

**English Taught Undergraduate Course List and Introduction**  
**School of Management, Fudan University**

## **Course List**

### **1. Finance Courses**

- 1) Financial Management
- 2) Real Estate Finance
- 3) Introduction of Financial Market in China and US
- 4) Investment Fund Management
- 5) Behavioral Finance
- 6) Multinational Financial Management
- 7) Financial Risk Management
- 8) Introduction to Chinese Finance Development
- 9) International Finance
- 10) Corporate Finance
- 11) Foreign Business Investment
- 12) Personal and Business Finance

### **2. Business Administration Courses**

- 1) Introduction to Management
- 2) Strategic Management
- 3) Strategy Management: Analysis of International Competitiveness
- 4) Business Ethics
- 5) International Business Management
- 6) Design Thinking and Lean Startup Strategy
- 7) Organizational Behavior
- 8) Organizational Communication and Its Social Context
- 9) Entrepreneurial Development
- 10) Business Research Methods
- 11) International Business Negotiation

### **3. Management Science Courses**

- 1) Operations Management
- 2) Operations Research
- 3) Supply Chain Management
- 4) Business Logistics: Doing Business in China
- 5) Game Theory
- 6) Optimization Theory and Applications
- 7) Project Evaluation

### **4. Marketing Courses**

- 1) Marketing Management
- 2) Service Marketing
- 3) Digital Marketing
- 4) International Markets Study
- 5) Marketing Channel Management
- 6) Brand Management and Integrated Marketing Communication

### **5. Applied Economics Courses**

- 1) China's Economic Development and Prospects
- 2) Digital Platform Economics
- 3) International Monetary Economics
- 4) Development Economics

**6. Information Management Course**

- 1) Management Information Systems

**7. Statistics Course**

- 1) Regression Analysis

## **Course Introduction**

### **Finance Courses**

#### **Financial Management (3 credits)**

This course introduces the fundamental financial theory and emphasizes on its applications to corporate financial management. It focuses on Present Value, NPV rules, Capital Budgeting, Project Analysis, Risk and Return, Payout Policy, Capital Structure and Cost of Capital, and other important issues in corporate finance. The teaching content is composed of four parts. Part I introduces basic concepts in finance such as financial assets, opportunity cost, PVs, FVs and NPVs. Part II explains firm investment decisions based on the calculation of project PV and other criteria. Part III illustrates how the opportunity cost of capital (the required rate of return, or the discount rate) is determined in the security market, i.e., CAPM, while Part IV discusses financing decisions, mainly financing with debt or equity. Short-term financial decisions, financial statements analysis and other advanced topics in corporate finance will NOT be covered.

The objective of this course is to provide students with fundamental financial theories and basic techniques in understanding and making corporate financial decisions. The course is also a precedent of many advanced courses in the finance major, including Financial Markets and Institutions, Investments and Multinational Financial Management. The course provides students with a comprehensive understanding of the principles of corporate finance, and make them be familiar with the basic knowledge and capability for real-case applications.

#### **Real Estate Finance (3 credits)**

This course is designed for students interested in real estate industry and exposes the students to concepts, theories, and industry practice in real estate finance. The course also introduces valuation and appraisal methods used for real estate finance and investment decision making. The main objective is to help students acquire the knowledge and develop the analytical skills of real estate finance, including the institutions and instruments used for finance residential and commercial real estate. The topics covered includes valuation methods, financial leverage, mortgage products, and commercial real estate finance. This course also introduces countless ways investors can invest in real estate, including purchasing properties directly as an individual or with other investors, or investing in publicly traded property company stocks and REITs.

Students are expected to achieve the following learning outcomes

1. Differentiate different types of real estate (commercial, industrial, residential)
2. Identify different types of mortgages available in the market and explain their characteristics
3. Understand and apply generally recognized investment valuation techniques to real

estate

4. Calculate fixed-rate mortgage (FRM) and adjustable-rate mortgages (ARM) and make a rational choice among various mortgages
5. Identify the major players in the secondary market and explain how the market is functioning
6. Understand and be able to explain the structure and the role of securitization in the property market
7. Compare different sources of commercial real estate financing and analyse the role of leverage
8. Conduct real estate analysis and make investment recommendation accordingly
9. Develop creative thinking, self-managed ability, leadership skills, teamwork spirit, analytical and communicative skills and oral presentation skills that are appropriate in a variety of investment scenarios through case studies and group projects;
10. Gain comprehensive insight into the origin, evolution, industry landscape and growth of REITs.

### **Introduction of Financial Market in China and US (3 credits)**

This course first gives a general overview of the financial system, and makes some comparisons between China and US. The main focus is on the basic economic principles behind the operation of the financial system and financial markets, and how the financial system is related to the real economy.

