introduces the definition of logistics system, the steps and principles of system analysis, mode of transportation, the optimization of transportation routine, new vendor model, inventory control strategy and parameter calculation, layout types of logistics network, the step of facility location, the method of facility location and freight consolidation.	Graduate	LE
11	Logistic (Supply Chain) Modeling and Simulation Experiment	2	23003307	This course mainly introduces the basic principle of logistics system simulation, simulation modeling technology. Through this course, students will build discrete events system model: such as process model, agent model. The modeling tools this course includes: Excel or one professional simulation software (Anylogic or Arena).	Graduate	LE

12	Logistic Facilities Planning and Design	2	24003464	This course introduces the overall planning of the logistics park, controlled detailed planning, design and facilities. The course content includes: analysis of logistics planning industry, logistics park overall planning contents and requirements, control detailed planning contents and requirements of Logistics Park Road, warehouse, parking lot design.	Graduate	LE
13	Research Method and thesis writing	1	22003481	The aim of Research Method and Research Report Writing is to understand the definition of the theory, the classification of research, and the characteristics of the main research methods. The students will able to apply the major empirical research methods to carry out scientific research. In addition, this course explains the knowledge about the structure of scientific article, the approach of systematic literature research, and introduces the writing skills. The main content: definition of theory, classification of research, characteristics of research methods, case study methodology, survey research, scientific manuscript writing, systematic literature review.	Graduate	LE
14	International Logistics Operation	2	24003420	International Logistics is the flow of goods across different countries, the core of which is to optimize the flow and the exchange of goods in a international level. Such process accords with the principles of international specialization, the internationally acknowledged practices, and utilizes international logistics network, facilities and technologies to facilitate regional economic development and world resource optimization.	Graduate	LE
15	Transportation Management	2	22003516	Based on the introduction of the role of cargo transportation in enterprise operation, supply chain management and international trade, this course introduces the operation and technical characteristics of five basic modes of transportation, and discusses the basic issues of cargo transportation management from the perspective of carrier and shipper, including transportation cost and pricing, carrier operation management, transportation information management, and shipper transportation mode selection, carrier selection, etc.	Graduate	LE

16	Principles of Economics	4	40L167Q	<p>As a basic course for the undergraduate students majored in Economics and Management and a principle program of research-teaching, this course aims at laying a concrete economics foundation for students' further development. The teaching objectives are as follows: Firstly, it enables the student to have a good command of basic concepts, theories, analyzing tools of Economics. Secondly, it helps the students to understand as well as using the approaches of Economics analysis. Thirdly, it provides the students with the frontier developments of Economics. Fourthly, it enables the students to analyze and solve economic problems by themselves. Fifthly, it aims at improving the comprehensive ability in English reading, speaking and academic communication.</p> <p>The main contents consist of Microeconomics and Macroeconomics. Microeconomics includes the theories of demand and supply, consumer choice, firm theory, factor market and market failures. Macroeconomics studies the theories of national accounting, determination of national income, unemployment, inflation, economic growth and macroeconomic policy.</p>	Undergraduate	Undergraduate
17	Intermediate Microeconomics	3	40L334Q	<p>This course is about the logic framework of optimal allocation in economics over the last 200 years, and the theoretical framework of neoclassical economics, aiming to cultivate the students' economic thinking mode and world outlook. Microeconomics is the basis of modern management science, and the core theory is about how price realizes the optimization of resource allocation. It requires the students to understand the theoretical system of modern micro-economics, grasp the latest development and forefront of micro-economics, and have a deep and comprehensive understanding of micro-economics. It emphasizes the application of mathematical model, gives prominence to the function of uncertainty and risk in individual decision-making, the explanation of ordinal utility theory on consumer behavior, monopoly, oligopoly, game theory, general equilibrium, and market failure. The contents include market and price, producer, consumer and competitive market, market structure, competitive strategy, information, market failure, and the role of government.</p>	Undergraduate	Undergraduate

18	Innovative Methodology	2	00L132T	<p>The learning objectives of the course is:</p> <ol style="list-style-type: none"> 1. Master the rules and techniques of innovation; 2. Stimulate students' awareness of innovation; 3. Cultivate students' innovative thinking; 4. Cultivate students' ability to carry out innovative activities in combination with their own learning and scientific research; 5. Lay a good foundation for students to learn professional courses and improve their professional quality. 	Undergraduate	Undergraduate
19	Cross-Cultural Communication	2	12003378	<p>The course covers cultural dimensions and meanings, cross-cultural management, organizational culture and diversity, as well as cross-cultural communication and negotiation. It is characterized by: interpreting management concepts from a multi-cultural environment, mining management methods from within the organization; paying attention to cross-cultural communication and communication, and strengthening management on the basis of respecting different cultures.</p>	Graduate	Graduate

International MBA
Master of Logistics Engineering
Undergraduate Level
Graduate Level