

# 管理科学与工程硕士研究生培养方案

## (学科代码: 1201)

# Training Scheme for Master of Management Science and Engineering (Subject code: 1201)

### Training goals

Love our motherland and people, support the leadership of the communist party of China, uphold the socialist system, endeavor to grasp the Marxism-Leninism and Mao Zedong thoughts, Deng Xiaoping theory and "three represents" important thoughts, and further implement the scientific development concept.

Be physically and mentally healthy, honest and trustworthy, law-abiding and have good moral quality. Have an rigorous style of study, ready to abide by the academic morality and norms.

Have a strong dedication to work, social responsibility, and innovation and dedication. Be willing to become high-level, high-quality professional serving the socialist modernization construction.

Acquire good ability of cross-cultural communication. Be able to skillfully use English to read professional literature and write thesis. Be senior specialized talent in possession of high management qualities solid theoretical foundations and innovative abilities.

Have solid theoretical foundation of economic management theory and systematic knowledge structure. Be familiar with law of operational and patterns of international economy and transnational management activities. Study major theoretical and practical problems using social economy and enterprise management using management sciences methodologies. Have the abilities for continuous innovation, learning and improvement. Dissertations should have certain academic value and practical guiding significance and should have certain creativity, depth and width. To be well fitted in the government organs, enterprises, institutions and all kinds of international organizations engaged in international business management.

### Specific training goals in research direction

#### 1. Financial engineering and risk management

With professional characteristics of various mathematical models in stock, share options and other derivative securities pricing problems, measurement and control of the financial risks, and financial economics, students will be cultivated to grasp modern economic theory, the mainstream development direction of financial theory and knowledge of probability statistics, and use different theoretical models, computer science and technology on actual data for quantitative analysis and qualitative research.

## 2. International logistics and supply chain management

Research characteristics include enterprise supply chain management and the development strategy in the international business environment, supply chain logistics resources integration, coordination and optimization and Supply chain operations and production management, supply chain strategy and relationship management, supply chain decision theory, supply chain finance and information technology, strategic purchasing and supplier management, logistics network management and planning, regional logistics and international logistics management. Cultivate senior professionals who can grasp the forefront modern logistics and supply chain management theories and practices, and have good management and cross-cultural communication abilities, meeting the needs of the international logistics management and supply chain management globalization. To become suitable for multinational operations and logistics management, logistics and supply chain management enterprise, international logistics park, the consultancy, government agencies and departments such as colleges and universities engaged in relevant work.

## 3. International finance and trade

Focus on financial theory and policy under open economy, financial control and instruments of national policy, the international monetary cooperation and competition, international capital flows and crisis prevention, the international financial market risk management, financial market innovation, national capital market regulation and governance of listed companies, intra-industry trade, multinational company investment behavior, liberalization of trade.

Cultivate senior specialized talents who can understand and master the modern theory of international finance and trade and the international market operation method, gain the ability and competitiveness to work in the international financial market , financial regulators, foreign financial institutions and multinational companies, foreign trade companies engaged in the foreign economic policy, international financial policy research or to engage in international trade, international exchange and clearing, credit, international investment and other businesses.

## 4. Transnational operation and information management

The profession features in cross-cultural management, management of multinational corporations, across organizational information sharing and collaborative management, e-commerce innovation and entrepreneurship, such as electronic finance, electronic government affairs.

Cultivate compound talents who are able to stand at the frontier of modern business with the help of Beijing Foreign Studies University's advantages of cross-cultural research. Train them to adapt to economic globalization and knowledge economy era meeting requirements of the changes of organization operation modes, to have the strong ability of cross-cultural communication, get familiar with international business practice patterns and multinational management knowledge, and master theories and practices of the modern,

digital and mobile business management and information management.

## **Training mode**

Tutor-responsible and tutor group system

## **Period of schooling**

The period of schooling is 3 years and this profession has a certain degree of flexible credit system. If required credits of the training plan has been completed in advance, and dissertation has been finished in time as required with academic excellence, according to procedures, students could apply for thesis defense a year ahead and graduate beforehand.