The course is divided into four parts. The first part introduces the structure and function of major financial markets. The second part presents the central bank and its monetary policy. The third part introduces how banks provide liquidity and other financial institutions. Lastly, I will also choose actual events that occurred during the course to conduct analysis and draw conclusions, aiming to help students develop practical, analytical and thinking abilities.

### **Investment Fund Management (3 credits)**

This course will provide students with an in-depth study of portfolio management in investment companies. In particular, this course will help students understand how to allocate assets, form & manage portfolios, execute trading strategies, and evaluate performance from both the theoretical side and practical side. This course will also provide detailed introductions to various types of important investment companies including mutual fund, hedge fund, exchange traded fund (ETF), and pension fund. In addition, this course will equip students with basic data analysis skills to form and evaluate their own trading strategies. Specifically, we expect that

1. This course will help students understand the important finance theories that form the foundations of portfolio management and performance evaluation. These theories will include portfolio theory, asset pricing models, efficient market hypothesis, and security analysis.
2. Students will learn detailed investment management process of funds in the real world

and have a comprehensive understanding of the characteristics of mutual fund, hedge fund, and other important types of funds.

3. Students will acquire necessary big data analysis skills to form simple quantitative trading strategies and evaluate fund performance.

### **Behavioral Finance (3 credits)**

In traditional finance framework, people are assumed to be “rational”. However, ample empirical evidence is inconsistent with the predictions from the theories based on rationality, which suggests that people are not fully rational. Specifically, studies find that investors are committed to certain heuristic-based biases and frame dependent such as overconfidence, optimism, self-attribution, illusion of control, loss aversion, representativeness heuristic, anchoring, availability, ambiguity aversion, hindsight, flaming, etc. Behavioral biases combined with limits to arbitrage may result in securities not to be correctly priced.

This course will help students understand how individuals’ attitudes and behaviors affect their financial decisions and financial markets. In the practical side, this course will emphasize the role of investors’ psychological biases on various types of market inefficiency and show that how sophisticated investors can take advantage of these behavioral biases.

This course will help students acquire the basic knowledge about the theoretical foundation of behavioral finance and understand the key differences between behavioral finance and traditional finance.

Students will have a good knowledge of typical behavioral biases and limits to arbitrage. Students will also understand how these biases combined with limits to arbitrage significantly affect investment decisions, corporate decisions, and eventually market efficiency.

Students will acquire basic skills of processing simple data to detect and analyze market inefficiencies caused by investor behavioral biases. Students will also learn how sophisticated investors take advantage of other people’s behavioral biases to form profitable trading strategies.

### **Multinational Financial Management (3 credits)**

The course covers 4 parts: 1) international financial environment, describing the fundamentals of exchange rate regimes and reviewing and evaluating the RMB exchange rate reform; 2) forex theories and forex markets and instruments, esp. the RMB onshore and offshore markets, with which multinational firms can hedge their forex exposure; 3) foreign exchange risk categories and financial, operational and strategic management of the forex exposure; 4) incorporating exchange rate risk and political risk in multinational investment and financing decisions.

The course focuses on China by introducing the process and the rationale in RMB exchange rate reforms and the development of RMB onshore and offshore market, as

well as how Chinese firms and foreign multinational firms could make wise global investment and financing decision and how they can management the FX risk and political risk when going global. Many real cases from Chinese firms will be used in the class.

The objective of this course is to help students understand fundamental theories in international finance and how they can be translated into business opportunities in the real world and create value from multinational firms.

### **Financial Risk Management (3 credits)**

The course covers a basic introduction on pricing models as well as financial institutions. It then covers the management of a wide range of financial risks in financial institutions, including market risk, credit risk, operation risk, systemic risk etc. and an introduction to regulations.

This course will equip students with basic ideas and approaches of risk management, mainly for financial institutions but also applicable to nonfinancial corporations.

### **Introduction to Chinese Finance Development (3 credits)**

This course is aimed to enable students to grasp the basic knowledge introduction to Chinese finance, and to apply core advanced economic theories and quantitative methods to the issues of Chinese finance, through lecture learning, literature reading and case thinking. We believe that our UC students and other students can understand the Chinese financial issues related closely to RMB exchange rate, evolution of China's banking and finance industry, China's exchange rate determination, Chinese money market and capital market, Chinese international balance of payments, the choice of RMB exchange rate regime, Chinese foreign exchange reserves, and foreign exchange control and RMB internationalization, by learning systematically the following eight topics or fourteen lectures.