## **Credits Required and Curriculum Provision**

### **Credit Requirement**

This subject requires 36 credits, among which

*Common courses: 7 credits*

*Compulsory courses of level 1 subject: 4 credits*

Two compulsory courses of level 1 subject are needed: 4 credits

*Major compulsory courses: 8 credits*

This institute has set up 3 major required courses to teach the professional basic knowledge, basic theory and research method. These courses are opened to all research directions.

*Major optional courses: 16 credits*

Various major limited courses and optional courses are by this institute. Students are required to select 8 courses of this kind.

Major limited course is designed to guarantee certain choice of courses apart from students' professional foundation. Students are under the guidance of tutor in choosing specified number of elective courses in liberal optional courses of all directions and optional courses of other directions to the requirements of all directions except the major limited courses.

Students can choose any major optional course, according to their own credit requirements and personal interests, to complete the necessary credits.

*Social practices and academic activities: 1 credit*

Attend the academic teaching assistant program, research assistant program, help with the administration and join in seminars or social activities, and write a summary in papers. If the work is approved by authorities concerned, 1 credit is accounted.

Interdisciplinary masters or masters with an equivalent education level should study undergraduate

professional courses in this direction. Those who fail to reach the English level should study the required English courses shall be arranged by tutors and teaching research office to study the English courses for a second time.

## Curriculum offering

course type		Course code	Course name	semester	period	credit	Evaluation mode
Public courses		00001020	Selected Readings of Marx's & Lenin's Original Works	1	36	2	
		00001010	theory of Scientific Socialism	2	36	1	Exam/thesis
		00003011	English I	1	36	2	Exam/thesis
		00003012	English II	2	36	2	Exam/thesis
Public compulsory courses		27100010	Intermediate Econometrics	1	36	2	exam
		27100020	Research Method	1	36	2	Exam/thesis
Major compulsory courses	Open to all directions	27100020	Intermediate Microeconomics	1	54	3	exam
		27100030	Advanced Operational Research	2	54	3	exam
		27100040	Corporate Finance	2	36	2	Exam/thesis
Major optional courses	Open to all directions	27100050	Cross-Cultural Communication and Management	1	36	2	Exam/thesis
		27100060	Intermediate Macroeconomics	2	36	2	thesis
		27100070	Selected readings of Academic Foreland	3	36	2	thesis

		27100080	System analysis and International Environmental Policy	3	36	2	Exam/thesis
	Limited courses for Internat ional logistic s and supply chain manageme nt	27101010	Decision-making Analysis and MATLAB	2	36	2	exam
		27101020	Classical Operational Management model	3	36	2	exam
		27101030	Research of Supply Chain	3			
		31101020	Business Analysis and Information System applications	3	36	2	report
	Limited courses for Financia l Engineer ing and Risk Manageme nt	29101010	Advanced Financial Economics	2	36	2	Exam/thesis
		29101020	Financial Engineering	3	36	2	Exam/thesis
		27101010	Decision-making Analysis and MATLAB	2	36	2	Exam/thesis
		27101020	Classical Operational Management model	3	36	2	exam
	Limited courses for Internat ional Finance and Trade	30101010	Study of International Finance	2	36	2	exam
		30101020	Study of International Trade	3	36	2	Exam/thesis
		30102030	Transnational Merger and Acquisition	3	36	2	Exam/thesis
		30101040	The Empirical Analysis of Financial	3	36	2	exam

Limited courses for Multinational management and information management	30101010	Study of International Finance	2	36	2	Exam/thesis
	31101010	International Marketing Research	2	36	2	Exam/thesis
	30101030	Transnational Merger and Acquisition	3	36	2	Exam/thesis
	31101020	Business Analysis and Information System Applications	3	36	2	report
	31101030	Electronic Commerce Studies	3	36	2	thesis
Social practice and academic activities	Social Practices and Academic Activities		4		1	certificate

## Mid-term examination

To evaluate ideology and moral character of master graduate student from the aspects of course study, basic theory, professional knowledge, research ability and academic record. Fill in Beijing Foreign Studies University Mid-term examination. Those who has had credits required and passed mid-term examination could enter thesis proposal section.