Further, they can use the basic theories of RMB exchange rate and exchange rate regime to analyze and understand the cause and development path of exchange rate regime choice in China. Moreover, the theoretical study of this course will enhance students' understanding for the evolution and choice of Chinese international balance of payments and foreign exchange reserves. The teaching contents of this course include eight topics, and will be divided into fourteen lectures.

### **International Finance (3 credits)**

It is an analytical course that provides students with fundamental yet broad knowledge with which they may analyze the determinants of exchange rates, understand the global financial crisis and address topical issues of international economic interdependence among countries. The course also intends to impart a consistent analytical framework to

the discussions of various contemporary global economic events that impact the growth and instability of national economies.

The course covers some of the most important, intriguing and debated topics in international finance, starting from the balance of payments, to the determination of exchange rate, the macroeconomic consequences of external shocks under alternative institutional regimes, and the evolution of global capital and international monetary system. Policy issues will be discussed throughout the course with special emphasis on the implications to the Chinese economy. Specifically, this course will

1. Provide students with a basic knowledge of how international financial markets work.
2. Provide students with an understanding of exchange rates and why currency values fluctuate.
3. Explore methods used to manage risk in the global markets.
4. Support student learning through site visits to cultural and financial centers.
5. Provide an in-depth understanding of the process and techniques used to make international investment decisions.

### **Corporate Finance (3 credits)**

The purpose of this course is to help the students develop general insights on important topics in the area of corporate finance. After this course, they are expected to develop skills and knowledge necessary for the financial management of the corporations. Also, they will learn to find answers to corporate issues based upon theoretical models and empirics in this course.

### **Foreign Business Investment (3 credits)**

This course aims at helping the students to lay solid fundamentals of research and work in the field of foreign investment/securities in the future. This course enables to help the students understand and master the basic concepts and theories, strengthen their ability to engage in the theoretical research and practical work, to think independently, and to analyze and solve the problems.

Learn about financial markets and instruments, investment strategies. Apply standard models of financial economics to problems of portfolio optimization, diversification, immunization, and risk management.

Creating a foundation for the students to understand better FDI (Inward and Outward); deepening the knowledge about FDI in specific sectors and countries.

### **Personal and Business Finance (3 credits)**

This course introduces the student to the fundamentals of personal and business finance. The course requires an understanding of mathematics as well as economic concepts and accounting principles. The course is corporate-oriented with emphasis on practical



applications and problem solving techniques. The primary objective is to provide the student with the tools to understand and solve the basic financial problems confronting business today. The topics covered include the time value of money, valuation of assets, capital budgeting techniques, capital structure theory and dividend policy assessment. The application of the topics to international markets will be made whenever possible

This is a course to introduce the student to the knowledge about personal business evaluation. The students will understand the procedures used to issue common stock, the information needed to value stock, how to collect and process the necessary information from each functional area, and how to disseminate information to investors. The students will be able to manage cash receipts and disbursements in a way that will enable the firm to receive the greatest value from its cash flows. Students will understand how the interest rate level may affect the firm's ability to raise funds to maintain and grow the firm's production capacity. The students will understand cost of capital to select long-term investments after assessing their acceptability and relative rankings.

## **Business Administration Courses**

### **Introduction to Management (3 credits)**

This course provides students with an overview of the management, which includes SWOT, five force model, leadership theories, multiple organizational structures, motivation theories. Students are guided to apply knowledge into practice and conduct case analysis and do group projects to deepen the understanding of knowledge. This course aims to provide students with general knowledge of management framework (i.e., planning, organizing, leading, controlling). Specially, students will learn:

1. The evolution of management theories;
2. Basic knowledge and principles in management;
3. How to make decision and develop corporate strategy;
4. Motivation to work hard and being an effective leader;
5. Human resource management and organizational behavior.

### **Strategic Management (2 credits)**

Strategic management forms an integral part of everyday business life. It is important for all types of companies, whether they are large or small; or produces goods or services. In this course, we will focus on concepts, theories, and frameworks that help us to identify, analyze, and make strategic decisions at the firm level and the corporate level.

This course offers a mixture of lectures and case discussion based on team presentations and individual participations. The lectures are designed to introduce the key theoretical concepts, frameworks, and empirical findings of strategic management.

The cases provide a further opportunity to clarify, integrate, and apply the theoretical concepts from the lectures and the book to a range of real-world business cases. Student engagement therefore is an essential component of this course.