## Thesis proposal

To argue about the thesis and check topic significance, theoretical basis, data sources, research methods, literature review and the structure of the thesis framework, thinking flows of writing. Fill in approval form of graduate degree's thesis proposal of BFSU and attach score transcript to it.

### Thesis writing

The thesis should be follow the basic theory of economic management disciplines. It should closely combine the reality of the international and domestic economic development with enterprise management practices and the subject is obliged to reflect the latest research results of this direction. The research on the subject should have new insights or new achievements, and certain significance in their subject development, economic construction and social progress which therefore indicate that the author has mastered solid basic theory and systematic academic knowledge. He should have the ability to engage in academic research or

specialized technical work. Dissertation should be done under the guidance of tutor, by the master alone.

The paper should be written in Chinese and it should exceed 20000 words.

## **Dissertation defense**

If the student has finished dissertation in required time, submitted the final draft along with recommendation of tutor and paper reviewers' agreement. The student can apply for dissertation defense after all sections of the cultivation plan have been completed.

## **Scientific innovation, scientific research and academic exchanges**

Graduate students are encouraged to actively engage in scientific innovation researches, academic conferences, and scientific research activities as well as publish scholar dissertations during school time.

Graduate students of this direction should publish at least one academic paper (or take on certain amount of teaching assistant, research assistant work load) during the school time. "Beijing foreign studies university" must be signed down on papers published on academic journals. School will reward according to *rewarding system of Beijing Foreign Studies University on doctors and masters' published papers*.

This institution will create opportunities for graduate students of different majors and directions to communicate and cultivate students' cross-disciplinary research and analyzing ability.

## **Training process**

Set up a two-way choice master graduate student guidance mechanism

Training of graduates includes course learning, mid-term examination, dissertation opening report, writing, appraisal and defense. Specific sections list as follows:

To earn enough credits in time as required.

Mid-term examination starts at the end of the course study, aiming to test if graduates have matched correlated conditions. Mid-term examination is mainly for graduate students to examine the basic theories, specialized knowledge and comprehensive ability.

Dissertation opening report starts at the beginning of the forth semester. Review of papers is mainly about the prior period preparation, paper topics, main ideas and theoretical and practical value of the topics and the paper frame structure, etc. Those who fail to pass the opening report shall be dealt in accordance of relevant stipulation.

Finish dissertation in time as required and submit the final draft on time.

Organize the dissertation reviewing and defense work according to time limit unified by school. Any fraud, copying and plagiarism is strictly prohibited. Students who break the rules shall be punished according to school's regulations.

Arrange certain time of the classroom teaching practice for students to improve the students' expressing ability and logical thinking ability. Encourage the graduate student to participate in various forms of social practices.

To show characteristics of this major, graduate students of this major should reach TEM-8, IELTS 6.5, TOEFL 100 or PETS-5 level before graduation.

## **Course description**

### **Course name: intermediate econometrics**

Main content: 1 Single equation econometric model theory and method

2 Regression and parameter stability test 3 Single equation econometric relaxed assumptions of the model theory and method 4 Virtual variables and hysteresis model 5 Granger causality test and the reduced model theory 6 Simultaneous equation econometric model theory method 7 Time series econometrics model 8 Panel data model and its application

Basic requirement: Calculus, linear algebra, probability and mathematical statistics, microeconomics and macroeconomics

### **Cause name: intermediate microeconomics**

Main content: This course is mainly about consumer behavior theory, production theory, market structure, game theory and information economics. Students are required to master the basic theories on main content structure, identification method and economic implications. Students are required to do exercises and read related bibliography after class. To improve students' basic technology skills in terms of economic analysis and master the basic method of modern economics and mathematical foundation, Students are required to have junior level calculus, economics.

### **Course name: Advanced operational research**

Main content: Through advanced operational research learning, students can further deepen and expand operational research mathematics theory and practical application, understand the necessary theoretical basis for further study and the latest development trend of disciplines concerned and use operational research methods to analyze and solve some practical problems. The content includes: linear programming, nonlinear programming theory, the numerical method for solving the nonlinear programming and multi-objective decision method, game theory, the basic concept of game theory, matrix countermeasure and solution, two non-zero sum game, application of Markov process and queuing theory.

### **Course Name: Research Method**

Course Content: This course aims to guide students to master the research process of management



structure and standardize, study thinking strategies operation management, research methods and data analysis skills that are needed in management research. Main content includes: the basic category of management research methods, research topics and scientific issues, literature search and literature review, theory construction of management research, experiment research, field research and case studies, questionnaire investigation and study, second hand statistics, data processing tools SPSS and data analysis, write research papers and research ethics, etc.

**Course name: Selected readings in discipline academic foreland**

Course content: discipline academic foreland of study, latest academic achievements and key development directions shall be introduced by tutors in the field of economics.

**Course name: decision analysis and Matlab application**

Decision is the core of modern management. The course of analysis and optimization of decision focuses on decision-making behavior and the basic theories and methods of technology. It involves management, statistics, operational research, system science, information science and many other areas and it is a comprehensive applied discipline. It mainly includes four parts. The first part is introduction, including the principle and components of decision analysis, decision analysis, the classification of decision analysis of the relationship with other disciplines, steps of decision analysis, decision analysis method of qualitative quantitative overview. The second part is basic methods of decision analysis, including several models of uncertainty analysis, risky decision analysis, uncertain decision analysis, multi-objective decision analysis, and sequential decision-making analysis, competitive analysis, etc. The third part is the introduction of decision support system. The forth part is about optimization methods of decision analysis, including basic knowledge like linear programming, nonlinear optimization, multi-objective optimization, global optimization.

参考书目:

《决策理论与方法》—岳超源编著, 科学出版社, ISBN: 7-03-010816-7

D. Anderson D. Sweeney T. Williams;An Introduction to Management Science, Quantitative Approaches to Decision Making;West Publishing Company, First Edition;2000

F. S. Hillier M. S. Hillier G. J. Lieberman;Introduction to Management Science: A Modeling & Case Studies Approach with Spreadsheets;McGraw-Hill Education;2000

任建标译, 田澎审;数据、模型与决策——运用电子表格建模与案例研究;中国财政经济出版社;2000

V. Belton T. Stewart;Multiple Criteria Decision Analysis, ;Kluwer Academic Publishers, Second Edition;2002

**Course Name: Supply Chain Management Project**

**Course Content:** This course combines the strategic management of supply chain with supply chain operation management. The main content will be supply chain strategy analysis, management of supply chain performance, global distribution network design, supply chain demand forecasting and risk management, supply chain inventory strategy and network planning, supply chain strategic purchasing and supply management, flexible pricing and customer value management, supply chain integration and relationship management, supply chain coordination and conflict management, supply chain emergency management, information technology and supply chain business process reengineering, etc.

**References:**

《供应链管理(第3版)》:(美国)苏尼尔 乔普拉, 中国人民大学出版社

《柔韧:麻省理工学院供应链管理精髓》尤西 谢菲, 上海三联书店

《供应链设计与管理:概念、战略与案例研究(第3版)》, 菲利普·卡明斯基, 伊迪斯·辛奇-利维, 中国人民大学出版社

**Course Name: Electronic commerce Studies**

**Course Content:** This course aims to guide students to think deeply about the hot and difficult problems in the fields of management information system and e-commerce theory and practice. It mainly includes: the research course of the management information system, management information system and technology acceptance model (TAM), management information system and the game theory, management information system and design research, and cutting-edge research of customer relationship management (CRM), related research of group support systems (GSS), introduction of data mining, knowledge management (KM) system research, the basic research of e-government (EG) market, structure problems of e-commerce, e-commerce strategy behavior, the pricing behavior and profit of e-commerce, mobile e-commerce, electronic commerce and the government behavior and so on.