### **Strategy Management: Analysis of International Competitiveness (2 credits)**

This course is concerned with the fundamental objective, "to live, to live well, and to live longer," of the (for profit or not-for-profit) business organization. It deals with identifying and analyzing past and current strategies, with formulating new ones and with implementing them through the organization evolving and operating in the global economic environment. It focuses on business unit strategy, corporate strategy (including choice of business evolution path and pace), co-opetition interactive strategy to solve the problems about "how" to get "what" done through "whom" and by what the firms can set-up, survive and die.

This course is concerned with building of the guarantee system about firm's long-term survival. It aims at training the students' capabilities to grasp the overall nature of business, to analyze environment, mission, and competence of a firm, to craft and to execute strategy of uniqueness, trade-offs, and synergy. The ways of thinking, analytical skills and practice of art, discussed in this course, can be widely applicable to all types of for-profit and not-for-profit organizations. As a result of this course, students will be able to: 1) enhance ability to think the corporate strategy as a whole 2) learn the framework of strategic thinking 3) understand the essence of successful strategy crafting, implementing and executing in practice.

### **Business Ethics (2 credits)**

This course offers a mixture of lectures and case discussion based on team presentations and individual participations. The lectures are designed to introduce the key theoretical concepts, frameworks, and empirical findings of business ethics. Examples of the topics discussed in the lectures include:

- Moral reasoning
- Ethical principles in business
- Ethical issues in business

The cases provide a further opportunity to clarify, integrate, and apply the theoretical concepts from the lectures and the book to a range of real-world business cases. Student engagement therefore is an essential component of this course.

When making decisions of transactions and strategies in an organization, managers often confront with ethical issues and face ethical dilemmas throughout their career. In this course, we will focus on concepts, theories, and frameworks that help us to identify, analyze, and make moral decision at the individual, organizational, and societal levels.

### **International Business Management (2 credits)**

This course will cover the background and latest developments of international business, the international business environment (political and legal environment, economic environment, cultural environment, etc.) analysis, important theories of international business, the choice and entry mode of international market, the strategic choice and organization management of transnational operation, international strategic alliance and strategic cooperation management, the development of multinational companies in China and the survival strategies of local companies, the internationalization of Chinese companies, etc.

This course will help establish a solid knowledge foundation for students' future practices in international business activities and transnational operations. In addition, this course also incorporates analyses of the development history of multinational companies in China as well as the challenges faced by Chinese companies in their international development.

This course aims to provide students with an international perspective on business management. Through lectures, case analyses, class discussions, and group projects and presentations, students will learn:

1. The evolution and latest developments of economic globalization;
2. Basic knowledge and principles in international business;
3. General rules and principles in international business and strategies to deal with environmental challenges of international business;
4. The motivations, basic methods, entry decisions for international operation, as well as strategy and organization of multinational companies;
5. Establishment and management of international strategic alliances;
6. Global human resource management.

### **Design Thinking and Lean Startup Strategy (3 credits)**

The subject is systematically organized around the creation of new value, processes of innovation management, and operation of new and emerging ventures. The subject covers major aspects of innovation and entrepreneurship strategy, including creativity and design thinking, open innovation and crowd sourcing, lean startup strategy, founding team and fund raising, digital transformation and reverse innovation.

The overall aim of this subject is to establish the foundations of innovation and entrepreneurship, and use tools such as design thinking and lean startup strategy to create values. Students will acquire a broad overview of principles, theories, and practice of innovation and entrepreneurship, together with an understanding of key tools, skills, and attitudes required to operate in an entrepreneurial environment. On successful completion of this subject students should be able to:

1. Explain the range, scope and complexity of the issues and problems related to the strategic management of technology, innovation and entrepreneurship
2. Analyze and evaluate various approaches to managing innovation and entrepreneurship, in both startup and mature organizations

3. Apply major innovation theories and entrepreneurial tools (e.g., design thinking, lean startup strategy, open innovation) to the analysis of case studies
4. Explain the innovative and entrepreneurial evolution and phenomena taking place today

### **Organizational Behavior (2 credits)**

This course will cover the background, important theories and their applications, and the latest developments of organizational behavior. This course will discuss organizational behaviors from multiple levels, including the individual level, team level, and organizational level.

This course aims to provide students with a comprehensive understanding of organizational behavior. Through lectures, case analyses, class discussions, group projects and presentations, students will be able to:

1. Understand the basic concepts and theories in the field of organizational behavior;
2. Apply the basic theories of organizational behavior to analyze and solve specific problems in practice;
3. Improve management skills.