**Major journals:**

Management Information Systems Quarterly, Information Systems Research, Decision Support Systems, Information & Management, European Journal of Information Systems, Electronic Commerce Research and Application, 管理科学学报、管理世界等。

**Course Name: Business analysis and information system applications**

**Course Content:** Business analysis is the process of collecting, analyzing and managing high quality and valuable information by using various information systems in order to solve the various problems in business activities. It integrates multiple sources of data in the whole company, undertake personalized information analysis, prediction, decision support, in order to improve competitive ability.

This course introduces the function of information and knowledge in business and profit generation, advanced information system principle and the application characteristics, methods and tools of the system in business. This course requires students to master the methods of information system to carry out business

activities and the implementation process by learning, and comprehend the technology to convert various data into useful information, and making reasonable decision.

### **Course Name: Advanced Financial Economics**

Course Content: Expected utility theory and risk averse investors' investment behavior research, random dominant decision rule, portfolio selection theory, capital asset pricing model (CAPM), pure exchange economy equilibrium pricing model, linear factor model, economic mathematics theory in financial markets, financial markets - the fundamental theorem of asset pricing model, the equilibrium pricing theory, option pricing theory and application, friction market asset pricing theory, etc.

AP course: probability and statistics, calculus, investment and financial engineering.

### **Course Name: Financial Engineering (Case Study)**

Course Content: This course designs and develop new financial instruments, and new methods to reduce the transaction costs, in order to creatively provide systematic solutions to some financial problems, Combined with specific cases, this course shows that the application of financial engineering in risk management (options, futures, and the optimal hedging, portfolio insurance benchmark and dynamic replication, cross hedging and risk, the optimal hedging techniques), the meaning of financial risk management, the application of VaR in financial institutions, interest rate risk management, risk management of non-financial institutions, liquidity risk, credit risk measurement and management, the use of financial engineering to solve information asymmetry problem, the credit risk management of CDO, tax risk, illiquid securities and financial engineering, acquisition of financial engineering

AP courses: investment, financial engineering, calculus and probability statistics

参考资料:

1. Rene' M. Stulz, Risk Management and Derivatives, South Western, 2003, ISBN 0-538 - 86101 - 0;
2. Jorion P. Value at Risk, 2nd Edition, Irwin, 2000, ISBN 0-07-135502-2.
- b) Smithson C.W., Managing Financial Risk, McGraw Hill, 1998, ISBN 0-07-059354-X;
3. John C. Hull, Options, Futures and Other Derivatives, 6th Edition, Prentice Hall, 2006, ISBN 0-13-149908-4;
4. Sundaresan S. Fixed Income Markets and Their Derivatives, Academic Press, 3rd Ed., 2009, ISBN 978-0123704719

### **Course Name: The Empirical Analysis of Financial**

Course Content: Financial data extraction and processing, the commonly used financial econometrics method, portfolio analysis, value analysis of stocks, securities investment fund performance evaluation, empirical analysis of problems related to the corporate finance, event studies, and asset pricing model test,

the term structure of interest rates model and estimate.

AP Course: Investment, corporate finance, statistics, econometrics, etc.

Recommend books:

1. 约翰.A. 坎贝尔,《金融市场计量经济学》,上海财经大学出版社,2003。
2. 高惠璇等,《SAS 系统.Base SAS 软件使用手册》,中国统计出版社,1997。
3. 宋军,《金融计量学》,北京大学出版社,2009。

### **Course Name: Corporate Finance**

Course Content: 1. The concept of corporate finance and financial manager; 2. Present value and value assessment; 3. Stock value evaluation and investment analysis; 4. Project evaluation rules; 5. Cash flow analysis; 6. The benefits and risks of measurement and the portfolio frontier; 7. CAPM and APT; 8. The sensitivity analysis of profit and loss balance and uncertainty analysis such as decision tree; 9. The problem of agency, managers' compensation and performance appraisal; 10. The company finance and value assessment; 11. A company's dividend policy and the company capital structure; 12. The options pricing and option practice; 13. Debt financing, credit risk, bond and leasing; 14. Risk management; 15. The financial plan and working capital management; 16. Mergers, corporate control and corporate governance

Textbook and materials:

1. 理查德 A. 布雷利等著,方曙红译,《公司财务原理 (Principles of Corporate Finance)》,机械工业出版社
2. 张新民 王秀丽,《企业财务报告分析》,高等教育出版社,2005 年 8 月
3. 余恕莲,《管理会计》,对外经济贸易大学出版社,2004 年 9 月
4. 王秀丽,《中级财务会计》,中信出版社,2006 年 1 月
5. [美]斯蒂芬·罗斯等著,公司理财精要 (第四版),人民邮电出版社,2006 年 5 月

### **Course Name: International Finance Study**

Course Content: Introduces important theoretical problem in the field of international finance and the basic principle and method of international operation of multinational companies. Main contents include the international monetary system, international financial market and instruments, exchange rate determination and the balance of payments, foreign exchange risk assessment and management, the international floating capital management, international investment analysis and management, etc. Aims to make students understand and grasp the theory of international finance development's present situation and the latest research results.

References:

1. (美) 约瑟夫 P·丹尼尔斯等著: 国际货币与金融经济学, 机械出版社 2004 年第 1 版。
2. International Economics, R. M. Dunn, Jr. & J. H. Mutti, 2000.

3. Investment, Bodie, Kane, Marcus, McGraw-Hill, 1999.

### **Course Name: Intermediate Macroeconomics**

Course Content: The course trains the students to accurately grasp the theory of macroeconomic development framework and development trend of the latest cutting edge and to get more skilled in using advanced basic tools of macroeconomic analysis to explain economic issues and phenomena that exist in the real life; put forward a wise solution based on an understanding the nature of macroeconomic problems,. Main contents include: solow growth model extension, indefinitely (Ramsey-Cass-Pullman model) and overlapping generations model (Diamond Model), new growth theory (research and development model, "learn-by-doing" model, human resource model, the production, protection and plundering (rent-seeking) behavior model), real business cycle theory, the traditional Keynesian fluctuation theory, etc.

References:

主要学术期刊，包括 American Economic Review;Journal of Political Economy; Journal of International Economics;NBER working paper 等。

国内主要期刊：《经济研究》；《宏观经济研究》、《南开经济研究》等。

Advanced Macroeconomics, Second Edition, David Romer, McGraw-Hill International Edition. ISBN: 0-07-118131-8

### **Course Name: System analysis and international environmental policy**

Course Content: This course mainly uses the method of system economics to help students understand the basic theories and laws of low carbon economy and international environmental problems, evolution and latest development of energy, climate and environment issues that deeply influence current international political and economic relationship and international coordination pattern and its operation mode and function, as well as China's position and point of view on these problems, On this basis, ths course will discuss the national development strategy and ways that China should adopt in international coordination.

### **Course Name: International Trade Studies**

Course Content: This course systematically introduces major basic theories, frontier issues, and hot issues of international trade. Main contents include: the development of major international trade theory, new trade theory, new-new trade theory and its progress, international trade policy, regional integration theory, multilateral trade system, etc.; international trade and wage gap, frontier problem of trade and economic growth theory; trade and environment, trade remedy measures, the world trade development and the hot issues in the development of China's foreign trade.