### **Organizational Communication and Its Social Context (3 credits)**

The course introduces the basics of managerial communication theories and strategies: audience analysis, communicator credibility, message construction, channel choice and organizational context. Primary focus of the course involves (but not limited to) Interpersonal Communication Skills, Active Listening Skills and Reflective Responses, Organizational Communication and Network, Stakeholder Theory and System Theory, Crisis Communication and Management, Negotiation Strategies and Tactics, Effective Presentation Skills, Cross-cultural Communication and Management, Managerial Writing Strategies and Techniques, Public Relations Management, etc. Students will study communication theories and discuss business cases in order to analyze and understand the strategic thinking of managerial communication and to apply the skills in communicating with others both within and outside the organization.

The course is intended to help you think strategically about management communication; sharpen your writing, presentation, and interpersonal communication skills within a managerial setting; and enhance your capacity of critically analyzing corporate communication issues along the line of problem-solving thinking. In our class sessions, we will look at a range of successful practices and guidelines that have been derived from both research and experience, give you the opportunity to develop and practice your skills, and provide you with feedback to help you strengthen them.

### **Entrepreneurial Development (3 credits)**

Students need to be prepared for a world that has an unprecedented rate of change, specially, in countries such as China, with unparalleled levels of development,

competition and digitalization. Traditional pedagogy is focused to create logical, sequential learning that is purposefully aimed at building competency or perspectives. Simulating experiences and a fully experiential entrepreneurship allows this course to complement those skills mentioned. This course applies design thinking, creative thinking, storytelling and other entrepreneurial development creative theories.

Entrepreneurial development is aimed at providing students a set of tools and methodologies that will help them identify and develop business opportunities. Specifically, the learning objectives include:

1. Understand entrepreneur mindset;
2. Understand relevant literature and methodologies that promote innovation, creativity and disruption;
3. Identify potential problems and formulate solutions that may can be transformed in business opportunities;
4. Understand that it's possible to become an entrepreneur despite limit available resources;
5. Identify opportunities with economic, social or environmental impact and be able to empathize with clients or market needs;
6. Develop abilities towards creative process and the capacity of approaching and solving problems in a different way.
7. Learn how to structure a customer map experience;
8. Understand how to communicate ideas and connect with potential customers;
9. Understand China innovation environment and the opportunities for entrepreneurs within this context
10. Identify growing trends in Chinese economy and how can these impact economic development cross borders;
11. Interact with entrepreneurs carrying out business in China.

### **Business Research Methods (3 credits)**

The course provides students an overview & experience in qualitative research methods. A briefing of quantitative methods will be presented, as well as a comparison between quantitative and qualitative research. The focus of this course, though, is on the different methods of qualitative research and field application. The range of topics will be broad, including case study, literature review, content analysis, participant and non-participant observation, in depth interviews, focus groups and qualitative based forecasting.

The objective of the course is to provide students with hands on experience on elaborating and putting into action business research strategies that could generate reliable insights into new markets, and consumer orientations as well as consumer behavior and organizational environments.

### **International Business Negotiation (2 credits)**

This course is designed to improve students' communicative skills in English and extend their knowledge of the business world. It is targeting at upper-intermediate to advanced

students of business. It helps students to use English more effectively and professionally. The texts offer an insight into topical biz issues and invite students to explore current thinking on important biz topics and trends. They are accompanied by authentic recorded interviews with top biz people and authentic texts from prominent biz publications and the media. Skilled based units provide an in-depth focus on presentations, negotiations and meetings, adequate scope for students to practice the language and communicative skills, interaction and communication to develop interpersonal skills as well as to improve students' performance and increase confidence in these areas. The format includes introduction, texts reading, English vocabulary, language practice, listening, case studies, and writing.

## **Management Science Courses**

### **Operations Management (3 credits)**

The goal of this course is to introduce students to the fundamental concepts, problems, and strategies in the operations function of a firm. After this course, the students will be able to apply operations management tools in solving practical problems in manufacturing and service industries. Operations Management (OM) plans and coordinates all activities in the process of producing and delivering products (goods and services). Effective operations management is a key ingredient of success in most industries. Achieving operations excellence is one of the most essential strategies to improve efficiency and to gain a competitive advantage. This course will cover a mix of qualitative and quantitative methods that provide the necessary tools to make intelligent decisions in operations.

### **Operations Research (4 credits)**

Operations research is defined as the scientific process of transforming data into insights to making better decisions. It is a science that studies how to effectively organize and manage human-machine systems. It plays an important role in cultivating and improving the quality of management personnel because of its close connection with management science, systematic framework for solving practical problems, and a set of rigorous scientific methods from problem formulation, analysis, modeling, solution, to implementation. The course content includes linear programming, integer programming, dynamic programming, network programming, decision theory, queuing theory, nonlinear programming, and other mathematical programming theories and algorithms.