References:

1. 主要学术期刊，包括 American Economic Review;Journal of Political Economy; Journal of International Economics;NBER working paper 等。

2. 国内主要期刊：《经济研究》；《世界经济》；《国际贸易》；《国际贸易问题》等。
3. 《高级国际贸易理论》，(美)亚蒂什 N.巴格瓦蒂;阿温德.潘纳加里亚等著，上海财经大学出版社，2004。
4. Handbook, 1, R. Jones & P. Kenen (eds.), Handbook of International Economics, Vol.1
5. 《中国对外经贸理论前沿》(1-4), 裴长洪，社科文献出版社。

### **Course Name: International Economic Law**

Course Content: The purpose of this course is to enable students to master the basic theory of international economic law, the theory and the latest developments of the frontier. This course aims to guide students to conduct an in-depth study of relevant laws and regulations and cases, get familiar with the principles of international economic law and rules, and flexibly apply above knowledge from the perspectives of policy making, the legal risk control in international economic activities, etc. Main contents include: the introduction, international trade law, international investment law, international finance law, tax law and international economic dispute legal system, etc.

#### **References:**

韩立余主编，《国际经济法原理与案例教程》，中国人民大学出版社 2006 年

朱榄叶编著，《世界贸易组织国际贸易纠纷案例评析》，法律出版社，2000

陈安主编：《国际经济法概论》，北京大学出版社，2005

Hamada, Tomoko, & Ann Jordan. (1990) Cross-cultural Management and Organizational Culture. Williamsburg, Va. Dept. of Anthropology, College of William and Mary.

Schneider, Susan C. & Jean-Louis Barsoux. (2003). Managing Across Cultures. New York : Prentice Hall.

Thomas, David C. (2002). Essentials of International Management: a Cross-cultural Perspective. Thousand Oaks, Calif: Sage Publications.

Walker, Danielle, & Thomas Walker. (2001). Doing Business Internationally: the Guide to Cross-cultural Success. New York : McGraw-Hill.

Hall, Edward T., & Mildred Reed Hall. (1990). Understanding Cultural Differences. Yarmouth, Me. : Intercultural Press.

### **Course Name: Cross-Cultural Communication and Management**

Course Content: This course studies how to interpret management ideas from a multicultural environment, and focuses on the management differences of multinational culture. Students will learn management and organizational behaviors under the background of different environment and countries. Specific contents include the culture meaning and dimension, the organization's culture and diversity, cultural characters in business, cultural differences in business analysis theory, culture and strategic choices,

cross-cultural communication, decision making, negotiation, team organization, values and vision, professional ethics, conflict management, management and other issues under the globalization management.

References:

Hamada, Tomoko, & Ann Jordan. (1990) Cross-cultural Management and Organizational Culture. Williamsburg, Va. Dept. of Anthropology, College of William and Mary.

Schneider, Susan C. & Jean-Louis Barsoux. (2003). Managing Across Cultures. New York : Prentice Hall.

Thomas, David C. (2002). Essentials of International Management: a Cross-cultural Perspective. Thousand Oaks, Calif: Sage Publications.

Walker, Danielle, & Thomas Walker. (2001). Doing Business Internationally: the Guide to Cross-cultural Success. New York : McGraw-Hill.

Hall, Edward T., & Mildred Reed Hall. (1990). Understanding Cultural Differences. Yarmouth, Me.: Intercultural Press.

Required text: International Marketing (14th Edition), Philip R. Cateora, Mary, C. Gilly, and John, L. Graham, China Renmin University Press.

The Economist

Business week

Journal of International Marketing

**Course Name: International Marketing Research**

Course Content: This course systematically introduces the basic knowledge of international marketing, international marketing environment, international marketing research and forecast, international market combination and target market selection, international marketing strategy, combined with abundant case. This course expounds and analyzes the international marketing from the aspects of theory and practice, and use marketing management and the concrete marketing strategies to improve students' managing, organizing and operating abilities with respect to marketing management.

Required Text and References:

International Marketing (14th Edition), Philip R. Cateora, Mary, C. Gilly, and John, L. Graham, China Renmin University Press.

The Economist

Business week

Journal of International Marketing