The learning objectives of this courses include:

1. Understand basic principles and methods of Operations Research;
2. Master the basic modeling approaches of Operations Research, learn to model and solve some basic practical management problems;
3. Master the use of basic optimization solves (such as Python+Gurobi).

### **Supply Chain Management (3 credits)**

Supply chains are complex networks comprised of suppliers, manufacturers, wholesalers, distributors, retailers, logistics providers, customers, and after-sales service providers. Supply chain management (SCM) is the process of planning, coordinating and controlling goods, services, information flows, and financial exchanges from suppliers of raw materials to the end consumers. Because of its broad scope and inherent complexity, supply chain management is a truly cross-discipline subject, covering operations management, logistics, procurement, economics, systems engineering, organizational theory, marketing, finance, and even accounting. As such, you will see concepts and principles from those seemingly disconnected disciplines being applied and integrated in the class. However, the course does not require any previous training or exposure to those related areas, since the instructor will explain the relevant concepts and theories whenever it is necessary.

The learning objectives of this course include:

1. Help students appreciate SCM by providing an overview, as well as relevant background material and context to assist students understand what is SCM, why it is important, and how to do it;
2. Develop the students' ability to formulate and analyze SCM problems in a logical manner;
3. Help students develop learning capacity, thinking capability, and problem solving ability through exercises;
4. Prepare students to be the future business leaders.

### **Business Logistics: Doing Business in China (3 credits)**

Today every student, entrepreneur and executives around the world needs to understand the tidal wave of innovation making its way from China to the rest of the world. Understanding the process, its limitations and its unique characteristics is essential to assess the ways to benefit from these phenomena. Executives in Chinese corporations also need to understand the role of innovation in the rise of their firms, limitations and obstacles they will face abroad China.

This is a business course which provides fruitful insights for students to understand Chinese business environment. The Course will include a review on the foundations that led China to promote open policies that led the way to established an export base economy, development derived therefrom and the necessary recent shift towards a consumer-based economy (including the challenges it will have to face). The Course will include a review on Chinese growing technology sector and its ever-changing competitive internet Universe, and the way Chinese entrepreneurs are reshaping traditional industries (i.e. green industries, auto industry, last mile delivery, micro-mobility, retail, finance, entertainment, artificial intelligence). This course will review Chinese modernization policies, including but not limited to China 2025, China Internet,

the recently issued Five-year plan, and their implication in the development of China and impact on China's business environment and society. Review on Artificial Intelligence, its impact in Chinese society, economy and culture will also be covered. Finally, Chinese One Belt One Road initiative and Chinese pivotal role in the international arena. Overall this course provides students with useful insights for students to understand China not only a supplier of goods and commodities, but also, as a business innovative economy with great potential for internationalization.

### **Game Theory (3 credits)**

Game theory is the mathematical study of multi-person strategic interactions, in which an individual's success depends on his/her own choice as well as the choices of others. Game theory has applications in many fields, such as politics, economics, biology, and computer science. The goal of this course is to give you a thorough introduction into game theory. The students should learn how to describe games in the formal language of game theory. Students should also learn how to recognize the major strategic considerations and predict the behavior in games using the concepts of game theory. At the end of the course the students should be able to analyze and solve complicated games.

We will discuss four classes of games: static games of complete information, dynamic games of complete information, static games of incomplete information and dynamic games of incomplete information. Corresponding to these four classes of games will be four notions of equilibrium in games: Nash equilibrium, subgame-perfect Nash equilibrium, Bayesian Nash equilibrium and perfect Bayesian equilibrium. This course is in the honor program and then it will have several seminars, which deepen the depth and breadth of the learning in class.

### **Optimization Theory and Applications (3 credits)**

The theoretical part of the course includes linear programming, integer programming, network optimization, unconstrained optimization, quadratic programming, and constrained optimization. The application part includes logistics, manufacturing, transportation, big data, project management and finance.

This course aims to systematically introduce the theory and algorithms of optimization methods and their applications in economic and management sciences. The students can learn the basic techniques of optimization modeling methods and algorithm design.

### **Project Evaluation (3 credits)**

The course is focused on understanding Business research, which is about providing relevant, accurate and timely information for marketing decisions. This course is designed to equip students with an overview of marketing research and its use in making more effective marketing decisions.



Class will contend what data to collect, where to collect from and how to collect data; coding and editing of data; using statistical tools to analyze data, interpreting results; and writing and presenting reports.

The course begins with introduction to the principles of financial analysis and financial decision making process. It provides chance to help students establish the framework of project assessment under an uncertain business environment. It helps students grab the essential concepts of how the capital market works, the tools of company valuation, and the feasibility assessment methods, which together lead to solving financial decision making problems in the real world.

## **Marketing Courses**

### **Marketing Management (3 credits)**

Marketing management is the art and science of getting, retaining and growing customers through creating, delivering and communicating superior customer value. Marketing management seeks to meet organizational objectives by effectively satisfying customers in a dynamic environment.

This course provides an overview of marketing process and marketing principles, and more importantly, it offers students opportunities to apply the key marketing principles to practical business situations. The course also provides an understanding of marketing as the basis for general management decision-making and as a framework of analysis.

After completing the course, students should be able to:

1. Understand the key marketing concepts and phenomena, and understand the role of marketing in companies;
2. Integrate the customer into every aspect of business planning. The core competence of marketing in any organization is its understanding of the customer;
3. Appreciate how companies develop relationships with customers that provide lifetime value to both the company and its customers;
4. Apply marketing concepts to a wide range of management situations;
5. Develop specific recommendations and actions plans for companies facing difficult marketing decisions;
6. Acquire analytical skills to define marketing problems, identify marketing opportunities and interpret their implications for managerial decision-making.

### **Service Marketing (2 credits)**

The course is composed of the following 4 parts of the content:

1. Fundamental concept of service marketing;
2. Strategic service marketing;
3. Service operation and service system management;

4. Advanced issues of service marketing and management.

The course is committed to reach the following goals:

1. Introducing the students to key service marketing concepts and facilitating them to have overviews with a framework of theoretical knowledge.
2. Developing students' abilities of studying fast-moving marketing situations, in particular, China as an immature market and an emerging market in service industry as well.
3. Enhancing students' skills in thinking and decision-making with service marketing perspectives and insights in the complex service environment.

### **Digital Marketing (3 credits)**

Companies are increasingly shifting some of the marketing efforts to digital technologies such as online paid advertising, search engines, social media and mobile. This course focuses on both the theory and application of digital marketing. The course starts with the theoretical understanding of the digital revolution. This part introduces the new characteristics of customer behavior in a multi-media, multi-device and multi-channel environment, and how the customer analysis can be translated into marketing strategies for customer relationship management and brand building. Next, the course delves into managerial understanding of various digital marketing tools, including online paid advertising, web marketing, and social media marketing. In the meanwhile, students learn applications of marketing analytics including content analysis, social influencer identification, search engine optimization, A/B testing and other related data analytics.

Students should be able to achieve the following goals:

1. Have in-depth knowledge of key concepts, theories, and issues in digital marketing.
2. Make independent assessment of digital marketing strategies of companies.
3. Understand digital marketing analytics and master some data analysis skills.
4. Develop sustainable learning habits to learn the emerging digital marketing tools.

### **International Markets Study (3 credits)**

The course is focused on understanding international markets through marketing research, which is about providing relevant, accurate and timely information for marketing decisions. This course is designed to equip students with an overview of marketing research and its use in making more effective marketing decisions.

We will discuss the complete marketing research process from problem formulation to writing and presenting a research report. Topics covered will be developing research questions and hypotheses; deciding what data to collect, where to collect from and how to collect data; coding and editing of data; using statistical tools to analyze data, interpreting results; and writing and presenting reports.

Special emphasis will be given in the use of appropriate software to design and implement survey and experimental studies, and application of SPSS to analyze data with

diverse statistical tools. This course covers basic multivariate data analysis with an emphasis on applications for marketing research. The course is introductory in nature. It emphasizes applications of multivariate analysis from a conceptual viewpoint as well as research design.

### **Marketing Channel Management (2 credits)**

Marketing Channel Management is one of the elective courses of undergraduate program of management and marketing. Based on marketing channel flow analysis and reconfiguration, this course will offer students some new concepts and theories about marketing channel design, diagnosis, and implementation process.

In this course you learn marketing channel knowledge from lecture, in-class discussion, case studies, and team project via field study. The purposes of this course are:

1. Introduce the basic framework of marketing channel management;
2. Help students to develop skills in marketing channel flow analysis and reorganization; marketing channel design and implementation strategies;
3. Push students to master skills of case studies and term project researches;
4. Enhance problem solving and decision making abilities with marketing channel flow management perspective.

### **Brand Management and Integrated Marketing Communication (3 credits)**

This course is combined two main themes together: brand management and integrated marketing communication. It is designed to introduce you the field of brand management and advertising & promotion. The emphasis in this course will be on the role of a brand, brand management system, advertising and other promotional mix elements in the integrated marketing communications program (IMC) of an organization. The development of an integrated marketing communications program requires an understanding of the overall marketing process, how companies organize for advertising and other promotional functions, customer behavior, communications theory, and how to set goals, objectives and budgets. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations, and personal selling. We will examine the process by which integrated marketing communications programs are planned, developed and executed as well as the various factors and considerations that influence this process. We will also discuss the environment in which advertising and promotion takes place and the various regulatory, social and economic factors that affect an organization's IMC program.

### **Applied Economics Courses**

### **China's Economic Development and Prospects (3 credits)**

The course focuses on China's economic reform, its transition from a centrally planned economic system to a market economy, and its integration into the world economy. The topics include the Chinese economy from a historical perspective, the reform and opening-up policy, urbanization in China, foreign investment and trade, reform of state-owned enterprises, regulation and development, and China's economic prospects.

The goal of this course is to apply the basic analytical framework of microeconomics to analyze the rapid transition and development of the Chinese economy. By taking the course, students will understand the great changes in China in the past forty years through its economic transitions and reforms.

### **Digital Platform Economics (3 credits)**

This course focuses on digital economy and platform economics studies in digital economy. Firstly, it introduces the composition and development of digital economy from the macro-perspective. Secondly, it mainly focuses on the platform economics, which is a new organizational form spawned by the digital economics. The lecture will cover topics including the development of platform, the main characteristics, the core problem, special issues and the regulation. Some relevant behavioral studies will also be introduced in order to help better understand the platform and its participants' strategic behavior and intention.

The goal of this course is to introduce the classical theories in the field of digital and platform economics, combined with real cases. By taking the course, students can have a certain understanding of the basic knowledge, current development and research frontiers in the field of digital and platform economics.

### **International Monetary Economics (2 credits)**

This course is about international macroeconomics and international finance. It will help students understand the macroeconomic and financial linkages between countries. Topics include national income accounting, the balance of payments, the operation of the exchange rate systems, the international capital market, the international monetary system, and the mechanisms of adjustment of exchange rate, interest rate, current account balance, output and price level in response to monetary and fiscal policies. Some issues regarding the Chinese economy, such as the current account imbalance and capital flow, and RMB exchange rate will also be discussed.

### **Development Economics (3 credits)**

The course is a development economics course using China as a case study. The course is designed to let students understand the major factors determining economic development,

different ways of economic development, and the experiences and lessons we can draw from China's economic development, while comparing with some other countries.

The course is divided into four parts. Part one, including the first two sessions, provides the basics for economic development. Session one discusses some basic concepts of development and lists the major factors determining economic development. Session two provides some theories concerning economic development. Part two focuses on institutional factors of development, using China as the example. Sessions three and four discuss reform and opening respectively in a macroeconomic sense. Session five and six specifically focus on two microeconomic reform issues, land reform, and enterprise and price reform. The third part, composed of another five sessions, puts the stress on factors for economic growth. Session seven and eight emphasize the problem of human resources, and session nine and ten discuss related issues on capital formation. Whether foreign trade is an engine or maiden for economic growth is discussed in session eleven. The last part turns to some non-market issues. Income distribution and environmental problems are two important issues that cannot be automatically solved by the market. They are discussed in session twelve and thirteen respectively. Since market itself cannot always function well, so the last session concludes with the role of government in economic development.

## **Information Management Course**

### **Management Information Systems (3 credits)**

This course is designed to introduce students to the fundamental concepts of business information systems. It examines what is meant by an information system, its basic components and their inter-relationships, and why and how such system is being used in businesses to achieve operational excellence and strategic advantage. There are five major themes covered in the course: 1) organizational and managerial foundations of information systems; 2) fundamental and emerging infrastructure related to information systems; 3) IT enabled product, service and business model innovation; 4) IT enabled business process innovation; and 5) developing, implementing, and managing information system. After taking the course, students should gain a good understanding of important issues pertaining to information systems at the individual, organizational, and societal levels.

The learning objectives include:

1. Develop understanding of relevant concepts of management information systems and their use in organizations.
2. Develop capabilities for identifying, assessing, and resolving the important issues related to management information systems.
3. Develop fundamental managerial competency and balanced outlook in implementing and employing management information systems.

4. Develop capabilities for analyzing and articulating cases of contemporary information management in organizations.

## **Statistics Course**

### **Regression Analysis (3 credits)**

Estimation and inference in linear models; Review of real symmetric matrices and multivariate normal distributions; Diagnostics and solutions to problems in regression models; Multilinearity and solutions; Model selection.

The learning objectives include:

1. Understanding fundamental statistical concepts and approaches of regression analysis, as well as relevant mathematical proofs
2. Learning how to transfer practical problems into regression models and to implement regression approaches by R programming
3. Developing the ability of regression diagnostics
4. Knowing the state-of-the-art theory of regression analysis